

City of Santa Rosa
BOARD OF COMMUNITY SERVICES (BOCS)
October 26, 2011 – Minutes

1. Call to Order

The meeting was called to order by Chairperson Lawson at 4:00 p.m. at the Finley Community Center in Santa Rosa, California.

2. Roll Call

Present: Martell, Ramsey, Bagala, Surlow, Lawson, Richardson

Absent: Cañas, Curiel-Larios

3. Public Comments

None.

4. Approval of Minutes

The minutes from the July 27, 2011 were unanimously approved after a motion was made by Surlow and seconded by Martell.

The minutes from the August 24, 2011 were unanimously approved after a motion was made by Bagala and seconded by Ramsey.

The minutes from the September 28, 2011 were unanimously approved after a motion was made by Bagala and seconded by Surlow.

5. Approval of Agenda

The agenda was approved unanimously.

6. Scheduled Items

6.1 Cost Recovery Model

Richardson gave a brief background concerning the programs the department offers and noted maximum fees are currently being charged and that further increases would not be effective. Dylan Karahalios, Department Application Specialist, and Adriane Mertens, Marketing & Outreach Coordinator, were introduced and presented the principles and process used by staff to categorize the department services and activities provided to the community. The department is seeking ways to provide a secure funding source for the department's core services, which could include formation of a special district, development of a "Friends Group" to assist with fundraising, and development of a programming budget and related strategic partnerships for Council related goals and projects. Kelley Magnuson, Recreation Deputy Director, reminded the Board of the various ways donations can currently be made to the department, including the scholarship, utility bill round-up, and Change for Kids programs.

Board concerns included: Funding for gang prevention programs; The need for dedicated funds to go solely to the department; The need for a marketed slogan; Aquatic program needs; Department donation opportunities at theaters or businesses in the community; The need to poll information from other cities regarding possible new funding sources; The need for partnering; The amount of revenue derived from the utility bill round-up program; The need for a "cheat sheet" regarding department budget related issues and staffing and how it compares to previous years and other departments.

Staff members were thanked for their presentation and Richardson noted the requested budget and staffing information will be provided to Board members at a future meeting.

6.2 Flat Rock Property

Megan Basinger, Administrative Services Officer, gave a brief background concerning the property that has been offered to the City and which would preserve the natural state of the land, allow the future development of a park, and provide a continuous trail along Santa Rosa Creek, linking Flat Rock to Trailhead Park. Staff continues to work with the property owner to acquire this piece of property.

Board concerns included prior uses of the land as well as the opportunity to improve public safety, should the acquisition be successful. Staff will keep the Board updated regarding this possible acquisition.

6.3 Project Updates

Rich Hovden, Park Planning and Development Manager, noted that both Airfield and Harvest Parks are substantially complete and should be ready for use by the end of the calendar year. Board members will be informed when grand opening events are planned for both facilities. Hovden also noted that the shell at Finley Center senior wing addition could be completed in the next few weeks and that bids for the second phase of this project are scheduled to be opened in December. The county health department has requested more information in regard to the fountain and restrooms at Prince Gateway Park; staff is hopeful the fountain could be back in use in spring or summer of next year. Martin Luther King Park is undergoing renovation to the picnic area to bring it into ADA compliance. Bayer Neighborhood Park & Gardens received a \$317,000 grant and staff is continuing to work with LandPaths regarding long term care at this facility. Hovden also noted that information regarding a possible grant award for Roseland Creek Community Park and Trail could be received in the spring.

6.4 Chairperson's and Board Members' Reports

Reports were given regarding the Merit Award committee, Senior Center, Mayor's Luncheon and the Bennett Valley Golf Course committee.

7. Upcoming Events

The 37th annual Holiday Crafts Fair will be held at the Finley Community Center on Sat., Dec. 3rd and Sun., Dec. 4th. Luther Burbank Home & Gardens will host their annual open house on these same dates.

9. Written Communications

Lisa Grant, Parks Superintendent, submitted a memo to update the Board concerning the recent park maintenance agreement with Santa Rosa Youth Soccer at A Place to Play.

10. Adjournment

The meeting was adjourned at 5:36 p.m. in honor of Bob Dennett, a former Public Safety Chief for Rohnert Park.

No Board meeting will be held in November. The next regular meeting of the Board is scheduled for Wednesday, December 14, 2011 at 4 p.m. at the Finley Community Center, 2060 West College Avenue in Santa Rosa, California.

Craig Lawson, Chairperson

Yvonne Earle, Administrative Secretary