

# UNAPPROVED MINUTES

## BOARD OF RECREATION AND PARKS MINUTES OF THE REGULAR MEETING August 22, 2007

### CALL TO ORDER

Administration Building of  
Parks, Recreation and Community Services  
888 W. Santa Ana Blvd.  
Santa Ana, California  
5:56 p.m.

### PLEDGE OF ALLEGIANCE

W. Tobiska

### ROLL CALL

BOARD OF RECREATION AND PARKS  
MEMBERS/STUDENT REPS PRESENT:  
Joshua Havlik, Tish Leon, Ken Nguyen, Julie  
Stroud, Wendy Tobiska, Juan Guadarrama

STAFF/CONSULTANTS PRESENT:  
Gerardo Mouet, Executive Director  
Ron Ono, Administrative Services Manager  
Mike Lopez, Parks Superintendent  
Joe Straka, Assistant City Attorney  
Katherine Bowers, Cable Consultant  
Athena Martinez, Board Secretary

### PRESENTATIONS

#### EMPLOYEE OF THE MONTH PRESENTATIONS – September, 2007

Maricruz Chavez was present to accept the award for September, 2007.

### CONSENT CALENDAR

**MOTION:** J. Stroud

**SECOND:** W. Tobiska

**VOTE:**       AYES:       Havlik, Leon, Nguyen, Stroud, Tobiska (5)  
                  NOES:       None (0)

**ABSENT:**    *(at voting)*   Acosta, Madrid, Orea (3)

### 1. MINUTES

Approve Minutes of Regular Meeting held on July 25, 2007.

### 2. RECORDING SECRETARY'S REPORT

The August 22, 2007 agenda was posted on the doors of the Parks, Recreation and Community Services Agency Headquarters office on August 16, 2007.

### 3. ABSENCES

Excuse the absence of F. Acosta, M. Madrid, D. Orea.

**\*\* END OF CONSENT CALENDAR \*\***

**BUSINESS CALENDAR**

**NEW BUSINESS**

**1. SANTIAGO PARK IMPROVEMENTS AND PROGRAM UPDATE**

Park Naturalist, Patrick Mitchell, presented a PowerPoint slideshow with handouts. Handouts on file with recording secretary for review.

**Q&A**

Q: How are programs marketed?

A: Through the Agency's Leisure Class Brochure which is distributed to approximately 85,000 homes, through email distribution lists and flyers distributed at the Agency's recreation and senior centers.

Q: Are the education classes offered to first through third grade offered only to Santa Ana schools or others?

A: Most of these programs are offered to Santa Ana schools, and two schools from Orange are also included.

G. Mouet shared that the Park Naturalist Program will be transitioned from the Park Services Department to the Recreation Services Department. The Agency will be requesting additional General Fund monies during the next budget cycle for programming and staff for the new interpretive center at Santiago Park.

Discussion ensued regarding entrance into Santiago Park from Main Street. Commissioner J. Stroud distributed pictures of the current gate condition at this entrance. G. Mouet indicated that replacement of the gate with same materials would require additional deferred maintenance funds. If replaced with new and upgraded materials, than a different funding source would need to be identified such as a grant, donation, A & D monies or other source.

**2. NEIGHBORHOOD IMPROVEMENT STAFF PRESENTATION**

District Managers Scott Kutner, Lan Nguyen and Margarita Gonzalez were present and S. Kutner distributed information on Neighborhood Improvement services. Additional information:

- The City is divided into three districts.
- Staff focus continues to be on leadership training and capacity building to assist associations in accomplishing their goals.
- Each association is very different from each other and staff is supportive in every way possible to promote the City's diversity.
- CommLink Forums are conducted monthly to keep the lines of communication open between associations. Also responsible for the Santa Ana Resource Network.
- District Managers are expected to provide leadership through interagency teams to accomplish as much as possible with the given resources. Collaboration is key.
- District Managers assist with a variety of issues such as local concerns regarding subprime lending. Currently providing outreach and education to assist with resources to prevent foreclosures. Assist with Earned Income Tax Credits to improve awareness of these benefits for families.
- Staff is now more frequently working with PRCSA in efforts to promoting SALUD programs and walking clubs.

Q&A:

Q: If Staff wanted to be placed on a neighborhood association meeting agenda, who should they contact?

A: Contact any District Manager for assistance.

Commissioner J. Stroud indicated that the Board wanted to meet with CDA staff to open dialogue between PRCSA and CDA to promote communication between agencies and to collaborate more on community activities.

G. Mouet suggested that the Resource Network be a standing item on the Board's Events and Programs Committee agenda.

Chair T. Leon commented that it would be nice to see neighborhoods interacting more.

### **3. CCN UPDATE**

During the November 20, 2006 Council Meeting, Council approved the Community Communications Network (CCN) Big Screen Project in which ten screens will be installed at various locations throughout the city. The screens will feature 30 minute loops promoting city programs and other public service information. The product launch will occur on Thursday, September 20, 2007 at the Bowers Museum.

Q&A

Q: How were the ten locations selected?

A: Suggestions were received and reviewed from the City Manager's Office, the City's Executive Management Team and through the experience of CCN. Locations selected were based on variety of geography, number of captive audience at any given time, etc.

Q: Will the screen have audio?

A: Screens are visual pictures only with some text.

Q: Where did the funds for this project come from?

A: The City received an Adelphia Capital Grant. Each screen will carry a three year contract, and all three years are funded.

Q: Who is CCN? Will there be advertising on the screens?

A: CCN is a private company based in London. There will be no commercial advertising on the screens, only city-related information and possible public service announcements such as Amber Alerts, emergency response information and such.

Q: What kind of technology – LCD, plasma?

A: Screens are LCD interiors and will be housed in enclosures to maintain temperature.

Q: Will Agency programs be advertised?

A: They will be suggested, however the City Manager's Office has final approval.

Q: What is the primary purpose of this project?

A: To promote the image of the City.

Q: Will the screens be running 24/7?

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A: Each screen can be programmed individually based on the operating hours of their respective locations. No one has to manually turn them on and off.

Q: Will the screens be protected from tampering and vandalism?

A: Placement of each screen has been carefully considered for utmost protection.

Q: How often will the information being displayed change?

A: Segments shown are dependent on subject matter. Rotation is scheduled for eight spots quarterly, however some information is "evergreen" such as anti-graffiti, lead poisoning information, etc.

Q: Will all ten screens be showing the same information?

A: Each screen can be tailored to location, business clientele, etc.

The Board requested that the list of the next quarter's eight spots be presented to them prior to production.

#### **4. NOMINATIONS FOR SPECIAL SERVICE AWARD TO THE YOUTH AND COMMUNITY OF SANTA ANA**

None at this time.

#### **UPCOMING EVENTS**

- August 25: Zoofari "Tango in the Tall Grass" at the Zoo.
- August 30: Agency picnic at the Santiago Park Oak Grove.
- October 7: Youth Expo at Santa Ana College.
- Weekly Walking Clubs: The walking clubs on Wednesdays have been cancelled. The Friday walking clubs are still in effect.

The Board requested that all former City VIPs be included in and invited to future Agency events.

#### **STATUS/UPDATES**

1. COMMITTEE ON FIELD USE (CoFU) – Meeting of August 22<sup>nd</sup> focused on many administrative actions. One youth soccer league has received their third strike notice and is moving toward suspension. Stadium programming with the new synthetic turf is being monitored and stadium use reports are completed after each use. All leagues will be receiving notice that they have until January, 2009 to establish themselves as a legitimate non-profit organization or to secure a business license. Training is being provided for roster updates.
2. OPEN SPACE COMMITTEE – Fisher Park design is being reviewed. Plans have been approved, phasing has been identified and will be packaged in three packages. R. Ono will be attending the next Fisher Park Mothers' Group Meeting in September to further discuss. Donation of pine trees will be going to Bomo Koral Park and volunteer planting event will be co-sponsored by Medtronics Heart & Valve Company. The Logan Park name change ceremony will occur during a reunion event at the park on September 30<sup>th</sup>. Funding of new signage is being researched. A request to remove the tetherball and hopscotch courts at Madison Park for the installation of another basketball court was denied by the neighborhood association. City Manager Dave Ream toured the Concord/Cambridge Reservoir Site and then met with Fairbridge Square Neighborhood Association President, Colin Gawronski the following day. The City Manager will be directing the Public Works Agency to install a block wall at the end of the cul de sac and all residents affected by this

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action are in agreement with this. The Memorial Park concession expansion and the Adams Park cell site was approved by Council.

3. SANTA ANA HEALTH AND FITNESS TASK FORCE – Committee has recommended that meetings be held quarterly and will focus on generating more involvement from the neighborhood associations.
4. EVENTS AND PROGRAMS COMMITTEE – No report.
5. GRAFFITI/VANDALISM RESTITUTION – No report.
6. CABLE UPDATES
  - Time Warner is still improving in customer service – up from 40%.
  - Summer programming is currently airing.
  - Santa Ana Technical Report is being generated.
7. COMMUNITY CONTACT REPORTS AND UPDATES – No reports to review, however G. Mouet shared a Thank You letter from Lennar about the Madison Park Adopt-a-Park event.
8. PENDING ITEMS/ACTION ITEMS FOR FUTURE MEETINGS
  - Windsor Park update.

### **COMMENTS**

#### **PUBLIC COMMENTS**

No public present.

#### **STAFF/CONSULTANT COMMENTS**

G. Mouet

- The Youth Master Plan proposal that was to be considered by Council on September 20, 2007 was tabled to a meeting after the Council Retreat. Should go before Council in October.
- The Madison Walk-a-Thon was a great success.
- All Commissioners are invited to the Agency's end of summer picnic on August 30<sup>th</sup>, please come.
- Requested assistance from Commissioner K. Nguyen on securing a Commissioner to represent the Garden Grove Unified School District.

M. Lopez

- Staff has been very busy this summer with it being the first full summer that SAUSD schools were back on the traditional schedule.
- Additional part-time graffiti painters have been hired.

K. Bowers

- Have fun at Zoofari and say hello to the camera crew when you see them.

#### **BOARD/STUDENT REPRESENTATIVE COMMENTS**

J. Guadarrama, Student Representative

- Is getting ready to begin his senior year of high school and has started applying for college.
- Did well and had fun at the Talent Show.
- Articles for the Anti-Graffiti Gazette have been submitted by youth commissioners and are being reviewed.

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J. Stroud

- Inquired as to how the creek bed is patrolled and by whom and expressed concern about the homeless camping out around her residence. Staff shared that patrolling is done on foot by the Santa Ana Police Department as it is not within the authority of the Agency.

K. Nguyen

- The City of Garden Grove is trying to sell the Willowick Golf Course and has offered this site to various developers, promoting as ideal location for a potential theme park or golf resort. The Hard Rock Café company has expressed interest. Whatever can be done to protect this large amount of open space within Santa Ana city limits should be done. An additional parcel of this site may be zoned for an Indian casino.

W. Tobiska

- Apologized for being late. Today was the first day of school at OCHSA and ran behind on time.

T. Leon

- Enjoyed first meeting as Board Chair – thank you.

### NEXT MEETING

Wednesday, September 26, 2007 at 5:30 p.m. in the large conference room of the Parks, Recreation and Community Services Administration Building, located at 888 W. Santa Ana Blvd. in Santa Ana, California.

Motion to adjourn meeting.

**MOTION:** K. Nguyen

**SECOND:** W. Tobiska

**VOTE:**

AYES:

Havlik, Leon, Nguyen, Stroud, Tobiska (5)

NOES:

None (0)

**ABSENT:** *(at voting)*

Acosta, Madrid, Orea (3)

**MEETING ADJOURNED AT 8:45 P.M.**

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Athena Martinez  
Recording Secretary