CITY OF SANTA BARBARA
PARKS AND RECREATION DEPARTMENT

PARKS AND RECREATION COMMISSION
REGULAR MONTHLY MEETING

Wednesday, April 22, 2015

MINUTES

CALL TO ORDER: The meeting was called to order at 4:03 p.m. at City Council Chambers.

PLEDGE OF ALLEGIANCE:
Chair Wiscomb

ROLL CALL:

Commissioners & Staff Present
Commissioner Lesley Wiscomb (Chair)
Commissioner Nichol Clark (Departed at 6:45 pm)
Commissioner LeeAnne French
Commissioner Jim Heaton
Commissioner Beebe Longstreet
Commissioner Mark Rincon-Ibarra
Parks and Recreation Director Nancy Rapp
Assistant Parks and Recreation Director Jill Zachary
Creeks Manager Cameron Benson
Recreation Manager Judith McCaffrey
Parks Manager, Santos Escobar
Recreation Manager Rich Hanna
Urban Forest Superintenent Tim Downey
Parks & Recreation Business Analyst Mark Sewell
Golf Superintenent Simon Herrera
Executive Assistant Karla Megill

Commissioners Absent
Youth Intern Andrew Rodriguez

CHANGES TO THE AGENDA:
Ms. Rapp requested that Item 6, Parks and Recreation Recommended Fiscal Year 2016-2017 Budget, be addressed immediately following Item 3, Street Tree Advisory Committee Recommendations, to facilitate Mr. Benson's attendance at the Creeks Advisory Committee meeting, which begins at 5:00 pm.

WRITTEN COMMUNICATIONS:
None

PUBLIC COMMENT:
Speakers: Ken Loch

YOUTH COUNCIL REPORT:
Chair Wiscomb read a written report provided by Intern Rodriguez, who was unable to attend the meeting.

COMMISSIONER COMMITTEE ASSIGNMENT REPORTS:
Commissioner French reported on the activities of the Arts and Crafts Show Advisory Committee.

Commissioner Longstreet reported on the activities of the Neighborhood Advisory Council. She reported that she attended two meetings of the Local Coastal Update Subcommittee and provided a brief update on those meetings. Ms. Longstreet briefed on the activities of the Parks and Recreation Community PARC Foundation and said that the "Magic on the Urban Wine Trail" event was a huge success. She expressed her appreciation to Ms. McCaffrey and MBaumann for their efforts.

Commissioner Clark said that she too attended the Local Coastal Update Subcommittee meeting. She reported on the activities of the Integrated Pest Management Advisory Committee. Ms. Clark said she attended the Magic on the Urban Wine Trail event and praise the event.

Chair Wiscomb echoed her thanks to Ms. McCaffrey and Mr. Baumann on the success of the PARC Foundation fundraising event, "Magic on the Urban Wine Trail". She reported on the activities of the Golf Advisory Committee and the PARC Foundation.

COMMISSION AND STAFF COMMUNICATIONS:
Ms. Rapp reminded the public that there is a vacancy on the Parks and Recreation Commission and encouraged interested persons to apply for the position.

Ms. Rapp advised the Commissioners that the May Commission agenda is very full and will be interesting. She briefly highlighted some of the items that will be on the agenda.

CONSENT CALENDAR:

1. Summary of Council Actions – For Information

   The Commission received this item and their questions were answered.

2. Approval of Minutes – For Action

   Recommendation: That the Commission waive the reading and approve the minutes of the regular meeting of March 25, 2015.

   Commissioner Longstreet moved, seconded by Commissioner French, and passed 6/0 to waive the reading and approve the minutes of the regular meeting of March 25, 2015.

STREET TREE ADVISORY COMMITTEE ITEMS
Any action of the Parks and Recreation Commission made pursuant to Municipal Code Chapter 15.24, Preservation of Trees, may be appealed to the City Council within ten days.

3. Street Tree Advisory Committee Recommendations – For Action

Documents:
- Staff Report dated April 22, 2015
- Staff PowerPoint presented by Staff

Speakers:
- Staff: Urban Forest Superintendent Tim Downey
- Members of the Public: Item 3B (2) – Pamela Lange, applicant

Recommendation: That the Commission:

A. Deny the following Street Tree removal request:
   1. 3740 Pescadero Dr. – *Schinus terebinthifolius,* Brazilian Pepper – Carey Ludford

Mr. Downey highlighted this removal request. He said there are numerous basal suckers growing from the roots on the base of this Brazilian Pepper tree; the applicant is concerned about those and the root growth of the tree causing damage to the sidewalk, watermeter, and potential damage to other structures in the nearby area. Mr. Downey reported that the Street Tree Advisory Committee reviewed the tree and determined that it is fulfilling a great need for that particular area, that the basal sprouting can be pruned off, and the other damaged items are things that can be maintained as they occur. Mr. Downey informed the Commisison that the applicant did not respond to requests for additional information regarding those damages, and the Committee is interested in getting more information about the damages and what has occurred. He said that the Street Tree Advisory Committee recommendation is to deny the removal of the Brazilian Pepper tree at this time.

Ms. Rapp called the Commission's attention to, and Chair Wiscomb acknowledged receipt of copies two email communications regarding this tree removal application; one from the applicant and the other, Lowell J. Miller, hardcopies of which were provided to them by the Parks and Recreation Department.

Commissioner Clark stated that the application indicates large branches weighing hundreds, if not thousands, of pounds have fallen from the tree, and the applicant is concerned that will occur in the future. She said that when she looked at the tree, it did not appear that there are many branches at all. Ms. Clark asked whether, when it was inspected, staff was able to ascertain whether there is risk of the remaining branches falling.

Mr. Downey responded that trees are natural objects; they drop debris and branches, and sometimes it is not possible to know beforehand whether it is

going to happen. He said staff inspected the tree for service, and determined that the basal sprouts need to be pruned, but the top of the tree is in good condition.

Commissioner French said that she drove by the property. She concurred with the recommendation, saying that the tree does provide critical service to the neighborhood with respect to tree canopy. She further said that given the drought situation, it is not something that can be easily replaced to create that kind of canopy in the short-term. Commissioner French said she would support the Street Tree Advisory Committee recommendation.

Commissioner Longstreet said that she also visited the site and did not see evidence of damage to the tree truck, nor is the canopy low enough so as to impede trucks. She said she would support the Street Tree Advisory Committee recommendation.

Commissioner Rincon-Ibarra indicated that he lived in the area two years ago and walked his dog by the location often. He said he did not see any need to remove the tree.

Commissioner Rincon moved, seconded by Commissioner Longstreet, and passed 6/0 to concur with the Street Tree Advisory Committee and staff recommendation to deny the street tree removal request for 3740 Pescadero Drive.

B. Deny the following Setback Tree removal request:
1. 107 W. Quinto St. – *Cedrus spp.,* Cedar – Pamela Lange

The Commission received the report, their questions were answered, and the following action was taken.

Commissioner Heaton moved, seconded by Commissioner Rincon, and passed 5/1 to concur with the Street Tree Advisory Committee and staff recommendation to deny the removal of the setback tree removal request for the Cedar at 107 W. Quinto Street.

Opposed: Longstreet

ADMINISTRATIVE AND STAFF REPORTS

4. Arts and Crafts Show 50th Anniversary – For Information

Documents:
- Staff Report dated April 22, 2015
- Staff PowerPoint presented by Staff

Speakers:
- Staff: Recreation Manager Judith McCaffrey

Recommendation: That the Commission receive a presentation from staff regarding the history of the Santa Barbara Arts and Crafts Show and plans to celebrate its 50th Anniversary.

The Commission received the report and their questions were answered.

NEW BUSINESS

5. Integrated Pest Management 2014 Annual Report – For Action

Documents:
- Staff Report dated April 22, 2015
- Staff PowerPoint presented by Staff

Speakers:
- Staff: Parks Manager Santos Escobar

Recommendation: That the Commission accept the Integrated Pest Management (IPM) 2014 Annual Report and forward the report to City Council.

The Commission received the report, their questions were answered, and the following action was taken.

Commissioner Longstreet moved, seconded by Commissioner Heaton, and passed 5/0 to accept the Integrated Pest Management (IPM) 2014 Annual Report, forward the report to City Council, and commend all departments for their work in this area.

Absent: Clark

6. Parks and Recreation Recommended Fiscal Year 2016-2017 Budget – For Action

Documents:
- Staff Report dated April 22, 2015
- Staff PowerPoint presented by Staff

Speakers:
- Staff: Parks and Recreation Director Nancy Rapp; Assistant Parks and Recreation Director; Jill Zachary; Creeks Manager Cameron Benson; Business Analyst Mark Sewell; Recreation Manager Judith McCaffrey; and Recreation Manager Rich Hanna

Recommendation: That the Commission recommends City Council approval of the Recommended Fiscal Year 2016-2017 Parks and Recreation Department Budget, including the General Fund, Creeks Fund, Golf Fund, Capital Program, and Fees and Charges Schedule.

With respect to the Creeks Division Operating and Capital Budget:

Chair Wiscomb congratulated Mr. Benson on the Creeks Division grants program.

Commissioner French commended Mr. Benson on the Creeks Division grants program and for taking leadership on new innovative programs on behalf of the City; it helps the City have cleaner creeks, but also sets an example for what is possible going forward. She commented that she sat in on some of the detailed presentations behind the proposed Creeks budget. Ms. French said the priority set has been thoroughly vetted, and she would endorse them.

Commissioner Longstreet moved, seconded by Commissioner Rincon, and passed 6/0 to recommend City Council approval of the Recommended Fiscal Year 2016-2017 Parks and Recreation Department *Creeks Division Operating and Capital Budgets* and charge the Chair to deal with any issues that may arise from the Creeks Advisory Committee meeting tonight.

With respect to the Golf Division Operating and Capital Budget and Fees and Charges:

Commissioner Longstreet commented that she is struggling with the $3 increase over an annual membership; it is nothing. She said that in past years we have struggled when we don't regularly make these small increases, we come to a time when we have to make larger increases. Ms. Longstreet asked why an increase of $3 would be an issue, when we are looking at some increases that some people would pay more often over the year.

> Ms. Rapp advised that Rewards Card members are the most regular playing group of golfers, and the concern was to not do something that would discourage them from playing. She said they will be paying the $1 increase in the greens fee.

Chair Wiscomb, asked how many Rewards Card members there are.

> Mr. Sewell said there are approximatley 380 Rewards Card members at the moment.

Chair Wiscomb said the Rewards Card members are the most valued players; they play frequently and increase rounds and revenue. She said the Golf Advisory Committee felt that for the extra approximately $1,000 in revenue the $3 increase would generate, it really was not worth it. She further stated there were comments suggesting it would be penalizing rewards card members. Chair Wiscomb said she supports that thought, saying to bring in such an insignificant amount in revenue, in the big picture, it is not worth increasing it.

Commissioner Longstreet asked whether all of the Golf Advisory Committee members are Rewards Card holders.

> Ms. Rapp said that she believes all of the Golf Advisory Committee members have Rewards Cards, because they do play very frequently at the golf course.

Commissioner Heaton asked for clarification as to what the Rewards Card is and the benefits it provides.

Mr. Sewell provided an overview of the benefits of the Rewards Card.

Commissioner Rincon asked how the increase in the greens fee of $1 compares to the neighboring golf courses.

Mr. Sewell responded saying it is difficult to know what competitors will be doing in January 2016 when the fees are proposed to begin. He said that many of the City's fees are the cheapest in the area, but not for every single demographic and every single time of day. He stated that it is complicated to look at the cost of golf because there are so many variables, for example, time of day, day of week, your age, etc.,. Mr. Sewell agreed with Ms. Longstreet regarding the green fees increase of $1, and said there is a school of thought that if you can increase fees little and often, you tend to keep customers with you.

Chair Wiscomb asked regarding the Young Adult Greens Fees Program, whether there is a benchmark set up to monitor the success of the program.

Mr. Sewell advised that he was recently appointed to the Board of the Southern California Municipal Golf Association, and one of the hot topics for that group is to try to understand how to encourage more young people to stay with or come and play golf. He said the need is there, and there is a consensus that discounting fees should be the first step. Mr. Sewell stated that the new point of sale system database is being built so as to understand many demographics and information. He said it should enable us to understand how often, frequently, and how many different people within the age range of 18 – 25 frequent the course over the next six months, and, subject to applying the discount, doing a similar comparison to see whether it increases the rounds. Mr. Sewell said he cannot guarantee success, but seniors do enjoy the senior discount. He added that by applying the discount to young adults who tend to be fiscally challenged, he hopes it will increase revenue and rounds.

Commissioner French asked whether the Department has any reciprocal agreements with Santa Barbara City College (SBCC) or UCSB, which is probably the largest groups of people that age and a way to promote to those groups.

Mr. Sewell said yes, the Department does have some agreements in place with several educational institutions, and currently has a promotion in place irrespective of where they go to school. He said that we have an agreement with SBCC whereby we are the home of golf for both their men's and women's collegiate golf teams, free of charge. He said we do the same for Santa Barbara High School and San Marcos High School. Those students play for free when they are with their coaches.

Mr. Sewell advised that the student promotion provides that students ages 18-25 with a valid student ID can play golf for $20. He said we have seen

more students come through; we currently just don't have the systems in place to determine what the increase in young adult play is.

Commissioner Wiscomb moved to recommend City Council approval of the Recommended Fiscal Year 2016-2017 Parks and Recreation Department *Golf Fund Operational and Capital Budgets* and *Golf Fees and Charges* with the one exception that as recommended by the GAC to not increase the Rewards Card from $127 to $130.

This motion failed due to the lack of a second.

Commissioner Longstreet moved, seconded by Commissioner Clark, and passed 6/0 to recommend City Council approval of the Recommended Fiscal Year 2016-2017 Parks and Recreation Department *Golf Fund Operational and Capital Budgets* and *Golf Fees and Charges, as presented.*

With respect to the General Fund Operating and Capital Budget and Fees and Charges Schedule:

Commissioner Longstreet expressed total support for the movement of staff. She said regarding the Lifeguards, that Santa Barbara is a beach community, and Lifeguards are a public safety issue, right up there with Police and Fire; those positions are not always professionalized as they should be. Ms. Longstreet said she is pleased to see that there will be a position that is almost full-time; she would have preferred it to be a full-time position. She stated that it has been an ongoing issue for the Department and acknowledged that it is a budget issue.

Commissioner Longstreet asked where the Department stands on its relationship with the Waterfront Department and the services it provides in the Waterfront area from which the Waterfront Department reaps revenue benefits, for example parking. She further asked if the Waterfront Department funds beach cleanup.

Ms. Zachary replied that the Parks Division provides landscape maintenance services, essentially under contract, to the Waterfront Department for the parking lots in the Waterfront area, and they pay a certain amount for those services. She said the Department also receives funding from the Waterfront Department for the Beach Lifeguard Program, and that budget is coordinated with them, showing where their funding supports the program and as it relates to revenue.

Commissioner Heaton asked for clarification regarding the service contract for Sheffield Open Space changes.

Ms. Zachary advised that the Parks Divison also provides landscape maintenance service to the Water Resources Division for Sheffield Open Space, which is owned by the Public Works Department. She said that area was previously contract maintained, but during the economic decline, the Department requested to and now maintains it, which enabled us to save a Parks employee position. Ms. Zachary said that this year, Water Resources would not like to spend the same amount of money to maintain the area, so the service will be

reduced to meet the budget they are willing to provide, and the resouces will be reallocated into other parks.

Commissioner Heaton asked how "market rate" is determined.

Mr. Hanna briefed that every year, staff looks at what other entities and non-profit groups are charging for their summer camps and the services they are providing to the community, and staff uses that as the guideline for how the fee structure is set up. He said the Department tries to remain competitive, and make slight increases each year to maintain that market rate. Mr. Hanna said that also each year, staff calls neighboring agencies, looks at their websites, checks with other wedding venues, and tries to put our prices at a rate that is competitive and fair, but brings in the most amount of revenue for the Department.

Commissioner Heaton ask what the trend has been on security deposits, noting that it is a fee scheduled to increase. He asked how many deposits are refunded versus collected.

Ms. McCaffrey responded saying that security deposits are collected for all rentals, whether the rental is a picnic site or the Cabrillo Pavilion Arts Center. She said the size of the deposit depends on size and impact to the area or building at which the program or event is going to occur. Ms. McCaffrey said there are some recommendations for increases to security deposits, because in the case of a renter who might damage the park with a special event or facility, the deposit is retained in order to make the repairs. She said it does not happen often, but sometimes it is a deterrent and encourages people to comply with the facility guidelines. Ms. McCaffrey said that typically, people do leave the park or facility how they found it, and the deposit is returned. She said she does not have specifics on the number of deposits actually retained versus returned.

Commissioner Heaton expressed concern that increasing deposits when it is not actually necessary or being used, will actually make facilities and parks less available. He suggested that the increased up front costs may deter people from renting parks and facilities.

Commissioner Heaton asked regarding monitoring fees, what is the difference between "open to the public" and "not open to the public".

Ms. McCaffrey said that approximately 98% of people renting a facility pay a monitor fee of $17 per hour. In the case of a large public event, where there are many procedures that must be followed, the Department charges a higher monitor fee because there is much more to monitor than just a picnic site or a rental in a small building.

Ms. Rapp added regarding the security deposits that when there has been damage to a City facility, staff has been encouraged by the City Attorney to have adequate coverage for the City to recover damages that might be caused by a renter. She said that is some of the reason for the increases in the security deposits; to make sure there is a reference to what is being experienced and the

potential damages. Ms. Rapp stated, however, that generally the security deposits are not kept, as most renters are very responsible in their use of the facilities.

Commissioner French commented regarding Thousand Steps that some time ago the Coastal Commission was discouraging and prohibiting improvements to coastal stairs access due to sea level rise. She asked whether the Department anticipates any issues with permits doing improvements to coatal access like that.

Ms. Zachary said that whether there will be permitting issues is unknown at this time; staff needs to better understand if it is even feasible to do anything to the stairs without taking into consideration storm surge or sea level rise, layering that in on top, and then based on the outcome, determining the best course of action for the stairs. Ms. Zachary said the stairs were constructed in 1924; a good portion of them are in fine condition. She said the worse sections of the steps are those most affected by drainage, and that those have been eroded by wave action and storms. Ms. Zachary said that we do not know what the outcome will be, but if we are able to reconstruct them, and meet the Coastal Commission's permitting requirements, which was achieved for the Mesa Lane Steps project, we want to better undertstand what that will take and what it will cost before any other decision about the facility is made. Ms. Zachary stated that there is significant community support for doing something that improves the access there.

Commissioner Clark asked what the decline in Active Adult class attendance is attributed to, and will the Recreation Specialist who is focusing on recreation revenue generating programs be trying to elicit more Active Adult engagement in programs.

Ms. McCaffrey responded saying that programs are cyclical; there are times when there is a large attendance due to trends, and then the attendance drops off, and the class is no longer offered. She said staff is constantly trying to recruit new programs as things become more popular. Ms. McCaffrey stated that since the economy was difficult, there is more competition in the community, a number of dance studios have opened in the downtown corridor with very low prices, which is a challenge. She added that some of the classes have been on the decline, and staff is working with those contractors to either phase them out or change them to increase participation. Ms. McCaffrey advised that that Sr. Supervisor Jason Bryan has been actively recruiting new programs to the Carrillo Recreation Center. She said the Carrillo Recreation Center is a hub for cultural activities and she sees the decline in attendance turning around with increased marketing and bringing in new programs. Regarding the new Recreation Specialist, Ms. McCaffrey indicated that the primary role of that person will be recruiting new contractors and bringing in new classes.

Ms. Rapp added that the Department had so many position losses in those years, staff has been carrying a bigger workload, and this position, with care and nurturing really has the potential to grow revenue. She said that the Department just has not had the staff resources to really have that happen, which has been

challenging for Mr. Bryan and others at the Carrillo Recreation Center. Ms. Rapp said that she thinks that when the staff resources are dedicated to it, we will realize the growth.

Chair Wiscomb asked regarding the General Fund Capital Program whether we anticipate some refinement to FY 17, some of the ongoing projects, for example, the Parks Restroom Renovation, Urban Forest Management Plan Implementation, Park Irrigation Systems Renovation, etc.—there is no proposal for those projects in that year.

Ms. Zachary replied that part of the reason for that is the proposal is really to ensure the Department has the funding for the Cabrillo Pavilion project; it is a critical project for the Department. She said the Department has proposed to prioritize that over other improvements with the exception of playgrounds. Ms. Zachary said the Department is working on a number of projects today, but a number of these projects will not get done in one year; although the funding might get allocated in FY 16, it could take 16 – 18 months to go from planning to design, issuing the documents, to constructing improvements. Ms. Zachary said that the Department sees much of the work initiated in FY 16 continuing in FY 17. She said by the time we get to FY 17, staff will be looking at the next two years, and will have a better idea of where the funding will be prioritized.

Ms. Rapp added that the total amount of General Fund Capital for all the General Fund Departments for FY 17 is not the total amount of money that is expected to be available. She reminded the Commission that City Council adopted a policy regarding the balance at the end of the year; half would go into Capital and half would go into the Reserves. Ms. Rapp stated that the number does not yet include balance of funds for this year (FY 15), which will not be applied until planning for FY 17. She said staff expects there will be other funding available next year for Capital.

Chair Wiscomb commented regarding walk-in use for Dance Studios and Ballrooms, that there are a significant number of attendees for drop-ins, but the proposal is to increase the fee by 39%. She asked whether staff's intent is to decrease drop-ins and increase advance bookings.

Ms. McCaffrey said that there are a lot of drop-ins; however, many of them are regularly occurring classes, not City classes, that are dropping in every week at a set time with the assumption they would be able to do so, and unfortunately, what happens, is someone else drops in at the same time, and the group feels entitled. She said that staff is attempting to move some of those groups into a regular class. Ms. McCaffrey said the fee has not been increased in a long time, and was really too low.

Chair Wiscomb expressed support for the increases in Street Tree Maintenance that comes with the higher UUT revenue. She said she definitely supports the new positions in the Recreation Division; the Office Specialist II position to ehance administrative support for Youth Activities, and the new Head Lifeguard position at Los Baños. Ms. Wiscomb said she is pleased the Department is proposing a

Capital Projects Supervisor position to manage the projects; staff has been stretched thin on capital projects. She further expressed support for the restoration of a Recreation Specialist at the Carrillo Recreation Center, because it is a revenue generating facility.

Chair Wiscomb commended staff on putting together a very forward thinking budget.

Commissioner Longstreet commented that it is important to note that although the fees increase each year, the Department does provide scholarships for people who cannot afford to pay for the programs.

Commissioner French moved, seconded by Commissioner Longstreet, and passed 6/0 to recommend City Council approval of the Parks and Recreation Department Recommended Fiscal Year 2016-2017 *General Fund Operating Budget, Capital Program, and Fees and Charges Schedule, as presented.*

ADJOURNMENT

At 6:52 p.m., with no further business to be addressed by the Commission, the meeting was adjourned.

Respectfully submitted,

Nancy L. Rapp
Parks & Recreation Director