



**CITY OF MORRO BAY  
RECREATION AND PARKS COMMISSION  
AGENDA**

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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, January 21, 2016  
Veterans Memorial Building - 5:30 P.M.  
209 Surf Street, Morro Bay, CA**

Chairperson Drew Sidaris

Vice-chairperson Bob Swain  
Kevin Carroll  
Jeffrey Cox

Al Romero  
Timothy Ross  
Skip Sorich

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

ANNOUNCEMENTS / PRESENTATIONS

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 Services Division at (805) 772-6278. 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  
November 19, 2015

**Staff Recommendation: Approve minutes.**

A-2 Approval of Minutes from Recreation and Parks Commission meeting held on September 17, 2015

**Staff Recommendation: Approve minutes.**

A-3 Recreation Division Status Report

**Staff Recommendation: Receive and file.**

B. PUBLIC HEARINGS – None

C. BUSINESS ITEMS

C-1 Program Evaluation: Teen Action Club (TAC) Summer 2015

**Staff Recommendation: Receive and file.**

C-2 Program Evaluation: 2015 Coast Girls Softball

**Staff Recommendation: Receive and file.**

C-3 Program Evaluation: 2015 Estero Bay Youth Soccer

**Staff Recommendation: Receive and file.**

C-4 Consideration of a recommendation to City Council regarding adoption of procedural steps for, and replacement of, the Park Naming Policy with the Public Property Naming Policy and application process

**Staff Recommendation: Discuss and make recommendations.**

C-5 Consideration of and recommendation to City Council regarding adoption via resolution of the Public Art Policy, as well as modifications to said policy

**Staff Recommendation: Discuss and make recommendations.**

C-6 Consideration of and recommendation to City Council regarding naming of the City's new bike park as the Bonnie Johnson Community Bike Park

**Staff Recommendation: Discuss and make recommendations.**

C-7 Consideration of and recommendation to City Council regarding City signature community events

**Staff Recommendation: Discuss and make recommendations.**

C-8 Consideration of and recommendation to City Council regarding the City co-sponsorship policy and guidance on community facility use by various groups at free or reduced cost.

**Staff Recommendation: Discuss and make recommendations.**

D. FUTURE AGENDA ITEMS

E. ADJOURNMENT

Adjourn to a regular meeting scheduled at the Veterans Memorial Building, 209 Surf Street, on March 17, 2016, 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 Recreation Services at 772-6278 for further information.

Materials related to an item on this agenda are available for public inspection during normal business hours at City of Morro Bay Recreation Services, 1001 Kennedy Way, and at Mill's/ASAP, 495 Morro Bay Boulevard, or online at [www.morrobayca.gov/rpc](http://www.morrobayca.gov/rpc). Materials related to an item on this agenda submitted to the Commission after publication of the agenda packet are available for inspection at Recreation Services during normal business hours or at the scheduled meeting.

## MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING – September 17, 2015

VETERANS MEMORIAL BUILDING – 5:30 P.M.

**PRESENT:** Chair Drew Sidaris, Commissioner Kevin Carroll, Commissioner Jeffrey Cox, Commissioner Al Romero, Commissioner Robert Swain and Deputy City Manager Sam Taylor.

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

### MOMENT OF SILENCE

### ANNOUNCEMENTS

<https://youtu.be/Hy72kAPuCk0?t=1m29s>

Commissioner Sidaris announced that Vice Chair Tom Coxwell had resigned, then opened the floor to nominations for Vice Chair.

**MOTION:** Commissioner Romero moved to nominate Commissioner Swain as Vice Chair. The motion was seconded by Commissioner Cox and carried unanimously, 5-0.

Chair Sidaris suggested that the public visit the City's website [www.morro-bay.ca.us](http://www.morro-bay.ca.us), which shows upcoming community recreation classes, events and activities.

Deputy City Manager Taylor announced that the City is seeking basketball team sponsors for the upcoming season. Interested parties can contact Recreation Supervisor Karen Sweeny at 772-6281 or [ksweeny@morro-bay.ca.us](mailto:ksweeny@morro-bay.ca.us).

### PUBLIC COMMENT

None

### A. CONSENT CALENDAR

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

<https://youtu.be/Hy72kAPuCk0?t=3m58s>

A-1 CORRESPONDENCE/CITIZENS REPORTS  
**RECOMMENDATION: Receive and file.**

A-2 DEPARTMENT PROGRAM/PROJECT STATUS REPORT  
**RECOMMENDATION: Receive and file.**

**MOTION:** Commissioner Swain moved to accept Consent Calendar items A-1 and A-2 for file. The motion was seconded by Commissioner Romero and carried unanimously, 5-0.

### B. PUBLIC HEARINGS

NONE

**C. UNFINISHED BUSINESS**

NONE

**D. NEW BUSINESS**

D-1 CONSIDERATION OF REQUEST BY THE HISTORICAL SOCIETY OF MORRO BAY FOR RENAMING OF MORRO BAY PARK  
<https://youtu.be/Hy72kAPuCk0?t=4m26s>

Deputy City Manager Taylor explained that the Historical Society of Morro Bay is asking that Morro Bay City Park be renamed in honor of Franklin Riley, who is considered to be the City's founder.

Robert Davis of Morro Bay gave a presentation about Franklin Riley and noted that there is nothing in Morro Bay named after Mr. Riley. Mr. Davis said that the Historical Society of Morro Bay supports naming a park after Mr. Riley but that Historical Society board members are not united about which park it should be. Mr. Davis said he feels City Park's location in the center of town best exemplifies the contributions of Mr. Riley. Mr. Davis noted that the City has a policy for naming parks (Resolution No. 78-80) but not a procedure. He suggested this might be an opportune time for the Commission to develop a procedure.

Commissioners discussed the issue, agreed that a park-naming procedure was needed and asked Deputy City Manager Taylor to come back to them with a proposed procedure for naming public facilities in the City.

**E. FUTURE AGENDA ITEMS**

Commissioners asked about filling seats on the Commission that are currently vacant. Deputy City Manager Taylor said the search for new commissioners was moving forward.

Commissioner Carroll asked about the current status of pickleball. Taylor said the issue would most likely be on the November agenda and the Commission would be asked to make a recommendation to the City Council regarding permanent court space for pickleball.

Taylor said another upcoming agenda item will be the proposed installation of a Frisbee golf course, perhaps at Del Mar Park. Commissioner Swain noted that the City is still looking for players for Men's Basketball.

**F. ADJOURNMENT**

Meeting adjourned at 6:05 p.m. to the next regular Recreation and Parks Commission meeting on **Thursday, November 19, 2015**, at 5:30 p.m. at the Veterans Memorial Building, 209 Surf Street, Morro Bay, California.

Recorded by:



Tiffany Porter  
Administrative Assistant

## MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING – September 17, 2015

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

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**RECOMMENDATION: Receive and file.**

A-2 DEPARTMENT PROGRAM/PROJECT STATUS REPORT  
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**MOTION:** Commissioner Swain moved to accept Consent Calendar items A-1 and A-2 for file. The motion was seconded by Commissioner Romero and carried unanimously, 5-0.

### B. PUBLIC HEARINGS

NONE

**C. UNFINISHED BUSINESS**

NONE

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Meeting adjourned at 6:05 p.m. to the next regular Recreation and Parks Commission meeting on **Thursday, November 19, 2015**, at 5:30 p.m. at the Veterans Memorial Building, 209 Surf Street, Morro Bay, California.

Recorded by:



Tiffany Porter  
Administrative Assistant



**AGENDA NO: A-3**

**MEETING DATE: January 21, 2016**

## **STAFF REPORT**

**TO: Recreation and Parks Commission**

**DATE: January 15, 2016**

**FROM: Recreation Services Division Staff**

**SUBJECT: Recreation Services Division Status Report**

### **RECOMMENDATION:**

Staff recommends Commission review the current Status Report and accept for file.

### **SUMMARY:**

The following is a brief review of the status of current projects/programs.

#### **Estero Bay Community Radio – The Rock 97.3**

Staff can be heard on The Rock 97.3 every Monday morning at 8:10 a.m. Staff is using this time to promote our programs, activities, facility rentals and special events. Staff has invited various community groups that support recreational elements to join them on occasion.

#### **Recreational Classes**

Recreational Classes focus on physical fitness and enrichment opportunities to enhance the quality of life of each participant. Two new classes are scheduled to begin in the coming months: Qi-Gong and Yoga.

#### **Morro Bay Senior Citizens Inc. (MBSCI)**

MBSCI sponsors Pickleball Playday (M,W,F 9 to 11 a.m. and T,Th 11 a.m. to 1 p.m.). MBSCI is hosting a series of learning and skill-development clinics on Saturdays during the months of January, February and March.

#### **Spring Adult Softball League**

Registration for the 2016 Spring Adult Softball League will begin on January 25, 2016 with the season expected to begin mid-March. Season will be 10 league games with and end of the season tournament. A new free agents list will be started.

#### **Estero Bay Youth Futsal**

Estero Bay Youth Futsal registration will begin February 22 and end March 11. Futsal is for boys and girls in kindergarten through 12<sup>th</sup> grade. The season begins April 4.



### **Coast Girls Softball**

Registration is underway for the 2016 season of Coast Girls Softball. This league is open to girls ages 5 to 18 living in the Estero Bay communities of Los Osos, Morro Bay, Cayucos and Cambria. Assessments will be held on Jan. 30 at Lila Keiser Park. Opening day will be March 12. Umpires are being sought. Interested individuals should contact Cody at the Recreation office.

### **Estero Bay Youth Basketball**

The Estero Bay Youth Basketball season is underway. Games are played on Friday evenings and Saturdays through March 5. Schedules can be found online at [www.leaguelineup.com/mbsports](http://www.leaguelineup.com/mbsports). Sponsors have been found for all 36 teams.

### **Morro Bay T-ball/Coach Pitch League**

Registration for the 2016 season of t-ball/coach pitch will begin February 22 and end March 18. This program is open to boys and girls ages 4 to 6.

### **Morro Bay Junior Lifeguard Program**

Dates for the 2016 Morro Bay Junior Lifeguard Program are: Pool Program June 20-24; Session 1 June 27-July15; and Session 2 July 25-August 12. Registration will begin April 4. We are reviewing the possibility of adding an additional short program at the beginning of the summer.

### **Brian Waterbury Memorial Rock to Pier Run and Half Marathon**

The date for the 2016 Brian Waterbury Memorial Rock to Pier Run and Half Marathon is July 9 with an 8:30 a.m. start. The Half Marathon is a part of the California Half and Full Marathon Series. Registration will begin May 4. Anyone interested in sponsoring the run or having a booth at packet pick-up on Friday evening, please contact the Morro Bay Recreation office.

### **Kids' Club Children's Center**

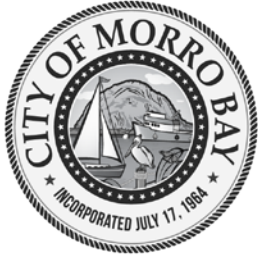
The Kids' Club currently has a full enrollment for the 2015/16 school year. Kids' Club is a before- and after-school program for Del Mar Elementary students in Transitional Kindergarten through 5<sup>th</sup> Grade. Kids' Club is located on the Del Mar Elementary School campus and is open every day school is in session for before- and after-school enrichment.

### **Rockies – The Morro Bay Teen Center and Skate Park**

Rockies is a safe and healthy alternative for local youth. The Teen Center is open to all youth in 7<sup>th</sup> through 12<sup>th</sup> grades. The Skate Park is open to all ages, and helmets are required. Rockies is open 3 to 7 p.m. weekdays and 1 to 7 p.m. Saturdays.

### **Morro Bay Teen Action Club (TAC)**

The TAC continues to participate in the Adopt-A-Park program at Lila Keiser Park. TAC continues to actively seek community service opportunities within the City because it is part of their mission to “give back to the city” for providing teenagers a place to go after school.



AGENDA NO: C-1

MEETING DATE: January 21, 2016

# Staff Report

**TO: Recreation and Parks Commission      DATE: January 21, 2016**

**FROM: Heather Salyer-Frith, Recreation Supervisor**

**SUBJECT: T.A.C. (Teen Action Club) Summer 2015**

## **RECOMMENDATION:**

It is recommended that the Commission review and accept this program evaluation for file.

## **SUMMARY:**

This report illustrates the positive impact teenagers (7<sup>th</sup> through 12<sup>th</sup> grades) made on the City of Morro Bay through their volunteer efforts during the summer of 2015 (June 12- August 21). The volunteer efforts illustrated in this report have been coordinated by Staff with various groups and organizations throughout the City.

## **BACKGROUND:**

During the 09/10 City Budget hearings, the Morro Bay Teen Center and associated programming were evaluated for potential elimination by the then City Council. At a Morro Bay City Council Budget Workshop (June 29, 2009) City Council accepted comments from the community regarding potential reductions to the budgets of all City Departments. At that meeting many teenagers spoke about how the Teen Center had positively impacted their lives. After the testimonies, Council unanimously voted to support and allocate appropriate funding for the fiscal year.

Staff envisioned teen volunteerism as a way to maintain fiscal responsibility, and therefore formed the Teen Action Club (T.A.C.). The T.A.C. developed the following mission: (1) "Give back to Morro Bay" because Morro Bay has given them a fun and safe place to go after school at no cost. (2) Develop community awareness and support through information, visibility and representation. (3) Raise funds to support special Teen Center events.

## **DISCUSSION:**

During the summer of 2015 the T.A.C. provided the following volunteer services:

- Morro Bay 4<sup>th</sup> of July Celebration (7/4/15): 8 volunteers for a total of 52 hours. The T.A.C. provided an all-day kiddie carnival at Tidelands Park for children at the request of the Morro Bay 4<sup>th</sup> of July Committee.
- Morro Bay Rock to Pier Run (7/11/15): 7 volunteers for a total of 49 hours. The T.A.C. performed several duties at the Rock to Pier Run at the request of Morro Bay Recreation Services. The T.A.C. assisted at the Cayucos Pier finish line by clearing the finish line area of debris, passing out water and fruit to runners who had passed the finish line, assisting with time-keeping by removing and collecting the

Prepared By: HSF

Dept Review: \_\_\_\_\_

electronic time-keeping chips from runners, and assisting with clean-up after the run. Special Olympics (7/23/15): 5 volunteers for a total of 20 hours.

The T.A.C. helped set up the various sport activity areas throughout Del Mar Park, greeted athletes, facilitated various sport activities and assisted with lunch service and activity clean-up.

- Adopt-A-Park (6/12-8/21/15): number of volunteers varies for a total of 51 hours. The T.A.C. became a formal Adopt-A-Park partner in 2009, agreeing to a weekly visit to pick up trash and inspect the overall appearance of Lila Keiser Park.

The State of California Independent Sector values volunteer time at \$24.75 per hour. However, for this report the minimum wage rate of \$9.00 per hour is used to calculate the value of volunteer hours. During the summer of 2015, T.A.C. members provided a total of 178 hours of volunteer service at a value of \$1,602.00 worth of labor.

Summer 2010 total volunteer hours: 18 hours

Summer 2011 total volunteer hours: 51 hours

Summer 2012 total volunteer hours: 75 hours

Summer 2013 total volunteer hours: 113 hours

Summer 2014 total volunteer hours: 149 hours

**CONCLUSION:**

The T.A.C. meets the Morro Bay Recreation and Parks Department Mission Statement by providing a quality opportunity that is essential and necessary to live a healthy, enriched life.

Staff will continue to provide this opportunity to our community teenagers in a responsive and courteous manner.



AGENDA NO: C-2

MEETING DATE: January 21, 2016

# Staff Report

**TO:** Recreation and Parks Commission      **DATE:** January 21, 2016  
**FROM:** Karen Sweeny, Sports Supervisor  
**SUBJECT:** Program Evaluation – 2015 Coast Girls Softball

**RECOMMENDATION:**

It is recommended that the Commission review and accept program evaluation for file.

**SUMMARY:**

In 2015, 103 girls ages 5-14 participated in Coast Girls Softball. League games were played with San Luis Obispo Girls Softball, Nipomo Girls Softball, Five Cities Girls Softball and Templeton Girls Softball.

After the regular season, we had 4 all-star teams—one at each age group. Our 14 & Un team, however, disbanded after their first tournament because they were reclassified to a B 16 & Un team and there were no local tournaments for them to attend. Our 12 & Un team attended the Association Championships in Hanford and earned a berth to the California State Games in San Diego.

**COST ANALYSIS:**

**Coast Girls Softball Regular Season**

**Expenses:**

**Direct Costs:**

Field Rental	
Sunnyside	\$ 30.00
Coast	\$ 278.00
Opening Day Snack Bar	\$ 893.00
End of Season BBQ	\$ 217.00
Banners	\$ 180.00
Portapotties (Sunnyside, Coast)	\$ 632.00
Participation Awards	\$ 413.00
Sweatshirts	\$ 1,401.00
Equipment	\$ 2,298.00
Chalk	\$ 200.00
Binders	\$ 32.00
Uniforms	\$ 2,689.00
Printing	\$ 582.00

Website	\$ 10.00
ASA Registration--Players	\$ 1,675.00
ASA Registration—Coaches	\$ 360.00
ASA Umpire Registration	\$ 230.00
Staff Costs	
Field Supervision	\$ 1525.00
Umpires	\$ 896.00
Lights 3 night x 2 hrs x \$14	\$ 84.00
Cost Allocation	
Online registration 34 x \$8.00	\$ 272.00
In person registration 69 x \$12.29	\$ 848.00
Indirect Costs	
Light Surcharge 9 x \$20	\$ <u>180.00</u>
<b>Total Expenses:</b>	<b>\$15,920.00</b>

**Revenues:**

Registration Fees	\$ 11,882.50
Sponsors	\$ 1,750.00
Sweatshirts	\$ <u>1,025.00</u>
<b>Total Revenue</b>	<b>\$14,657.50</b>

**Program Cost:**

Net Loss <\$1,262.50>  
Cost recovery 92 %

This program is a Merit Service Program and set to recover 70-79% of its costs. This program recovered 92% of its costs, including the Light surcharge. The cost savings of having volunteer coaches is \$2,106.00.

**Cost Analysis: Coast Riptide All-Stars**

**Expenses:**

Uniforms	\$ 1482.00
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Visors	\$ 721.00
Printing(& Coaches Shirts)	\$ 295.00
Sweatshirts	\$ 2,237.00
Field Rental	
Sunnyside	\$ 30.00
Banners	\$ 225.00
Portapotties	\$ 316.00
BBQ Meat	\$ 555.00
Drinks/Chips/Bags/Buns	\$ 125.00
8 & Un Socks and Bags	\$ 329.00
Tournament Fees	
8 & Un	\$ 225.00
10 & Un	\$1,200.00
12 & Un	\$2,450.00
14 & Un	\$ 200.00

**Total Expenses                   \$10,390.00**

**Revenue:**

Player Fees	\$ 953.00
Sponsors	\$ 2,700.00
BBQ	\$ 2,085.00
Sylvesters Fundraiser (12U)	\$ 610.00
Other fundraising	\$ 2,042.00
From 2015 All-Star tournament (YSTF)	\$ 2,000.00
<b>Total Revenue</b>	<b>\$10,390.00</b>

This program is an Enterprise program and is set at 100% cost recovery. Our goal was met.

**Cost Analysis: Coast Summer Slam Softball Tournament**

**Expenses:**

Field Rental	
Sunnyside	\$ 30.00
Morro Bay High School	\$ 698.00
Portapotties	\$ 390.00
Dumpster	\$ 103.00
Miscellaneous (copies, posters)	\$ 75.00
Umpire Fees	\$ 4346.00
Tournament Fees (ASA)	\$ 142.00
Awards	\$ 751.00
Chalk	\$ 200.00
Sports Coordinator	\$ 270.00
Balls	\$ 421.00
Snack Bar	\$ 1,200.00
<b>Total Expenses:</b>	<b>\$ 8,626.00</b>

**Revenues:**

Tournament Registration	\$10,625.00
Snack Bar	\$ 1868.00
T-shirt	\$ <u>264.00</u>

**Total Revenue: \$12,757.00**

This program is an Enterprise program and is set at 100% cost recovery. The \$3,949 gain is placed in the Coast Girls All-Star Fund, a part of the Youth Sports Trust Fund, to be used for the 2016 All-Star program.

**MARKETING:**

Marketing for this program included emails to past participants, postal mail letters, school fliers both San Luis Coastal and Coast, flier distribution at youth basketball games. Facebook and [www.leaguelineup.com/mbsports](http://www.leaguelineup.com/mbsports) were also used.

**PROGRAM RECOMMENDATIONS:**

1. Replace the riding lawn mower at Sunnyside. It is not starting on a regular basis. Look at small atv vs lawn mower.
2. Replace chalker at Sunnyside. Wheel fell off during the tournament and we are unable to replace.
3. Look at purchasing pitching screens with hole for pitched ball. Bow nets are too flimsy to protect pitcher—tend to fall over when hit.
4. Decrease tournament size and only use Morro Bay fields to increase parent participation.
5. Work with MBHS to offer a skills clinic for the girls. Cal Poly for coaches clinic?
6. Recruit Umpires early.
7. Sheds at both Lila Keiser and Sunnyside have been broken into. Look at a secondary lock on big ticket items—generators, atv/lawn mower and pitching machines.
8. Board recommended not purchasing bats for 12U and 14U as many have their own. Same with batting helmets.
9. Recruit non coaches to assist with the board.

Prepared By: \_\_\_\_\_

Dept Review: \_\_\_\_\_



AGENDA NO: C-3

MEETING DATE: January 21, 2016

## Staff Report

**TO: Recreation and Parks Commission                      DATE: January 21, 2016**  
**FROM: Karen Sweeny, Recreation Supervisor, Sports**  
**Bob Marquardt, Recreation Coordinator, Soccer and Basketball**  
**SUBJECT: 2015 Estero Bay Youth Soccer and All-Stars**

### **RECOMMENDATION:**

It is recommended that the Commission review and accept program evaluation for file.

### **SUMMARY:**

The 2016 Estero Bay Youth Soccer League was held from August 17 through November 14, 2015. There were 176 boys and girls ages 4-14 participating. Our U6 and U8 divisions played all their games in Morro Bay. The U10 Girls and Boys, U12 Girls and Boys played in Morro Bay, Los Osos, Cambria and Templeton. The U14 Boys played in Morro Bay, Los Osos, Templeton, Atascadero and Paso Robles. The season ended with an end-of-season tournament for the U10, U12 and U14 age groups.

This year we purchased Port a Field lines to decrease cost of painting the field weekly.

The lines held up well and were easy to lay out and roll up at the end of the day. The lines were only out during the games. We did have to paint the U12/U14 field and the interior lines on the other fields.

The 2015 Estero Bay Youth Soccer League had one all-star team this past season—U10 Boys. The team played in two Cal South Recreation All-Star tournaments in December-The South Bay Shootout and the Orcutt Classic Cup. The All-Star teams were chosen from an open try-out. To be selected for the team, the players had to have played in the regular season and participate in the try-out. A parents meeting was held after the try-outs and parents were given the plans for the all-star season and the fundraising opportunities. As All-Stars is an additional program, the program is to be funded by the parents through fundraisers, sponsors and parent pay.

### **FISCAL IMPACT (regular season):**

**Expenses:**



Soccer Balls	\$ 1,064.00
Soccer Paint	\$ 429.00
Uniforms	\$ 4,529.00
Other equipment	\$ 300.00
Port a fields	\$ 560.00
Participation Awards	\$ 653.00
Referees (regular season)	\$ 3,825.00
Field Supervisor	\$ 1,048.00
Coordinator	\$ 3,000.00
Field Prep	\$ 260.00
PortaPotties	\$ 475.00
Referee Clinics	\$ 50.00
Field Rental	\$ 30.00
CYSA League Registration	\$ 100.00
CYSA Registration	\$ <u>3,030.00</u>
Total Direct Costs	\$19,353.00

Indirect Costs:	
Online registration 65 x \$12.00	\$ 780.00
In person registration 111 x \$16	\$ <u>1,776.00</u>
Total Expenses	\$ 21,909.00

**Revenues:**

Registration Fee	\$20,730.00
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Net Loss: <-\$1,179.00>

Cost Recovery 95%

This program is a Merit Service program. The target cost recovery is 70-79%. We exceeded our target cost for this program.

**FISCAL IMPACT (All-Stars season):**

**Expenses:**

**Program Costs:**

Tournament cost 10U	\$ 967.00
Uniforms	\$ 712.00
Staff Oversight	\$ <u>75.00</u>
<b>Total Program Costs</b>	<b>\$1,754.00</b>

**Revenues:**

Registration Fees	\$ 935.00
Sponsor	\$ <u>500.00</u>
Youth Sports Trust Fund	\$ <u>319.00</u>

\$ 1,754.00

Volunteer Coaches (1 coaches x 32 hrs)

\$288.00

**Total Revenue**

**\$ 2,042.00**

Net Gain: \$288.00 with value

Cost Recovery 116% with Volunteers

Net Gain: 0

Cost Recovery: 100%

This program is an Enterprise Service program. The target cost recovery is 100% of Program Costs + Support Costs. We met our target cost recovery for this program.

**MARKETING:**

Marketing for regular season program was through fliers to the schools, press releases to local papers, and email to past participants of soccer. Facebook and the [www.leaguelineup.com/mbsports](http://www.leaguelineup.com/mbsports) website were used. Registration began before school finished in the spring. We also utilized an email blast to all Recreation participants.

For the All-Star program, coaches were notified by email to submit applications to coach all-stars. All-Star try-out dates and times were listed on our sports website ([www.leaguelineup.com/mbsports](http://www.leaguelineup.com/mbsports)) and fliers were given to coaches to distribute to their players to inform them of tryouts as well as the parent's meeting.

**RECOMMENDATIONS (Regular Season):**

1. Meet with all leagues to discuss rules, codes of conduct prior to the season.
2. Work with adjoining leagues to offer CYSA coaching clinic and Referee clinics for the 2016 season.
3. Educate coaches, parents and players about soccer goal safety.
4. Port a lines worked well. Purchase additional wickets next season and anchors for the goals.

**RECOMMENDATIONS (All-Stars Season):**

1. In pre-season email, include the procedures for the Estero Bay Youth Soccer All-Star program.
2. During coaching meetings and training, cover the procedure for the Estero Bay Youth Soccer All-Star program.
3. Include All-Star tryout on the division schedules.
4. Ensure that the All-Star teams have at least two Cal South registered Coaches and they will be present at all games. Coaches must be approved by the Recreation Supervisor and/or Coordinator.
5. Revisit All-Star BBQ and look at other fundraising opportunities for the

teams. All fundraising opportunities must be discussed and approved by staff prior to undertaking.

6. Parents that are not able to attend the parent meeting must meet with staff prior to the first tournament.
7. Continue to hold an All-Star try-out to allow every child the opportunity to be seen by the coaches. A tryout must be held if there is to be a team.

**Prepared By:** \_\_\_\_\_

**Dept Review:** \_\_\_\_\_



AGENDA NO: C-4

MEETING DATE: January 21, 2016

## Staff Report

**TO:** Recreation & Parks Commission Members      **DATE:** January 11, 2016

**FROM:** Sam Taylor, Deputy City Manager

**SUBJECT:** Consideration of a recommendation to City Council regarding adoption of procedural steps for, and replacement of, the Park Naming Policy with the Public Property Naming Policy and Application Process

**RECOMMENDATION:** Staff recommends that RPC members recommend to City Council adoption of the attached resolution amending Res. 88-80 and adopting the Public Property Naming Policy and Application Process.

**ALTERNATIVES:** RPC members can recommend no change and no creation of an application process for park naming or make modifications to the proposed resolution.

**FISCAL IMPACT:** There are no costs related to adoption of this application process.

**BACKGROUND:** In 1980, Morro Bay City Council members adopted the Park Naming Policy, which provides guidance on the general naming of park facilities as well as when it is appropriate to name a public park after a person.

In general, public parks are to be named by their location, but exceptions were created in the policy to name a park after a person when:

- The person has been primarily instrumental in obtaining donation of funds or land for the facility.
- The person donates the land (or funds to purchase the land) and desires to have the facility named in his/her honor.
- A person has been deceased for more than two years and the City Council believes the person's contributions to the aspect of the City which the facility represents were of such value to the City that the person's memory should be honored by the naming of the facility.

The policy is fairly basic, but also somewhat unclear. Staff's current interpretation of the three reasons

Prepared By: \_\_\_\_\_      Dept Review: \_\_\_\_\_  
City Manager Review: \_\_\_\_\_  
City Attorney Review: \_\_\_\_\_

to name a park after a person, for instance, is that a person would qualify for any of those reasons, not all of them.

Unlike the City's Public Art Policy (whereby the City has created an application process and guidelines for accepting donated art for placement in and/or on public property), the Naming Policy has no adopted application process.

## **DISCUSSION**

It is appropriate for the City to align its policies related to art and park naming, particularly related to ensuring that appropriate application processes are adopted.

To that end, staff has proposed an application process for naming a public property to be adopted by resolution. The application is similar to that of the Public Art Policy in order to create a more standard and easy to follow process for the public.

The application will include the following required elements:

- 1) Who is making the application and their appropriate contact information.
- 2) An explanation of the request for naming a public park or property after a person. This would include background on the person (most particularly his/her qualifications based on the existing Naming Policy – did he/she bring in the donations for the park; donate land; is he/she deceased and made a significant contribution to the City and the property to be named or renamed.
- 3) Identification of, and commitment to, providing funding to update any existing signage or purchase new signage that conforms to the City's existing signs.

The application would only be deemed complete and ready to bring to the RPC and then to Council if all of the above information had been included. For instance, identification and commitment to funding for signage would have to be included for the application to move forward.

**CONCLUSION:** It is appropriate for the City to have a formal application process for consideration of naming a public property after a person. This application process allows for the orderly consideration of such a naming based on the City's adopted Park Naming Policy. It is also appropriate to update the Park Naming Policy to better clarify when a park can be named after a person.

Staff recommends that RPC members recommend to City Council adoption of the attached resolution amending Res. 88-80 and adopting the Public Property Naming Policy and Application Process.

**RESOLUTION NO. XX-16**

**RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF MORRO BAY, CALIFORNIA**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, the City Council adopted a Park Naming Policy via Res. 88-80; and

**WHEREAS**, a Park Naming Policy, or Public Property Naming Policy, is intended to provide structure and guidance for the naming of parks, public buildings, and park amenities; and

**WHEREAS**, in general the adopted policy provides that public buildings will be named by their function, and parks will be named by their location; and

**WHEREAS**, the policy provides for exceptions related to the naming of public parks that allows a location to be named after a person for a variety of reasons; and

**WHEREAS**, the current policy makes it unclear if a person must qualify for all exceptions, or simply one, and it is appropriate to update the policy to clarify this section for the public; and

**WHEREAS**, it is also appropriate to adopt an application process to provide clarity for the community and for the orderly requesting of naming a park or other public facility after a person;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro Bay, California, as follows:

- 1) An application to request the naming of a park or other public facility after a person is adopted, per Exhibit A.
- 2) Res. 88-80 is hereby rescinded. The City's Public Property Naming Policy shall be as follows:

Section 1: Naming of Public Property.

- A) Parks, public buildings, and park amenities will be named according to the following guidelines:
  - I. **Public Buildings.** Public buildings will be named by their function. For example, a city hall will be called a city hall and a recreation building will be called a recreation building.

- II. **Park Amenities.** Park amenities will not be named; however, donors of amenities may be recognized through some form of signage or plaque, to be considered by the Recreation & Parks Commission and other appropriate advisory bodies.
- III. **Parks.** Parks will be named by their location in the city; either by proximity to a geological feature, location in a subdivision tract, or fronting on a street, such as Morro Rock Park, Del Mar Park, or Hemlock Park.

Section 2. Exceptions.

- A) The above public property can be named after persons for any of the following reasons:
  - I. The person has been primarily instrumental in obtaining donation of funds or land for the facility; or
  - II. The person donates the land (or funds to purchase the land) and desires to have the facility named in his/her honor; or
  - III. A person has been deceased for more than two years and the City Council believes the person's contribution to the aspect of the City which the facility represents were of such a value to the City that the person's memory should be honored by the naming of the facility.
- B) These facilities can be named after a governmental fund or grant if the circumstances are deemed appropriate by City Council (example, the Veterans Memorial Building)

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay at a regular meeting thereof held on this \_\_\_\_ day of \_\_\_\_\_, 2016 on the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
JAMIE L. IRONS, Mayor

ATTEST:

\_\_\_\_\_  
DANA SWANSON, City Clerk

**City of Morro Bay**

**PUBLIC PROPERTY NAMING POLICY**

**PURPOSE**

The purpose of these guidelines and application process is to set forth standardized policies and procedures for the naming of public property.

**PUBLIC PROPERTY NAMING POLICY**

City staff shall review applications for the naming of a piece of public property pursuant to the adopted Public Property Naming Policy.

**REVIEW PROCEDURE**

- A. Any person wishing to name a piece of public property must submit an application to the Recreation Services Department in the form below:
1. A description of the request.
  2. If the request includes the naming of a piece of property after a person, an explanation of why that person is being submitted for consideration.
  3. If the request includes the name of a person, an explanation of how that person qualifies for consideration pursuant to the adopted Public Property Naming Policy.
  4. Identification of, and commitment, to providing funding to update any existing signage or purchase new signage that conforms to the City's existing signs on the property to reflect the new name.

B. City staff shall review the application and supporting documentation for the proposed name. An application is only complete if it answers all relevant questions identified in Section A above. Upon finding that the application is complete, City staff shall place the application on the agenda of the Recreation & Parks Commission and any other relevant advisory board for their comments. Input shall be encouraged from the public at large. It shall then go to the City Council for final approval or denial.

**SELECTION CRITERIA**

A. The City Council will consider the guidance as adopted by the Public Property Naming Policy when making a selection. Advisory bodies that review the application shall also make their recommendation to City Council based on the adopted policy.

**ACCEPTANCE**

- A. If the City Council votes to accept the name for the public property, the applicant shall then provide appropriate funding to staff for new or replacement signage for the property. The facility name shall not be changed until appropriate signage is acquired at the expense of the applicant for the name change.
- B. The City Council in its sole discretion may rename a piece of public property, and a previous applicant for a name change acknowledges that any signage funding they provided is not reimbursable to the applicant.





**AGENDA NO: C-5**

**MEETING DATE: January 21, 2016**

## Staff Report

**TO: Recreation & Parks Commission Members      DATE: January 12, 2016**

**FROM: Sam Taylor, Deputy City Manager**

**SUBJECT: Consideration of and recommendation to City Council regarding adoption via resolution of the Public Art Policy as well as modifications to said policy**

### **RECOMMENDATION**

RPC Members should recommend to City Council that they adopt a resolution regarding the City's Art Policy, including the updates to the policy.

### **ALTERNATIVES**

No other alternatives recommended.

### **FISCAL IMPACT**

None.

### **BACKGROUND**

City Council members in 2006 appear to have adopted a City Art Policy, though not by resolution. The policy is fairly straightforward, and involves an application process (though not on any specific form, simply meeting the standards as outlined in the policy in a written document to the City) submitted to the City Manager's Office.

The Council did not adopt this policy via resolution, and it seems appropriate to better recognize this official policy through a written resolution. Staff also is recommending modifications to the policy to reflect the City's existing practices for Public Art donations, particularly the fact that consideration typically involves the Recreation Services Division, the Recreation & Parks Commission and other pertinent advisory bodies.

### **DISCUSSION**

Prepared By: \_\_\_\_\_      Dept Review: \_\_\_\_\_  
City Manager Review: \_\_\_\_\_  
City Attorney Review: \_\_\_\_\_

From time to time it is appropriate to review existing policies and procedures and make updates. Over time, policies often are interpreted in different ways depending on the language or practices related to policies can change.

Staff believes it's important that policies are followed well, and in order to do so, policies should be clear and make sense.

In the case of the art policy, it's generally straightforward, however some of it seems inefficient.

For instance, it makes sense to have the application process begin with the Recreation Services Division for consideration so staff can determine whether it's complete. Also, the existing policy calls for all public art donations to be considered by all City advisory boards. That seems onerous and unnecessary, as sometimes a certain public art donation may not be relevant to all advisory bodies.

Staff recommends modifications that make it so donations are always considered by the RPC as well as any other advisory body as necessary. For instance, the Public Works Advisory Board would likely review most all applications, as all public art will be on or in public property. But the Harbor Advisory Board may only need to review an application for donated art if said donation is intended to be placed somewhere around the harbor.

Staff also recommends that this policy be recognized by an official resolution, which can make it easier to track the adoption of policy by the Clerk's Office and staff.

## **CONCLUSION**

RPC Members should recommend to City Council that they adopt a resolution regarding the City's Art Policy, including the updates to the policy.

## **ATTACHMENTS**

Resolution for Public Art Policy

Exhibits to Resolution

Exhibit Public Art Policy Adopted in 2006

**RESOLUTION NO. XX-15**

**RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF MORRO BAY, CALIFORNIA**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, in 2006 the City Council adopted the Public Art Policy, which provides guidance on the acceptance of donated art work to the City; and

**WHEREAS**, donated art to the City is intended to enhance the public landscape in a community; and

**WHEREAS**, the City Council adopted this policy by motion, and an administrative application process was created to provide potential donors with guidance; and

**WHEREAS**, it is appropriate for the City Council to adopt this policy by resolution; and

**WHEREAS**, from time to time it is appropriate to review existing policies and procedures and update them as necessary to reflect current trends and practices;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro Bay, California, as follows:

The City's Public Art Policy, attached as Exhibit A, is hereby reaffirmed and adopted.

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay at a regular meeting thereof held on this \_\_\_\_ day of \_\_\_\_\_, 2015 on the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

---

JAMIE L. IRONS, Mayor

ATTEST:

---

DANA SWANSON, City Clerk

**City of Morro Bay  
PUBLIC ART POLICY**

**PURPOSE**

The City of Morro Bay encourages public art on appropriate City owned property. The purpose of this policy is to set forth standardized policies and procedures for the acceptance of donated artwork offered to the City by the artist.

**DEFINITION OF PUBLIC ART**

For the purpose of this policy, public art will be artwork located in public places (indoor or outdoor) owned by the City of Morro Bay.

**REVIEW PROCEDURE**

A. Any artist wishing to donate artwork to the City of Morro Bay must submit a request to the Recreation Services that includes the following information in order to be considered complete:

1. Photo, plans or model of proposed donation
2. Technical description of the work
3. A statement related to the proposed site of the work and why the art is appropriate for that site.
4. Any special care, maintenance, mounting or display requirements
5. Resume of the artist
6. Statement of value of the proposed donation
7. A statement regarding provision of necessary funds/resources to properly install, care for and maintain the donated public art.

B. City staff shall review the application and supporting documentation for the proposed donation. Upon finding that the application is complete, City staff shall place the application on the agenda of the Recreation & Parks Commission and any other relevant advisory body for their comments. Input shall be encouraged from the Morro Bay Art Association and the public at large. It shall then go to the City Council for final approval or denial.

**SELECTION CRITERIA**

A. The City Council will consider the following criteria when considering whether to accept or reject a donation of public art.

1. The design and placement of public art will not impede pedestrian or vehicle traffic or conflict with public or private easements.
2. Whether the artist has the necessary funds/resources to properly install, care for and maintain the donated public art.
3. Appropriateness of the site.

**ACCEPTANCE**

A. If the City Council votes to accept the donated artwork, the artist shall enter into a donation agreement. Upon execution of the agreement by the artist, title of the artwork shall pass to the City.

B. The City in its sole discretion may remove from its collection any donated artwork. In such event the City shall make reasonable efforts to contact the artist who donated the artwork and offer to return the artwork. If the artist cannot be located after reasonable efforts, or the artist declines to accept the return of the artwork, the City may determine the disposition of the artwork.

**City of Morro Bay**  
**PUBLIC ART POLICY**

Approved by Morro Bay City Council on February 27, 2006

**PURPOSE**

The City of Morro Bay encourages public art on appropriate City owned property. The purpose of this policy is to set forth standardized policies and procedures for the acceptance of donated artwork offered to the City by the artist.

**DEFINITION OF PUBLIC ART**

For the purpose of this policy, public art will be artwork located in public places (indoor or outdoor) owned by the City of Morro Bay.

**REVIEW PROCEDURE**

- A. Any artist wishing to donate artwork to the City of Morro Bay must submit an application to the City Manager's office in the form attached hereto:
  - 1. Photo, plans or model of proposed donation
  - 2. Technical description of the work
  - 3. Any special care, maintenance, mounting or display requirements
  - 4. Resume of the artist
  - 5. Statement of value of the proposed donation
  
- B. City staff shall review the application and supporting documentation for the proposed donation. Upon finding that the application is complete, City staff shall place the application on the agenda of all City boards and commissions for their comments. Input shall be encouraged from the Morro Bay Art Association, Morro Bay Public Art Foundation and the public at large. It shall then go to the City Council for final approval or denial.

**SELECTION CRITERIA**

- A. The City Council will consider the following criteria when considering whether to accept or reject a donation of public art.
  - 1. The design and placement of public art will not impede pedestrian or vehicle traffic or conflict with public or private easements.
  - 2. Whether the artist has the necessary funds/resources to properly install, care for and maintain the donated public art.
  - 3. Appropriateness of the site.

**ACCEPTANCE**

- A. If the City Council votes to accept the donated artwork, the artist shall enter into a donation agreement. Upon execution of the agreement by the artist, title of the artwork shall pass to the City.
  
- B. The City in its sole discretion may remove from its collection any donated artwork. In such event the City shall make reasonable efforts to contact the artist who donated the artwork and offer to return the artwork. If the artist cannot be located after reasonable efforts, or the artist declines to accept the return of the artwork, the City may determine the disposition of the artwork.



**AGENDA NO: C-6**

**MEETING DATE: January 21, 2016**

## Staff Report

**TO: Recreation & Parks Commission Members      DATE: January 12, 2016**

**FROM: Sam Taylor, Deputy City Manager**

**SUBJECT: Consideration of and recommendation to City Council regarding naming of the City's new bike park as the Bonnie Johnson Community Bike Park**

### **RECOMMENDATION**

RPC Members should recommend to City Council that the new bmx bike park be named the "Bonnie Johnson Community Bike Park."

### **ALTERNATIVES**

The new signage at the park initially calls the park the Morro Bay Bike Park. RPC members could recommend leaving that signage, and therefore the name would be the Morro Bay Bike Park.

### **FISCAL IMPACT**

There is no fiscal impact to the City as the Central Coast Concerned Mountain Bikers is responsible for the signage at the park and prepared to make the necessary change.

### **BACKGROUND**

It has been requested by the Central Coast Concerned Mountain Bikers that the new community bike park be named after Bonnie Johnson, the leader of the three-year effort to bring a bike park to the community of Morro Bay.

The organization has a contractual relationship with the City whereby they are responsible for maintenance of the facility, all costs associated with that, including signage.

### **DISCUSSION**

In 1980 the City Council adopted a Park Naming Policy, which is actually more of a public property naming policy as it addresses City buildings, amenities within and on public property, and parks.

Prepared By: \_\_\_\_\_      Dept Review: \_\_\_\_\_  
City Manager Review: \_\_\_\_\_  
City Attorney Review: \_\_\_\_\_

The policy allows for the naming of a park after a person who is “primarily instrumental in obtaining donation of funds or land for the facility.

Without Bonnie Johnson the community’s new bike park would not have come to fruition – at least not any time soon.

Johnson was able to make the case for a community bike park, brought that to the City Council, which agreed to set aside a portion of public property for the park, and then she organized the Central Coast Concerned Mountain Bikers to make the park a reality.

It is clear that this community volunteer was instrumental in the creation of this amazing and very popular community asset – the first of its kind on the Central Coast.

While staff is working on a an update to the naming policy as well as an application process, CCCMB is making this request now as it is timely for their signage to be updated, and they’re ready to do so with approval.

CCCMB is responsible for the signage of the park and would be required to replace it. They have committed to doing so, and ordered the existing signage so that it can be quickly modified with a new name.

## **CONCLUSION**

Staff believes that the naming of the park as the Bonnie Johnson Community Bike Park is appropriate and does meet the qualifications of the City’s existing naming policy. The updates to the policy being recommended also do not modify the section that makes her qualified for this honor.

RPC Members should recommend to City Council that the new bmx bike park be named the “Bonnie Johnson Community Bike Park.”

## **ATTACHMENTS**

Res. 88-80 – the existing Park Naming Policy

RESOLUTION NO. 88-80

RESOLUTION ADOPTING  
A PARK NAMING POLICY

PARKS AND RECREATION COMMISSION

City of Morro Bay, California

WHEREAS, parks, public buildings, and park amenities will be named according to the principles stated herein:

- 1) Public buildings will be named by their function. For example, a city hall will be called a city hall and a recreation building will be called a recreation building.
- 2) Park amenities will not be named; however, donors of amenities may be recognized.
- 3) Parks will be named by their location in the city; either by proximity to a geological feature, location in a subdivision tract, or fronting on a street, such as Morro Rock Park - such as Del Mark Park - such as Hemlock Park.

Exceptions to these principles:

These places can be named after persons when:

- 1) The person has been primarily instrumental in obtaining donation of funds or land for the facility.
- 2) The person donates the land (or funds to purchase the land) and desires to have the facility named in his/her honor.
- 3) A person has been deceased for more than two years and the City Council believes the person's contribution to the aspect of the City which the facility represents were of such a value to the City that the person's memory should be honored by the naming of the facility.

WHEREAS, these facilities can be named after a governmental fund or grant if the circumstances are deemed appropriate by City Council (example, the Veterans Memorial Building).

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Morro Bay hereby adopts this Park Naming Policy submitted by the Parks and Recreation Commission.



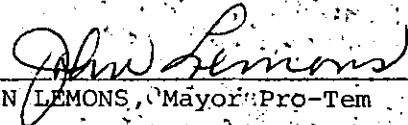
On motion by Councilman Anderson and seconded by Councilwoman Deutsch, the City Council of the City of Morro Bay hereby adopts in its entirety the foregoing proposed resolution on the following roll call vote:

AYES: Anderson, Deutsch, Ward,

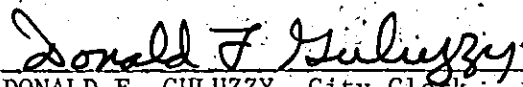
NOES: Lemons

ABSENT: Dorn

ADOPTED: September 22, 1980

  
\_\_\_\_\_  
JOHN LEMONS, Mayor Pro-Tem

ATTEST;

  
\_\_\_\_\_  
DONALD F. GULUZZY, City Clerk

PLEASE REPLY  
SOUTH-WESTERN CREDIT CO.,  
45% CREDITON PAPER



**AGENDA NO: C-7**

**MEETING DATE: January 21, 2016**

## Staff Report

**TO: Recreation & Parks Commission Members**                      **DATE: January 21, 2016**

**FROM: Sam Taylor, Deputy City Manager**

**SUBJECT: Consideration of and recommendation to City Council regarding City signature community events**

### **RECOMMENDATION**

Recreation & Parks Commission members should recommend to City Council that it approve the resolution adopting the City's sponsored/partnered events.

### **ALTERNATIVES**

The RPC could recommend that the City Council not adopt the resolution. The RPC could recommend alternate events as being signature events.

### **FISCAL IMPACT**

The level of fiscal impact could be minimal to budgeted funds, depending on staff recommendation to City Council. At a minimum, staff believes it's appropriate to waive permit fees and provide Police and Public Works support to sponsored and partnered events.

### **BACKGROUND**

Morro Bay, like many jurisdictions, has numerous events that occur throughout the year, some focused on visitors and some focused on the community.

The City is lucky in the number of events it has for visitors, which help with building a balanced destination full of diverse activity opportunities. But it's also important to ensure there are local events for residents as well. To that end, staff is proposing to create "signature" City events that are either directly managed by the City or presented in partnership with other local organizations.

It became clear that this endeavor was feasible thanks to the Fourth of July celebration in 2015, largely managed by City staff and two Council members who put in major effort to make this

**Prepared By:** \_\_\_\_\_                      **Dept Review:** \_\_\_\_\_  
**City Manager Review:** \_\_\_\_\_  
**City Attorney Review:** \_\_\_\_\_

important community event occur. Staff would like to continue this July 4th event each year.

Cities such as Pismo Beach have adopted certain events, such as Pumpkins on the Pier, as signature events the City hosts or partners on.

To that end, staff is recommending adoption of a resolution providing for signature community events that are more resident focused, including: Fourth of July, Rock to Pier Run, Downtown Trick-or-Treat (in partnership with the Chamber of Commerce), Lighted Boat Parade/Christmas Tree Lighting (in partnership with the Rotary Club).

## **DISCUSSION**

Morro Bay has a unique opportunity to help provide for a variety of community events. In most cases these events are very resident focused and may not necessarily have many visitors attending. That's not the case with the Rock to Pier Run (largely a regional event) as well as the Lighted Boat Parade, which can also attract visitors. Largely, though, these signature events promote community togetherness and enjoyment.

Some events would be managed directly by the City, in particular the Rock to Pier Run and Fourth of July. Other events are managed by others, but would have City support – Trick-or-Treat and the Lighted Boat Parade. The City is extremely appreciative of both the Chamber of Commerce and the Rotary Club managing these events but has thought providing partnership could enhance the events and also reduce burnout that can occur with volunteers over time. We have heard from community members how difficult it can be to keep going, and these community events are crucial to the quality of life in Morro Bay.

For these two partnered events, at a minimum, staff believes it's appropriate to waive any permit fees or charges as well as provide direct staff support as needed/necessary. It may be that in future years the City Council will believe it's appropriate to provide monetary support within the budget, but staff is not recommending any specific funding at this time.

Staff has had initial conversations with both organizations about these partnerships, and it does appear there is interest. We believe an official declaration of these events as signature community events can assist in fuller planning and assistance.

It should be noted that in 2015 the City did have a budget of \$5,000 for the Fourth of July, and it's likely there will continue to be costs for that event. The City Recreation Services Division does already budget for the Rock to Pier Run, at about \$39,000 in 2015. This event actually generated revenue back to the Recreation Services Division in the amount of \$9,116 (the Rock to Pier Run is a 100%-cost-recovery-tier endeavor for the RSD).

Each of these events is a wonderful opportunity for community gathering in Morro Bay. It is appropriate for the City to focus its efforts on specific, signature events for residents.

## **CONCLUSION**

Recreation & Parks Commission members should recommend to City Council that it approve the resolution adopting the City's sponsored/partnered events.

**ATTACHMENTS**

City Signature Events Resolution

**RESOLUTION NO. XX-16**

**RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF MORRO BAY, CALIFORNIA**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, the community of Morro Bay is an amazing place to live, work and play;  
and

**WHEREAS**, Morro Bay has many local events that serve both visitors and residents; and

**WHEREAS**, it is appropriate for the City of Morro Bay to recognize signature events  
that focus on being activities and events for local residents; and

**WHEREAS**, signature events are those events that the City will provide direct support  
to; and

**WHEREAS**, it is appropriate for said events to be both City managed as well as  
partnered events with local organizations; and

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro  
Bay, California, as follows:

That the City of Morro Bay's Signature Events are:

- The Fourth of July at Tideland Park
- The Brian Waterbury Memorial Rock to Pier Fun Run
- Halloween Trick-or-Treat
- Lighted Boat Parade and Tree Lighting

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay at a regular  
meeting thereof held on this \_\_\_\_ day of \_\_\_\_\_, 2016 on the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

---

JAMIE L. IRONS, Mayor

ATTEST:

---

DANA SWANSON, City Clerk



**AGENDA NO: C-8**

**MEETING DATE: January 21, 2016**

## Staff Report

**TO: Recreation & Parks Commission Members**                      **DATE: January 14, 2016**

**FROM: Sam Taylor, Deputy City Manager**

**SUBJECT: Consideration of and recommendation to City Council regarding the City co-sponsorship policy and guidance on community facility use by various groups at free or reduced cost**

### **RECOMMENDATION**

Recreation & Parks Commission members should provide general recommendations to City Council regarding co-sponsorship of events and waiver of fees for rental of City facilities.

### **ALTERNATIVES**

None recommended.

### **FISCAL IMPACT**

The City could generate additional revenue by requiring groups that now pay no fees for use of City facilities or hold permitted events on public property to pay fees based on the adopted City Municipal Fee Schedule. However, requiring the payment of fees for these events could also have the effect of sending these groups to other locations that aren't City facilities or public property.

### **BACKGROUND**

Since the Deputy City Manager has come on board, it has become clear that there have been both City Council-directed and administrative decisions by the Recreation Services Division regarding groups not having to pay fees, or paying lower fees (called "direct costs"), for use of City facilities or holding events on public property outside of a specific rentable facility.

These groups often, for many years, have been able to spend nothing, or a low amount, for use of facilities and have likely come to expect this practice to continue.

The concern of staff is that in most of these instances, there is no specific policy in place from the

**Prepared By:** \_\_\_\_\_                      **Dept Review:** \_\_\_\_\_  
**City Manager Review:** \_\_\_\_\_  
**City Attorney Review:** \_\_\_\_\_

City Council, nor has the Council made any specific public decision to allow for these groups to utilize facilities at no, or low, cost. Please see the attached document that reflects how these groups utilize City facilities and the existing payment structure.

The Council has, in one specific decision, granted a direct costs fee structure to the Winter Bird Festival. This decision was based on a 2009 motion by the City Council creating “co-sponsored” events that pay direct costs if they meet three requirements intended to support shoulder season (the time of year when fewer visitors come to Morro Bay, generally November to April) tourism.

Co-Sponsoring events may occur if:

1. The event is held off-season (11/1 – 4/30);
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 nonprofit organization.

It appears that, initially, an annual application to qualify for this co-sponsorship was required, though that has not been occurring.

The only two events that have been co-sponsored and approved by Council are the Winter Bird Festival (a four-day event) and Dahlia Daze, which no longer occurs.

To be clear, staff is not arguing that any of the other groups or events are any less worthy of being supported than any other. The issue is that staff believes it’s crucial that decisions it makes be based on adopted policy and decisions of the City Council. Staff is not comfortable administratively picking winners or losers when it comes to the rental of facilities or use of property.

Instead, staff is seeking direction from the Recreation & Parks Commission, and then the City Council, as to how to approach the charging of fees for these various groups in the future.

Another segment of groups that the City should better manage, and staff is seeking affirmation on, are those groups that appear to be holding events or meetings in coordination with City staff who are making requests for facility or property use directly to the City without necessarily having the City department affirm the partnership or joint event.

Staff recommends that any official policy adopted (via resolution) should include a directive that joint meetings or events with City departments must be requested by the department, and not the external partner.

## **DISCUSSION**

The City finds itself in a situation of having seemingly set a certain level of expectation among many groups about receiving free or low-cost use of facilities. In many cases, staff support or set-up is also expected – and has occurred – in the past. Much of this seems to have taken place when maintenance was within the management of the former Parks & Recreation Department, where decisions about both the permitting and the maintenance-worker support came from one manager.

Staff knows that this will not be an easy discussion, because there are many worthwhile community groups, many of which cannot necessarily afford the fees for use of City facilities. In other cases, they simply may not want to pay in order to maximize their budgets in other areas.

A good example of this is the Morro Bay Community Foundation, which has partnered with the City of Morro Bay for many years to provide awards for low-income children to participate in City recreational programming. The initial intent of this group has always been to support the City's programming. The City has provided free use of the Community Center, as well as staff setting up, for the organization's Morro Bay Sings event, a major fundraiser for their endeavors. The City has also paid for some of the costs of the event, most recently the audio set-up.

However, the City does not have an explicit partnership agreement with the Community Foundation that would provide for this free use. It has simply occurred. The concern is that these types of relationships, without being spelled out in agreements, could be considered a gifting of public funds.

The Foundation also would likely not want to utilize City facilities if it had to pay costs for use, as their goal is to keep costs low in order to maximize fundraising in order to preserve the award funding for lower-income children to participate in recreational programming.

City staff believe this relationship has been extremely beneficial for the community as a whole, and a partnership is worthwhile. The question before the RPC and Council is whether the City should enter into partnership agreements for events such as this, or if it should charge for facilities.

Other groups that receive free or reduced-cost use include:

- ECO Rotary – Using Community Center space for meetings at no charge and not being required to have insurance.
- Friends of the Library – Receiving reduced costs for set-up time, and the group is not charged overnight charges for its book sales. (The first day, set-up day, is not charged to the group except for the several hours of setting up, though the room is then not available for rental to the rest of the community – and we don't charge for the overnight use.)
- Cap'n Jimmy – No permit fees for Embarcadero music.
- Project Surf Camp – Considered a partner, but with no existing written agreement, no fees, City staff often involved or supporting.
- White Caps Band – No fees, no insurance for community band practice.
- SLO Chess Club – Considered a partner, but with no existing written agreement, fees waived for annual chess tournament. They also manage Chess board in summer.
- Estero Bay Youth Football – No fee, used park as sign-up location, waived fee for recreational partnership purposes (no agreement).
- Morro Bay Lions Club – Free use of Vets Hall for meetings, no specific partnership agreement, though they provide numerous hours to the City in volunteer projects, including fixing or constructing public facilities, etc.
- Morro Bay Community Dinner – City Council did waive fees through June 2016, but this will expire.
- Citizens Beautification & Heritage Committee – Not an official City advisory body; but no fees and no insurance required. (Also of note, this request is not made by staff but instead by



a City Council member. Council should provide direction on this practice so that staff can understand its responsibility.)

This list is not necessarily all-inclusive. The Recreation Services Division continues to be introduced to more of these reductions over time as groups come back to remind us of past allowances or we are able to find these reductions in our files.

As of now, staff is seeking direction regarding use of community facilities and whether these groups should officialy receive fee waivers or reductions.

### **CONCLUSION**

Recreation & Parks Commission members should provide general recommendations to City Council regarding co-sponsorship of events and waiver of fees for rental of City facilities.

### **ATTACHMENT**

Facility Users Reductions

ECO Rotary of Morro Bay Dahlia Daze (Floral Design Study Club) Morro Bay Friends of Library - Book Sale Morro Bay Winter Bird Festival Morro Bay Community Foundation - MB Sings	NO Fees, NO insurance, more than 4 meetings within calendar year @mbcc Direct Costs Direct Costs, No insurance, no charge for building use after set-up Direct Costs - Per MBC Council Resolution (?) No fees, staff support and use, City paid audio costs in 2015 and year's past	Outside Community Group Community Event/Festival Community Event/Festival Community Event/Festival Community Event/Festival/Fundraiser
Del Mar Elementary	No Fees, No Insurance - Class parties @ the park per SLCUSD Joint Use Agreement (?)	class parties @ the Park

The following appear to be Department/City joint event or initiative events or uses:

<u>Recreation</u> Cap'n Jimmy Project Surf Camp White Caps Band SLO Chess Club Estero Bay Youth Football	No Fees, No insurance NO Fees - Partnership with City, unknown if official NO Fees, NO insurance - there is a long history here that we need to research No Fees No Fee - used the park as a sign-up location, waived fee for recreational purposes	Embarcadero Music Partnership Community Band Practice (possible veterans group) Community Event/Partnership (unofficial) Outside Recreation Program
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<u>Harbor</u> USCG Auxillary USCG Station NOAA Coastal Cleanup Annual Underwater Clean-Up CC Maritime Museum Association	NO Fees, NO insurance, more than 4 meetings within calendar year @mbcc NO Fees, NO insurance No Fees, No insurance No Fees, No insurance No Fees (insurance provided) NO Fees, NO insurance, more than 4 meetings within calendar year @mbcc	Outside Community Group Change of Command Ceremony Various meetings Coastal Clean-Up Underwater Bay Clean-Up Various meetings
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<u>Fire</u> Estero Radio	NO Fees, No insurance, more than 4 meetings within calendar year @mbcc	monthly HAM Radio checks and various meetings
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<u>Public Works</u> Citizens Beautification & Heritage Committee Morro Bay Pups	NO Fees, No insurance No Fees, No Insurance	Outside Community Group Community Event/Festival
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City Manager's Office (?) Morro Bay Community Dinner	NO Fees - MBCCouncil waived fees through June 2016	St. Peter's Episcopal Church
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