

MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING – SEPTEMBER 3, 2009

VETERANS MEMORIAL BUILDING – 5:00 P.M.

CALL TO ORDER: Chair Hale called the meeting to order at 5:00 p.m.

ROLL CALL: PRESENT: Commissioner Munoz, Commissioner Mahan, Commissioner O’Toole, Commissioner Sidaris, Chair Hale; Staff Woods. ABSENT: Commissioner Croley.

COMMISSIONER REPORTS, PRESENTATIONS AND ANNOUNCEMENTS

Commissioner Mahan stated the Ad Hoc sub-committee for the North Embarcadero planning project will be meeting in the next couple of weeks. She also announced Coastal Cleanup Day will be on Saturday, September 19th from 9 a.m. to noon.

Commissioner Sidaris reported he was unable to attend the meeting on the Morro Bay to Cayucos Connector Project but he has information for the Commission. He added the project is still in the planning stages.

PUBLIC COMMENT

None

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 AUGUST 6, 2009 MEETING

RECOMMENDATION: Approve as submitted.

A-2 CITIZEN’S REPORTS AND CORRESPONDENCE

RECOMMENDATION: Approve as submitted.

A-3 YOUTH SERVICES SUMMARY FOR JULY 2009
SPORTS AND FITNESS SUMMARY FOR JULY 2009
FACILITIES AND PARK USE FOR JULY 2009

RECOMMENDATION: Approve as submitted.

A-4 RECREATION AND PARKS DEPARTMENT STATUS REPORT

RECOMMENDATION: Approve as submitted.

Commissioner Mahan asked that A-4 Recreation and Parks Department Status Report be pulled.

MOTION: Commissioner Mahan moved the Commission approve Consent Calendar Items A-1, A-2 and A-3 for file. The motion was seconded by Commissioner Munoz and carried. (5-0)

Commissioner Mahan asked for clarification on the Adopt-a-Park program and what the commitment is from the groups.

Staff Woods reported Rotary is interested in adopting the Roundabout but the agreement has not been finalized. The Embarcadero Inn is adopting Mariner Park and that agreement was signed yesterday. We also have finalized the agreement with Fred and Diane Moore who have adopted North Point. Central Coast Sportfishing has adopted Centennial and the adoption of the Morro Cove Bluff Area is pending. The commitment includes picking up trash, empty trash into the dumpsters and report vandalism or broken items three times a week. The groups help relieve some routine duties so staff can focus on maintenance.

Commissioner Munoz asked if the Teen Center was open on late start Mondays and also noticed the fence at the Teen Center.

Staff Woods stated the Teen Center is not open on Monday mornings, the bus schedules have changed, however staff is monitoring the situation. He added that the fence is due to the Skate Park being relocated to the Teen Center. It will open and close the same as the Teen Center.

MOTION: Commissioner Munoz moved the Commission Approve Consent Calendar Item A-4 for file. The motion was seconded by Commissioner Mahan and carried. (5-0)

B. PUBLIC HEARINGS

B-1 DISCUSSION AND RECOMMENDATION OF THE CITY CO-SPONSORSHIP PROGRAM FOR SPECIAL EVENTS

Staff recommends the Commission discuss and recommend to City council policies or procedures for future co-sponsorship of events as well as the continuation of the existing co-sponsorship agreements. The financial impact would vary with each co-sponsorship agreement. Currently, the City co-sponsors two events, the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. The City has received a new request for co-sponsorship from the Morro Bay Photo Expo. Currently City Council has the sole authority to waive fees. At the August 10, 2009 City Council meeting, Council directed the Recreation and Parks Commission to review the City's Co-Sponsorship of Events and return to Council with a recommendation.

Commissioner Mahan inquired if there was any risk if we eliminate some of the current events, they will no longer be able to hold the event. She mentioned offering new co-sponsorship requests three years to take root, and then phase them out. There should be guidelines that if they fall into a certain category, they can obtain co-sponsorship; but we need to stay open minded and look at some revenue against no revenue if the event doesn't take place. She also asked about non-profit rates versus co-sponsored rates.

Chair Hale stated we need to evaluate the bottom line. The Photo Expo put forward a request. We need to look at cost elements a little more carefully. She referred to Dahlia Daze that asked for a fee waiver and it was denied and now the Morro Bay Photo Expo, not sure how we should proceed. She asked if the Department had a means to measure value or the benefit to the community of a co-sponsorship. Additionally, is the co-sponsorship appealing enough to draw people into the community.

Commissioner Sidaris felt decisions should be made on a case by case basis. Bringing people into the community during the off season is good.

Staff replied that some events are already scheduled for 2010 and we would implement any changes to the current co-sponsorships in 2011. He said co-sponsored events do allocate resources away from other assigned duties. However, we do need guidelines, that is what Council wants, but how far do we go as far as fiscal responsibilities. The gains are usually an indirect economic impact. The Bird Festival has a big economic impact on the City.

Chair Hale opened the hearing for public comment.

Norma Wightman, Morro Bay – Volunteer for the Morro Bay Winter bird Festival for the past nine years. The co-sponsorship is mutually beneficial to both of us. Festival visitors spend four days eating, sleeping and shopping in Morro Bay. Over 300 of the 490 registered in 2009 were from out of the County. She recommends the City continue their co-sponsorship of the Bird Festival.

Glenn Solemeyer, Morro Bay – Internet marketer who volunteers for the Bird Festival. We market the City as a destination to people with an interest in birds. We are trying to do our best to market the City.

Chair Hale closed the public comment hearing.

Commissioner Munoz asked about criteria or guidelines. Staff Woods stated currently it is at the discretion of the City Manager. He noted the success of the Bird Festival, a multiple day event during the off season. Events could be reviewed progressively. Guidelines should have yes or no answers; parameters would be analyzed by staff.

Chair Hale asked the Commission how they felt about co-sponsorship. The consensus of the Commission was in favor of co-sponsorship. Chair Hale offered some suggestions: does the organization market regionally, is the event during the off season and requirements that they promote the Department and City with banner ads on their website as well as on site advertising. Off season criteria would be November 1 through April 30. She also mentioned multi-night or day versus single night or day, but added it needs to be a good fit for the City. The first year an event is held is usually a learning process, we can make modifications to the criteria if we feel they are too lenient.

Commissioner O'Toole mentioned peak season events could be co-sponsored for a couple of years, off season events could be perpetual. She added that if the event isn't multi-day a single day event with direct benefit to the City could qualify as monies are brought back into the local community. She favored non-profit over profit groups and wondered if the event should target ecotourism, cultural events, youth, seniors, etc.

Commissioner Mahan felt the off season criteria was important. We need to keep the criteria subjective. She was worried that multi-night or day events might exclude some events. She felt the

type of activity should be left open but the group should be obligated to promote the Recreation and Parks Department.

Commissioner Sidaris said he leaned more toward multi-day events but they should be looked at on a case by case basis. He mentioned mid-week events versus weekend events.

Staff Woods said he is looking for guidelines. We have time to come back in October and take it to city Council. He will come back to the October meeting with the current staff report and an additional report with perhaps a questionnaire to ascertain if the group qualifies for co-sponsorship.

MOTION: Commissioner Mahan moved that groups should meet the following three criteria for co-sponsored events in Morro Bay: (1) Off season, November 1 through April 30; (2) Multi-day or one day with some form of financial return to the City; (3) Non-profit organizations. The motion was seconded by Commissioner Munoz.

Staff Woods asked if the Commission was recommending to approve criteria or asking staff to come back with more information based on the criteria mentioned.

MOTION: Commissioner Mahan amended the motion to read that the criteria listed: (1) Off season, November 1 through April 30; (2) Multi-day or one day with some form of financial return to the City; (3) Non-profit organizations are recommendations to staff and staff will bring back criteria to the October meeting. The motion was seconded by Commissioner Munoz and carried. (5-0)

MOTION: Commissioner Sidaris moved that the Agenda be amended to hear a presentation by Terry Benko from the Pool at Morro Bay. The motion was seconded by Commissioner O'Toole and carried. (5-0)

Terry Benko, President of the Pool at Morro Bay gave handouts to the Commission and an update on the aquatic center in Morro Bay. All components are in the feasibility study proposal. The group looked at five different proposals and chose to work with PMSM, a local group who built the pool at Arroyo Grande, Ventura, Nipomo and the Aquatic Facility in Lompoc. There will be two phases and we want to keep the cost at \$40,000. Phase 1 would be a phone survey of over 600 people and Phase 2 would be the actual designing and what it is going to cost. Los Osos has put in funds, our group has put in funds and we are requesting \$15,000 from Morro Bay.

Commissioner Mahan asked if the Board had separated into two groups.

Ms. Benko replied the two groups are separate. The Pool At Morro Bay is looking at Morro Bay High School so the students can use the pool. The Morro Bay Community Pool Foundation is looking at other sites. The Los Osos Group and The Pool At Morro Bay are working together for a pool in Morro Bay, a pool in Los Osos or just a pool in Morro Bay.

Staff Woods asked if the feasibility study comes back and says Morro Bay High School is not a good site, what then?

Ms. Benko stated if the feasibility study determines Morro Bay High School is not a good site we are done. If Los Osos is not a good site, they are done. We are not asking for a check, we are asking for a pledge. If we do Phase 1 and don't do Phase 2, we won't need the money. Commissioner Munoz asked about a timeline.

Ms. Benko stated Phase 1 will take two months and Phase 2 will take three months.

C. UNFINISHED BUSINESS

None

D. NEW BUSINESS

D-1 RECOMMENDATION FOR THE USE OF PARK IN LIEU FUNDS TO CONTRIBUTE TO THE COMPLETION OF AN AQUATIC CENTER FEASIBILITY STUDY SPONSORED BY THE COMMUNITY GROUP, THE POOL AT MORRO BAY

Staff Woods recommended the Commission approve and recommend to the City Council the use of \$15,000 of Park in Lieu funds for the completion of the Aquatics Center Feasibility Study sponsored by the non-profit community group, The Pool at Morro Bay.

Staff reported Karen Robert, President of the Morro Bay community Pool Foundation will address the Commission at the October meeting. They have no intention of doing this feasibility study. The groups are communicating well and not duplicating efforts. They both have the same destination, an aquatic facility.

Staff recommends the use of Park in Lieu funds for the feasibility study and requests the Commission provide a recommendation to the City Council.

Commissioner Mahan was concerned ethically if we should wait until the next meeting to listen to the Morro Bay Community Pool Foundation.

Staff Woods stated there is no need to postpone the decision until their presentation. Their group has no intent on a feasibility study.

MOTION: Commissioner Munoz moved to recommend \$15,000 in Park in Lieu funds to contribute to the second phase of the pool feasibility study. The motioned was seconded by Commissioner O'Toole and carried. (5-0)

D-2 RECREATION AND PARKS DEPARTMENT PROGRAM EVALUATIONS

Staff Woods presented the Review of the 2009 Brian Waterbury Memorial Rock to Pier Run. The run was held on Saturday, July 11th. There were 920 runners/walkers registered and 860 completed the event. A post event breakfast was cooked and served by Shoreline Calvary Chapel, the Mud Skippers provided music, an additional bus was added which streamlined the return to Morro Bay and disposable timing chips were used which made the finish line run smoother. A new course record was set by 24 year old Billy Nelson of Springfield, Oregon who ran the course in 30:20. The event has a cost recovery of 118% with a net profit of \$3,943.50.

Commissioner Sidaris commented it was a very well run event and he complimented staff.

Chair Hale said the event shirts were a big hit this year.

MOTION: Commissioner Munoz made a motion to accept the Recreation and Parks Department Evaluations presented for file. The motion was seconded by Commissioner O’Toole and carried. (5-0)

E. FUTURE AGENDA ITEMS

Chair Hale would like to consider implementing coin operated hot showers at the Rock Restroom. She would like staff to do some research to see the feasibility. Also discuss some other improvements like soap dispensers.

E. ADJOURNMENT

Chair Hale adjourned the meeting at 6:59 p.m.

Respectfully submitted,

Barbara Wright
Administrative Technician