

Parks and Recreation Commission



REGULAR MEETING MINUTES

Date: 6/25/2025
Time: 6:30 p.m.
Locations: Teleconference and
Arrillaga Family Recreation Center, Elm Room
700 Alma St., Menlo Park, CA 94025

A. Call To Order

Chair Lee called the meeting to order at 6:33 p.m.

B. Roll Call

Present: Chunyu, Dawkins, Grass, Lee, Patel, Van Buren
Absent: Sherman
Staff: Library and Community Services (LCS) Director Sean Reinhart, LCS Supervisor Tricia Mullan, Management Analyst Ashley Walker

C. Public Comment

None.

D. Study Session

- D1. Prepare a status report on the Parks and Recreation Commission work plan for 2024-25 and prepare a new work plan for 2025-26 (Staff Report PRC-2025-014)

The Commission discussed the work plan related accomplishments, ideas for increasing public comment and adjustments for the 2025-26 work plan.

E. Regular Business

- E1. Approve the May 28 and April 23, 2025 meeting minutes (Attachment)

ACTION: Motion and second (Van Buren/ Dawkins), to approve the minutes from the May 28 and April 23, 2025 meetings, passed 6-0-1 (Sherman absent).

- E2. Form an ad-hoc subcommittee to plan and support a proposed 5K “fun run” event in 2026 (Staff Report PRC-2025-015)

ACTION: Motion and second (Van Buren/ Dawkins), to form an ad-hoc subcommittee comprised of Chair Lee, Commissioner Patel and Commissioner Van Buren, the charge of which will be to plan and support a 5K fun run in the Belle Haven neighborhood area, passed 6-0-1 (Sherman absent).

F. Informational Items

- F1. Youth Advisory Committee charter (Staff Report PRC-2025-016)

The Commission made the following additions to the Youth Advisory Committee (YAC) charter:

1. Advise the Parks and Recreation Commission and City staff on activities, events, programs and current youth trends to meet the needs of youth in Menlo Park.
2. Assist in planning, promoting and implementing programs and services for youth.

The Commission discussed receiving quarterly YAC updates by attending committee meetings, assigning a liaison and rotating a YAC member into Parks and Recreation Commission meetings.

F2. Department statistics and recent activities (Staff Report PRC-2024-017)

LCS Supervisor Tricia Mullan introduced the item.

The Commission received clarification on the staff report and attachment contents.

The Commission discussed additions to the monthly statistics.

F3. Tentative agenda calendar (Attachment)

The Commission made the following updates to the tentative agenda calendar:

- Add Bedwell-Bayfront Park discussion to July.
- Move Capital Improvement Project (CIP) updates to August.

G. Commissioner reports

G1. Individual Commissioner reports

Commissioner Grass reported on the heavy usage and worn trails at Bedwell-Bayfront Park and the need for repairs/maintenance.

H. Adjournment

Chair Lee adjourned the meeting at 8:24 p.m.

Management Analyst Ashley Walker

Table 1. Library items circulated

Location*	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
800 Alma St.	34,588	34,361	35,858	36,698	36,029	35,330	34,288	34,639	36,767	32,143	36,302	34,067	35,042
100 Terminal Ave.*	580	1540	2,145	1,940	2,153	2,056	1,877	1,893	2,299	2,008	2,423	2,645	2,191
Total online / digital	12,204	12,910	18,284	19,394	18,490	19,612	18,122	17,756	18,405	17,606	18,777	19,071	*

*Not available at time of posting

Table 2. Library cards

Location*	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
New cards issued - MP residents	122	263	259	244	207	186	158	120	200	184	201	151	161
Total cardholders - MP residents	22,826	23,273	23,169	23,340	23,444	23,431	23,673	23,765	23,847	23,953	24,076	24,196	24,302

Table 3. Library patron questions answered

Location*	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
800 Alma St.	3,105	3,761	3,653	3,482	3,182	3,283	3,038	2,971	3,321	3,124	3,398	3,232	3,084
100 Terminal Ave.*	250	600	586	463	429	521	423	469	565	471	499	432	402

Table 4. Library holds filled (item requests)

Location*	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
Incoming holds - 800 Alma St	3,953	3,930	3,897	4,054	4,189	4,123	3,803	3,915	4,391	3,979	4,185	3,788	4,313
Outgoing holds - 800 Alma St	3,078	3,293	3,091	3,897	3,064	3,035	2,766	2,694	3,087	2,862	3,082	2,664	2,756
Incoming holds - 100 Terminal Ave.*	47	109	167	227	194	162	149	184	262	203	129	167	161
Outgoing holds - 100 Terminal Ave.*	22	23	6	10	11	26	15	13	43	**262	363	303	264

Table 5. Library foot traffic (gate count)

Location*	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
800 Alma St.	12,949	14,038	14,699	14,408	13,262	13,304	13,450	13,048	13,679	11,525	12,600	13,474	13,367
100 Terminal Ave.*	-	4101	3863	3,266	3,117	3,221	3,108	2,573	5,135	4,569	4,765	4,574	2,392

Table 6. Library program attendance

	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
Total attendance - 800 Alma St.	1171	998	1,174	1248	795	798	744	1044	1011	937	967	978	1,127
# of programs - 800 Alma St.	34	36	27	37	31	39	28	32	32	29	34	37	37
Total attendance - 100 Terminal Ave.*	68	331	498	298	190	326	166	316	612	464	240	379	188
# of programs - 100 Terminal Ave.*	5	10	29	29	22	25	21	24	28	30	23	27	25

*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to 100 Terminal Ave.

**In February 2025, Belle Haven Library began allowing outgoing hold to other libraries outside Menlo Park

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Table 7. Preschool enrollment													
Location	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
Menlo Children's Center (MCC)	37	41	40	39	28	28	28	26	32	32	32	44	46
Belle Haven Child Development Center	63	63	63	35	43	44	44	48	48	48	50	54	56

Table 8. School age – enrollment													
Location	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
MCC - After School	32	53	43	30	30	31	31	31	31	29	28	29	29
Belle Haven Youth Center	52	45	45	67	55	55	55	55	58	58	58	58	58

Table 9. Menlo Park Senior Center - 100 Terminal Ave.													
	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
Lunches served	243	683	866	914	1113	1132	836	726	810	851	956	971	952
Grocery boxes distributed	230	460	460	460	460	460	460	460	230	460	460	460	460
Senior shuttle trips	614	1466	1745	1,618	1,660	1,786	1,160	1,332	1,488	1,342	1,504	1,454	1,474
Special event attendance	-	-	-	-	-	-	-	-	127	150	55	214	129

Table 10. Older adults / seniors class enrollment					
Location	Spring 2024	Summer 2024	Fall 2024	Winter 2025	Spring 2025*
700 Alma St – Enrollment - residents	21	25	25	51	54
700 Alma St - Enrollment - non-residents	11	11	11	67	27
700 Alma St # of senior classes offered	2	2	2	7	6
100 Terminal Ave. – Enrollment - residents	264	116	109	118	148
100 Terminal Ave. – Enrollment - non-residents	44	72	54	85	87
100 Terminal Ave. – # of senior classes offered	17	16	14	15	17

*Menlo Park Senior Center was closed during April and part of May 2024 to relocate from 700 Alma St. to 100 Terminal Ave.
**Season is still in progress and data shown is not yet final.

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Table 11. Recreational classes					
Location	Spring 2024	Summer 2024	Fall 2024	Winter 2025	Spring 2025*
700 Alma St. - Enrollment – residents	323	206	485	520	474
700 Alma St. - Enrollment – non-residents	107	114	196	213	161
700 Alma St. - # of classes offered	48	56	57	59	55
700 Alma St. - # of instructors	20	20	26	22	21
100 Terminal Ave. - Enrollment – residents	103	99	126	80	86
100 Terminal Ave. - Enrollment – non-residents	19	22	27	21	21
100 Terminal Ave. - # of classes offered	16	16	16	15	16
100 Terminal Ave. - # of instructors	9	9	10	9	9

Table 12. Gymnastics classes					
Location	Spring 2024	Summer 2024	Fall 2024	Winter 2025	Spring 2025*
Enrollment – residents	814	577	817	950	942
Enrollment – non-residents	257	285	355	383	368
Classes offered	114	114	120	120	120

Table 13. Sports classes					
Location	Spring 2024	Summer 2024	Fall 2024	Winter 2025	Spring 2025*
600 Alma St - Enrollment - resident	26	113	177	48	96
600 Alma St - Enrollment - non-resident	80	101	113	10	112
600 Alma St - # of classes offered	4	11	28	10	14
600 Alma St - # of instructors	2	5	6	2	5
600 Alma St - Drop-in basketball visits	665	474	847	631	436
600 Alma St - Drop-in volleyball visits	542	930	993	1240	620
600 Alma St - Leagues – individual registrations	458	180	1300	-	-
600 Alma St - Leagues – team registrations	70	18	137	-	22
100 Terminal Ave. - Drop-in basketball visits	28	169	203	231	421
100 Terminal Ave. - Drop-in volleyball visits	26	58	106	50	8
100 Terminal Ave. - Drop-in Fitness Center	512	877	1053	1,713	546

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Table 14. Recreation client accounts

	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
New recreation client accounts	515	490	558	1216	523	380	654	543	297	275	991	972	505
Total recreation client accounts	9,277	9,792	10,282	10,840	12,056	12,579	13,233	13,776	14,043	14,318	15,309	16,281	16,786
Hyperlocal client accounts	-	-	-	-	-	-	-	-	1,354	1,360	1,482	1,576	1,613

Table 15. Web page views

	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	May 2025
/Library	-	-	-	-	-	-	-	-	4,636	3,858	4,389	3,886	*
/ActivityGuide	-	-	-	-	-	-	-	-	4,706	4,001	7,141	3,937	*

*Not available at time of posting

Table 16. Newsletter engagement

	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025	*May 2025
Newsletters sent	-	-	-	-	-	-	-	-	3	4	5	4	5
Average recipients per newsletter	-	-	-	-	-	-	-	-	24,441	25,260	25,088	24,889	23,123
Total recipients (excludes bounces, etc.)	-	-	-	-	-	-	-	-	71,858	95,010	117,826	93,190	108,779
Total newsletter clicks	-	-	-	-	-	-	-	-	1,992	2,170	2,942	1,586	2,874
Total newsletter unique clicks	-	-	-	-	-	-	-	-	1,209	1,226	1,765	926	1,519
Total newsletter opens	-	-	-	-	-	-	-	-	61,371	88,301	103,780	76,786	79,229
Total unique opens	-	-	-	-	-	-	-	-	38,439	52,081	62,139	47,124	51,316
% open rate (monthly average)	-	-	-	-	-	-	-	-	80%	87%	83%	77%	69%
% unique opens rate (monthly average)	-	-	-	-	-	-	-	-	50%	52%	50%	47%	44%
Unsubscribes Monthly Total	-	-	-	-	-	-	-	-	168	216	179	147	170
% Unsubscribes - Monthly Average	-	-	-	-	-	-	-	-	0.22%	0.22%	0.14%	0.15%	0.15%
Email Bounces - Monthly Total	-	-	-	-	-	-	-	-	1,547	2,097	2,567	2,086	2,564

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Location	Spring 2024	Summer 2024	Fall 2024	Winter 2025*	Spring 2025*
700 Alma St. - residents	21	0	18	29	16
700 Alma St. - non-residents	73	19	25	64	41
100 Terminal Ave. - residents	n/a	n/a	10	38	28
100 Terminal Ave. - non-residents	n/a	n/a	15	3	0
Athletic field rentals (hours reserved)	1146	560	811	530	543

Location	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025	Apr. 2025
College and Career Fair	-	-	-	-	-	-	-	-	-	120	-	-	-
Black Liberation Month Celebration	-	-	-	-	-	-	-	-	-	-	290	-	-
Community Resource Fair	-	-	-	-	-	-	-	-	-	-	-	180	-
Egg Hunt/Spring Fest	480	-	-	-	-	-	-	-	-	-	-	-	2,200
BHCC Grand Opening	-	2000	-	-	-	-	-	-	-	-	-	-	-
Juneteenth Celebration	-	-	300	-	-	-	-	-	-	-	-	-	-
4 th of July Parade and Celebration	-	-	-	1200	-	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	270	-	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	230	-	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	244	300	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	222	550	-	-	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	300	80	-	-	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	-	330	-	-	-	-	-	-	-	-
Trunk-or-Treat	-	-	-	-	-	-	215	-	-	-	-	-	-
Halloween Parade and Festival	-	-	-	-	-	-	1500	-	-	-	-	-	-
Pumpkin Splash	-	-	-	-	-	-	150	-	-	-	-	-	-
Light Up the Season	-	-	-	-	-	-	-	-	900	-	-	-	-
Photos with Santa	-	-	-	-	-	-	-	-	450	-	-	-	-

*Season is still in progress and data shown is not yet final.