

Parks and Recreation Commission



SPECIAL MEETING MINUTES

Date: 11/20/2024
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 Joshua called the meeting to order at 6:32 p.m.

B. Roll Call

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

C. Regular Business

C1. Approve minutes from the October 23, 2024 meeting (Attachment)

ACTION: Motion and second (Van Buren/ Sherman), to approve the minutes from the October 23, 2024, meeting, passed 6-0-1 (Lee absent).

C2. Aquatics user survey results (Staff Report PRC-2024-036)

LCS Director Sean Reinhart made a presentation (Attachment).

The Commission received clarification on aquatics hyperlocal fees, operating expenses, aquatics program responsibilities of the pool operator and aquatics program responsibilities of the City.

ACTION: None.

C3. Approve the 2025 Parks and Recreation Commission meeting calendar (Staff Report PRC-2024-037)

LCS Supervisor Tricia Mullan introduced the item.

ACTION: Motion and second (Dawkins/ Grass), to approve the proposed 2025 meeting calendar, passed 6-0-1 (Lee absent).

C4. Policy update: Signage display policy (Staff Report PRC-2024-038)

LCS Supervisor Tricia Mullan introduced the item.

ACTION: Motion and second (Grass/ Sherman), to approve the signage display policy, 6-0-1 (Lee

D. Informational Items

D1. Department statistics and recent activities (Staff Report PRC-2024-039)

LCS Supervisor Tricia Mullan made a presentation (Attachment).

The Commission received clarification on rentals at the Belle Haven Community Campus (BHCC), supervision of the makerspace and BHCC staffing.

D2. Tentative agenda calendar (Attachment)

The Commission added the following items to the tentative agenda calendar:

- Field allocation process – January 2025
- Pickleball study session – March 2025
- Aging adults – April 2025

E. Commissioner Reports

E1. Individual Commissioner reports

None.

F. Adjournment

Chair Joshua adjourned the meeting at 7:35 p.m.

Management Analyst Ashley Walker



AQUATICS USER SURVEY RESULTS

Parks and Recreation Commission – Nov. 20, 2024

SURVEY OF AQUATIC USERS

- Citywide survey to gain insight into residents' needs and preferences for the City's two swim centers, Belle Haven Pool and Burgess Pool
- Survey questions were reviewed by the Parks and Recreation Commission on Sept. 25, prior to the survey publication
- Open from Oct. 12 to Nov. 11 and was distributed citywide in English and Spanish in multiple formats
- Survey received responses from 766 participants, approximately three-quarters of whom self-identified as incorporated City of Menlo Park residents and 777 free-text comments were shared
- The survey results are provided in Attachment A.

SURVEY HIGHLIGHTS – BURGESS POOL

- 47 percent visit Burgess Pool at least once per week
- 19 percent never visit Burgess Pool
- 76 percent are somewhat-to-very satisfied with Burgess Pool
- 16 percent have no opinion.

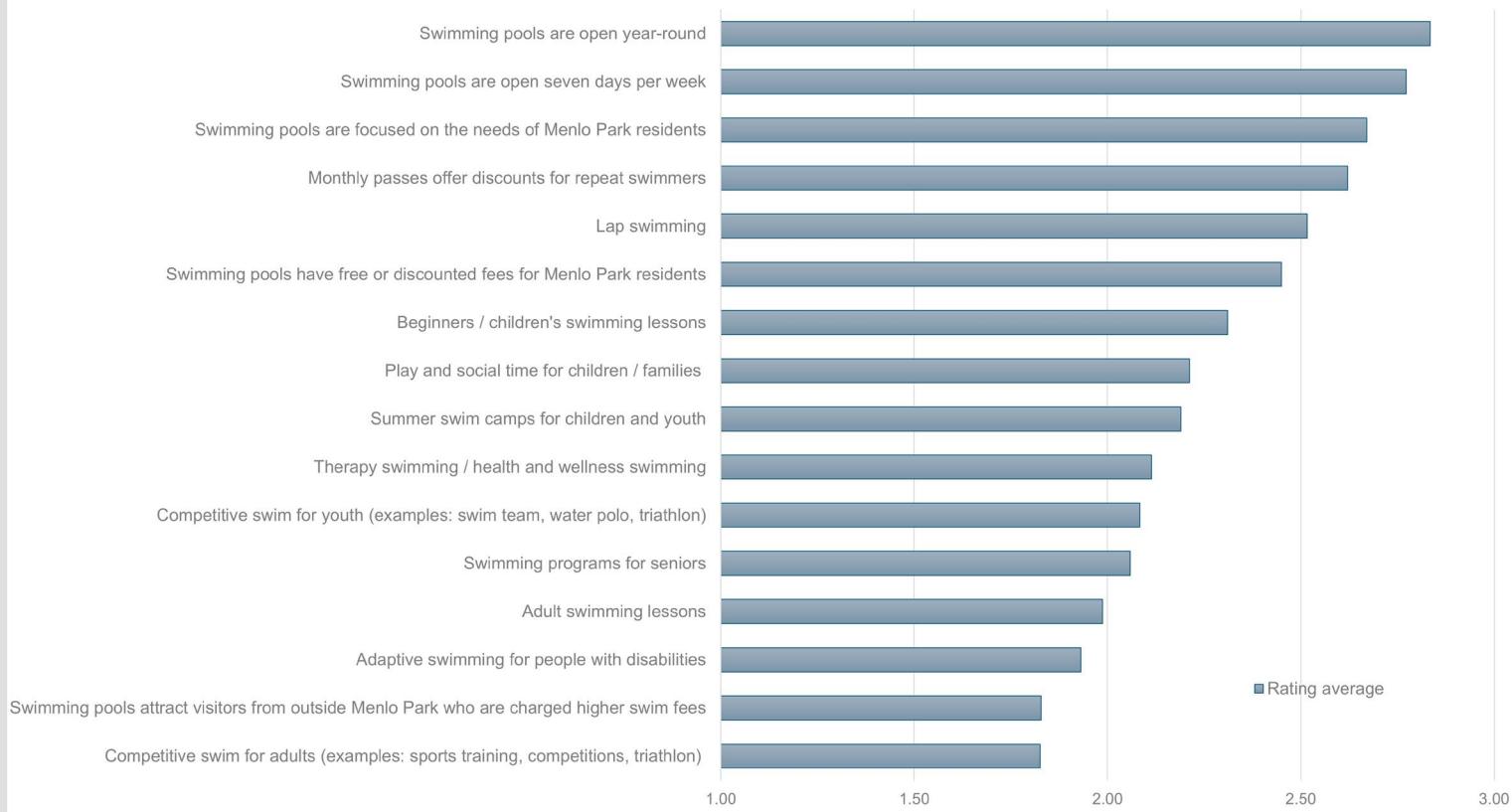
SURVEY HIGHLIGHTS – BELLE HAVEN POOL

- 7 percent visit Belle Haven Pool at least once per week
- 68 percent never visit Belle Haven Pool
- 23 percent are somewhat-to-very satisfied with Belle Haven Pool
- 73 percent have no opinion.

ALL RESPONSES

How important are the following things to you?

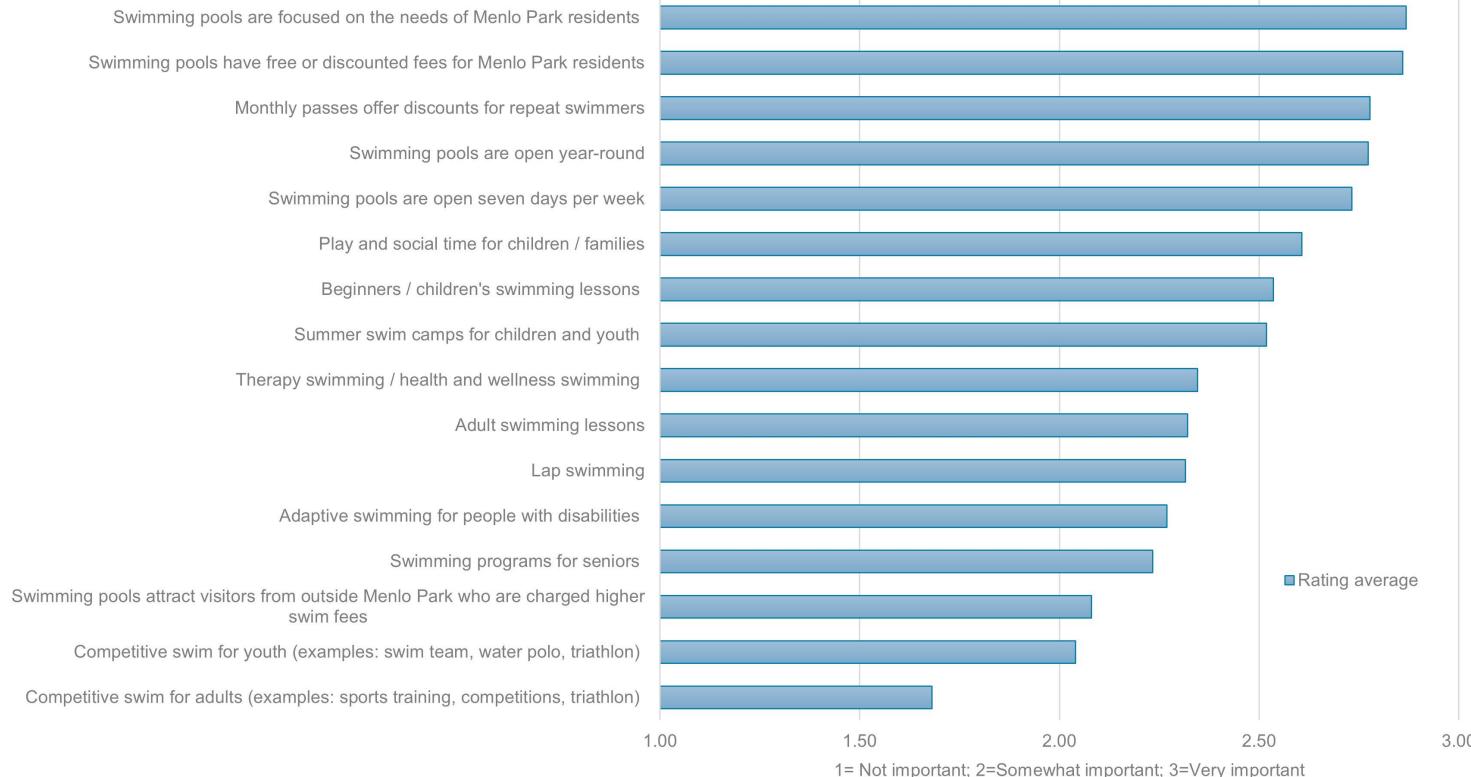
Total responses = 763



BELLE HAVEN NEIGHBORHOOD RESPONSES

How important are the following things to you?

Total responses = 62





AQUATICS OPEN HOUSES AND FOCUS GROUPS

- City staff and the aquatics operator hosted aquatics open houses at Belle Haven Pool on Sept. 5 and at Burgess Pool on Sept. 26
- Open houses gave participants the opportunity to learn about and provide feedback on aquatics programs
- Youth Advisory Committee (YAC) participated in a focus group session about the aquatics program on Oct. 9, which also yielded multiple comments, ideas, and feedback
- Summary results from the open houses and YAC focus group are provided in Attachment B.



AQUATICS "WORKING GROUP" FORMATION

- The aquatics operator agreement calls for the City to convene a "working group" of Menlo Park residents to informally meet with Operator and City staff on a regular basis
- Staff is preparing to outreach to aquatics survey respondents and focus group participants to invite their participation in a "working group" kickoff meeting in early 2025
- The purpose of the working group meeting will be to review the Operator's annual performance report and community survey results and offer recommendations for the aquatics program
- The working group's assessment and recommendations will be provided to the City Council to coincide with the presentation of the annual aquatics performance report in early 2025.



CITY COUNCIL REVIEW OF SURVEY RESULTS AND NEXT STEPS

- On Nov. 19, City Council received an informational report containing updates on the aquatics user survey and next steps for potential fee adjustments (Attachment C)
- Staff anticipates presenting options and recommended operational and fee adjustments to City Council for direction tentatively in early 2025 to coincide with the annual aquatics performance report





DEPARTMENT STATISTICS AND RECENT ACTIVITIES

Parks and Recreation Commission – Nov. 20, 2024





DEPARTMENT STATISTICS

- New recreation client accounts increased 77% from October 2023 (215 new accounts created) to October 2024 (380 new accounts created)
- Belle Haven Community Campus began accepting facility rental applications in September, drawing 14 rentals in Fall 2024 to date
- Senior Center lunches served increased 77% from October 2023 (642 lunches served) to October 2024 (1,132 lunches served)
- Belle Haven Library program attendance almost tripled from October 2023 (116 program attendees) to October 2024 (326 attendees)
- Complete year-over-year statistics in Attachment A

HALLOWEEN STATISTICS

- The Halloween Hoopla parade and carnival's attendance increased approximately 36% from 2023 (estimated 1,100 attendees) to 2024 (estimated 1,500 attendees)
- Dozens of downtown merchants participated in the merchant trick-or-treat, drawing hundreds of potential customers to their businesses
- The Pumpkin Splash added a second location at Belle Haven Pool in addition to Burgess Pool, increasing total attendance approximately 50% from 2023 (estimated 101 attendees at one location) to 2024 (estimated 150 attendees at two locations)
- A new Trunk or Treat event at Belle Haven Community Campus proved instantly popular, drawing a higher-than-anticipated attendance of approximately 215 people.



NEW YOUTH SWIM TEAM

- Belle Haven Youth Swim Team is a USA Swimming sanctioned program that provides opportunities for swimming and enrichment to economically disadvantaged youth in the Menlo Park area.
- Offers academic, athletic and integral life skills including tutoring, book clubs, and ACT prep, to assist student-athletes for success in the classroom as well as in the water.
- Initial tryouts were held on Nov. 5, Nov. 7, Nov. 12, and Nov. 14. Interested youth swimmers can learn more about Belle Haven Youth Swim Team by visiting the team's website (Attachment B).



BELLE HAVEN YOUTH CENTER PLAYGROUND OPEN WEEKENDS

- Now open to the public on weekends, when the Belle Haven Youth Center students are not present
- Public access hours are Saturdays and Sundays, 9:00 a.m. to sunset.
- Playground equipment is recommended for children ages 5-12 years
- Members of the public can access the playground on weekends by using the outdoor gate located on the Kelly Park side of the Belle Haven Community Campus building.



PILOT: MAKERSPACE DROP-IN HOURS

1/2

- Drop-in hours are available when Belle Haven Library is open, except when the Makerspace is otherwise scheduled for organized programs, classes, workshops, or rentals
- A dynamic multi-use space than can accommodate a range of community programs including traditional arts and crafts, technology-aided creative work, and hands-on workshops.
- The Makerspace is regularly programmed with free community programs, including free programs for seniors and youth, as well as fee-based creative and educational classes.
- The Makerspace and its outdoor terrace also are available for rentals; hourly rental rates are listed in the City's master fee schedule.



PILOT: MAKERSPACE DROP-IN HOURS

2/2

- Makerspace drop-in hours are intended to be casual in nature
- In-house equipment and materials are not available during unsupervised drop-in hours
- Makerspace drop-in visitors should bring all their own materials and equipment with them, and remove them when they leave.
- Typical materials or equipment a visitor might bring include drawing paper, non-toxic paints and brushes, knitting materials, puzzles, model kits with non-toxic glues and paints, a laptop and headphones, or simply a book to read
- Visitors are welcome and encouraged to share the space, help keep it in good working condition for all to enjoy, and share feedback and ideas to help inform the planning of activities and projects for the future "Open Lab" hours planned in 2025



SHOP LOCAL! LIGHT UP THE SEASON



- Menlo Park residents are invited to ring in the holiday shopping season with a festive "winter wonderland" themed event in downtown Menlo Park
- Visitors will enjoy free family-friendly entertainment, youth performances, hot cocoa and cider (quantities limited) and the lighting of the big oak tree
- Visitors are highly encouraged to shop and dine at local Menlo Park businesses while they are downtown for the event
- Rain or shine on Friday, Dec. 6, from 5:30-7 p.m. at Fremont Park, Santa Cruz Ave. at University Dr.



PHOTOS WITH SANTA



- This beloved family event will be held in a new location in 2024 at Belle Haven Community Campus
- Attendees are encouraged to bring their cameras and come together for holiday cheer with a delicious breakfast, fun holiday crafts and photos with the North Pole's most famous inhabitant
- Advance reservations are required – tickets are \$5 per person.
- Rain or shine on Saturday, Dec. 14, from 8:30 a.m.-12:30 p.m. at Belle Haven Community Campus, 100 Terminal Ave.



A large, solid orange rectangular banner is positioned in the center of the slide. It contains the text "THANK YOU" in a bold, white, sans-serif font, centered horizontally and vertically within the orange area.