



**CITY OF MORRO BAY  
RECREATION AND PARKS COMMISSION  
A G E N D A**

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*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life.  
The City shall be committed to this purpose and will provide a level of municipal service and safety  
consistent with and responsive to the needs of the public.*

**Regular Meeting - Thursday, May 15, 2014  
Veteran's Memorial Building - 5:30 P.M.  
209 Surf Street, Morro Bay, CA**

Chairperson Drew Sidaris

Vice-Chairperson Tom Coxwell  
Karen Croley  
Al Romero

John Bates  
Aaron Ochs  
Bob Swain

ESTABLISH QUORUM AND CALL TO ORDER  
MOMENT OF SILENCE  
ANNOUNCEMENTS/PRESENTATIONS  
    Adopt-A-Park Presentations  
        Mariner Park - Embarcadero Inn

**PUBLIC COMMENT PERIOD**

Members of the audience wishing to address the Commission on City business matters other than scheduled items may do so at this time. To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Commission meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes.
- All remarks shall be addressed to the Commission, as a whole, and not to any individual member thereof.
- The Commission respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Commission to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Commission meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Recreation and Parks' Administrative Technician at (805) 772-6280. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

**A. CONSENT CALENDAR**

A-1 Approval of Minutes from Recreation and Parks Commission meeting held on January 16, 2013 and from Special Recreation and Parks Commission meeting held on February 4, 2014.

**Staff Recommendation: Approve minutes.**

- A-2 Correspondence/Citizen's Reports  
**Staff Recommendation: Receive and file.**
  
- A-3 Participation Reports
  - Youth and Senior Services
  - Recreation Classes and Affiliated Clubs
  - Youth and Adult Sports
  - Facilities and Parks**Staff Recommendation: Receive and file.**
  
- A-4 Department Program/Project Status Report  
**Staff Recommendation: Receive and file.**
  
- B. PUBLIC HEARINGS
  - B-1 Co-Sponsorship of All Out Events' Morro Bay Triathlon  
**Staff Recommendation: Receive comment, discuss and make a recommendation.**
  
- C. UNFINISHED BUSINESS
  - None
  
- D. NEW BUSINESS
  - D-1 Review proposed amendments to the Master Fee Schedule  
**Staff Recommendation: Discuss and make recommendations.**
  
  - D-2 Dogs in City Parks and their Impact on Child Play Areas  
**Staff Recommendation: Discuss and make recommendations.**
  
- E. FUTURE AGENDA ITEMS
  
- F. ADJOURNMENT

Adjourn to a regular meeting scheduled at the Veteran's Memorial Building, 209 Surf Street, on July 17, 2014 at 5:30 P.M.

This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at the Morro Bay Community Center, 1001 Kennedy Way, for any revisions or call the department at 772-6280 for further information.

Materials related to an item on this Agenda are available for public inspection during normal business hours at the Recreation and Parks Department and at Mill's/ASAP, 495 Morro Bay Boulevard, or online at [www.morro-bay.ca.us/rpc](http://www.morro-bay.ca.us/rpc). Materials related to an item on this Agenda submitted to the Commission after publication of the Agenda packet are available for inspection at the Recreation and Parks Department during normal business hours or at the scheduled meeting.

## **MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION**

REGULAR MEETING – January 16, 2014  
VETERANS MEMORIAL BUILDING – 5:30 P.M.

**CALL TO ORDER:** Chair Bates called the meeting to order at 5:30 p.m.

**ROLL CALL:** PRESENT: Chair Bates, Vice-Chair Sidaris, Commissioner Romero, Commissioner Coxwell, Commissioner Croley, Commissioner Swain, Staff Woods, Staff Sweeny, Staff Wilcox and Staff English.

### **MOMENT OF SILENCE**

### **ANNOUNCEMENTS**

Commissioner Coxwell announced that the MB High School Music Boosters are hosting *Valentines' Delight* on Friday, February 14 at the Community Center. This desserts only event will give solo opportunities to band and choir members. Commissioner Coxwell also announced that the Music Boosters along with the MB Lions Club will be hosting *Tunes & Noodles* a spaghetti dinner fundraiser on Sunday, February 16<sup>th</sup> at the Vet's Hall. For more information on either event please call 225-6040

Commissioner Swain announced that the MB Fire Department will be hosting Community Emergency Response Team (CERT) training. CERT is a 20-hour course that teaches individuals to be better prepared in the event of a major large-scale disaster. The dates of the five evening classes are February 11, 13, 18, 20 and 25 from 6:00 pm to 9:30 pm. For more information please call the MB Fire Department at 772-6242.

Staff Woods announced that the 25<sup>th</sup> Annual Dixon's Spaghetti Dinner will be held on Friday, March 14<sup>th</sup> at the Community Center. The Dixon's Spaghetti Dinner is a joint effort of the Morro Bay Community Foundation, the Morro Bay Recreation and Parks Department, the Morro Bay Recreation and Parks Commission and the Morro Bay Senior Citizen's Inc. All funds raised from this event will go to the Morro Bay Community Foundation's Youth Scholarship Fund. Youth from the Estero Bay area are able to use the scholarship fund to allow them to participate in after school programs and sports leagues.

Staff Woods announced that this year's Rock to Pier Run and Rock'n Around the Pier Half-Marathon will be held on July 12<sup>th</sup>. Early bird registration will open on May 1<sup>st</sup>.

Staff Woods also announced that the Morro Bay Community Foundation (MBCF) will be hosting *Love Letters* by A.R. Gurney at the Vets' Hall on Saturday, February 15<sup>th</sup>. Purchase tickets by calling 800-396-6910 or go to [www.eventbrite.com](http://www.eventbrite.com) and enter Love Letters Morro Bay. To learn more about the Foundation, like them on Facebook.

### **PRESENTATIONS**

Staff Woods introduced members of the Morro Bay Garden Club and the Morro Bay Guerrilla Gardeners Club who together have adopted the Shasta Street Pocket Park (SP2) through the City's Adopt-A-Park Program. Chair Bates presented the two groups with Certificates of Appreciation. Each group leader gave a brief history of their group and details of what they do. Staff Woods noted that the volunteer service at SP2 is off the charts and an excellent example of how well the Adopt-A-Park Program works. He also stated that more groups will be coming to future meetings and that there are still a few more adoption opportunities.

Staff Woods announced that the Morro Bay Senior Citizens, Inc. (MBSCI) recently recognized two staff members, Heather Salyer-Frith (Recreation Supervisor) and Edward Gallardo (Teen Action Club Coordinator) for their attitude and enthusiasm when helping MBSCI at special events.

**PUBLIC COMMENT**

Chair Bates opened Public Comment.

Kathryn Thomas introduced Jack Hodges, USAPA Ambassador for the sport of Pickleball. Mr. Hodges gave an overview of the growth of Pickleball on the Central Coast including what locations throughout the area are being used for Pickleball courts. Mr. Hodges noted that Paso Robles averages 100 players per week. Mr. Hodges also showed the equipment used to play emphasizing the portability and low cost of the equipment.

Chair Bates closed Public Comment.

**A. CONSENT CALENDAR**

Unless an item is pulled for separate action by the Commission, the following items are approved without discussion.

A-1 APPROVAL OF MINUTES OF THE NOVEMBER 21, 2013 MEETING

**RECOMMENDATION: Approve as submitted.**

A-2 CITIZEN’S REPORTS AND CORRESPONDENCE

**RECOMMENDATION: Approve as submitted.**

A-3 YOUTH AND SENIOR SERVICES SUMMARY FOR NOVEMBER AND DECEMBER 2013  
RECREATION CLASSES AND AFFILIATED CLUBS SUMMARY FOR NOVEMBER AND DECEMBER 2013  
YOUTH AND ADULT SPORTS SUMMARY NOVEMBER AND DECEMBER 2013  
FACILITIES AND PARKS USE SUMMARY FOR NOVEMBER AND DECEMBER 2013

**RECOMMENDATION: Approve as submitted.**

MOTION: Vice Chair Sidaris moved that the Commission accept Consent Calendar Items A-1 through A-3 for file and pull A-4 for further review. The motion was seconded by Commissioner Coxwell and carried. (6-0)

A-4 RECREATION AND PARKS DEPARTMENT STATUS REPORT

Staff Woods summarized the Department Program/Project Status Report highlighting Administrative Policies/Programs, SLOCAPRA Commissioners Workshop, Morro Bay 50<sup>th</sup> Anniversary, Morro Bay Community Foundation “Love Letters” and Project Surf Camp. Staff Woods invited the RPC to contact staff if they are interested in additional information on any items listed in the report.

MOTION: Commissioner Swain moved to accept Consent Calendar Item A-4 for file. The motion was seconded by Commissioner Romero and carried. (6-0)

**B. PUBLIC HEARINGS**

**B-1 REVIEW OF PROPOSED PUBLIC ART FOR MURAL ON ELECTRICAL BOXES LOCATED AT MAIN STREET AND QUINTANA BOULEVARD**

Staff Woods reported that the City has received a request for the donation of a mural to be placed on two electrical boxes at the corner of Main and Quintana. Pursuant to the City's Public Art Policy, this request has been forwarded to the Public Works Advisory Board (December 2013) and now to the RPC with final approval to come from City Council. Staff Woods noted that the report includes the artist's history and samples of her work.

Commissioner Croley stated the artwork was beautiful.

Vice Chair Sidaris stated that he was contacted by some residents who felt a monarch butterfly would be a more appropriate than a hummingbird.

Commissioner Romero stated that he was in favor of a monarch butterfly instead of a hummingbird.

Commissioner Swain stated that he would like to see the art blend in more with more muted colors and include a monarch instead of a hummingbird.

**MOTION:** Vice Chair Sidaris moved to approve the mural at the specified location with the colors muted and a monarch butterfly instead of a hummingbird. Seconded by Commissioner Swain and carried. (6-0)

**B-2 REVIEW AND DISCUSSION OF THE WORK PROGRAM FOR FISCAL YEAR 2014/15**

Staff Woods presented the draft copy of the Work Program for fiscal year 2014/15. Staff reviewed the Work Program section by section, with the intent to bring the updated document to the Special Meeting in February.

Administration: no edits from the Commission. Staff will edit #12 to be more than a liaison and include the management of the contract and services.

Commission: Commissioner Bates requested that item #4, the annual parks tour, be changed to just selected sites, such as one Embarcadero site, one City site and one large park site. Commissioner Bates recommended getting out of the tour vehicle for presentations by staff on park improvements. Vice Chair Sidaris recommended inviting other departments to the tour. Commissioner Croley recommended having the Adopt-A-Park groups at the parks that are visited.

Staff Woods noted that for the purposes of the Work Program document, staff just needs to know whether or not to include the parks tour. The details of the parks tour can be worked out when the date is selected at the Special Meeting in February.

Sports & Fitness: Staff Woods noted the addition of coed Junior High Tennis in the spring.

Youth Services: Commissioner Croley asked for details about the job training program. Staff Salyer-Frith discussed the Kids' Camp Counselor-In-Training Program (CIT) for 9<sup>th</sup> through 12<sup>th</sup> graders. She explained that the CITs are paid staff that gain on-the-job training on how to be an employee. She also noted that there are typically 10 CITs hired for the 9 week program.

Facilities: Commissioner Swain asked if the City's exterior lighting has been replaced with energy efficient lights. Staff Woods responded that all exterior lights are currently LEDs.

Parks: Commissioner Bates asked for clarification on the cost of the laminated signs, Staff Woods responded that the amount listed is for multiple signs. Commissioner Croley recommended including working with the Estero Bay Pool Foundation. Staff Woods noted it would be included in the next section, Capital Projects.

Capital Projects: Staff Woods noted the addition to this section of maintenance overlays at Lila Keiser, Del Mar and Bayshore as well as replacing picnic tables at Lila Keiser and Del Mar. Staff Woods also noted that staff plans to get more regimented in their approach to play structure replacement at Tidelands, City Park, Coleman and Cloisters by developing a schedule for replacement. Staff Woods stated that non-functioning turf areas at the Vets' Hall will be eliminated as part of the CLIP program. When that project is ready, it will be brought to RPC for review.

Commissioner Croley asked if the maintenance overlays include parking lots, with Staff Woods responding yes, as well as walkways.

Commissioner Swain asked about replacing the basketball court at Coleman with a beach volleyball court. Staff Woods responded that staff is leery of removing existing recreational opportunities and that area still needs to be master planned. Commissioner Coxwell stated that there are two sand volleyball courts at MBHS.

Commissioner Swain asked if the Department thought of doing an Easter egg hunt. Staff Woods replied that the department used to hold a hunt, but when 0% cost recovery programs were dropped the hunt was discontinued. The Eagles hosted for a couple of years but were unable to maintain an adequate volunteer base. Staff Woods noted that the combination of staff and volunteers is the best method for this type of programming with the holiday tree lighting event the only surviving program of this type.

Commissioner Bates asked that the work for receiving the fisherman's sculpture be included in the Work Program. Staff Woods stated that both the pedestrian ramp and the fisherman's sculpture can be added to the Work Program even though Council has put the master planning of the area on hold. The art will be delivered later this year and staff wants to be prepared to receive the sculpture.

Staff Woods stated that all notes will be compiled and the updated Work Program will be brought to the February special meeting. Commissioners can bring additional comments to staff.

### **C. UNFINISHED BUSINESS**

C-1 NONE

**D. NEW BUSINESS**

**D-1 DISCUSSION OF OFFERING PICKLEBALL AS A NEW RECREATIONAL PROGRAM**

Staff Woods presented a report on offering Pickleball as a new recreational program noting that the sport's popularity has been growing in San Luis Obispo County. The report included a rule summary and detailed history of Pickleball. Staff has identified that Monte Young would be the least expensive location to adapt and that the Del Mar soft courts may not be ideal. Other existing locations that could be adapted include Coleman Park basketball court, Del Mar Park roller hockey rink and City Park shuffle board court. Staff further noted that non-City owned leased sites may also be considered, such as school gymnasiums or cafeterias. Staff and Commissioners discussed a variety of locations and estimated costs for starting the program including job boxes to store equipment. The discussion resulted in the Del Mar roller hockey rink being the favored spot. Staff Woods recommended potentially partnering with the Morro Bay Senior Citizens, Inc. since this program fits well with their program offerings.

Commissioner Romero stated that the Tennis Club is in favor of moving forward with Pickleball and they are willing to assist with nets and whatever else is needed to move forward. Staff Woods replied that the club and staff could develop an agreement that could include the club facilitating access to the equipment and providing clinics and possibly tournament play.

Commissioner Swain stated that he is in favor of providing the nets and striping of the courts, but not balls and paddles. He also stated the potential for large tournaments.

Staff Woods stated that providing the initial money for basic equipment, stored in job boxes or as an equipment bag rental, will allow the public to give the sport a try and result in people getting enthusiastic about the sport and willing to invest in their own equipment.

Vice Chair Sidaris stated his support for using the Del Mar roller hockey rink.

Chair Bates also stated his support of using the roller hockey rink, noting that the rink already lends itself to multi-sport use and the additional striping can be added.

Staff Woods recommended the Del Mar basketball court as an additional location to accommodate tournaments or other invitational play.

**MOTION:** Commissioner Swain moved to add 2 Pickleball courts at the Del Mar roller hockey rink, and include the striping, nets, job box, paddles and balls for the two courts. Seconded by Vice Chair Sidaris and carried. (6-0)

Staff Woods noted that Pickleball will be added to the Work Program and will be implemented as funds become available.

**D-2 PROGRAM EVALUATIONS: KIDS' CLUB 2012/13, KIDS' CAMP 2013, TEEN ACTION CLUB 2012/13, TEEN ACTION CLUB SUMMER 2013, AND THE ANNUAL HOLIDAY TREE LIGHTING**

Staff Salyer-Frith gave a summary of program evaluations for Kids' Club 2012/13, Kids' Camp 2013, Teen Action Club 2012/13, Teen Action Club Summer 2013, and the Annual Holiday Tree Lighting. Staff Salyer-Frith included the indirect revenue of the value of volunteer hours in the program evaluation for the Annual

Holiday Tree Lighting. This volunteer value rate is based on the national group The Independent Sector Value Volunteers' California rate of \$24.75 per hour. Staff Salyer-Frith recognized Edward Gallardo and his leadership of the TAC.

Commissioners Croley and Swain expressed their appreciation for the Department's youth programming.

Chair Bates suggested using the TAC to stripe the Pickleball courts. Staff Woods stated it would be a possibility to use the TAC, and that staff would look into using the club.

MOTION: Commissioner Coxwell moved to accept the program evaluations for file.  
Seconded by Commissioner Romero and carried. (6-0)

**E. FUTURE AGENDA ITEMS**

Commissioner Croley requested an update on the BMX Bike Park, including their fundraising efforts and design status.

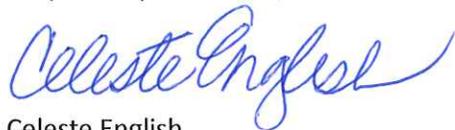
Staff Woods stated that the BMX Bike Park update will be on the March 20th meeting agenda. Staff Woods also stated that at the last RPC meeting staff received a request to have the Heroes Honor Banner Program put on tonight's agenda. The MBSCI along with the MB Tourism Bureau are interested in pursuing that program.

The Commission discussed possible dates for the Special Meeting in February, and agreed on Tuesday, February 4, 2014 at 7 p.m. Staff will arrange a meeting location and the agenda will include Commission Elections, Work Program, Spaghetti Dinner and the SLOCAPRA workshop.

**F. ADJOURNMENT**

Meeting adjourned at 8:05 p.m.

Respectfully submitted,



Celeste English  
Administrative Technician

## **MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION**

SPECIAL MEETING – February 4, 2014

VETERANS MEMORIAL BUILDING – 7:00 P.M.

**CALL TO ORDER:** Vice-Chair Sidaris called the meeting to order at 7:00 p.m.

**ROLL CALL:** PRESENT: Vice-Chair Sidaris, Commissioner Romero, Commissioner Coxwell, Commissioner Swain, Commissioner Ochs, and Staff Woods. Chair Bates and Commissioner Croley were absent.

### **MOMENT OF SILENCE**

### **ANNOUNCEMENTS/PRESENTATIONS**

Staff Woods welcomed the Commission's newest member, Aaron Ochs, who was recently appointed to the Commission by the City Council. Staff Woods also congratulated Commissioners Swain and Bates who were recently appointed to new terms on the Commission.

Commissioner Croley arrived.

Staff Woods announced two upcoming neighborhood meetings. The Cloisters/North Point Assessment Districts quarterly neighborhood meeting will be held on February 5<sup>th</sup> at 5 p.m. at the Community Center. The Radcliff residents will be holding a neighborhood meeting to discuss the bike park on February 6<sup>th</sup> at 5 p.m. at the Community Center.

### **PUBLIC COMMENT**

Vice-Chair Sidaris opened Public Comment.

Marlene Barnett, a winter resident of Morro Bay, expressed her gratitude for the great drop-in programs offered by the Recreation & Parks Department.

Vice-Chair Sidaris closed Public Comment.

### **A. CONSENT CALENDAR**

A-1 NONE

### **B. PUBLIC HEARINGS**

B-1 REVIEW AND DISCUSSION OF THE WORK PROGRAM FOR FISCALYEAR 2014/15

Staff Woods presented the Work Program for Fiscal Year 2014/15. The RPC first reviewed the 2014/15 Work Program at their January meeting and the suggestions and edits have been included in the version being reviewed tonight. Staff is looking for any final edits and recommendations. Commissioner Croley requested the addition of the Estero Bay Community Pool Foundation (EBCPF). Staff Woods said staff could add #26 under the Administration Division stating that City staff would provide support to the EBCPF in their efforts to open a pool. As well as adding #12 under the Parks Division with similar wording to #10. The Commissioners discussed the elimination of sinks at public parks decided that only select sings should be removed, keeping access to water at parks heavily used by children and families.

MOTION: Commissioner Croley moved to accept the Work Program with the two edits (EBCPF and only selected sink elimination). Seconded by Commissioner Swain and carried. (6-0)

**C. UNFINISHED BUSINESS**

C-1 SLOCAPRA COMMISSIONERS WORKSHOP

Staff Woods reminded the RPC that Morro Bay will be hosting this year's SLOCAPRA Commissioners' Workshop on Saturday, March 22<sup>nd</sup> at the Morro Bay Museum of Natural History. The workshop includes a Continental breakfast, educational component, lunch and a field trip. He also noted that registration has been provided by the Department.

Commissioner Croley stated that she is unable to attend

Vice-Chair Sidaris stated that this is a great event and provides an opportunity to work cooperatively with other local agencies.

C-2 25<sup>TH</sup> ANNUAL DIXON'S SPAGHETTI DINNER

Staff Woods announced that the 25<sup>th</sup> Annual Dixon's Spaghetti Dinner will be held on Friday, March 14<sup>th</sup>, starting at 4:30 p.m. in the Community Center Auditorium. This is a fundraiser put on by the Morro Bay Community Foundation in cooperation with the Morro Bay Senior Citizens Incorporated, Morro Bay Recreation and Parks Commission and the Recreation and Parks Department. Monies raised at this event help fund youth scholarships given throughout the year to needy families of the Estero Bay. RPC volunteers are needed on Thursday, March 13<sup>th</sup> to help prep the noodles and during the event on Friday, March 14<sup>th</sup>. Commissioners can contact the Recreation and Parks office to notify staff of their availability.

**D. NEW BUSINESS**

D-1 PARKS TOUR 2014

Staff Woods recommended that the RPC confirm a date, time and route for their annual tour of City parks. The Commissioners discussed holding the parks tour on a Saturday morning. After some discussion it was determined to hold the annual parks tour on Saturday, June 14<sup>th</sup>, with the Commission meeting staff and the trolley at the Community Center at 9 a.m. The parks to be visited include Monte Young, Tideland, Bayshore, Del Mar, Cloisters and Lila Keiser. Staff Woods announced that he would be inviting Adopt-A-Park groups to meet with the RPC during the parks tour.

D-2 ELECTION OF CHAIR AND VICE-CHAIR FOR 2014

Vice-Chair Sidaris opened the floor to nominations for the office of Chair.

Commissioner Coxwell nominated Drew Sidaris for Chair; Commissioner Swain seconded the nomination.

MOTION: Commissioner Romero moved to close nominations for Chair; seconded by Commissioner Coxwell. Vice-Chair Sidaris declared nominations for Chair closed.

Chair Sidaris opened the floor to nominations for the office of Vice-Chair.

Commissioner Romero nominated Tom Coxwell for Vice-Chair; Commissioner Croley seconded the nomination.

Chair Sidaris declared nominations for Vice-Chair closed.

**D-3 ELECTION OF COMMISSION REPRESENTATIVES FOR 2014**

Chair Sidaris opened the floor to nominations for the representative to the Morro Bay Senior Citizens, Inc. (MBSCI).

Commissioner Croley nominated Al Romero

MOTION: Chair Sidaris moved to close the nominations for representative to the MBSCI seconded by Commissioner Croley. Chair Sidaris declared nominations for representative to the MBSCI closed.

Chair Sidaris opened the floor to nominations for the representative to the Morro Bay Community Foundation (MBCF).

Staff Woods announced that the MBCF currently meets at 8:30 a.m. on the third Friday but are looking to change the meeting time to Wednesday at 5 p.m. There is a meeting scheduled for this Friday, February 7<sup>th</sup> at 8:30 a.m. in the Fire Department training room.

Commissioner Romero nominated Karen Croley.

Vice-Chair Coxwell nominated Bob Swain; Commissioner Ochs seconded the nomination.

Chair Sidaris nominated John Bates; Commissioner Romero seconded the nomination.

Chair Sidaris declared the nominations closed.

Vote: Bob Swain 4; John Bates 3; Karen Croley 0.

**E. FUTURE AGENDA ITEMS**

Commissioner Croley requested that the Estero Bay Community Pool Foundation be placed on the March agenda for an update on the school district's proposed location.

Commissioner Swain stated that he has been approached by residents concerned about dogs in children's play areas in our parks and the dog waste that is not picked up or even when picked up the residue left behind. Commissioner Swain wanted to know if there were areas in our parks where dogs were not allowed. Staff Woods responded that leashed dogs are allowed in all our parks with the exception of athletic playing fields. Commissioner Swain requested that the discussion of this item be placed on a future agenda.

Commissioner Romero noted that Council Member Nancy Johnson was in the audience and requested a Council update. Council Member Johnson announced that an interim City Manager, Ed Kreins, has been hired and that the Council will be interviewing law firms next week. She noted that the City will no longer have an attorney on staff, but will be contracting with a law firm for representation.

**F. ADJOURNMENT**

Meeting adjourned at 8:22 p.m.

Respectfully submitted,



Celeste English  
Administrative Technician

**Category General Comment, Suggestion, Request or Compliment has received a new request.**

*Here is what we have on file:*

## Recreation & Parks Citizen's Report

**#799**

[View Request](#)

**SUBMITTER**  
**Cindy Betonte**

**CONTACT**  
[dacibeto@gmail.com](mailto:dacibeto@gmail.com)

Category: General Comment, Suggestion, Request or Compliment  
Priority: 3  
Assigned To: Wilcox Mike  
Submitted: 3/28/2014 11:03 AM  
Source: Website 71.94.49.117

### REQUEST DETAILS

#### Description

Please use this form to submit a request, compliment or report a concern regarding the activities related to the Recreation & Parks Department, which includes public parks, public buildings and Recreation & Parks programs. If you have an emergency, call 911 and DO NOT use this form.

#### Nature of Report

Suggestion

#### Name

Cindy Betonte

#### Address

#### Email Address

[dacibeto@gmail.com](mailto:dacibeto@gmail.com)

#### Date of Event/Occurrence: ex. xx/xx/xxxx

3/28/14

#### Location of Occurrence

Public Park

#### Description of Event/Occurrence

Hello, (DATE=FUTURE design element suggestion)

I would like to suggest the parks department consider including a SENIOR playground in future park designs. Please see link.  
<http://www.minnpost.com/cityscape/2014/02/its-time-get-moving-outdoor-playgrounds-senior-set>

cut from article in link:....There's an emerging movement to develop playgrounds for seniors: In anticipation of the 2008 Beijing Olympics, China constructed 50,000 playgrounds for adults to boost the nation's fitness quotient. Japan in recent years created so-called Nursing Care Prevention Parks for the more than 20 percent of its population over age 65. In fact, because of the overload of seniors, it's been tearing down children's playgrounds to replace them with varieties that are intergenerational. In 2009, England launched a seniors playground in Hyde Park after residents campaigned for more equipment to help older people stay fit. And such facilities have cropped up in several other European countries.....

I retired in Morro Bay and see there are a lot of seniors in this area. This would be a great way to promote activity and well being for the senior population. Please forward my suggestion on to the appropriate parties.

...The playgrounds generally cluster together low-impact exercise equipment that promotes balance and flexibility for older adults.....

Xccent, a homegrown company based in Wyoming, Minn., which has been manufacturing playground equipment for the past 30 years, recently developed its own senior sport division. It manufactures equipment licensed from Lappset, a Finnish company. According to sales director Guy Chaham, Xccent has helped to build 600 of the playgrounds in Spain, eight in Mexico, and parks in Arizona, Florida and Michigan. A standard rig costs about \$21,000. ....

Please read link for more details.

Thank you for your consideration.  
Cindy Betonte

Thank you for taking the time to submit a Citizen's Report to the City. Staff will review the report and may contact you should additional information be needed or to update you on any action taken.

# Morro Bay Citizens Bike Committee

Recreation and Parks Department  
595 Harbor Street, Morro Bay CA 93442



***Dedicated to the advocacy and creation of an efficient interconnected network of safe, scenic bikeways and community paths in the Morro Bay area.***

May 10, 2014

To: Recreation and Parks Commission  
Recreation and Parks Department  
Public Works Advisory Board

Citizens Bike Committee met May 6, 2014.

Mr Barry Rands delivered Morro Bay 50<sup>th</sup> Anniversary Challenge Coins presented by Mayor Irons to members of the Bike Committee in appreciation of members' dedication and service.

Mr Robert Davis noted that several publications have written about the Morro Bay Bike Route Map – *New Times*, *Morro Bay Life*, Judy Salamacha's column in the *Tribune*. Mr Davis and Mr Rands both mentioned that Geoffrey Chiapella of SLO Council of Governments did all the GIS work that made the Bike Map possible. He supplied the underlying GIS files that were used in the County Bike Map and did all the tweaking of those files that were necessary to personalize the map for use by the City of Morro Bay. He needs to get full credit for the basic layout of the streets and local features that make the map bicyclist-friendly.

Ms Amy Burton presented the proclamation issued by City Council last month declaring May 2014 as Bike Month, May 16 as Bike To Work Day and May 7 as Bike To School Day.

Mr Rands reported that the project to connect the Bike Path across Atascadero Road is going through final plan check and will go out to bid this week. Construction will be scheduled for summer to avoid school disruption. He hopes to have enough money to paint sharrows on Beachcomber and Sandalwood and to paint bike lanes on Atascadero Road from Morro Creek to Park Street.

Mr Rands reported that Harborwalk Extension from Embarcadero Road across Morro Creek is on track. He expects that the environmental documents will be approved in May and funds will be allocated in June. The project should go to bid at the end of 2014 and begin construction in January.

Mr Davis showed photographs of pavement cracks in the Class I bike path next to the high school. He reported that Public Works Advisory Board reviewed Unmet Bike Needs in April and asked Mr Livick to prepare a staff report on five projects for presentation to Council May 27 –

1. Replace fixed metal bollards
2. Provide more bike parking
3. Address tree root encroachment on Class I
4. Extend Harbourwalk northward

##### 5. Refresh bike lane painting

Mr Davis asked that CBC members attend the Council meeting to voice their thoughts and desires concerning these matters. If you cannot attend, send emails to Council members. Mr Davis is particularly concerned about safety aspects of the Class I trail for its users and liability issues for the City. He will ask Council to regard this as a Risk Management project.

Mr Rands reported that City Staff has been tasked to address the bollard problem. Mr. Davis and Mr. Rands will meet on Friday to do an assessment of the fixed bollards and determine and prioritize suggested actions (i.e. removal, replacement with flexible bollard or no action).

Mr Davis reported that San Luis Obispo Council of Governments (SLOCOG) held a workshop April 15 to accept comments on its Chorro Valley Trail Study. The feasibility study is exploring routes for a Class 1 bike trail from Highland Drive in San Luis Obispo to South Bay Boulevard in Morro Bay that parallel the east and west sides of Highway 1.

Mr Davis reported that an application for a coastal development permit for the Morro Bay-Cayucos Connector is being prepared for submittal to the County Planning Department and the California Coastal Commission. A contract is being negotiated to hire a consulting team to complete the NEPA documents, permits, right of way, and construction documents for the project. Preliminary engineering is funded as well as R/W negotiations with Chevron. Construction is not yet funded. Mr Davis reported that a family-friendly bike tour is being offered Saturday morning as part of Morro Bay's 50<sup>th</sup> Birthday celebration. Meet at Del Mar Park Saturday, May 10, at 9:30 am. Bike from Del Mar to North Point, Cloisters and Lila Keiser Park and hear staff and volunteers describe their parks.

Mr Davis and Ms Joan Petersen will broadcast live on our new radio station, 97.3 The Rock, Friday at 1:30pm on local bicycling matters.

Mr Davis reported that Caltrans will inspect Toro Creek bridge railing this year. If the railing needs to be replaced, they will widen the bridge and provide a shoulder that bikes can use to cross the bridge.

Mr Davis reported that the group formed to nominate Morro Bay as a Bike Friendly Community to League of American Bicyclists is proceeding with the assistance of Dan Rivoire and City staff and Police. Target date is August 14 to submit our applications.

Mr Davis reported that neighbors affected by the proposed new Bike Park met with City staff and Council member Smukler a few weeks ago to talk about traffic concerns at the intersection of Radcliffe and Main streets. Mr Livick has made several improvements since that meeting to facilitate motor vehicle movement through the intersection.

Mr Davis reported that SLO Bike Club has allocated money to provide bike racks in public locations. Morro Bay might apply for funds after it develops a bike parking plan. Some red-painted curb areas downtown might be converted to bike corrals with affecting motor vehicle parking.

Mr Davis reported that Rideshare has been working on a mapping project for schools in the region. This will help schools apply for funds in the future because the Safe Routes to School program has been discontinued.

Ms Burton reported that the Sheriff's Honor Farm has a program to donate bicycles to needy persons. This must be done through an organization; they do not give bikes directly to individuals. She recently filled out an application on behalf of

Del Mar PTA to get a bike for a student. SLO Bike Club provides funding for bike helmets that are issued with the bikes.

Mr Davis noted the Council will present a proclamation May 13 recognizing May 2014 as Bike Month and declaring the Morro Bay Citizens Bike Committee as the City's Bike Advocates. All committee members are encouraged to attend the Council meeting at 6:00pm and take part in the presentation ceremony.

Mr Rands reported that Morro Bay Chamber of Commerce and Dave Schultz' Bike Shop will host a breakfast on Bike to Work Day, May 16 from 7-9am, at the Chamber for all bicycle commuters.

Ms Burton reported that May 8 is Bike to School Day at Del Mar School.

There being no further business, the meeting adjourned at 5:58 pm. Next meeting will be August 5, 2014.

Respectfully submitted,

A handwritten signature in cursive script that reads "Robert Fuller Davis".

Robert Fuller Davis  
Chair

**MORRO BAY MUTT MITT PROGRAM- 2013 INVENTORY**

Date: 1-1-13 thru 12-31-13

**DISPENSERS:**

1. North Pointe Park- one dispenser  
Total- 27,100 bags

2. Cloisters Park- two dispensers  
Total- 50,200 bags

3. Harbor Walk- three dispensers  
Total- 37,400 bags

4. Rock Parking Lot- two dispensers  
Total- 17,900 bags

5. Centennial Park- one dispenser  
Total- 5,000 bags

6. Tidelands Park- two dispensers  
Total- 24,000 bags

7. Morro Cove Park- two dispensers  
Total- 29,000 bags

8. Bayshore Bluff Park- one dispenser  
Total- 13,200 Bags

9. Del Mar Park- two dispensers  
Total- 31,700 bags

10. Lila Keiser Park- two dispensers  
Total- 14,600 bags

11. City Park- one dispenser  
Total- 7,900 bags

12. Monty Young Park- one dispenser  
Total- 6,600

13. Shasta & Dune Street- one dispenser  
Total- 1,200 bags

**Total Dispensers: 21**

**Total Usage: 265,800 bag= 133 boxes**

**Cost: \$64.00 per box X 133 boxes= \$8,512.00**

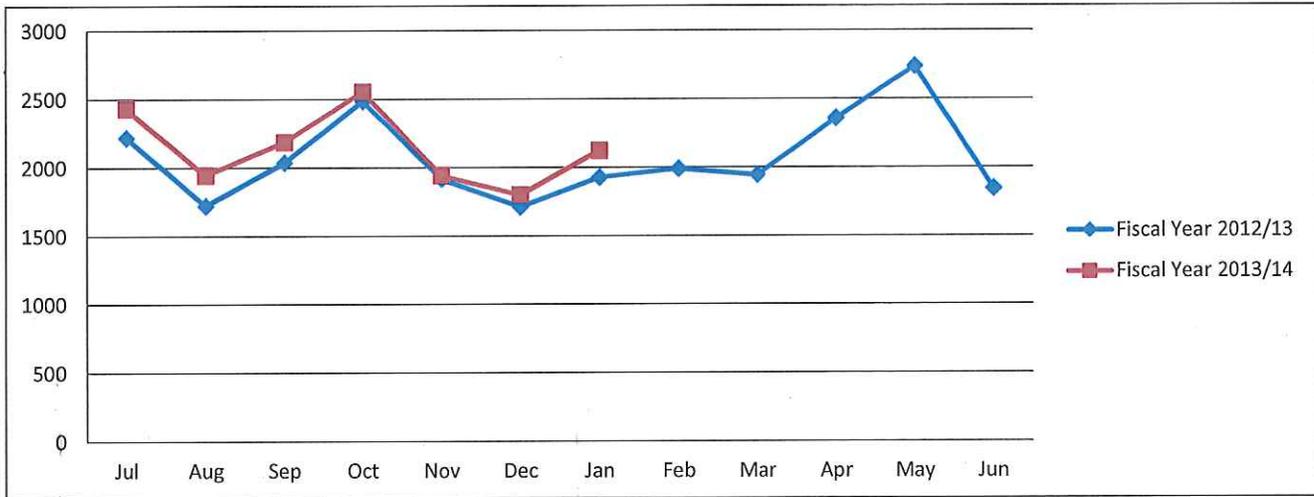
**Volunteer Info: 8 volunteers with a total of 1,039 hours for 2013**

**Morro Bay Mutt Mitt Program- Usage****2013 & 2012****Date: 1-3-14**

1. North Pointe Park- 2013- 27,100 2,400 more bags	2012- 24,700
2. Cloisters Park- 2013- 50,200 9,200 less bags	2012- 59,400
3. Harbor Walk- 2013- 37,400 5,800 less bags	2012- 43,200
4. Rock Parking Lot- 2013- 17,900 2,600 less bags	2012- 20,500
5. Centennial Park- 2013- 5,000 400 more bags	2012- 4,600
6. Tidelands Park- 2013- 24,000 Zero	2012- 24,000
7. Morro Cove Park- 2013- 29,000 9,000 more bags	2012- 20,000
8. Bayshore Bluff Park- 2013- 13,200 5,200 more bags	2012- 8,000
9. Del Mar Park- 2013- 31,700 5,000 more bags	2012- 26,700
10. Lila Keiser Park- 2013- 14,600 2,800 more bags	2012- 11,800
11. City Park- 2013- 7,900 2,100 more bags	2012- 5,800
12. Monte Young Park- 2013- 6,600 3,800 more bags	2012- 2,800
13. Shasta & Dune- 2013- 1,200 Zero	2012- 00
<b>2013 total bags- 265,800</b>	<b>2012 total bags- 251,500</b>
<b>14,300 more bags</b>	

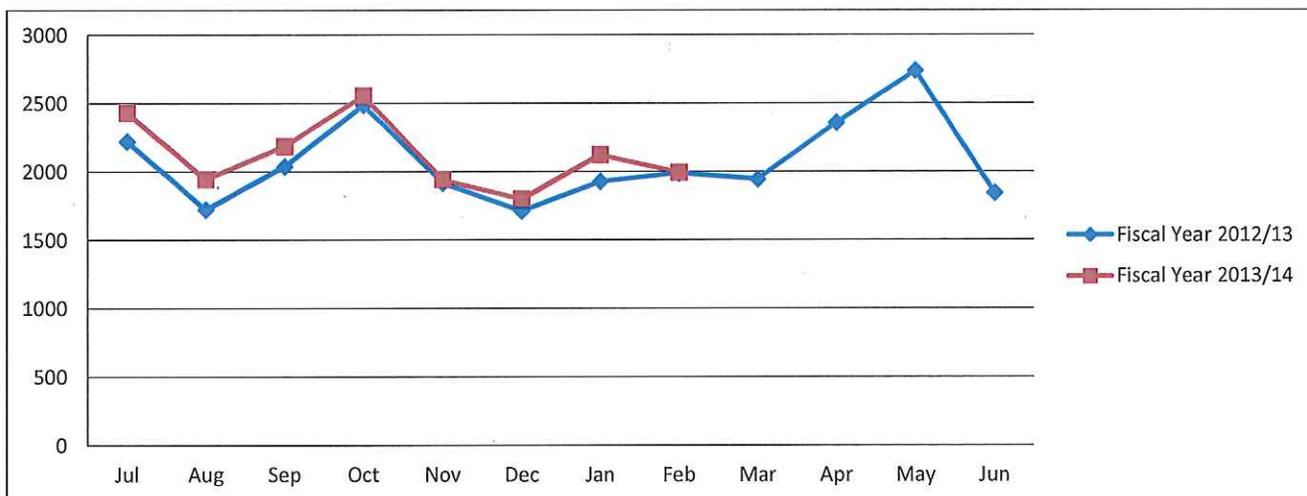
City of Morro Bay  
 Recreation and Parks Department  
 Youth Services  
 PARTICIPATION REPORT  
 January 2014

<u>Participations</u>	<u>January '14</u>	<u>Month '12/13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Kids' Camp	0	0	1707	2197
Kids' Club Before-School	342	323	1831	3224
Kids' Club Kinder Kids	126	187	720	1958
Kids' Club After-School	792	595	4315	6336
Kids' Club Drop-in	156	233	941	2613
Teen Center	711	590	5497	8573
<b>TOTALS:</b>	<b>2127</b>	<b>1928</b>	<b>15011</b>	<b>24901</b>



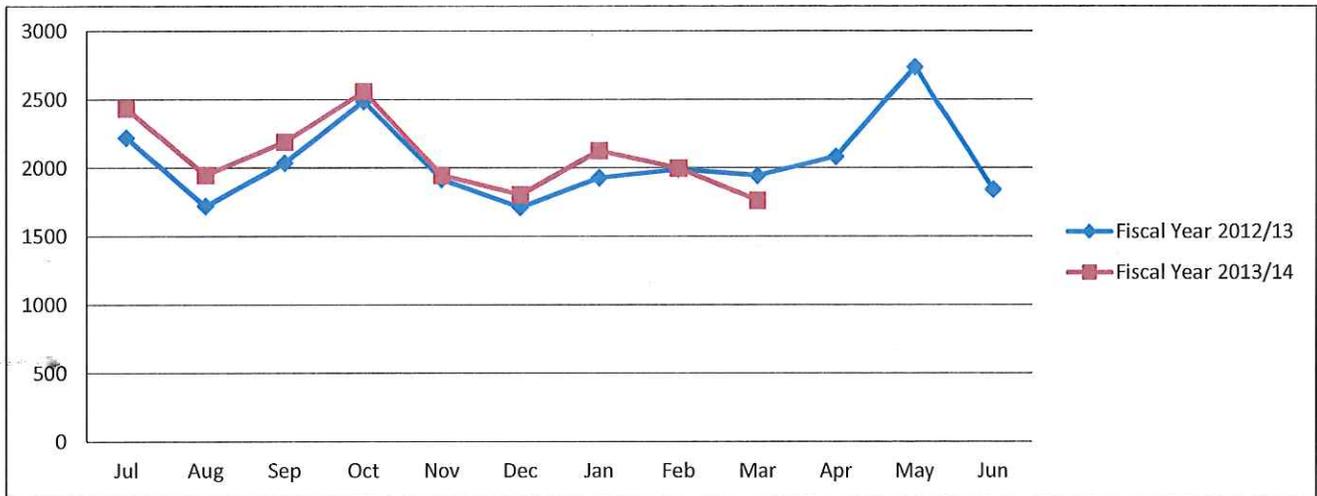
City of Morro Bay  
 Recreation and Parks Department  
 Youth Services  
 PARTICIPATION REPORT  
 February 2014

<u>Participations</u>	<u>February '14</u>	<u>Month '12/13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Kids' Camp	0	0	1707	2197
Kids' Club Before-School	361	360	2192	3224
Kids' Club Kinder Kids	133	216	853	1958
Kids' Club After-School	817	666	5132	6336
Kids' Club Drop-in	188	272	1129	2613
Teen Center	500	476	5997	8573
<b>TOTALS:</b>	<b>1999</b>	<b>1990</b>	<b>17010</b>	<b>24901</b>



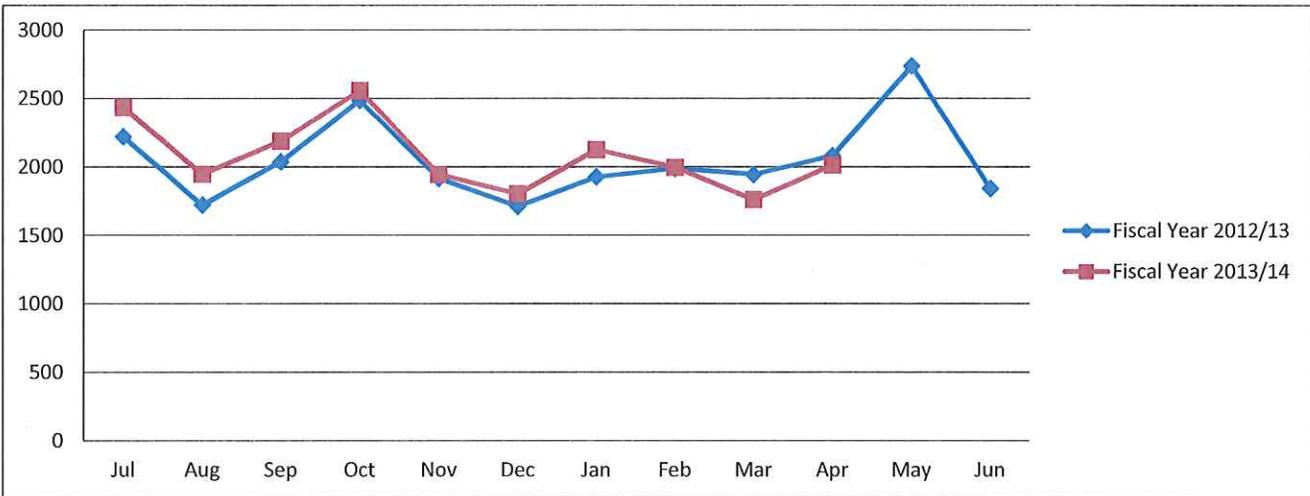
City of Morro Bay  
 Recreation and Parks Department  
 Youth Services  
 PARTICIPATION REPORT  
 March 2014

<u>Participations</u>	<u>March '14</u>	<u>Month '12/13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Kids' Camp	0	0	1707	2197
Kids' Club Before-School	288	320	2480	3224
Kids' Club Kinder Kids	112	192	965	1958
Kids' Club After-School	672	592	5804	6239
Kids' Club Drop-in	137	282	1266	2536
Teen Center	553	559	6550	8473
<b>TOTALS:</b>	<b>1762</b>	<b>1945</b>	<b>18772</b>	<b>24627</b>



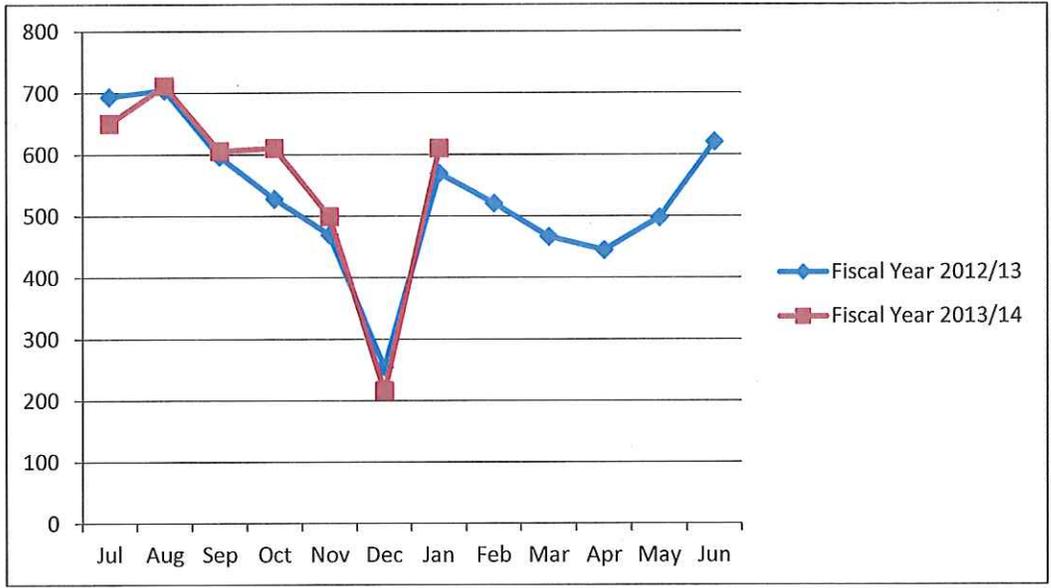
City of Morro Bay  
 Recreation and Parks Department  
 Youth Services  
 PARTICIPATION REPORT  
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<u>Participations</u>	<u>April '14</u>	<u>Month '12/13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Kids' Camp	0	0	1707	2197
Kids' Club Before-School	324	418	2804	3224
Kids' Club Kinder Kids	126	242	1091	1958
Kids' Club After-School	756	695	6560	6239
Kids' Club Drop-in	208	198	1474	2536
Teen Center	602	531	7152	8473
<b>TOTALS:</b>	<b>2016</b>	<b>2084</b>	<b>20788</b>	<b>24627</b>



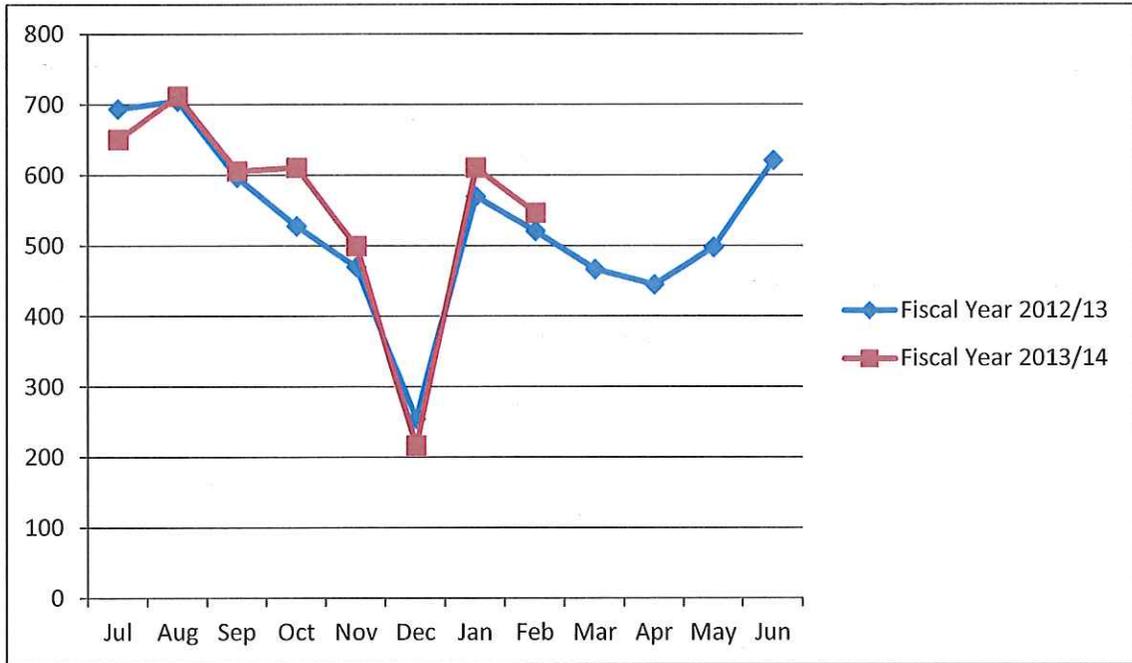
City of Morro Bay  
 Recreation and Parks Department  
*Senior Services*  
 PARTICIPATION REPORT  
 January 2014

<u>Participations</u>	<u>Jan '14</u>	<u>Jan '13</u>	<u>FY 13/14</u> <u>Total to Date</u>	<u>FY 12/13</u> <u>Total to Date</u>
ACES - senior exercise	82	194	676	951
Billards	148	119	878	809
BINGO	50	0	353	345
Bridge Club	40	48	166	308
Bunco	0	0	0	45
Chess Club	0	0	0	11
Crafters	6	10	70	93
Dominos Club	0	0	0	30
Hand & Foot	28	17	212	197
P.A.C.E. - senior exercise	119	139	838	829
Senior Tai Chi	138	43	715	201
	<b>611</b>	<b>570</b>	<b>3908</b>	<b>3819</b>



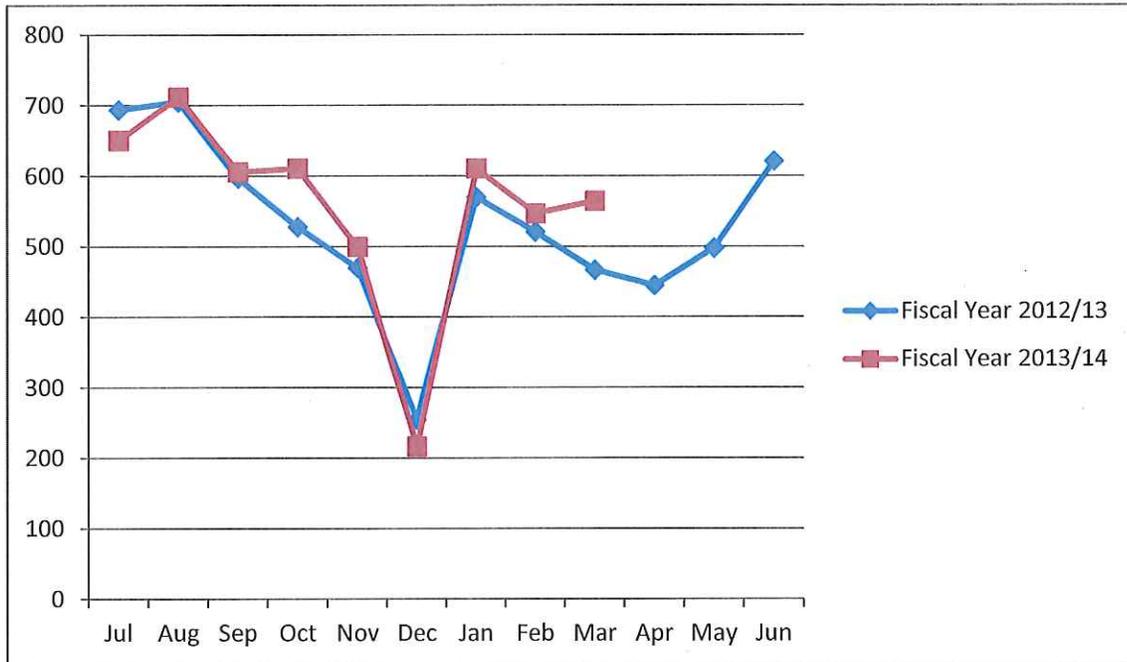
City of Morro Bay  
 Recreation and Parks Department  
*Senior Services*  
 PARTICIPATION REPORT  
 February 2014

<u>Participations</u>	<u>Feb '14</u>	<u>Feb '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
ACES - senior exercise	144	194	820	1085
Billards	69	119	947	937
BINGO	0	0	353	345
Bridge Club	40	48	206	348
Bunco	0	0	0	45
Chess Club	0	0	0	11
Crafters	16	10	86	107
Dominos Club	0	0	0	30
Hand & Foot	18	17	230	215
P.A.C.E. - senior exercise	168	139	1006	935
Senior Tai Chi	92	43	807	282
	<b>547</b>	<b>570</b>	<b>4455</b>	<b>4340</b>



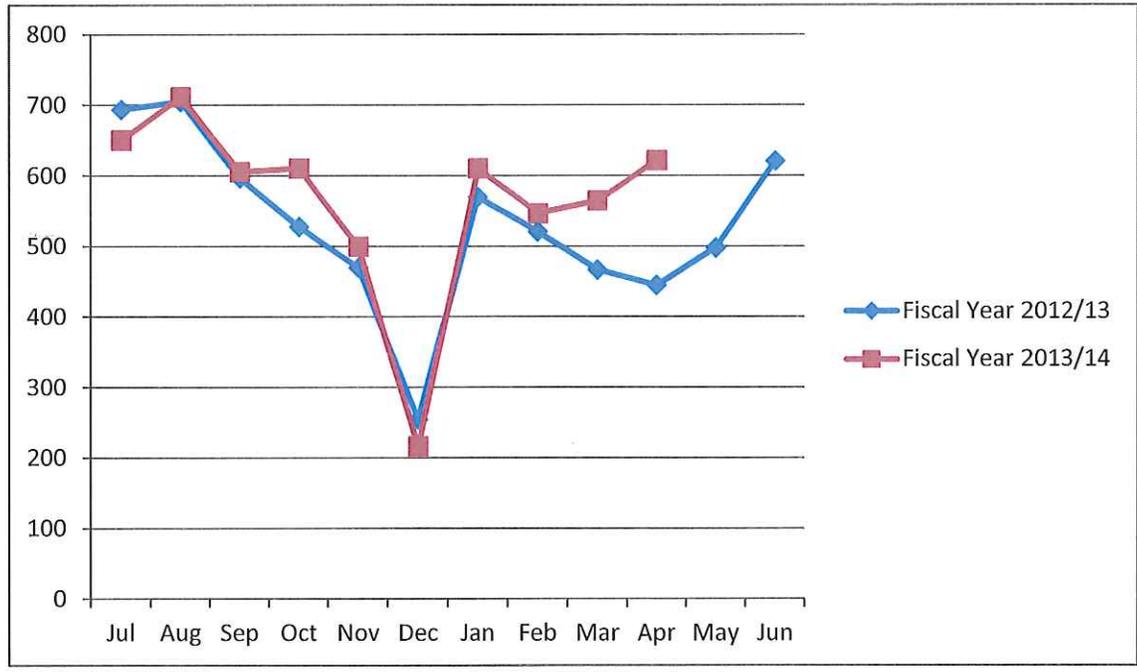
City of Morro Bay  
 Recreation and Parks Department  
*Senior Services*  
 PARTICIPATION REPORT  
 March 2014

<u>Participations</u>	<u>Mar '14</u>	<u>Mar '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
ACES - senior exercise	128	118	948	1203
Billards	86	123	1033	1060
BINGO	53	49	406	394
Bridge Club	16	26	222	374
Bunco	0	0	0	45
Chess Club	0	0	0	11
Crafters	12	15	98	122
Dominos Club	0	0	0	30
Hand & Foot	18	24	248	239
P.A.C.E. - senior exercise	151	112	1157	1047
Senior Tai Chi	101	0	908	282
	<b>565</b>	<b>467</b>	<b>5020</b>	<b>4807</b>



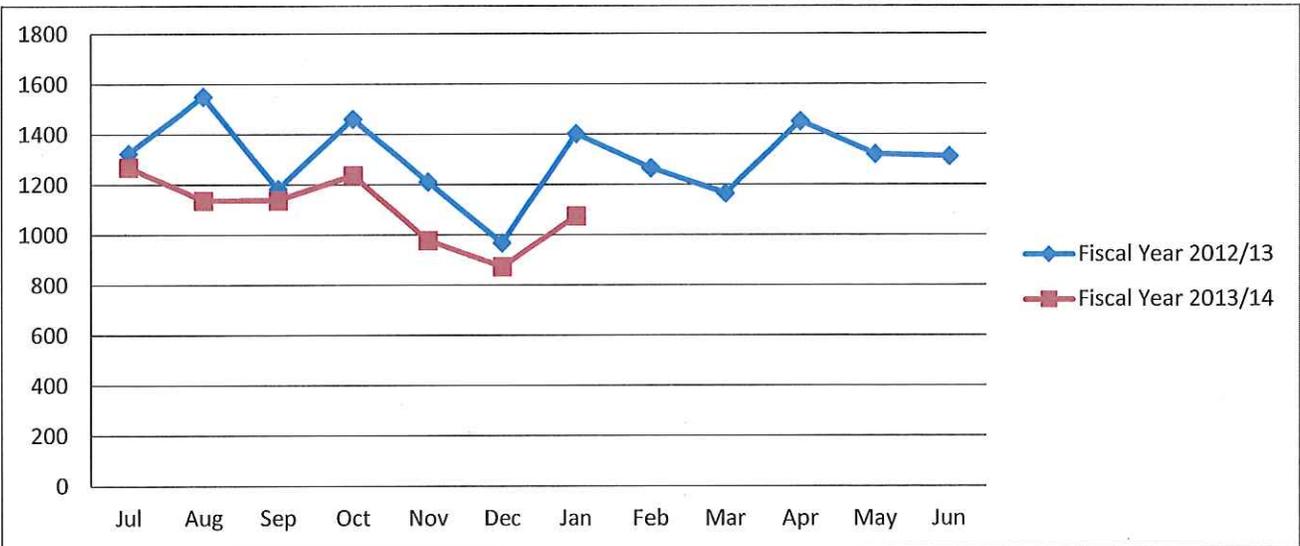
City of Morro Bay  
 Recreation and Parks Department  
 Senior Services  
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 April 2014

<u>Participations</u>	<u>Apr '14</u>	<u>Apr '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
ACES - senior exercise	82	104	1030	1307
Billards	94	138	1127	1198
BINGO	48	42	454	436
Bridge Club	35	16	257	390
Bunco	0	0	0	45
Chess Club	0	0	0	11
Crafters	35	13	133	135
Dominos Club	0	0	0	30
Hand & Foot	26	32	274	271
P.A.C.E. - senior exercise	195	100	1352	1147
Senior Tai Chi	107	0	1015	282
	<b>622</b>	<b>445</b>	<b>5642</b>	<b>5252</b>



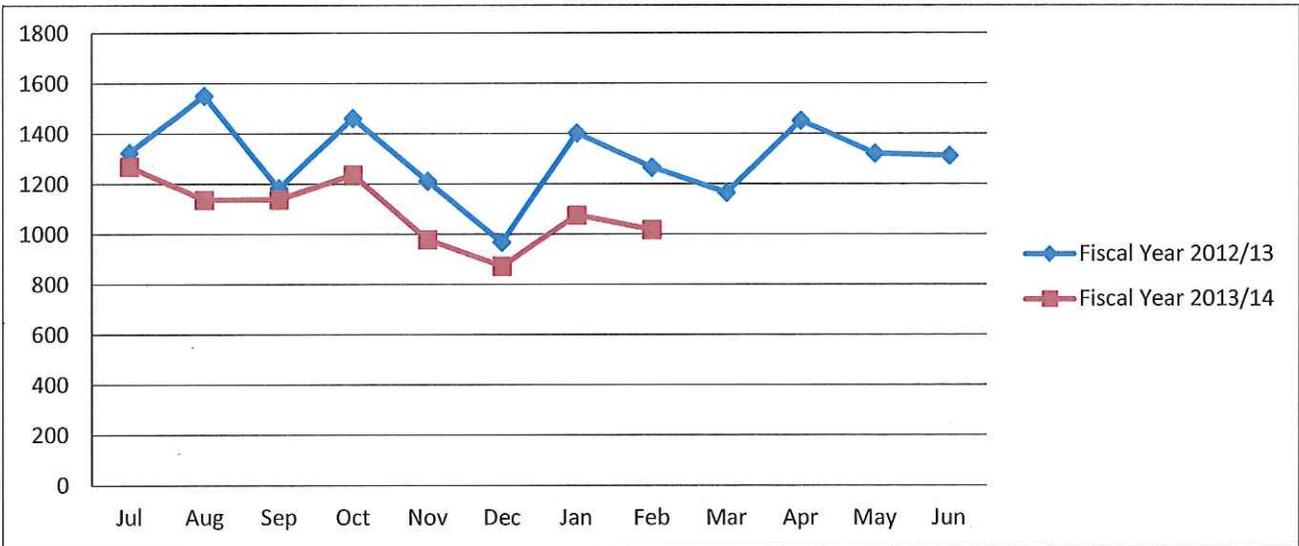
City of Morro Bay  
 Recreation and Parks Department  
*Recreation Classes & Affiliated Clubs*  
 PARTICIPATION REPORT  
 January 2014

<u>Participations</u>	<u>Jan '14</u>	<u>Jan '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Art Classes	31	18	237	385
Aikido	14	16	87	144
Bellydance Class	24	4	158	136
Country & Western Line Dancing	20	0	97	106
Crochet (Beginning)	0	5	33	35
FIT CLUB/Zumba	390	597	3401	4213
Flip City Gymnastics	30	16	171	266
Life Drawing	38	26	270	286
Music Appreciation	8	0	39	47
Okinawan Karate for Children	63	32	436	448
Okinawan Karate	45	16	239	194
Playday Tennis	138	0	651	502
Quilting & Sewing	2	0	29	104
Quilt Guild	62	46	372	357
Restorative Yoga	0	41	0	503
Tennis Lessons	7	0	91	100
39+ Dance	205	152	1404	1279
	<b>1077</b>	<b>969</b>	<b>7715</b>	<b>9105</b>



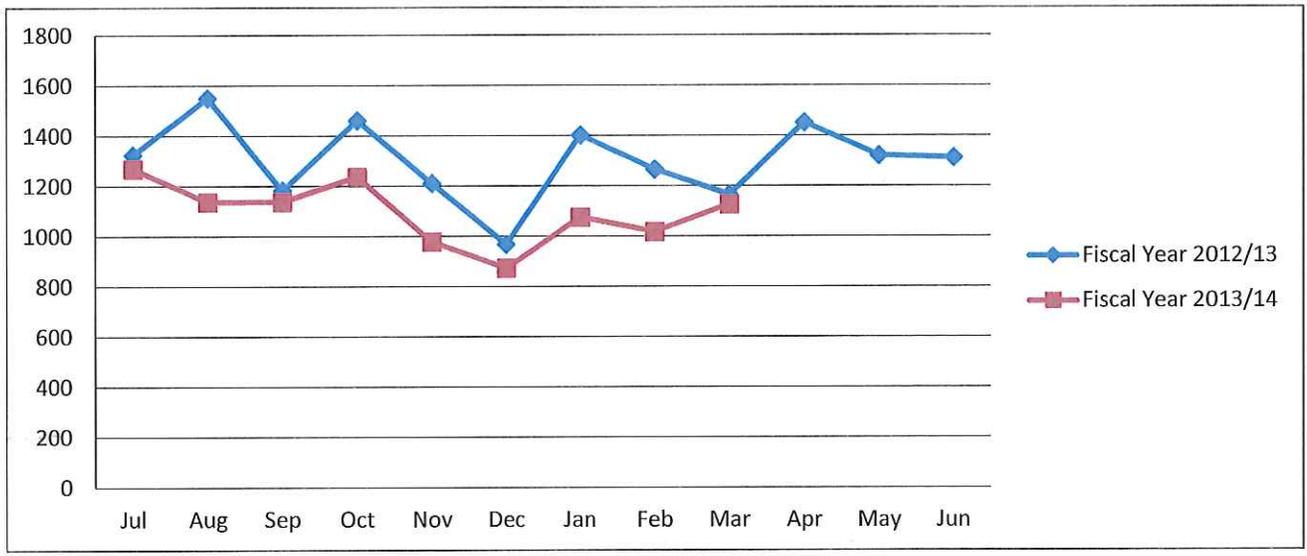
City of Morro Bay  
 Recreation and Parks Department  
*Recreation Classes & Affiliated Clubs*  
 PARTICIPATION REPORT  
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<u>Participations</u>	<u>Feb '14</u>	<u>Feb '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Art Classes	20	18	257	417
Aikido	18	16	105	158
Bellydance Class	43	4	201	148
Country & Western Line Dancing	0	0	97	106
Crochet (Beginning)	1	5	34	40
FIT CLUB/Zumba	357	597	3758	4871
Flip City Gymnastics	36	16	207	287
Life Drawing	39	26	309	324
Music Appreciation	17	0	56	62
Okinawan Karate for Children	56	32	492	480
Okinawan Karate	24	16	263	222
Playday Tennis	131	0	782	569
Quilting & Sewing	0	0	29	124
Quilt Guild	53	46	425	460
Restorative Yoga	0	41	0	547
Tennis Lessons	10	0	101	104
39+ Dance	214	152	1618	1453
	<b>1019</b>	<b>969</b>	<b>8734</b>	<b>10372</b>



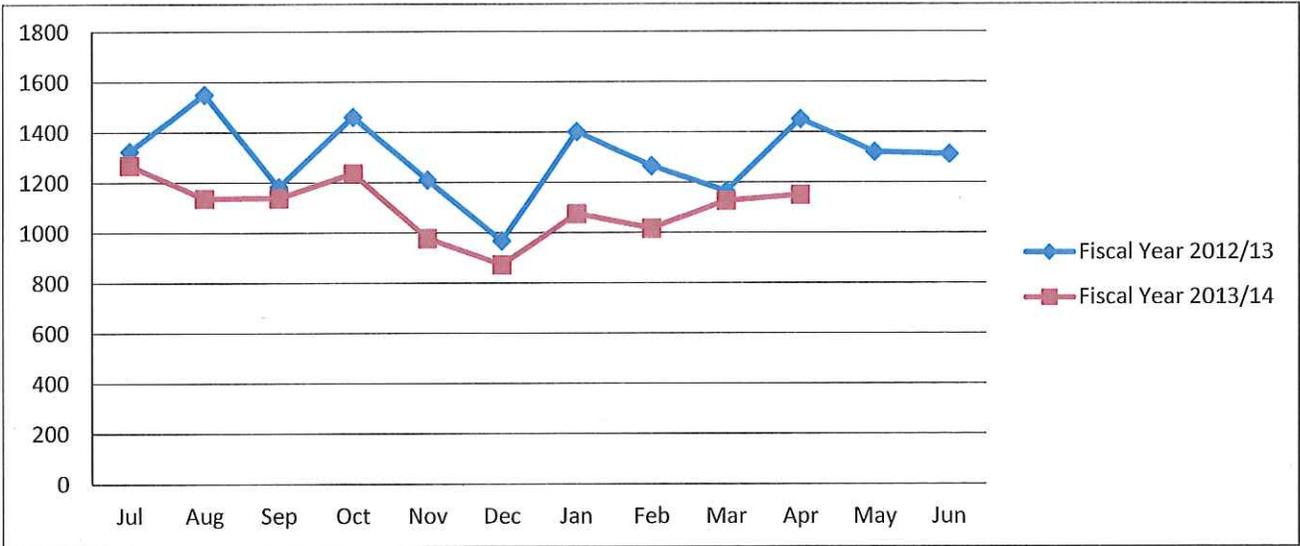
City of Morro Bay  
 Recreation and Parks Department  
*Recreation Classes & Affiliated Clubs*  
**PARTICIPATION REPORT**  
**March 2014**

<u>Participations</u>	<u>Mar '14</u>	<u>Mar '13</u>	<u>FY 13/14</u> <u>Total to Date</u>	<u>FY 12/13</u> <u>Total to Date</u>
Art Classes	17	37	274	454
Aikido	14	29	119	187
Bellydance Class	40	12	241	160
Country & Western Line Dancing	0	0	97	106
Crochet (Beginning)	2	1	36	41
FIT CLUB/Zumba	354	513	4112	5384
Flip City Gymnastics	60	42	267	329
Life Drawing	39	62	348	386
Music Appreciation	25	12	81	74
Okinawan Karate for Children	43	56	535	536
Okinawan Karate	42	40	305	262
Playday Tennis	166	90	948	659
Quilting & Sewing	4	14	33	138
Quilt Guild	55	56	480	516
Restorative Yoga	10	32	10	579
Tennis Lessons	14	15	115	119
39+ Dance	243	155	1861	1608
	<b>1128</b>	<b>1166</b>	<b>9862</b>	<b>11538</b>



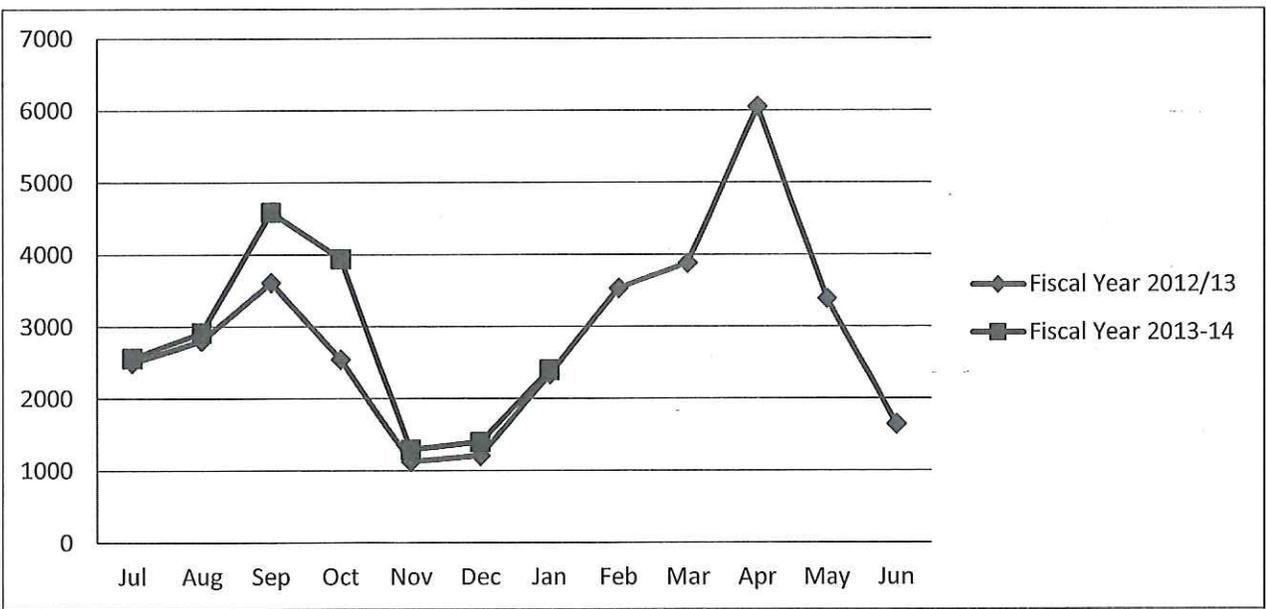
City of Morro Bay  
 Recreation and Parks Department  
*Recreation Classes & Affiliated Clubs*  
 PARTICIPATION REPORT  
 April 2014

<u>Participations</u>	<u>Apr '14</u>	<u>Apr '13</u>	<u>FY 13/14 Total to Date</u>	<u>FY 12/13 Total to Date</u>
Art Classes	42	28	316	482
Aikido	24	65	143	252
Bellydance Class	29	18	270	178
Country & Western Line Dancing	0	0	97	106
Crochet (Beginning)	2	8	38	49
FIT CLUB/Zumba	364	691	4476	6075
Flip City Gymnastics	60	56	327	385
Life Drawing	51	42	399	428
Music Appreciation	11	13	92	87
Okinawan Karate for Children	53	99	588	635
Okinawan Karate	36	72	341	334
Playday Tennis	185	99	1133	758
Quilting & Sewing	4	33	37	171
Quilt Guild	58	45	538	561
Restorative Yoga	10	0	20	579
Tennis Lessons	2	17	117	136
39+ Dance	221	167	2082	1775
	<b>1152</b>	<b>1453</b>	<b>11014</b>	<b>12991</b>



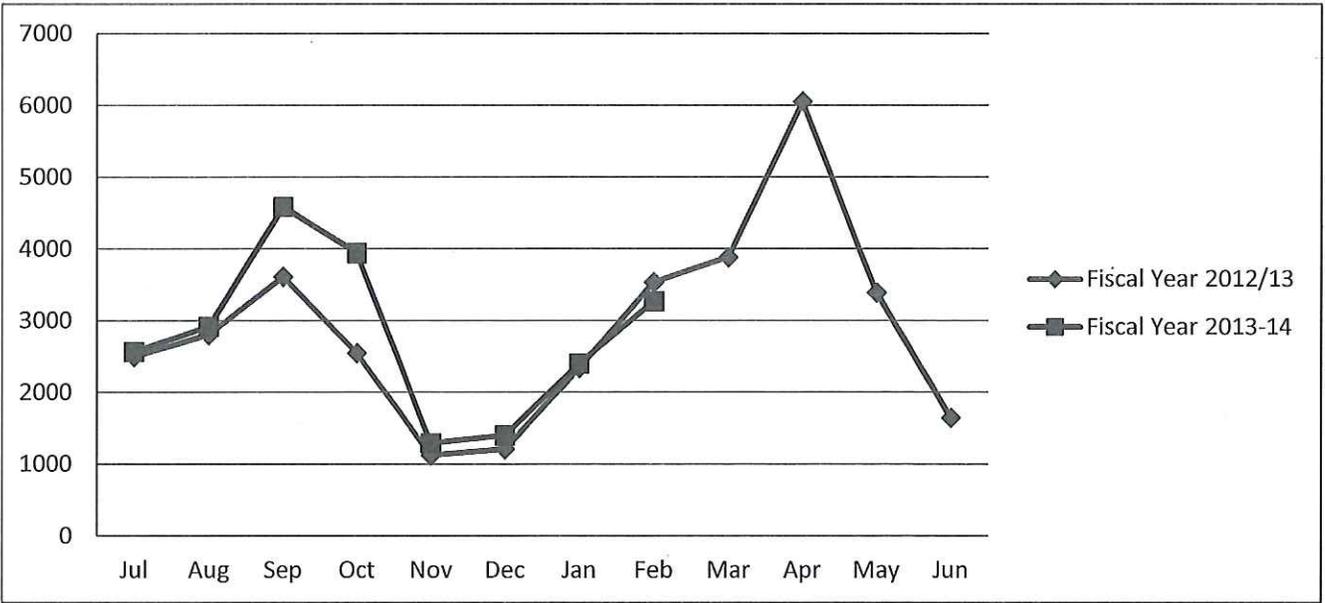
City of Morro Bay  
 Recreation and Parks Department  
 Youth & Adult Sports Division  
**PARTICIPATION REPORT**  
**January 2014**

<u>Participations</u>			FY13/14	FY12/13
	<u>14-Jan</u>	<u>13-Jan</u>	<u>Total to Date</u>	<u>Total to Date</u>
Adult CO-ED Soccer (Winter)	0	48	0	48
Adult Softball EOS (Spring/Fall)	0	0	360	510
Adult Softball League (Spring/Fall)	0	0	4350	3450
Beach Camp	0	0	195	225
Futsal (Spring)	0	0	0	0
Junior Lifeguard (Summer)	0	0	1777	2013
Middle School Cross Country	0	0	254	0
Middle School Track and Field	0	0	0	0
Middle School Volleyball	0	0	1307	0
Youth Basketball (Winter)	2400	2288	3607	3388
Youth Basketball EOS (Winter)	0	0	0	0
Youth Soccer (Fall)	0	0	6347	5799
Youth Soccer EOS (Fall)	0	0	900	688
Youth Softball (Spring)	0	0	0	0
Youth Softball EOS (Spring)	0	0	0	0
Youth T-ball/Coach Pitch (Spring)	0	0	0	0
	<b>2400</b>	<b>2336</b>	<b>19097</b>	<b>16121</b>



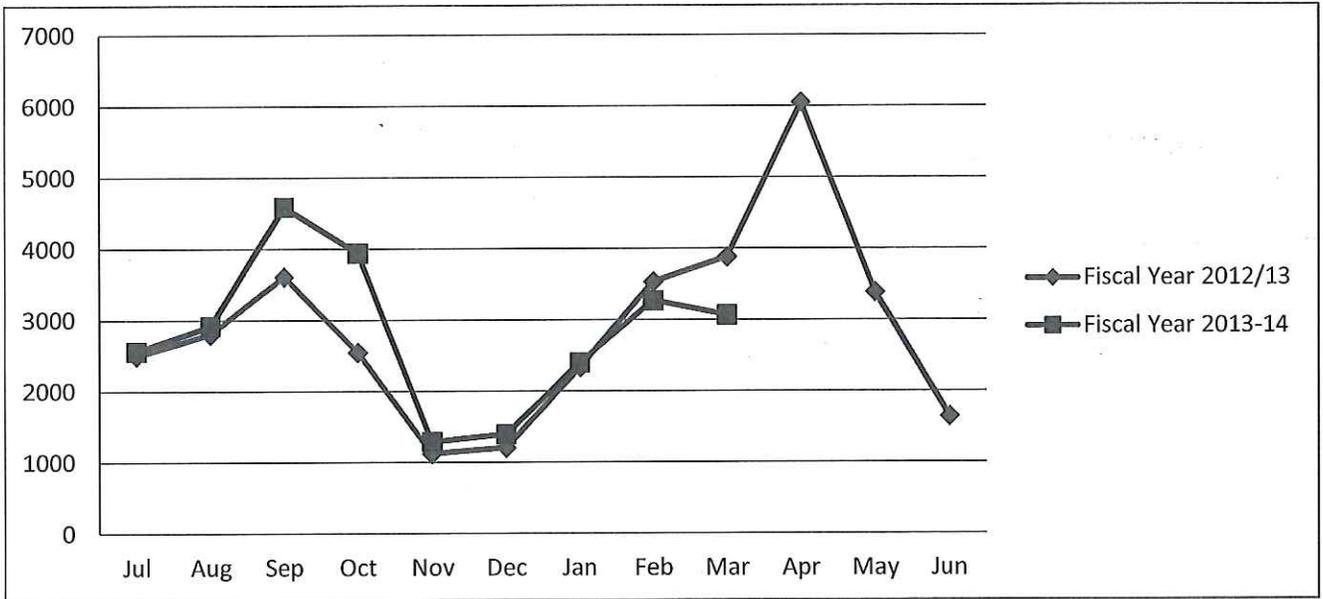
City of Morro Bay  
 Recreation and Parks Department  
 Youth & Adult Sports Division  
**PARTICIPATION REPORT**  
**February 2014**

<u>Participations</u>	<u>14-Feb</u>	<u>13-Feb</u>	<u>FY13/14</u> <u>Total to Date</u>	<u>FY12/13</u> <u>Total to Date</u>
Adult CO-ED Soccer (Winter)	0	96	0	144
Adult Softball EOS (Spring/Fall)	0	0	360	510
Adult Softball League (Spring/Fall)	0	0	4350	3450
Beach Camp	0	0	195	225
Futsal (Spring)	0	0	0	0
Junior Lifeguard (Summer)	0	0	1777	2013
Middle School Cross Country	0	0	254	0
Middle School Track and Field	0	0	0	0
Middle School Volleyball	240	144	240	144
Youth Basketball (Winter)	2400	2704	6007	6092
Youth Basketball EOS (Winter)	0	0	0	0
Youth Soccer (Fall)	0	0	6347	5799
Youth Soccer EOS (Fall)	0	0	900	688
Youth Softball (Spring)	630	590	630	590
Youth Softball EOS (Spring)	0	0	0	0
Youth T-ball/Coach Pitch (Spring)	0	0	0	0
	<b>3270</b>	<b>3534</b>	<b>21060</b>	<b>19655</b>



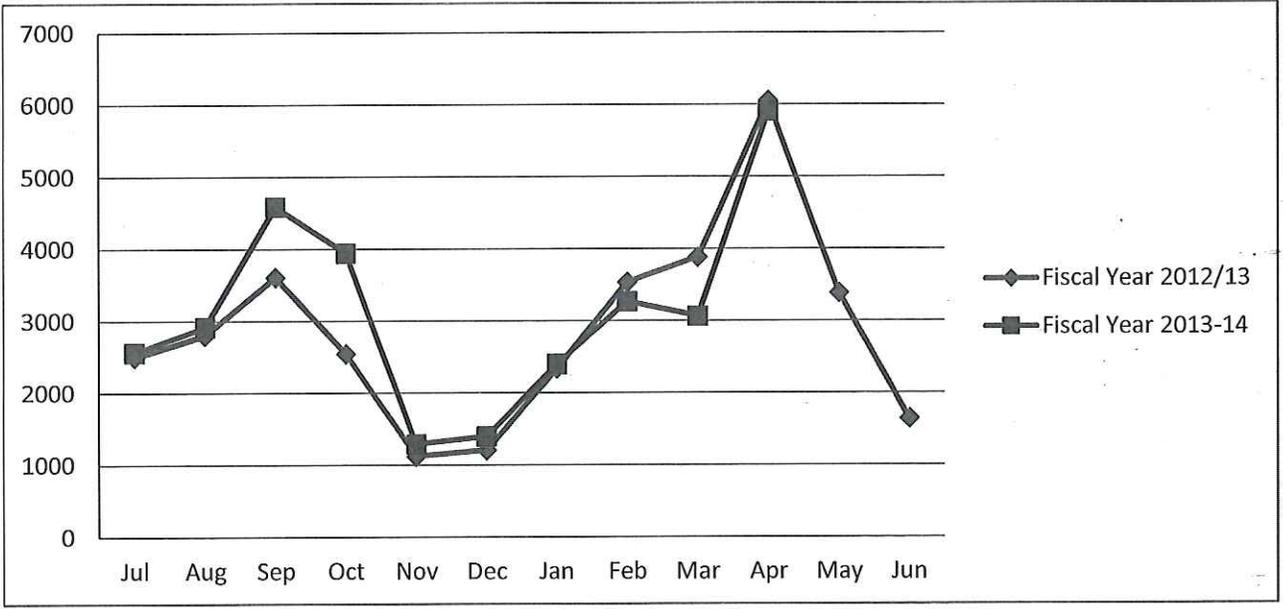
City of Morro Bay  
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**PARTICIPATION REPORT**  
**March 2014**

<u>Participations</u>	<u>Mar-14</u>	<u>Mar-13</u>	<u>FY13/14</u> <u>Total to Date</u>	<u>FY12/13</u> <u>Total to Date</u>
Adult CO-ED Soccer (Winter)	0	48	0	192
Adult Softball EOS (Spring/Fall)	0	0	360	510
Adult Softball League (Spring/Fall)	0	660	4350	4110
Beach Camp	0	0	195	225
Futsal (Spring)	42	0	42	0
Junior Lifeguard (Summer)	0	0	1777	2013
Middle School Cross Country	0	0	254	0
Middle School Track and Field	30	0	30	0
Middle School Volleyball	220	192	1767	236
Youth Basketball (Winter)	400	200	6407	6292
Youth Basketball EOS (Winter)	540	740	540	740
Youth Soccer (Fall)	0	0	6347	5799
Youth Soccer EOS (Fall)	0	0	900	688
Youth Softball (Spring)	1798	2044	2428	2634
Youth Softball EOS (Spring)	0	0	0	0
Youth T-ball/Coach Pitch (Spring)	35	0	35	0
	<b>3065</b>	<b>3884</b>	<b>25432</b>	<b>23439</b>



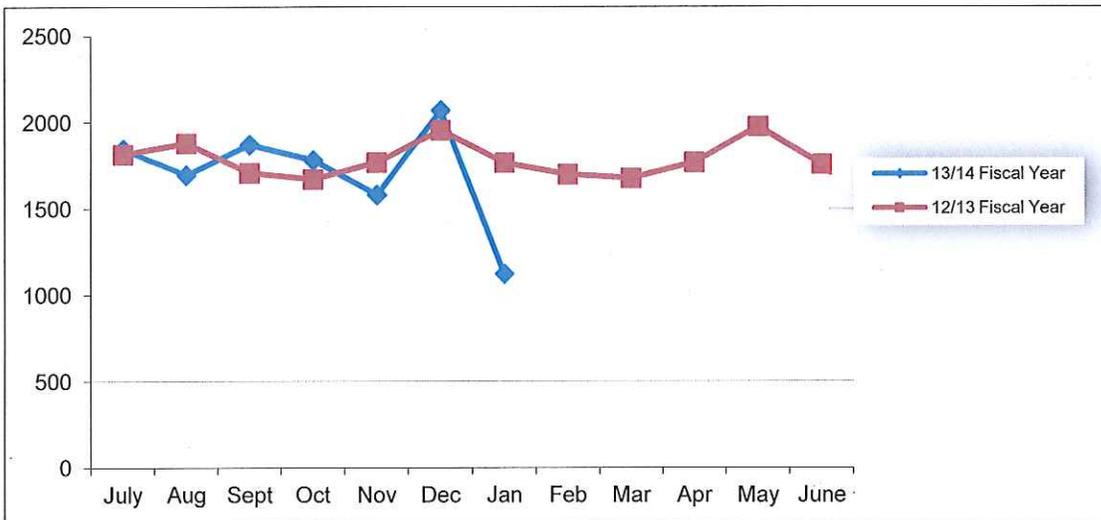
City of Morro Bay  
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 PARTICIPATION REPORT  
 April 2014

<u>Participations</u>			<u>FY13/14</u>	<u>FY12/13</u>
	<u>14-Apr</u>	<u>13-Apr</u>	<u>Total to Date</u>	<u>Total to Date</u>
Adult CO-ED Soccer (Winter)	0	0	0	192
Adult Softball EOS (Spring/Fall)	0	0	360	510
Adult Softball League (Spring/Fall)	1230	1560	5580	5670
Beach Camp	0	0	195	225
Futsal (Spring)	1776	904	1818	904
Junior Lifeguard (Summer)	0	0	1777	2013
Middle School Cross Country	0	0	254	0
Middle School Tennis	153	0	153	0
Middle School Track and Field	255	60	285	60
Middle School Volleyball	40	189	1807	525
Youth Basketball (Winter)	0	0	6407	6292
Youth Basketball EOS (Winter)	0	0	540	740
Youth Soccer (Fall)	0	0	6347	5799
Youth Soccer EOS (Fall)	0	0	900	688
Youth Softball (Spring)	2136	3052	4564	5686
Youth Softball EOS (Spring)	0	0	0	0
Youth T-ball/Coach Pitch (Spring)	315	288	350	0
	<b>5905</b>	<b>6053</b>	<b>31337</b>	<b>29304</b>



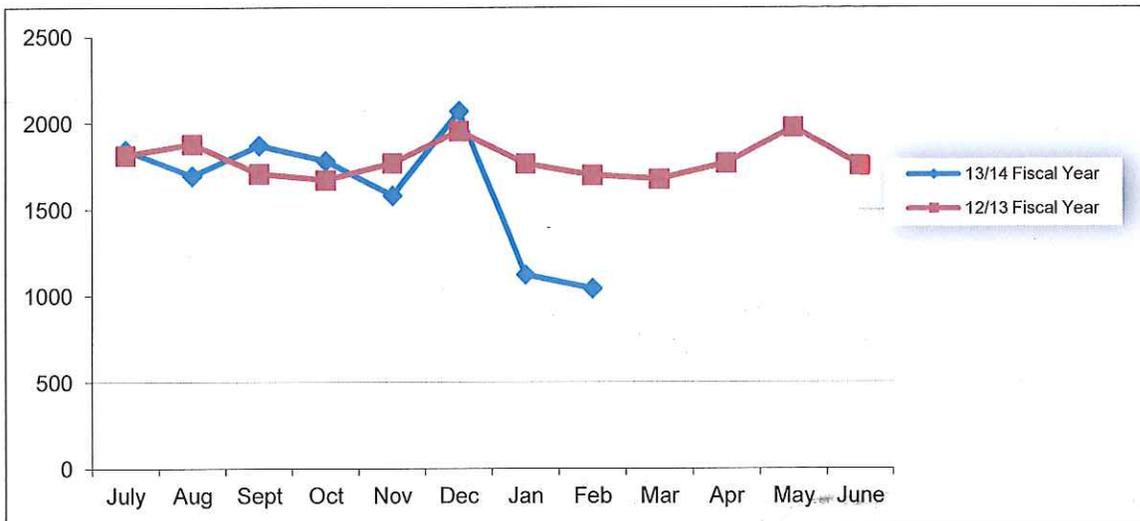
City of Morro Bay  
 Recreation and Parks Department  
*Facilities and Parks*  
 PARTICIPATION REPORT  
 January 2014

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 13/14</u>	<u>Hrs to date FY 12/13</u>	<u>Total Hours Previous FY</u>
MBCC	844	8,497	8703	14,580
VMB	267	1,548	1939	3,026
<b>Facilities Subtotal</b>	<b>1111</b>	<b>10,045</b>	<b>10642</b>	<b>17,606</b>
<b>Parks</b>				
Lila Keiser	9	1,357	1258	2,828
Monte Young	0	43	187	187
Del Mar	0	262	256	426
City Park	0	115	100	152
Centennial Parkway	4	150	128	254
<b>Parks Subtotal</b>	<b>13</b>	<b>1,927</b>	<b>1929</b>	<b>3,847</b>
<b>Grand Total</b>	<b>1124</b>	<b>11,972</b>	<b>12,571</b>	<b>21,453</b>



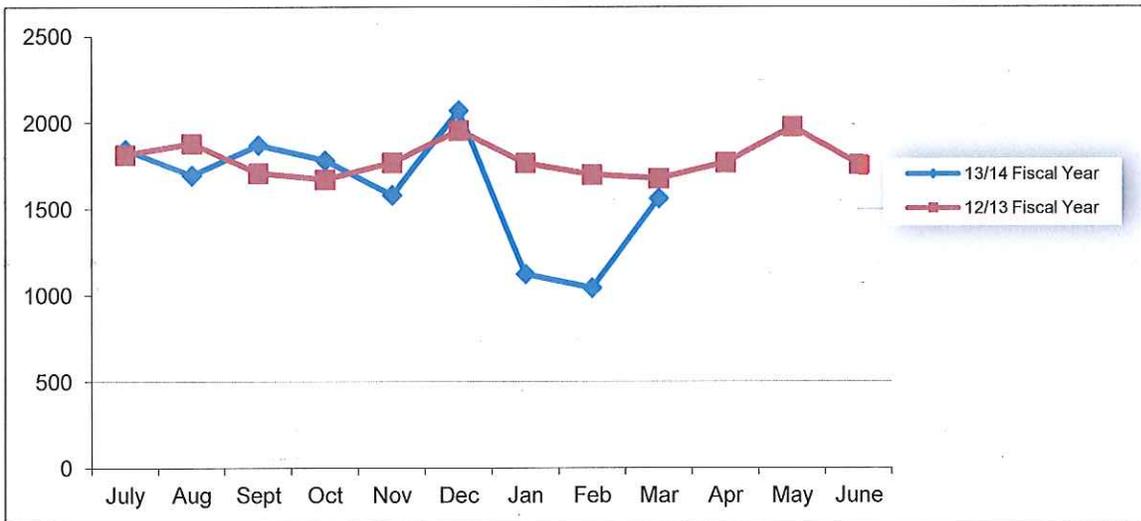
City of Morro Bay  
Recreation and Parks Department  
*Facilities and Parks*  
PARTICIPATION REPORT  
February 2014

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 13/14</u>	<u>Hours to Date FY 12/13</u>	<u>Total Hours Previous FY</u>
MBCC	667	9,164	9887	14,580
VMB	241	1,789	2203	3,026
<b>Facilities Subtotal</b>	<b>908</b>	<b>10,953</b>	<b>12090</b>	<b>17,606</b>
<b>Parks</b>				
Lila Keiser	92	1,449	1478	2,828
Monte Young	0	43	150	187
Del Mar	20	282	268	426
City Park	0	115	100	152
Centennial Parkway	24	174	148	254
<b>Parks Subtotal</b>	<b>136</b>	<b>2,063</b>	<b>2144</b>	<b>3,847</b>
<b>Grand Total</b>	<b>1044</b>	<b>13,016</b>	<b>14,234</b>	<b>21,453</b>



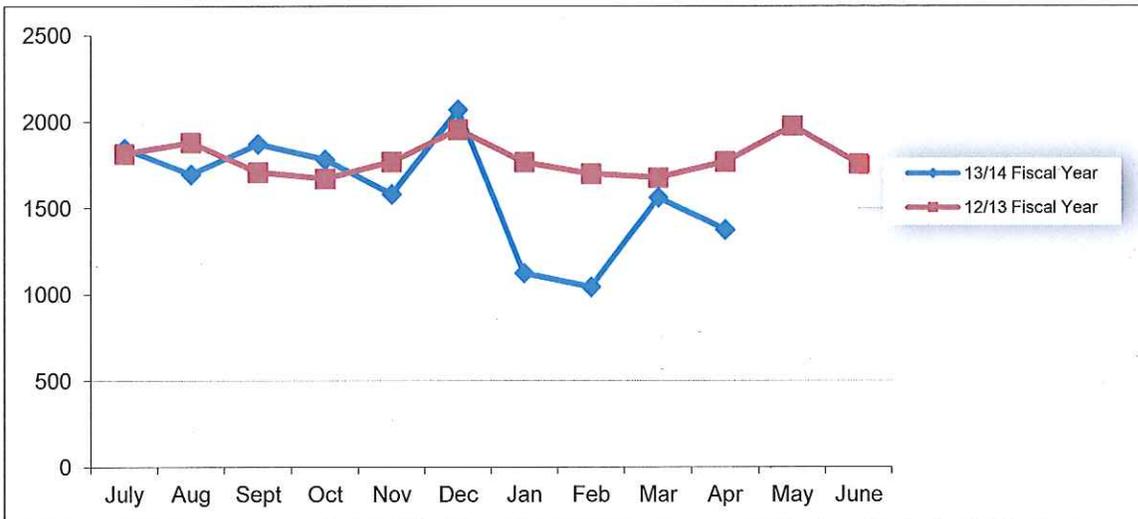
City of Morro Bay  
 Recreation and Parks Department  
*Facilities and Parks*  
**PARTICIPATION REPORT**  
**March 2014**

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 13/14</u>	<u>Hours to Date FY 12/13</u>	<u>Total Hours Previous FY</u>
MBCC	759	9,923	11061	14,580
VMB	413	2,202	2427	3,026
<b>Facilities Subtotal</b>	<b>1172</b>	<b>12,125</b>	<b>13488</b>	<b>17,606</b>
<b>Parks</b>				
Lila Keiser	251	1,700	1715	2,828
Monte Young	0	43	150	187
Del Mar	30	312	285	426
City Park	84	199	100	152
Centennial Parkway	25	199	173	254
<b>Parks Subtotal</b>	<b>390</b>	<b>2,453</b>	<b>2423</b>	<b>3,847</b>
<b>Grand Total</b>	<b>1562</b>	<b>14,578</b>	<b>15,911</b>	<b>21,453</b>



City of Morro Bay  
 Recreation and Parks Department  
*Facilities and Parks*  
 PARTICIPATION REPORT  
 April 2014

<u>Facilities</u>	<u>Monthly Hours</u>	<u>Hours to Date FY 13/14</u>	<u>Hours to Date FY 12/13</u>	<u>Total Hours Previous FY</u>
MBCC	632	10,555	12209	14,580
VMB	249	2,451	2647	3,026
<b>Facilities Subtotal</b>	<b>881</b>	<b>13,006</b>	<b>14856</b>	<b>17,606</b>
<b>Parks</b>				
Lila Keiser	327	2,027	2072	2,828
Monte Young	0	43	150	187
Del Mar	61	373	306	426
City Park	84	283	100	152
Centennial Parkway	22	221	197	254
<b>Parks Subtotal</b>	<b>494</b>	<b>2,947</b>	<b>2825</b>	<b>3,847</b>
<b>Grand Total</b>	<b>1375</b>	<b>15,953</b>	<b>17,681</b>	<b>21,453</b>





AGENDA NO: A-4

Meeting Date: May 15, 2014

# DEPARTMENT PROGRAM/PROJECT STATUS REPORT

WILL BE AVAILABLE  
AT THE MEETING

Thursday, May 15, 2014  
@ 5:30 pm



AGENDA NO: B-1

Meeting Date: May 15, 2014

# Staff Report

**TO:** Recreation and Parks Commission **DATE:** May 15, 2014

**FROM:** Michael Wilcox, Acting Recreation and Parks Director

**SUBJECT:** Consideration of Co-Sponsorship of the 2014 Morro Bay Triathlon

## **RECOMMENDATION:**

Staff recommends the Recreation and Parks Commission (RPC) review and discusses the possibility of co-sponsoring All Out Events for their Morro Bay Triathlon scheduled for early November 2014.

## **FISCAL IMPACT:**

The financial impact to the City would be the cost of a public area use permit and associated use fees for the triathlon and for the filming of a promotional video advertising the triathlon. The current rate for "For Profit Groups" as stated in the City's 2013/14 Master Fee Schedule is \$217/permit with an additional fee of \$101/day when using multi-areas, an entire park, or multi-days. A filming permit for a "For Profit Group" is an additional \$220/day. City support in the way of personnel would be estimated in the permit conditions and accurately invoiced post event. There is no previous event to directly compare this one in order to estimate City support costs. However, other recent large-scale events, such as the Fourth of July Celebration, Cruisin' Morro Bay and the Harbor Festival, have had City support costs ranging from \$900 to \$5000.

## **SUMMARY**

The City has previously co-sponsored events which mutually benefit the parties involved. Sponsorships should create community relationships as well as support the City's mission to preserve and enhance the quality of life. Currently the City has three basic criteria used as qualifiers for requesting co-sponsorships: the event is held off-season, the event is multi-day, and the event is held by a non-profit organization. If the event is one day, it must show a financial return to the City.

The 2014 Morro Bay Triathlon event applied for by All Out Events, does meet some, but not all of these requirements:

1. The event is held off- season – Yes
2. The event is multi-day – Yes
3. The requesting party is a non-profit organization - No

Prepared By: CE Dept Review: MW

### **BACKGROUND/DISCUSSION:**

In 2009 the City began formal discussion on the topic of co-sponsorships with groups hosting special events. The item was discussed at the Recreation and Parks Commission in September and October 2009 with recommendations forwarded to City Council for consideration. On October 12, 2009 Council approved the continuance of co-sponsorships with the following conditions:

1. The event is held off-season (November 1<sup>st</sup> through April 30<sup>th</sup>).
2. The event is a multi-day event, or a one-day event with financial return to the City.
3. The requesting party is a non-profit organization.

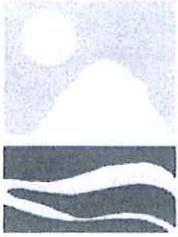
Currently the City co-sponsors two such events, the Morro Bay Winter Bird Festival and Morro Bay Dahlia Daze. Both events were reviewed by the RPC and City Council during the initial review process and have subsequently been approved annually by staff.

All Out Events, according to their website, produces high logistics, human powered adventure events like mud runs, triathlons, adventure races, bike races, and climbing competitions nationally and locally in California. A press release dated May 1, 2014 stated a recent partnership developed between Lifewater International, a non-profit based in San Luis Obispo, and Morro Bay Triathlon, a local event produced by All Out Events of San Luis Obispo. Lifewater International has been working since 1977 to bring safe water to over 2 million people in 40 countries. All Out Events has listed Lifewater International as the beneficiary of their event's proceeds on their *Request Consideration for City Co-Sponsorship* application.

### **CONCLUSION:**

The City has previously co-sponsored events which mutually benefit both parties involved. Co-sponsorships should create community relationships, as well as support the City's mission to preserve and enhance the quality of life. Staff is requesting that the RPC review the co-sponsorship application for the 2014 Morro Bay Triathlon submitted by All Out Events and determine if it is mutually beneficial for the City to co-sponsor the 2014 Morro Bay Triathlon event produced by the for profit group All Out Events of San Luis Obispo.

Attachments: All Out Events Co-Sponsorship Application  
Morro Bay Triathlon Marketing Plan Guide  
All Out Events Public Area Use Permit Application



# City of Morro Bay

Morro Bay, CA 93442

(805) 772-6200

## REQUEST CONSIDERATION FOR CITY CO-SPONSORSHIP PLEASE COMPLETE THIS FORM AND SUBMIT WITH YOUR APPLICATION

(To be attached to Permit Application – Retain in City files)

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.*

*We are committed to providing quality recreational services, facilities, and parks necessary to live a healthy and enriched life. We provide these services to our customers in a responsive courteous manner. Our programs strive to build wellness in people, families, and the community.*

\*\*\*\*\*

Requesting Organization: All Out Events

Address: 1241 JOHNSON AVE #128 SLO, CA 93401

Contact Person: KRISTIN HOROWITZ Daytime Phone: 805 748 1478

Email: KRISTIN@ALL-OUTEVENTS.COM Organization Website: ALL-OUTEVENTS.COM

Non-Profit       Resident       Non-Resident       Profit

If Non-Profit, please provide Tax Exempt #: Ø

Event Dates: 11/2/14 Location: COLEMAN PARK, STATE BEACH, MAY 1, 11/2/14 @ ETC

Time: ( Include setup and take down ) 11/1/14 - SETUP EVENT: 6 AM - 3 PM  
- 6 PM CLINIC

Is event scheduled between Nov. 1<sup>st</sup> and April 30<sup>th</sup>? YES Offered more than one day? KIND OF (CLINIC)

Total attendance per day: (include participants, spectators, guests, exhibitors, performers, entertainers, volunteers and employees)

Day 1: 1000+ Day 2: \_\_\_\_\_ Day 3: \_\_\_\_\_ Day 4: \_\_\_\_\_ Day 5: \_\_\_\_\_

Detailed description of event: OLYMPIC 1/2 SPRINT DISTANCE TRIATHLON W/ KAYAK OPTION

Estimated total cost of event: \$35,000

Event proceeds to benefit: LIFEWATER INTERNATIONAL

Who is the target audience for the event? TRIATHLETES → \$100,000 + INCOME, AGES 27-45

MALE & FEMALE EVERY SEX DIVISION

Will the event be advertised for participants outside of San Luis Obispo County? HEAVILY

Will the event be advertised for participants from outside the State of California? YES

How will your event be advertised? SEE ATTACHED PLAN

Is this event an Annual Event? YES How many previous? 3

Why is your group requesting City co-sponsorship? WE WOULD LIKE HELP COVERING PERMIT FEES FOR FILMING A PROMOTION & PARK RENTAL FEES

What are your group's expectations of a City co-sponsorship? HELP w/ PROMOTION PLACEMENT, WRITE OFF OF SOME FEES, PROVIDE BRANDED RACE CHECK-IN BAGS

How does your event align with the City's goals? WE ARE EXPOSING YOUNG AFFLUENT ATHLETES TO A SIDE OF MORE BSW OTHER EVENTS DON'T HIGHLIGHT

Describe the type of Vendors / Exhibitors / Concessionaires: LOCAL FOOD & RETAIL VENDORS, CHARITIES

Please describe your methods to obtain the City's minimum requirement of 75% waste recycling? WE USE PRIMARILY RECYCLED & BIODEGRADABLE MATERIALS, PROVIDING PINT GLASSES FOR FINISHED REFRESHMENTS.

Describe any food service to be provided at event: LOCAL FOOD TRUCKS

Caterer

Alcoholic Beverages Served ← FREE

Alcoholic Beverages Sold

List entertainment activities:

On site: TRIATHLON, LIVE MUSIC, BOUNCE HOUSE, GAMES, CHALLENGES, KAYAKING DEMOS

Off site: CLINIC THE NIGHT BEFORE

\*\*\*\*\* CITY REVIEW \*\*\*\*\*

- 1. Department Head Review: \_\_\_\_\_
- 2. RPC Review: \_\_\_\_\_
- 3. Department Head Approval: \_\_\_\_\_
- 4. City Council Approval (if required): \_\_\_\_\_



## Marketing Plan Guide

Event name: Morro Bay Tri

Description: Olympic and Sprint distance triathlons with paddle and relay option. Swim/paddle will be in Morro Bay harbor area in an out and back during slack tide. The bike will go through Morro Bay, north to Cayucos. There will be a king of the town race in Cayucos for an additional prize. The run passes through boardwalk and sand to a finish below Morro Rock. Music will be upbeat, with a great band and beer garden and plenty of seating. We'll have games, SUPs, and massage to entertain the crowd while results are tabulated and announced promptly at noon.

What benefit will people enjoy by participating? What are the key elements of the event that should be highlights or benefits for your participants?

- Local
- Location offers a lot to do
- Good potential competition
- SUP and paddle option
- Relay option
- Need to offer some unique entertainment – band, beer, bounce house, photobooth?\*

What does it look like from a consumer perspective? Include skepticism they may feel or concerns.

- Challenge.
- Festival.
- Beer garden.

Make a one-sentence (elevator) description of it from consumer perspective. If you are unable to, you have a problem. This will drive how you market the event. Be sure to incorporate the consumer's perspective.

**Olympic- and Sprint-distance athletes converge in the late season for a California central coast triathlon, gliding through the bay, biking iconic hwy 1, and running beach and boardwalk to finish below the commanding Morro Rock**

<p>What kind of person is most likely to enter? It can help to keep it narrow, but identify as many specific people as you can. One way to do this is to identify qualifiers and apply a formula: [Qualifier</p>	<p>Where are you most likely to find those people? What do they do? How do they feel? How do they organize/find each other? List places, organizations.</p>
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<p>1] + [Qualifier 2] = buyers. (ie, [Single women] + [who ride mountain bikes])</p> <ol style="list-style-type: none"> <li>1. Local triathletes</li> <li>2. Statewide triathletes</li> <li>3. National triathletes</li> <li>4. People getting in shape</li> <li>5. Collegiate teams</li> <li>6. Paddlers</li> <li>7. SUPers</li> <li>8. Surfers</li> <li>9. Multisport athletes</li> <li>10. Spring adventure racers</li> </ol>	<p>How do they communicate with one another (social media, forums, websites, newsletters)? Which ones?</p> <ol style="list-style-type: none"> <li>1. Our newsletter</li> <li>2. Email and visit clubs/organizations directly with images and a discount code</li> <li>3. Go onto forums and post enticing photos and facts</li> <li>4. Ask bloggers to compete and write about it</li> <li>5. Press release to media with enticing photos and facts</li> <li>6. Discounts to adventure racers</li> <li>7. Booths at similar events</li> <li>8. Rack cards at similar events and stores</li> <li>9. Posters all over MB and local area</li> <li>10. Talking to coaches and fitness studios about teams and training</li> <li>11. Rack cards and posters for SUP/kayak shops – talk to owners about how to get the word out</li> </ol>
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What would you say to each group you've identified as a message about the event intended only for them?

1. Local triathletes – do what you love best – in your own backyard!
2. Statewide triathletes – discover California all over again
3. National triathletes – come experience the true California Coast
4. People getting in shape – you've earned this!
5. Collegiate teams – come to Cal Poly
6. Paddlers – here's a chance to be a triathlete on your own terms
7. SUPers - here's a chance to be a triathlete on your own terms
8. Surfers – do more in the bay
9. Multisport athletes - your kind of tri
10. Spring adventure racers – take off road back on, adventure style!

<p>What's stopping people from signing up/participating?</p>	<p>How do you counteract that?</p>
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<ol style="list-style-type: none"> <li>1. Distance</li> <li>2. Cost</li> <li>3. Not interested in tri</li> <li>4. Cold water</li> <li>5. Open water</li> <li>6. Sand</li> <li>7. Riding highway one</li> <li>8. Poor past experience</li> <li>9. Don't know where it is</li> </ol>	<ol style="list-style-type: none"> <li>1. Push heavily the North County and SLO area offerings and location as a vacation destination</li> <li>2. Work with hotels to offer shuttles and discounts for triathletes</li> <li>3. Testimonials about the swim</li> <li>4. Group rides, swims, and runs to get people to test the water</li> <li>5. Emphasize the adventurous aspect of it</li> <li>6. Tips for riding on the highway</li> <li>7. Tips for sand running</li> <li>8. Tips for open ocean swims</li> <li>9. Discount to MB loyals</li> </ol>
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Pricing Ladders (dates and prices for helping determine campaign pushes):

- 1/1-1/20 \$100
- 1/20-8/2 \$105
- 8/3 – 9/2 \$120
- 10/3- 10/26 \$135
- Day of: \$140 (no shirt)

Offers (discounts):

- Student rate on website
- Public servant: 15% HEROTRI
- Adventure race: 15% ARLOYAL
- MB Tri Loyal: 15% MBTRILOYAL (limit to a certain ladder)

Engaging Champions (champions are the people that will sell the event for you)

- How do we get people to try our service/product before buying? Is it a good idea to get them there at a reduced cost because their championship may lead to sales?
  - Clinics, fun activity days with people, be at equipment demos and offer discounts to those people
- How can we help people forward promotional messages?
  - Provide PDF flyers and graphics that are easy to share on social media
  - Provide something super high in the social proof department like a quiz or article thanks to Quibblo
- How can your champions help others experience your event?
  - Release specific discount codes for them to share
  - Provide a good media kit where they can access it
  - Make sponsorship packet easy to engage and share
  - Affiliate marketing channels through friends, sponsors, and nonprofits

- VIP treatment to champions at the event (better stuff, easy packet pickup)
- How do we keep champions engaged all year long?
  - Talk to them – email them on their birthdays, call them out on Facebook
  - Repost neat stuff on facebook if they provide content
  - Ask them to write guest posts for the blog and share heavily
  - Find photos and post them from old events
  - Use hashtags

Sales outlets and how you will engage them:

1. Website – heavy tourism (follow the City to Sea website model) and education source (find good links or create them), provide PDF flyers for participants to share, graphics, etc, media kit, sponsorship kit
2. Reg software – see if advertising is effective in drawing interest before committing
3. Sponsors – engage businesses in MB that want an athletic visitor base, look for sponsors interested in the natural tri experience (Patagonia?)
4. Friends – affiliate marketing? Just engaging and asking people personally to share who are well-connected (especially active social media/bloggy people)
5. Non-profit – Engage Lifewater with co-branding and an immersive experience
6. Online sales - Facebook ads in August, Trifind banner
7. Stores – rack cards, posters, finding a way for them to be directly involved or invested

Marketing Materials to develop and how they will be distributed:

1. Website – media kit, how to videos and educational materials, tourism info, page on relays, post our video playlist, maybe play the promo when you land on it?
2. Registration Site – make sure the skin matches
3. Facebook – look for tourism videos along with videos on ocean water swims, beach running, etc. post twice a week and align inspiring graphics campaigns with price ladders, profiles of past athletes that fit our target profiles, queue up any videos or blog write ups and post them
4. Email – send emails before price ladders and promote different aspects of the race with monthly emails
5. Rack Cards – general appeal that matches the tri's current branding, have them ready for all booths (end of Feb), distribute to stores and supporters and at booths and in race bags
6. Posters – print 100 and distribute heavily in the area, SUP stores, tri stores, running stores, swimming stores, bike shops
7. Sponsorship packet – develop by end of Feb and target local businesses who appreciate athletes
8. Aerial demo reel with staged athletes that shows the area - \$2500

Promotions (which types will you use?):

1. Print Advertising – Central Coast Active ads, Adventure sports journal, triathlete magazine
2. Keyword Advertising – facebook sponsored posts (August) (Not ads)
3. Banner Advertising – trifind, beginnertriathlete.com

4. Booths – see marketing calendar
5. Press releases - as news develops, sent to all local news and national athlete markets in our list
6. Cross promotion with other events – City to the Sea, SLO Marathon, our adventure races, SLO Tri, others?
7. Cross promotion with sponsors – buy x and enter to get a free hotel or meal?
8. Bloggers – California Triathlon, California SUP, surfsports.com, beth walsh,
9. Facebook sharing – come up with a graphics campaign that highlights social proofing (aka, I'm awesome because I did this) "I'm a Rock Star?" Too cheesy? Instagram (same as Fbook)
10. Linked in
11. Celebrity – inviting a pro athlete to participate and blog/social media it
12. Radio spots – focusing on new triathletes and co-branded with an area coach for training

Online strategy (how will you get the attention of your target audience?):

1. Keywords: off road, triathlon, California, beach, paddle, sup, run, bike, swim, morro bay, san luis Obispo, cayucos
2. SEO (document updates that contain key words): instructional documents, press releases, testimonials, etc
3. Paid Online: banners
4. Social Media: Create instagram and LinkedIn strategy and extend the Facebook reach

Conversion strategies (how will you actually get people to register when they're engaged with your promotions)?

- plugin on the site that collects emails as soon as they land on the page – optin revolution \$97
- Get emails through booths and maybe a free training guide online?
- Rely on aggressive email and social media campaigns once a quarter and once a month in the final quarter
- Release incentives (like giveaways, coupon codes, and contests) at appropriate times

Joint Ventures and Partnerships (what possible relationships can you leverage for this – include new relationships with organizations your participants already engage with)

- FLUID – product sale and coupon codes or contests, teamed up with clinics
- Pinnacle Fitness – training/clinics
- Patagonia – swimwear and environmental stewardship
- Lifewater – engaging runners in the charity through mile markers with stuff like "you've just done what someone in so and so has to do every day to get water" at the aid stations
- Bakersfield Track Club – great website referrals (because of this we should team up somehow, he was at an event of ours)
- Savor – clinics and co-sponsor with Morro Bay/county for activities?

Upselling (How do you get people to spend more money on registration?)

- Donations to the charity
- Dropshipped apparel? JCarroll – can they do this?

Major campaigns:

- SUP/paddle option
  - Rack cards
  - Posters
  - Social media postings
  - Talk to champions in the industry, invite someone famous to do it for free?
  - Video tour of the paddle?
  - clinics
- Relay
  - Talk to fitness centers
  - Social media posting
- Collegiate
  - Talk to clubs
  - Highlight student discount
  - Prize for top-ranking club
- Local
  - Posters
  - Rack cards
  - Relationships with local organizations
  - Lifewater connections/churches
  - Banner @ SLO downtown? Banners elsewhere?
  - boothing
  - Clinics
  - Print advertising
  - Radio
  - MB support by engaging businesses and volunteer community
- State/National
  - Engage champions with connections
  - Contest for free hotel or MB vacation
  - Social media postings
  - Boothing
  - Clinics
  - Celebrity athlete
  - Online advertising (banners and sponsored ads)
  - Online advertising (search ranking)
  - Video reel
  - Print advertising
- Crossover

- Email list
- Social media postings on our other pages
- clinics
- Confront people who keep doing the same thing with a call to action
- Don't let the season get away from you! Late season tri (might be the poster concept if we poster in August)
  - Highlight our warm weather and lack of fog or rain
  - Social media
  - Email

Marketing Schedule based on findings above:

- February
  - Generalized press release
  - Collateral for champions produced (PDF flyers and graphics to share)
  - Sponsorship packets out
- March
  - MTS booth (Lopez Lake)
  - XTerra booth (Folsom)
- April
  - SLO Marathon promotion/booth
  - Launch Collegiate campaign
- May
  - Launch "What kind of triathlete are you?" quiz
  - Pause Collegiate campaign
  - Release adventure race loyalty codes to participants
- June
  - Launch SUP campaign
  - Booth at Fearless Open Water Academy (San Diego)
  - Sacramento International Tri booth
- July
  - Launch "What should you visit in SLO County" quiz
  - SLO Tri booth
  - Offer series #1 MB Tri Clinics
  - Launch national campaign
- August
  - End SUP campaign
  - Launch local campaign
  - Launch potential cobrand promotions
- September
  - Relaunch collegiate campaign
  - Savor co-brand with clinics

- MB Tri Clinics #2
- So Cal Youth Tri Booth
- SB Tri Booth
- Fearless Open Water (Folsom) booth
- Release MB codes
- Reach out to fitness centers
- Oct
  - City to the Sea booth
  - Scott Tinley booth
  - Diablo Man Kid's Tri booth
- Nov
  - Tri and follow up promotions



(805) 772-6278 • FAX: (805) 772-2693

# APPLICATION

Group or Company Name: (Applicant's Name) All Out Events

Resident  Non-Resident  Profit  Non-Profit IRS # \_\_\_\_\_

Contact Person: KAORI FUNAHASHI

Mailing Address: ~~301 SANTA MARIA AVENUE~~ 1241 Johnson Ave #128

City: SAN LUIS OBISPO State: CA Zip: 93409

Telephone: Home: \_\_\_\_\_ Work: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: 310-347-5692 EMAIL: kaori@all-outevents.com

### FACILITY REQUESTED (\* no electricity available):

- |  |   |   |  |  |
|--|---|---|--|--|
| <input type="checkbox"/> Del Mar Park                                | <input type="checkbox"/> Lila Keiser Park | <input checked="" type="checkbox"/> Coleman | <input type="checkbox"/> Centennial Parkway                | <input type="checkbox"/> Monte Young Park *                          |
| <input type="checkbox"/> Hillside Area                               | <input type="checkbox"/> BBQ Area         | <input type="checkbox"/> City Park          | <input type="checkbox"/> Giant Chessboard                  | <input type="checkbox"/> Court 1 OR <input type="checkbox"/> Court 2 |
| <input type="checkbox"/> Meadow Area *                               | <input type="checkbox"/> East Field       | <input type="checkbox"/> Anchor Memorial*   | <input type="checkbox"/> Bayshore Bluffs                   | <input type="checkbox"/> Open Public Space (please specify):         |
| <input type="checkbox"/> Hockey Rink *                               | <input type="checkbox"/> West Field       | <input type="checkbox"/> Tidelands          | <input type="checkbox"/> Morro Rock                        |  |
| <input type="checkbox"/> Court 1 OR <input type="checkbox"/> Court 2 |   | <input type="checkbox"/> Cloisters          | <input checked="" type="checkbox"/> Morro Rock Parking Lot | <u>NORTHEAST SIDE OF</u>   |

EMBARCADERO  
+ LOT @ MORRO ROCK.

### EQUIPMENT REQUESTED:

- Volleyball Set  Bocce Ball
- Horseshoes  Barricades
- Softball Set
- Other: \_\_\_\_\_

### EVENT DATE AND TIME REQUESTED:

Day and Date: November 1<sup>st</sup>, 2014 - November 2<sup>nd</sup>, 2014

Set-up Time: From: 4:00 AM To: 8:00 AM

Event Time: From: 8:00 AM To: 2:00 PM

Clean-up Time: From: 2:00 PM To: 7:00 PM

TOTAL HOURS: 15 HRS

### EVENT INFORMATION:

Name of Event: MORRO BAY TRIATHLON

Purpose: FUNDRAISING TRIATHLON FOR LIFEWATER INTL.

Estimated Attendance: 600 Adults: 600 Youth: \_\_\_\_\_ % of Morro Bay Residents: \_\_\_\_\_

Will a fee be charged?  NO  YES: please explain: PARTICIPANT ENTRY FEES

Do you plan to have amplified music/sound (ie: live music, DJ, PA System, etc.)?  NO  YES: Explain PA FOR TRIATHLON

Will alcohol be consumed?  NO  YES Will alcohol be sold?  NO  YES (An ABC License will be required)

Will a bounce house be provided at this event?  NO  YES: Name of company: \_\_\_\_\_

Will any other attraction be provided at this event?  NO  YES: Explain: \_\_\_\_\_

*If you want your event to be listed on the community calendar and/or website, and to learn about other potential promotional opportunities, please contact the Morro Bay Chamber of Commerce at (805) 772-4467.*

### SITE INFORMATION:

- NO  YES Electricity required?
- NO  YES City streets and/or parking areas must be closed for this event.
- NO  YES Temporary structures are to be built for this event.
- NO  YES Tents or canopies will be used for event cooking.
- NO  YES Open flames, refueling of vehicles or other fire hazards exist for this event.

- ◆ General Liability Insurance with a Policy Endorsement naming the City as Additional Insured will be required for all events.
- ◆ This application must be accompanied by a Permit Processing Fee and Security Deposit check.
- ◆ Applicants providing bounce houses must provide their own generators. Bounce houses may not be operated from the power sources at the park.
- ◆ If closures of City streets and/or parking areas are requested, the permit must be submitted at least 30 days in advance. Closures of City streets and/or parking areas will require additional conditions of approval.

### AGREEMENT FOR USE OF CITY PROPERTY:

"The undersigned, herein known as the applicant, understands and agrees that he/she and/or the organization that he/she represents shall assume all risks for loss, damage, liability, injury, cost or expense that may occur during or as a result of use listed above. The applicant further agrees that in consideration of permission to use City property above, he/she and/or the organization will defend, indemnify, and hold harmless the City of Morro Bay and the City's officials, employees and agents from and against all claims, liability, damages, and/or injuries to persons and property (including demands, losses, actions, causes of actions, damages, liabilities, expenses, charges, assessments, fines or penalties of any kind, and costs including attorney fees and litigation expenses) from any cause arising out of or relating (directly or indirectly) to this Permit for use of City property. The applicant further agrees to be personally responsible for any damage sustained to the grounds, building, fixtures or equipment, as a result of their use of City property. The applicant further certifies that he has read (or had interpreted), understands and agrees to abide by any and all attached reservation policies of the City of Morro Bay Recreation and Parks Department."

Applicant's Signature: [Signature]

Date: 5/8/2014



AGENDA NO: C-1

Meeting Date: May 15, 2014

**UNFINISHED BUSINESS:**

**NONE**



AGENDA NO: D-1

MEETING DATE: 05/15/2014

# Staff Report

**TO:** Recreation and Parks Commission                      **DATE:** 05/15/2014  
**FROM:** Michael Wilcox, Acting Recreation and Parks Director  
**SUBJECT:** Review proposed amendments to the Master Fee Schedule.

## RECOMMENDATION

Staff recommends Recreation and Parks Commission (RPC) review the proposed draft FY 14/15 Master Fee Schedule for the Recreation and Parks Department, and provides staff with recommendations to be forwarded to City Council for approval.

## ALTERNATIVES

- 1.) Recommend no changes to the Master Fee Schedule.
- 2.) Recommend supporting the proposed changes to the Master Fee Schedule.
- 3.) Recommend supporting changes to the Master Fee Schedule based on discussion of agenda item.

## FISCAL IMPACT

The fiscal impact of this agenda item will not be realized until amendments to the Master Fee Schedule are presented and approved by City Council.

## SUMMARY

Each year staff presents the Master Fee Schedule for City Council review. Changes in the Schedule vary from year to year, as well as, from Department to Department.

## BACKGROUND/DISCUSSION:

The following are the proposed changes to the Master Fee Schedule for the Recreation & Parks Department:

1. Separation of event set-up and event breakdown fees
2. Increase to Facility Attendant fee due to increase in Federal minimum wage
3. Addition of Pickleball Court to the Hourly and Park Use Fees schedule
4. Clarification of Additional Fees on the Public Area Use Permits page

Prepared By: CE

Dept Review: MW

These proposed changes will allow staff and customers to more clearly understand the applicable fees when making Facility or Park reservations. The new Pickleball courts, when installed, will be available to the general public on a first come, first serve basis at no charge during any designated Pickleball court times. Adding the venue to the Master Fee Schedule will allow staff to reserve the Pickleball courts for requesting parties and recover any direct costs associated with those reservations. The future demand for reserving Pickleball courts is undetermined at this time, however, when a request is made; staff needs to be consistent in the process.

# City of Morro Bay Master Fee Schedule For the 2014/15 Fiscal Year

## Recreation and Parks Department Facility Rentals

	<u>Non-Profit and Resident Groups</u>	<u>Non-resident Groups</u>	<u>For Profit Groups</u>
<b>COMMUNITY CENTER</b>			
Auditorium	\$48/hr	\$76/hr	\$111/hr
Auditorium, one-half	\$31/hr	\$46/hr	\$67/hr
Multi-purpose room	\$26/hr	\$41/hr	\$62/hr
Lounge	\$23/hr	\$34/hr	\$50/hr
Studio	\$18/hr	\$26/hr	\$38/hr
Kitchen *	\$12/hr	\$20/hr	\$25/hr
Kitchen, 8 hours *	\$63	\$100	\$125
<b>VETERAN'S MEMORIAL BUILDING</b>			
Assembly, w/o kitchen	\$25/hr	\$34/hr	\$44/hr
Complete, w/o kitchen	\$28/hr	\$38/hr	\$50/hr
Meeting, w/o kitchen	\$21/hr	\$28/hr	\$37/hr
Kitchen & barbeque <sup>11</sup>	\$12/hr	\$20/hr	\$25/hr
Kitchen & barbeque, 8 hours <sup>11</sup>	\$63	\$100	\$125
<b>TEEN CENTER</b>			
Up to 20 participants	\$303	\$303	\$303
21 - 30 participants	\$404	\$404	\$404
31 - 40 (maximum = 40) participants	\$454	\$454	\$454

**Note: based on number of participants**

<sup>11</sup> Kitchen only rentals permitted Monday - Friday; weekend rentals must be combined with room rental

### ADDITIONAL FEES

Deposit: \$150, no alcohol or live music	Unscheduled overtime: \$44/hr
\$500, alcohol and/or live music	Facility attendant(s): <del>\$10</del> \$12/hr each
<del>\$50, Bounce House-</del>	Security guard(s): \$26/hr each
Janitorial, non-refundable, per event based on group size:	Permit processing fee: \$8.00, non-refundable
100 - 200 participants: \$54	Insurance: cost based on event size/type
201 or more participants: \$106	Cancellations: 20% charge of invoiced costs
<b>Building Event set-up/breakdown:</b> \$23/hr	
<b>Event breakdown:</b> \$23/hr	
Veteran's Memorial Building stage use, set-up and breakdown:	\$81 flat rate

**City of Morro Bay  
Master Fee Schedule  
For the 2014/15 Fiscal Year**

**Recreation and Parks Department  
Public Area Use Permits**

	<u>Non-Profit and Resident Groups</u>	<u>Non-resident Groups</u>	<u>For Profit Groups</u>
Del Mar Park Hillside or Meadow	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$136/Day+Permit	\$136/Day+Permit	\$136/Day+Permit
Del Mar Basketball Courts <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$136/Day+Permit	\$136/Day+Permit	\$136/Day+Permit
Del Mar Roller Hockey Rink <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$136/Day+Permit	\$136/Day+Permit	\$136/Day+Permit
Del Mar Tennis Courts <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$136/Day+Permit	\$136/Day+Permit	\$136/Day+Permit
Lila Keiser Park BBQ or Fields <sup>12</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event <sup>12</sup>	\$136/Day+Permit	\$136/Day+Permit	\$136/Day+Permit
Monte Young Tennis Courts <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$101/Day+Permit	\$101/Day+Permit	\$101/Day+Permit
Tidelands Open Area	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$101/Day+Permit	\$101/Day+Permit	\$101/Day+Permit
Cloisters Open Area	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$101/Day+Permit	\$101/Day+Permit	\$101/Day+Permit
Bayshore Bluffs Open Area	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$101/Day+Permit	\$101/Day+Permit	\$101/Day+Permit
Morro Rock Open Area	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$101/Day+Permit	\$101/Day+Permit	\$101/Day+Permit
City Park Open Area	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$68/Day+Permit	\$68/Day+Permit	\$68/Day+Permit

# City of Morro Bay Master Fee Schedule For the 2014/15 Fiscal Year

## Recreation and Parks Department Public Area Use Permits (page 2)

	Non-Profit and Resident Groups	Non-resident Groups	For Profit Groups
City Park Basketball Courts <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$68/Day+Permit	\$68/Day+Permit	\$68/Day+Permit
North Point Overlook	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$68/Day+Permit	\$68/Day+Permit	\$68/Day+Permit
Coleman Park	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$68/Day+Permit	\$68/Day+Permit	\$68/Day+Permit
Coleman Basketball Courts <sup>13</sup>	\$50/Permit	\$87/Permit	\$217/Permit
Multi-Area, Entire Park, Multi Day Event	\$68/Day+Permit	\$68/Day+Permit	\$68/Day+Permit

~~Deposit - Public Area Use Permit - \$150.00~~

~~Deposit - Organized Sports Facilities - \$500.00~~

### Hourly and Park Use Fees

Giant Chessboard - use Wooden Pieces	\$25	\$40	\$107
Giant Chessboard - use Plastic Pieces (June, July, August)	\$9 N/C	\$10 N/C	\$11 N/C
<sup>12</sup> Lila Keiser hourly field rental	\$4 without lights \$15 with lights	\$5 without lights \$17 with lights	\$6 without lights \$19 with lights
<sup>12</sup> Lila Keiser field preparation	\$23	\$28	\$31
<sup>13</sup> Roller Hockey Rink, Basketball Court Pickleball Court & Tennis Court Hourly	\$4.00	\$5	\$6

### Additional Fees

Deposit - Bounce House - \$50.00

Permit processing fee: \$8.00, non-refundable

Deposit - PAUP - \$150.00 no alcohol or live music

Insurance: cost based on event size/type

Deposit - PAUP - \$500.00 alcohol and/or live music

Cancellations: 20% charge of invoiced costs

Deposit - Organized Sports Facilities - \$500.00

Deposit - Special Events - \$500.00

# City of Morro Bay Master Fee Schedule For the 2014/15 Fiscal Year

## Recreation and Parks Department Miscellaneous Property Use

	<u>Non-Profit and Resident Groups</u>	<u>Non-resident Groups</u>	<u>For Profit Groups</u>
Recreation equipment rental, per bag <sup>14</sup>	\$9.00	\$10	\$11
Includes one: Horseshoes, Badminton, Volleyball, Bocce Ball			
Soccer goal, hourly rate, 2 hr. min. <sup>14</sup>	\$8.00	\$9	\$10
Skate park rental, 2 hr. min.	\$106	\$106	\$158
Photography/filming, per day <sup>15</sup>	\$112, outdoor	N/A	\$220, outdoor
	\$148, indoor	N/A	\$367, indoor
<sup>14</sup> Equipment rental deposit:	\$50		
<sup>15</sup> Photography/filming deposit:	\$1,000		

Insurance cost is dependent on the size/type of event



AGENDA NO: D-2

Meeting Date: May 15, 2014

# Staff Report

**TO:** Recreation and Parks Commission **DATE:** May 15, 2014

**FROM:** Michael Wilcox, Acting Recreation and Parks Director

**SUBJECT:** Discussion of Possible No Dog Areas in Morro Bay Parks

## **RECOMMENDATION:**

It is recommended that the Recreation and Parks Commission (RPC) discuss the idea of having a No Dog Area in one or more of the City's parks.

## **FISCAL IMPACT:**

This agenda item represents no fiscal impact at this time.

## **BACKGROUND/DISCUSSION:**

Currently, leashed dogs are allowed throughout Morro Bay Parks with the exception of athletic playing fields and courts. Unleashed dogs are only allowed at the Jodi Giannini Family Dog Park, located in Del Mar Park. The Dog Park is a fenced area within this residential park and all dogs are required to be leashed until inside the designated off-leash area. It is not uncommon for cities to designate playgrounds and tot lots as No Dog Areas. Some cities have gone so far as to create "barefoot friendly" parks allowing parents and children to walk/play on the grass and other playing surfaces without the worry of making contact with dog feces and urine or to experience any negative interactions between children and dogs.

Members of the RPC have been approached by Morro Bay residents expressing their concerns about the safety of coming in contact with grass and other surfaces on which dogs have been allowed. Even when responsible owners pick up after their dogs, it is impossible to completely clean the area.

## **CONCLUSION:**

If RPC so directs, staff will develop a formal proposal advocating the creation of any desired dog-free areas for further RPC review and recommendations.

Prepared By: CE Dept Review: MW