CITY OF IMPERIAL BEACH
PARKS AND RECREATION COMMITTEE

A G E N D A

APRIL 27, 2015

City of Imperial Beach Council Chambers
825 Imperial Beach Boulevard
Imperial Beach, CA 91932

SPECIAL MEETING – 5:30 p.m.

The Parks and Recreation Committee for the City of Imperial Beach is endeavoring to be in total compliance with the Americans with Disabilities Act (ADA). If you require assistance or auxiliary aids in order to participate at meetings, please contact the City Clerk's (619) 628-2347, as far in advance of the meeting as possible.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **PUBLIC COMMENTS** - Each person wishing to address the Parks and Recreation Committee regarding items not on the posted agenda may do so at this time. In accordance with State law, the Parks and Recreation Committee may not take action on an item not scheduled on the agenda. If appropriate, the item will be referred to City staff or placed on a future agenda.
5. **REPORTS**
   - **A. MINUTES.**
     Recommendation: Approve the Regular Meeting Minutes of March 16, 2015.
   - **B. MULTIPLE DISCUSSION ITEMS**
     1. Tour of the existing recreational facilities.
     2. Discussion regarding the creation of a recreation program brochure or flyer.
     3. Needs assessment and grant applications.
     4. Review of information requested by members.
     5. Discussion regarding a request for additional funding for the recreation program.
6. **ADJOURNMENT**

/s/
Sunem Carballo
Deputy City Clerk

For your convenience, a copy of the agenda and meeting packet may be viewed in the office of the City Clerk at City Hall or on our website at www.ImperialBeachCA.gov. Go to the Imperial Beach Parks and Recreation Committee Page located under the Government Section/City Boards and Committees Tab.

Any writings or documents provided to a majority of the Parks and Recreation Committee regarding any item on this agenda will be made available for public inspection in the office of the City Clerk located at 825 Imperial Beach Blvd., Imperial Beach, CA 91932 during normal business hours.

CITY OF IMPERIAL BEACH
PARKS AND RECREATION COMMITTEE

MINUTES

MARCH 16, 2015

City of Imperial Beach Council Chambers
825 Imperial Beach Boulevard
Imperial Beach, CA 91932

REGULAR MEETING – 4:30 p.m.

DRAFT

1. CALL TO ORDER

Chairperson O'Neal called the meeting to order at 4:31 p.m.

2. ROLL CALL

Chair Present:	O'Neal
Vice Chair Present:	Stucki
Members Present:	Blinsman (left at 5:08 p.m.), Klosinski, Stephenson
Alternates Present:	Aguilar, Salisbury (Left at 5:06 p.m.), Goforth
Staff Present:	City Manager Hall, City Clerk Hald

3. PUBLIC COMMENTS

City Clerk Hald announced no speaker slips were submitted.

4. REPORTS

A. MINUTES.

MOTION BY BLINSMAN, SECOND BY KLOSINSKI, TO APPROVE THE REGULAR MEETING MINUTES OF DECEMBER 8, 2014. MOTION CARRIED UNANIMOUSLY.

B. DISCUSSION.

1. City Council Reports.

City Manager Hall asked the Parks and Recreation Committee (PRC) members to consider how they want agenda packets delivered.

CONSENSUS OF THE PARKS AND RECREATION COMMITTEE TO HAVE AGENDA PACKETS TRANSMITTED BY E-MAIL.

City Manager Hall questioned if the staff reports should be written consistent with the format of City Council staff reports.

CONSENSUS OF THE PARKS AND RECREATION COMMITTEE TO HAVE STAFF REPORTS CONSISTENT WITH THE FORMAT OF CITY COUNCIL STAFF REPORTS.

2. Sports Park Measurements and Metrics.

City Manager Hall reported he recently presented the PRC report to the City Council since the PRC had not held a regular meeting. He noted that in the future the City Council would like to hear from the Chair of the PRC, who will present recommendations to City Council. With regard to Sports Park Measurements and Metrics, he stated the City Council favors statistics and they are interested in having the PRC put together the metrics on how to measure the success of the

recreation programs and whether or not City Council's goals are being met. He asked for input by the PRC on how they would like to measure the Sports Park program.

Members of the PRC shared the following comments:

Member Klosinski stated measurements should be program specific, she requested a list of programs available to youth and adults prior to the next PRC meeting, she stated that each program needs to be looked at individually, and she requested a list of the minimum and maximum number of people allowed in the classes.

Member Blinsman stated that evaluation of programs can be done by: a needs assessment, through input from parents, and by participation (kids vote with their feet).

Member Stucki stated she first needs to know what programs are being offered before determining the methodology for measurement. She also asked how many people are participating in the programs.

City Manager Hall suggested that at the next PRC meeting, representatives from the Boys & Girls Club and the Leagues provide their actual numbers and report on programs being offered.

Alternate Salisbury stated his evaluation is based on how many people return the second and third times.

Alternate Goforth agreed that if children return, it shows that the program is successful.

Alternate Aguilar spoke in support for programs that have open participation. She favored competition over keeping score and she stated that she has not seen information on programs for students at the high school level.

City Manager Hall stated that recreation information for non-sports activities will also be provided.

Chair O'Neal stated that retention is key. He questioned if retention can be measured and he spoke in support for a needs assessment.

City Manager Hall suggested that at the next PRC meeting, the PRC can determine how each program should be measured/rated.

Don Spicer, representing the Little League, spoke about the minimum number of members and teams allowed in each Division.

Member Blinsman reported on the Boys & Girls Club minimum numbers and spoke about the methods the Boys & Girls Club uses to disseminate program information out to the community.

Chair O'Neal spoke in support for a needs assessment for every demographic in the City. The needs assessment can assist with understanding what people want and who is best to provide the programs.

Member Stephenson spoke in support for a soccer league in Imperial Beach.

Chair O'Neal stated that he would take Public Comments at this time.

3. PUBLIC COMMENTS

Andrea Wogsland spoke about her interest in swimming and the lack of swimming pools in Imperial Beach. She suggested having a consultant audit other cities to determine which patrons live in Imperial Beach and how much money IB is losing to the other cities. She spoke in support for building a pool in I.B. or co-programming with the high school to use their pool.

City Manager Hall stated members of the PRC can't respond because the matter is not on the agenda. Her concern regarding swimming pools will be included in the conversation on the next PRC agenda.

With regard to a needs assessment, Chair O'Neal supported gathering information on what the City is losing if residents are going outside the City.

4. REPORTS

B. DISCUSSION.

3. FY16 & FY17 Municipal Budget for Recreation Department

Due to a potential financial conflict of interest, Member Blinsman left Council Chambers at 5:08 p.m.

Chair O'Neal announced that Alternate Salisbury had a previous engagement and left Council Chambers at 5:06 p.m.

City Clerk Hald announced that Alternate Marcy Aguilar was appointed as the 1st Alternate by the City Council.

MOTION BY STUCKI, SECOND BY STEPHENSON, TO SELECT MARCY AGUILAR TO REPLACE MEMBER KEN BLINSMAN IN THE DISCUSSION OF ITEM 4B3. - FY16 & FY17 MUNICIPAL BUDGET FOR RECREATION DEPARTMENT. MOTION CARRIED BY THE FOLLOWING VOTE:

AYES:	**MEMBERS: STEPHENSON, KLOSINSKI, STUCKI, O'NEAL**
NOES:	**MEMBERS: NONE**
ABSENT:	**MEMBERS: NONE**
DISQUALIFIED:	**MEMBERS: BLINSMAN**

City Manager Hall reported on the FY16 & FY17 Municipal Budget for the Recreation Department. He announced he received a message from the Boys & Girls Club stating that in order to continue to operate the Sports Park at the level they are operating now, they are having to subsidizing the program. They would like to engage the City in a conversation about having the City provide additional funds for the operation of the Sports Park.

Member Klosinski questioned what kind of accountability the Boys & Girls Club is handing over to the City with regard to where the money is going.

City Manager Hall stated that it was hopeful the Boys & Girls Club, through the programs they offer, could cover their costs since the City provides the facilities, pays for utilities and funds the maintenance of the facilities (up to $50,000). He also stated that receipts have not been provided to the City, however, scholarships (up to $10,000) are processed through the City and the utilities are in the City's name so there is accountability there.

Member Klosinski expressed concern about accountability for money spent.

Discussion ensued regarding funding.

Aaron Ruiz, Unit Director for the Boys & Girls Club, stated that the facility is being operated at a deficit because it takes a lot of staffing to keep the facility open from 10:00 a.m. to 7:00 p.m. Funding is needed to cover costs for staff to operate the facility and to do classroom/program instruction.

Don Spicer, President of IB Little League and President of the Sports Park Committee, explained how the $50,000 is used and that they are accountable for all of the money they spend.

Chair O'Neal compared the costs spent on recreation by other cities and stated that if the City wants quality recreation, the City has to spend money. He spoke in support for conducting a needs assessment to find out what the residents want.

Alternate Aguilar requested a tour of the fields and facilities.

Chair O'Neal requested concrete numbers from the Boys & Girls Club so the PRC is able to make a recommendation to the City Council.

5. ADJOURNMENT

Chairperson O'Neal adjourned the meeting at 5:42 p.m.

Tim O'Neal
Chair

Jacqueline M. Hald, MMC
City Clerk

DRAFT

AGENDA ITEM NO. 5.B

STAFF REPORT
PARKS AND RECREATION COMMITTEE
CITY OF IMPERIAL BEACH

TO:	**MEMBERS OF THE P&R COMMITTEE**
FROM:	**ANDY HALL, CITY MANAGER**
MEETING DATE:	**APRIL 27, 2015**
ORIGINATING DEPT.:	**CITY ADMINISTRATION**
SUBJECT:	**MULTIPLE DISCUSSION ITEMS**

EXECUTIVE SUMMARY:
At the previous meeting of the Committee, several items were identified for further discussion. Because none of the items will require a formal recommendation at this time, staff determined it would be more efficient to create a single staff report to further the discussion on these items. The discussion points in this staff report include:

1. Tour of the existing recreational facilities
2. Discussion regarding the creation of a recreation program brochure or flyer
3. Needs Assessment and Grant Applications
4. Review of Information Requested by Members (Report from the Boys & Girls Club on the current recreational programs)
5. Discussion regarding a request for additional funding for the recreation program

RECOMMENDATION:

Staff recommends that the Parks and Recreation Committee receive this report, hold discussion on the identified items, and provide direction to staff about next steps including the creation of formal recommendations on particular items for consideration by the City Council.

RATIONALE:

The Parks and Recreation Committee was created to review items related to community recreational needs and programs. Discussion and eventual formal recommendations to the City Council regarding the recreational needs of the City are the responsibility of the Committee.

OPTIONS:

- Review and receive the staff report, hold discussion on the identified items and provide direction to staff about next steps.
- Review and reject the staff report and direct staff to prepare additional information for consideration.

BACKGROUND:

At the last meeting of the Parks and Recreation Committee, the members provided direction to staff to organize a tour of the existing recreational facilities, to address the potential of conducting a needs assessment, to provide information about the current status of the recreational programs, and to provide additional information about a request for additional funding. Staff has researched these items and is prepared to provide additional information to members of the Committee.

ANALYSIS:

Rather than write a series of staff reports, this report has been prepared in sections that provide some information about each item:

Tour of the existing recreational facilities The Committee will tour the Sports Park facility and the soccer field between 4:30 p.m. and 5:30 p.m. prior to the remainder of the meeting. The committee will meet at the Council Chambers to open the meeting and then car pool to the various sites.

Discussion regarding the creation of a recreation program brochure or flyer
Many communities provide information about various recreational programs through the issuance of a flyer or brochure that is sent to each address in the City. In a pre-meeting discussion with the Chair of the committee, the potential of creating and disseminating a flyer was discussed. The recommendation of the Chair includes:

1. A one page (perhaps front and back) flyer could be created that listed the available programs, starting dates, and participation fees.
2. The City should seek to work with one of the local utility providers (EDCO, SDG&E, etc.) to determine if the flyer could be included in a billing cycle for no cost, or a reduced cost.
3. The flyer should be concise rather than a large, multi-page brochure because the recreation program of the City is still evolving and subject to change.

The Committee should discuss this item and if this is something the Committee would like to pursue, direct staff to identify the cost involved in creating and disseminating the flyer so that a formal recommendation can be organized for consideration by the City Council.

Needs Assessment and Grant Applications
Staff has talked with California Consulting, a large assessment and grant writing firm to get a proposal to conduct a recreation needs assessment and to seek grants associated with the needs identified in the assessment. California Consulting possesses the unique organization structure that would allow them to conduct the assessment and apply for associated grants. They are a very reputable firm that has a proven track record of success in obtaining grant funds for cities, primarily in Los Angeles and Orange Counties.

Typically, a community wide survey and needs assessment would cost approximately $10,000. However, because the company is looking to expand into San Diego County and they foresee the opportunity to assist the City in writing grants for the recreation program, they are willing to conduct the needs assessment for $2,500. This is far below any other estimates that staff was able to identify. Additionally, they are willing to write as many grants as the City would like for a monthly retainer of $3,850 which is a reduction from the normal monthly amount of $5,000. If at any time the City is not satisfied with their efforts, the contract can be cancelled. In interviews with other

municipalities, they have indicated that their grant writing success was greatly improved with California Consulting and they have much more than paid for themselves.

At a staff level, the attractiveness of California Consulting is that they will complete the grant administration and paperwork within the monthly retainer. This is the most consuming part of any grant application. Because they have a team of grant writers, they are familiar with almost every grant available to municipalities and have become very efficient at administering the grants for their clients.

A representative of California Consulting will be available, via telephone, to discuss this item if the Committee members have questions. If the Committee would like to pursue this course, staff would ask for direction to formalize the proposal with the consulting firm. It would also allow staff to include this item in the upcoming budget discussions with the City Council.

Report from the Boys & Girls Club on the current recreational programs
The Boys & Girls Club have completed a review of the existing recreational programs and prepared a report that is attached hereto. A representative of the club will be at the meeting to provide a review of the programs and review the attachment.

Discussion regarding a request for additional funding for the recreation program
Staff has discussed the request for additional funding from the City to address the shortfall experienced by the Boys & Girls Club in the past year. It is anticipated that the shortfall will be in the range of $50,000. During the discussion, it was determined that the Boys & Girls Club would discuss the potential of programming a portion of the ball fields in a manner that would allow the additional programs to make up some or all of the funding shortfall. Therefore, at this point in time, the Club is seeking a one-time increase in funding of $50,000 to address the shortfall with a commitment to speak with the other entities at the Sports Park about using the fields to generate revenue.

If the Committee believes this is an acceptable request, staff is seeking direction to prepare a formal recommendation for consideration by the Committee that would be forwarded to the City Council for their consideration.

ENVIRONMENTAL DETERMINATION:

These items are not subject to the provisions of the California Environmental Quality Act.

FISCAL IMPACT:

At this stage in the deliberations, there will be no impact on the General Fund of the City. However, some of the items have potential impact if the Committee chooses to proceed.

ATTACHMENTS:

1. Report on existing recreational programs

BOYS & GIRLS CLUBS
of South County

IMPERIAL BEACH SPORTS PARK

MARCH CLASS SCHEDULE

*All classes start the week of March 2, 2015

Annual Membership Fees: $40 Individual Fee / $60 Family Fee

CLASS #	DANCE	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Ballet -Beginning I	3-4	Yesenia	Tue	5-5:45pm	$40/$45/$55	8 WEEK
	Ballet -Intermediate II	5-7	Yesenia	Thurs	5-5:45pm	$40/$45/$55	8 WEEK
	Tap II	6+	Aneissa	Mon	3:45-4:30pm	$40/$45/$55	8 WEEK
	Hip-Hop I	3-5	Aneissa	Tue	3-3:30pm	$40/$45/$55	8 WEEK
	Hip-Hop II	6+	Aneissa	Tue	3:45-4:30pm	$40/$45/$55	8 WEEK
	Jazz	5+	Aneissa	Wed	3:45-4:30pm	$40/$45/$55	8 WEEK
	Hula	6+	Aneissa	Thurs	4-4:45pm	$40/$45/$55	8 WEEK
	Zumba	12+	Tracy	Mon & Wed	11:30a-12:30p	$40/$45/$55 ($7 drop in)	MONTHLY
	Ballet Florklorico	12+	Jonathan	Tues	7-8pm	$40/$45/$55	MONTHLY

CLASS #	MARTIAL ARTS	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Tae Kwon Do II	6+	Brown	Mon & Wed	4-4:45pm	$65/$70/$80	MONTHLY

CLASS #	PHYSICAL FITNESS	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Yoga I	14+	Ana	wed	5-6p	$40/$45/$55	MONTHLY

CLASS #	PERFORMING ARTS	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Beginning Guitar II	6+	Adam	Tue	6-7:00pm	$40/$45/$55	MONTHLY
	ENRICHMENT	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	MONTHLY
	Beginning Drums	6+	Rodney	Wed	5-6pm	$70/$75/$80	MONTHLY
	Mommy & Me		Melissa	Thur	10a-11a	$40/$45/$55	6 WEEK

CLASS #	SENIORS	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Tai Ji- Seniors 55+	55 +			11:30a-12:30	FREE	ON GOING

CLASS #	DROP-IN ACTIVITIES	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Cooking	6-16	STAFF	1/MONTH	TBD	$2/$2/$4	MONTHLY
	Dodgeball Night	6-16	STAFF	1/MONTH	TBD	$2/$2/$4	MONTHLY

CLASS #	SPORTS	AGES	INSTRUCTOR	DAY	TIME	MEMBER/RES/NON RES	SESSION
	Co-ed Softball	18+	League	Tue	6-9p		
	Adult Basketball	18+	League	Tue	7-9p		