

City of Santa Rosa
Board of Community Services Meeting
Minutes – June 25, 2008

1. Call to Order
The meeting was called to order at 4:09 p.m. by Chairperson Lawson at the Finley Community Center in Santa Rosa, California.
2. Roll Call
Present: Brown, Costa, Richardson, Bañuelos, Lawson; Regalia arrived at 4:18 p.m.
Absent: Martell, Schwinn
3. Public comments on items not on this agenda – None.
4. Approval of Minutes
Bañuelos made a motion, which was seconded by Brown, to approve the minutes of May 28, 2008, with the following amendments to Section 6.2: Inclusion of the word “income” in regard to housing income levels; A note that the City of Santa Rosa is compliant in 3 of the 4 housing income levels; and that the Build It Green committee meets each month prior to the Board of Community Services meeting. Lawson requested an addition to Section 9.1, Future Agenda Items, to note that the Street Tree Policy be revisited in regard to mandating planter strips vs. contiguous sidewalks so that street trees and their maintenance become the responsibility of the property owner instead of the City. Vote to approve as amended was unanimous.
5. Approval of Agenda
There were no changes to the agenda and it was adopted without objection.
6. Scheduled Items
 - 6.1 Naming of the Park Site Currently Known as the Bayer Farm
Richardson gave a brief description and update of the project and noted the need for a permanent name for the property currently referred to as the Bayer Farm. Staff has received correspondence requesting the property be named in honor of the Bayer family. Staff supports this request and suggested the Board recommend to Council that the property be named the Bayer Farm Neighborhood Park.

Lawson questioned the impact the environmental analysis would have on this property in regard to the endangered species and wetlands issue. Some mitigation will be needed and it is hoped some redevelopment money could be used for it. It was noted a portion of this property is zoned for low income housing and there will be a need to partner with another entity to identify where that housing can be located in the southwest area. Rezoning would not be needed since the property is currently in the county. Staff is hopeful the site could be annexed into the City. It was also noted the property is a neighborhood park and not a community park.

Public Comments:
Jane Bayer Ekbatani, granddaughter of Charles and Josephine Bayer, shared family memories of the property, a photo of her grandparents and requested the park be named the Charles and Josephine Bayer Neighborhood Park.

Margot Piccinini, 618 Avalon Avenue, shared her appreciation for the park and requested the park be named the Bayer Farm Neighborhood Park.

SUBJECT TO APPROVAL

Steve Meacham, board member of Landpaths, gave an update regarding the 20 family gardens currently growing on the property and encouraged Board members to visit the site. He requested the park name include the words “and garden” since the property has an agricultural component and would give a more accurate description of the land.

Board comments included keeping the park name short and simple, the importance of honoring the Bayer name, and acknowledging the garden in some way. Support was voiced for naming the property the Bayer Farm Neighborhood Park, the Charles and Josephine Bayer Farm Neighborhood Park, the Bayer Farm Neighborhood Park and Garden or the Charles and Josephine Bayer Farm Park and Garden. It was noted that the garden could be named as a separate entity. A suggestion was made that a memorial honoring Charles and Josephine Bayer could be implemented as part of the park master planning process.

Regalia made a motion that the site be named the Bayer Neighborhood Park and Garden with a stipulation that Charles and Josephine Bayer be honored and memorialized more formally through the park master plan process. The motion was seconded by Brown. Vote was unanimous.

6.2 Arts District Business Plan

Richardson presented a PowerPoint presentation showing an overview of the Arts District, its physical environment, cultural programming, partnerships, community awards and marketing. Long and short term recommendations of the plan include: Forming a review panel of staff to execute the business plan; Optimizing City resources; Developing additional fee-based activities; Revision of the 1% of Art ordinance to support artistic programming, performances and promotions; Building and maintaining partnerships; Generating revenue; Promoting new City assets; Offering guided tours of the Arts District; Selling ads and signage; Transforming the Bennett Valley Senior Center into a multi-generational center emphasizing the arts; Exploring the possibility of an enterprise fund for the Arts District; and continuing to study new funding sources, such as an increased Transient Occupancy Tax (TOT), with a portion of it earmarked for the arts. This presentation will be shared with other boards and commissions to hopefully gain their support and approval for the plan.

Board expressed their support for the plan, noted the opportunity it gives for everyone to participate in it and encouraged staff to continue to pursue available options to allow this plan to come to fruition. Brown expressed the future need to look at increasing the TOT to help generate revenue for the community. It was noted that ArtTrails is part of the Sonoma County Arts Council and that due to the downturn in commercial development in Santa Rosa, very little funding is currently being generated for the Arts District. Staff will distribute the updated Artwalk brochure to Board members at a future meeting.

Staff is hopeful a sub-committee of members from the Art in Public Places Committee, as well as staff from Economic Development and Housing, Recreation and Parks and other stakeholder agencies, could be formed to prioritize and further refine plan elements.

Bañuelos made a motion supporting the proposed plan and recommending that staff move it forward to City Council for final adoption. The motion was seconded by Costa. Vote was unanimous.

6.3 Budget Summary Report

Richardson reported that Council approved the budget for the 2008-2009 fiscal year. Department budget highlights included: Changing the marketing strategy to increase revenue; Shifting resources internally

and aligning staff with the highest revenue generation areas; Reorganizing park maintenance to include a seasonal workforce; Making fee adjustments; Continuing partnerships to extend resources to the community; and finding resources to continue the Arts District effort. There will be a department budget loss of \$600,000 in General Fund money which will result in service impacts as well as reductions in department staff and supplies. Staff continues to look for new revenue generating programs that can be implemented. The need for succession planning was also mentioned. An alternative funding source for park maintenance needs to be developed.

Board commended staff for their accomplishments and efforts despite budget cutbacks. Copies of the department's budget will be distributed to Board members when it becomes available. It was suggested staff contact The Press Democrat to inquire about having the department web link included on the newspaper's website to offer local activities to residents as well as a means to reduce consumption of fuel. The success of the department's "Adopt A Greenspace" program was noted and it was suggested the program could be expanded to the back-on treatment areas.

6.4 Staff Reports

A. Business and Strategic Action Plan (BSAP) Update

Staff will be meeting with representatives of Moore Iacofano Goltsman, Inc. (MIG) next week in regard to a BSAP tool kit and completion of a plan for the Newhall Bike Path. Department management staff has met to identify priorities for the recommendations of the BSAP and have identified conveners of various groups that will be working on specific goals. It is hoped that a series of all hands staff meetings will be held to receive input concerning the recommendations. The Board will continue to be updated as progress is made.

B. Roseland Community Park

The project continues to move forward and community groups have been very supportive in voicing their desires to the Open Space District.

C. Paul Coussens Field Dedication Event

Board members were encouraged to attend this event on Friday, July 11th.

D. Emad Boback Art Sculpture

This event will be held on Saturday, June 28th at 11 a.m.

E. Planning Commission Meeting, Thursday, June 26th, 4pm

Lawson, Regalia, Brown and Bañuelos may attend. It was noted that the department's General Plan Amendment is the last item on the agenda.

F. Prince Gateway Park Dedication, Friday, August 1st

This event will be held in the late afternoon and Board members will be notified of the exact time.

G. Santa Rosa Recreation and Parks Youth Scholarship Golf Tournament

This annual event will be held on Friday, September 5th. Flyers will be distributed and all Board members are encouraged to attend.

H. Council Item Updates

The DeTurk Round Barn Grant Agreement was entered into with the State of California and approved by Council yesterday. Council also supported the Measure O Eligibility Funding recommendations at the same meeting.

8. Chairperson's and Board Members' Reports

Reports were given on the Santa Rosa Waterways, Church of One Tree, A Place To Play Task Force, Merit Awards, and Play Equipment committees. Lawson will attend the Mayor's Luncheon tomorrow.

8.2 Other Reports

Regalia appreciated attending the boards and commissions dinner and both she and Lawson honored the late Mayor Blanchard and his service.

Board members were reminded of the importance of attending the department volunteer event scheduled for Thursday, August 21st at 6pm at the Finley Center.

The DeTurk Round Barn community meeting will be held tonight at the facility on Donahue Street. The architects will report on the progress of the building and outline some options to the community based on some of the architectural features. Costa and Brown will attend.

9. Future Agenda Items

- 9.1 Park Funding Mechanism Report
- 9.2 Facilities Tour
- 9.3 Request to name a park after Angelo Babbini

10. Adjournment

The meeting was adjourned at 6:07 p.m. in honor of the late Mayor Bob Blanchard.

The next regularly scheduled meeting of the Board is scheduled for Wednesday, July 23, 2008 at 4pm at the Finley Community Center in Santa Rosa, California.

Craig Lawson, Board Chair

Yvonne Earle, Recording Secretary