

Parks & Recreation Commission



REGULAR MEETING MINUTES

Date: 1/22/2020
Time: 6:30 p.m.
Arrillaga Family Recreation Center
700 Alma St., Menlo Park, CA 94025

A. Call To Order

Chair Harris called the meeting to order at 6:31 p.m.

B. Roll Call

Present: Bryman, Diepenbrock, Harris, Johnson, Payne, Staley

Absent: Baskin

Staff: Community Services Assistant Director Adriane Lee Bird

C. Public Comment

- Kristen Shima spoke on field allocation.
- Korenna Sinn spoke on field allocation.

D. Presentations

D1. Special events year-end overview presentation

Recreation Coordinator Mayra Lombera made the presentation (Attachment).

E. Study Session

E1. Proposal for One-City scholarship program

Adriane Lee Bird made the presentation (Attachment).

The Commission discussed the proposal.

F. Regular Business

F1. Approve the Parks and Recreation Commission minutes for the meetings of November 20 and December 18, 2019 (Attachment)

ACTION: Motion and second (Bryman/ Harris) to accept the Parks and Recreation Commission meeting minutes of November 20, 2019, passed 4-2-1 (Johnson and Payne abstained, Baskin absent).

ACTION: Motion and second (Staley/ Payne) to accept the Parks and Recreation Commission meeting minutes of December 18, 2019, passed 5-1-1 (Bryman abstained and Baskin absent).

F2. Commission goal setting and agenda planning

Adriane Lee Bird introduced the item.

G. Reports and Announcements

G1. Commissioner Reports

Commissioner Staley reported on the importance of marketing, including social media, and being cultural ambassadors for the community

G2. 2020-2021 capital improvement project budget development memo (Attachment)

Adriane Lee Bird introduced the item.

G3. Community services director's update and announcements (Staff Report #20-001-PRC)

Adriane Lee Bird provided the update and announcements.

H. Adjournment

Chair Harris adjourned the meeting at 7:49 p.m.

Elizabeth Snider, Senior Office Assistant

These minutes were approved at the February 26, 2020 Parks and Recreation Commission meeting.



SPECIAL EVENTS

Parks and Recreation Commission- January 22, 2020

AGENDA

- Program Areas
- Special Events
- Special Event Permits
- Menlo-Atherton Performing Arts Center
- Financial Picture
- Highlights & Challenges
- Survey Results
- Future Goals





Program areas

Program Areas

- Special Events
- Special Event Permits
- Menlo-Atherton Performing Arts Center



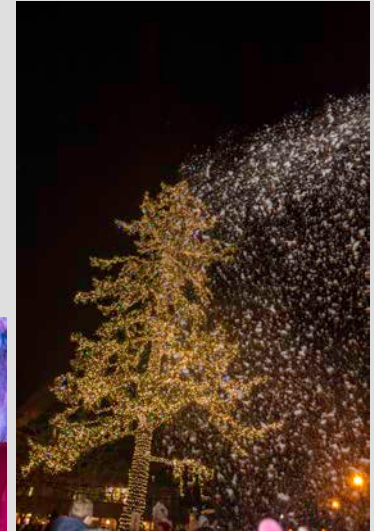


Special Events

2019 Events



- Egg Hunt (Burgess and Kelly Park)
- Kite Day
- Block Party
- Summer Concert Series
- 4th of July
- Menlo Movie Series
- Fall PAC Event
- Halloween Hoopla
- Holiday Tree Lighting
- Breakfast with Santa
- Holiday Showcase



Event Info



- **Egg Hunt**
 - One at Burgess Park, the other at Kelly Park
 - Over 2000 attended Burgess, 400 Attended Kelly
 - Cosponsored by the Menlo Park Fire Department
- **Kite Day- Bedwell Bayfront Park**
 - Attendance of 500
 - Partnered with Kiwanis Club
- **Block Party**
 - Cosponsored by the Chamber of Commerce
 - Attendance of over 600
- **Summer Concert Series**
 - First 8 at Fremont Park, last 3 at Kelly Park
 - 400 average attendance per week
 - Added Kid Zones to Kelly Park to increase attendance
 - Sponsored by Facebook to offset band expenditures
- **4th of July Celebration and Parade**
 - An estimated 10k in attendance
 - 55 staff members (not including PD that closed off streets)
- **Fall PAC Event**
 - Purple Fox and the Heebie Jeebies on 10/5
- **Halloween Hoopla**
 - Over 1000 participated
 - Partnered with Cheeky Monkey, Kuk Sol Won and West Bay Sanitary
- **Holiday Tree Lighting**
 - 400 in Attendance, despite the stormy weather
 - Partnered with the Chamber of Commerce
- **Breakfast with Santa**
 - Over 400 in attendance, all time slots filled up
 - Partnered with Menlo Park Rotary, Kuk Sol Won and Five Star Sports
- **Holiday Showcase**
 - 6 Recreation classes from ARC and OHCC performed at the PAC
 - 100 attended





Special Event Permits

Permit Info



- Special Event Qualifications:
 - Any City Street closure
 - Any event impacting traffic or intersections
 - Any noise exceeding municipal code
 - Attendance expected to exceed 150 people
 - Community events
- Permit Fees
 - \$125 for minor event (block parties, private house event, less than
 - \$250 for major event (requires street closure)
- Time line
 - 6 weeks for standard permit
 - 60 days for events that require a noise permit or additional Police control
- 2019 Permits:
 - Approved 23 Permits (14 minor, 9 major)



Menlo-Atherton Performing Arts Center

PAC Info



General PAC Info:

- Located on the campus of Menlo-Atherton (M-A) High School, City and City users get 55 dates a year

City Events at PAC:

- Fall PAC Event
 - Purple Fox and the Heebie Jeebies on 10/5
- Holiday Showcase
 - 6 Recreation classes from ARC and OHCC performed at the PAC
 - 100 attended

PAC Grant:

- 9 recipients in 2019 ranging from \$500-\$3000 awarded to various local organizations to subsidize the rental fees of the theater
- New registration system, Facilitron implemented



FINANCIAL PICTURE



Financial Picture 2019



Revenue for paid events:

Kite Day- \$1992

4th of July- Aprox. \$9510

Breakfast with Santa- \$3900

Special Event Permits- \$3250

Highlights and challenges



Highlights & Challenges



Highlights

- Entire New Team
- Most attended 4th of July
- Block Party and first Concert on same night
- At least one sponsor for each event
- New software program for permits

Challenges

- Staffing for Events
- Weather conditions
- Park resources (power, restrooms)



SURVEY RESULTS

Event Survey Results

Kite Day (67 Surveys)

- **The event's contribution to a healthy lifestyle**
 - 98.5% were highly satisfied and satisfied
- **The event's contribution to their sense of community connection**
 - 100% were highly satisfied and satisfied
- **Overall satisfaction with customer service, event supervision, registration, quality of facility and program content**
 - 96.33% were highly satisfied
- **Greater appreciation for the Menlo Park Community**
 - 100% were highly satisfied and satisfied
- **Connection to the Menlo Park Community**
 - 100% were highly satisfied and satisfied
- **Social Engagement with the Menlo Park Community**
 - 100% were highly satisfied and satisfied
- **Enjoyable experience at the event**
 - 100% were highly satisfied and satisfied

Holiday Tree Lighting (17 Surveys)

- **The event's contribution to a healthy lifestyle**
 - 88.2% were highly satisfied and satisfied
- **The event's contribution to their sense of community connection**
 - 100% were highly satisfied and satisfied
- **Overall satisfaction with customer service, event supervision, registration, quality of facility and program content**
 - 75.18% were highly satisfied
- **Greater appreciation for the Menlo Park Community**
 - 100% were highly satisfied and satisfied
- **Connection to the Menlo Park Community**
 - 100% were highly satisfied and satisfied
- **Social Engagement with the Menlo Park Community**
 - 94.12% were highly satisfied and satisfied
- **Enjoyable experience at the event**
 - 100% were highly satisfied and satisfied

Future goals



Future goals



- Continue to add new activities to events
- Build more partnerships with community organizations
- Add adult beverages to one event



THANK YOU

The background of the slide is a landscape photograph. It shows a body of water in the foreground, a small island with reeds in the middle ground, and a green hill with trees in the background. The sky is blue with large, white, fluffy clouds. The text is overlaid on a semi-transparent blue band across the middle of the image.

STUDY SESSION: ONE-CITY SCHOLARSHIP PROPOSAL

Parks and Recreation Commission Meeting – January 22, 2020

AGENDA

- Challenges being addressed
- Background
- Analysis
- Recommended solution
- Program administration
- Impact on City Resources





CHALLENGES BEING ADDRESSED



- Increase access to ALL programs for ALL community members throughout ALL of Menlo Park
- Create a more competitive wage for Onetta Harris Community Center instructors, in turn raising the quality of programming
- Introduce a broader range of programming at Onetta Harris Community Center



BACKGROUND

- Subsidized classes

- \$25 for a 10-12 week class
- Cap on instructor pay \$34 per session (typically 45-60 minutes)
- Typical business practice for instructor compensation
- Result is a lack of interest from major contract instructors and limited offerings for those needing subsidy

- Current options

- One-to-One scholarship at Onetta Harris Community Center
- None for Burgess Campus

- *“As a little girl growing up in the neighborhood, she said, she would study the city’s activity catalog, unable to participate in the programs at the Burgess center because they were too expensive; programs at the Belle Haven location were cheaper, but were also, in some cases, cancelled.” – The Almanac, January 14, 2020*

ANALYSIS

- Best practice of CPRS and NRPA *“...low income groups should receive a subsidy in accordance with the Ability to Pay Principle, but other groups should pay for benefits they receive in accordance with the Benefit Principle.” – NRPA Magazine January 2020*
- Parks and Recreation Facilities Master Plan goals and guidelines accepted by City Council in October 2019. (One Menlo Park and 1.1.4 Equitable Access)
- Creates a competitive wage at Onetta Harris for contract instructors
- Consistent with the User Fee Cost Recovery policy and adapting to rapidly changing demographics
- Provides a subsidy for classes at Arrillaga Gymnastics Center, Gymnasisum and Arrillaga Family Community Center



RECOMMENDED SOLUTION

- One-City Scholarship pilot program will allow Menlo Park residents to apply for a scholarship for any of CSD's fee classes at any location
- 5-10 new classes at Onetta Harris Community Center to be introduced at market rate this calendar year
- Classes throughout the City are eligible for scholarship
- To be sensitive to those not comfortable seeking financial assistance, the pilot program will not affect existing classes at Onetta Harris Community Center in year 1. Future changes to be evaluated.



PROGRAM ADMINISTRATION



- Administered through a partnership with Samaritan House
- Participants will make an in-person appointment to have eligibility assessed
- Must bring proof of any income or financial assistance from the past 30 days and proof of residence
- Sliding scale correlated to San Mateo County Income Limits for HUD-funded programs
 - Low (50%)
 - Very Low (38%)
 - Extremely Low (25%)
- Participants to be notified within 5 days of appointment
- Each household to receive \$500 of scholarship funds for the year
- Registration will need to take place in-person or via phone
- Great way to promote health and wellness to existing Samaritan House clients



IMPACT ON CITY RESOURCES



- Up to \$40,000 to cover outreach, promotion, program administration through Samaritan House and City-wide scholarships
- Hourly staffing for 14 additional hours per week



QUESTIONS?