

MINUTES – MORRO BAY RECREATION AND PARKS COMMISSION

REGULAR MEETING – OCTOBER 1, 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 Mahan, Commissioner O’Toole, Commissioner Croley, Chair Hale; Staff Woods. ABSENT: Commissioner Munoz, Commissioner Sidaris.

COMMISSIONER REPORTS, PRESENTATIONS AND ANNOUNCEMENTS

Chair Hale encouraged everyone to come out and support the Morro Bay Community Foundation Rock 2 Rock Run on Saturday morning.

Commissioner Mahan announced the Harbor Festival is this weekend.

Karen Robert, President of the Morro Bay Community Pool Foundation introduced Board Members in attendance and gave a brief history of the Foundation. She stated the MBCPF has formed a partnership with Cuesta College Community Programs. MBCPF priorities are: sustain existing aquatic programs; restore popular aquatic programs that have been cut; fund new aquatic programs; increase visibility of the programs with advertising. MBCPF has launched the SOS Campaign to generate funds, also have the First Lap Campaign and have joined with Spencer’s and Albertson’s Community Partners. MBCPF is looking at locations that put community first and have about twenty questions with regard to parking, accessibility, water, etc. to determine the best location. Ms. Robert mentioned the city has the perfect opportunity to ask the right questions with the feasibility study.

Commissioner Mahan asked how as a Commission we reconcile each organizations goals.

Chair Hale inquired about the scope of questions for the feasibility study, how is that getting communicated to City Council.

Staff Woods stated the Commission has approved the feasibility study and the concept of having a pool. Both groups are doing something different but they have a common goal. There is no need to take sides. He added the structure of the feasibility study will be looked at in broader form by the City, County and School District. The criteria is definitely important and added a predetermined location is not something staff has endorsed.

PUBLIC COMMENT

Marlys McPherson, Morro Bay – spoke in support of the co-sponsorship of the Morro Bay Winter Bird Festival. We rely on the co-sponsorship with the City. Estimate that \$160,000 was brought to Morro Bay last year during Bird Festival weekend. She added that originally the City approached the Museum with the idea of how to get tourists here in the winter months.

Jenny Brantlee, Morro Bay – proposed a sign to be placed on City property at the top of Centennial Stairway designating Morro Bay as the halfway mark between Los Angeles and San Francisco. The sign would promote tourism and she requested approval to move forward with the project.

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 SEPTEMBER 3, 2009 MEETING

RECOMMENDATION: Approve as submitted.

A-2 CITIZEN'S REPORTS AND CORRESPONDENCE

RECOMMENDATION: Approve as submitted.

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

RECOMMENDATION: Approve as submitted.

A-4 RECREATION AND PARKS DEPARTMENT STATUS REPORT

RECOMMENDATION: Approve as submitted.

MOTION: Commissioner O'Toole moved the Commission approve Consent Calendar Items A-1, A-2, A-3 and A-4 for file. The motion was seconded by Commissioner Croley and carried. (4-0)

B. PUBLIC HEARINGS

B-1 PUBLIC ART PROPOSAL FOR PEACE POLE TO BE LOCATED AT MORRO BAY LIBRARY

Staff Woods recommended the Commission review the proposal from the Friends of the Library to purchase and install a Peace Pole as Public Art at the exterior of the Morro Bay Library. He gave a brief history of the Public Art Policy approved by the City Council February 27, 2006. The Morro Bay Friends of the Library will incur all costs and they will also take care of the labor to install the Peace Pole.

Chair Hale opened the hearing for public comment.

Karen Robert, President Morro Bay Friends of the Library – the pole will be an 8' pole rather than the 6' pole in the proposal due to it being aluminum. The pole will be etched prior to delivery in eight languages.

Rick Deschler, Treasurer Morro Bay Friends of the Library – the 8' pole will be public art. In addition to the English language, Chumash has been suggested. The Friends of the Library unanimously supported this project last week.

Chair Hale closed the public comment hearing.

Staff Woods stated he had sent emails to the Morro Bay Art Association and the Morro Bay Public Art Foundation for input as outlined in the Public Art Policy. Neil Farrell, President of the Morro Bay Public Art Foundation did respond and saw no objections or concerns with the proposal.

MOTION: Commissioner Mahan moved to endorse the Public Art proposal by the Morro Bay Friends of the Library and directed staff to forward the recommendation to City Council to accept the Peace Pole on City property. The motion was seconded by Commissioner O’Toole and carried. (4-0)

C. UNFINISHED BUSINESS

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

Staff Woods requested the Commission discuss and forward to City Council recommended policies and/or procedures for future co-sponsorship of events as well as the continuation of the existing co-sponsorship agreements. Currently, the City’s co-sponsorship includes two special events: the Morro Bay Winter Bird Festival and the Teach Foundation Telethon Fundraiser. The Commission previously outlined three criteria to be included in the review process: Is the event off-season? November 1 through April 30; is the event multi-day, or one day with financial return to the City; is the requesting party a nonprofit organization. A draft version of a co-sponsorship request form has been included for the Commission’s review.

Chair Hale would like to see it as a web form, include email address and change the order of the questions to have the event attendance and if offered more than one day moved up. She would also like to have the questions on advertising explained rather than just a yes or no answer. Commissioner O’Toole recommended moving the advertising questions up on the form also.

Staff Woods mentioned a possible checklist on City review, who will do the review and who will do the approval. He added the decision making shouldn’t be too difficult as the criteria are outlined. He suggested the City Manager be included.

Chair Hale mentioned bypassing the Commission as well as City Council and focus on the Department Head and the City Manager; or initially to the Department Head and then to Commission for endorsement then back to the Department Head and City Manager for approval.

Commissioner O’Toole commented she doesn’t mind having the request come to the Commission. We represent the diversity of Morro Bay. If there is a conflict it could go to City Council. The content of what the event is would more likely be the issue.

Staff Woods stated when a co-sponsorship request is received he will bring it to the Commission and he will provide his recommendation in the Staff Report accompanying the request. Staff inquired about the review process, how long is it good for. Will the event be approved each year or as long as it doesn’t change. He added that each co-sponsored event must submit an application each year and the permit does outline the scope of the program.

Commissioner Mahan suggested adding a box on the permit application to inquire if the event has changed.

MOTION: Commissioner Mahan moved to recommend staff work with the form submitted, moving attendance, audience and advertising information to the first page, adding email address and making it a web form. The form would be reviewed by the Department Head and presented to the Commission for recommendation. The motion was seconded by Commissioner O'Toole and carried. (4-0)

MOTION: Commissioner Mahan moved staff make an addition to the permit application to ask if the key content of the event has changed from the previous year and if it has they would have to reapply for co-sponsorship. The motion was seconded by Commissioner O'Toole and carried. (4-0)

MOTION: Commissioner O'Toole made a motion that the two current co-sponsored programs have no substantial changes in their program continue for the next year. The motion was seconded by Commissioner Croley and carried. (4-0)

D. NEW BUSINESS

D-2 RECREATION AND PARKS DEPARTMENT PROGRAM EVALUATIONS

Staff Woods presented the Review of the 2009 Labor Day Classic Men's Softball Tournament. There were 24 teams in attendance, 23 were from out of the area. Total direct costs were \$5,150.00 and indirect costs were \$1,020.00 for total expenses of \$6,125.00. Total revenues were \$6,500.00. The cost recovery was 106%. This program is classified as an Enterprise Program with a target revenue goal of 100%.

Staff Woods also presented the Kids' Club 2008-2009 program evaluation for the Commission's review. Kids' Club is licensed by the State of California according to the Department of Social Services Community Care Licensing division regulations. It is located at Del Mar Elementary and is open every day school is in session from 7:00 a.m. to 6:00 p.m. They offer daily activities as well as special events and field trips. On-line tuition payments are available through Active.com at a discounted rate. Direct costs totaled \$148,708.00 and indirect costs \$33,306.00. Revenues were \$156,973.00 for a cost recovery of 86%. This program is classified under Merit Service which has a target revenue goal of 70-79% cost recovery excluding indirect costs.

MOTION: Commissioner Mahan made a motion to accept the Recreation and Parks Department Evaluations presented for file. The motion was seconded by Commissioner Croley and carried. (4-0)

E. FUTURE AGENDA ITEMS

Commissioner Mahan asked to bring back the half-way sign proposed by Jenny Brantlee. Commissioner Croley would like an update on the bike path and Commissioner O'Toole requested an update on the Coleman Park sub-committee.

D. ADJOURNMENT

Motion to adjourn the meeting by Commissioner Mahan, second by Commissioner Croley. The meeting was adjourned at 6:39 p.m.

Respectfully submitted,

Barbara Wright
Administrative Technician