

City of Daly City
Regular Meeting
PARKS AND RECREATION COMMISSION

Tuesday, November 22, 2011 – 6:00 p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Parks and Recreation Commission on any item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Library and Recreation Services Department as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES

Joint Special Meeting of October 25, 2011 (Action)

APPROVAL OF AGENDA

(Action)

REPORTS

1. Director's Report:

- a. Overview of Initial Prioritization of Programs,
Events and Services – Burns (Presentation)
- b. Winter 2011/2012 Closure – Burns (Presentation)
- c. Election of Officers – Trustees (Presentation)

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Chair. The Commission cannot take action on any matter raised under this item.

AGENDA BUILDING FOR NEXT MEETING

ADJOURNMENT – Next Parks and Recreation Commission meeting on January 24, 2012 – 6:00 p.m.

AVAILABILITY OF PUBLIC RECORDS:

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

**DALY CITY LIBRARY BOARD OF TRUSTEES
AND PARKS AND RECREATION COMMISSION
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – OCTOBER 25, 2011**

The meeting was called to order by Library Board of Trustee President Arlene Encarnacion at 7:00pm.
The meeting was called to order by Parks and Recreation Commission Chair Jack Pastor at 7:01pm.

SWEARING IN CEREMONY

Newly appointed Parks and Recreation Commissioner Genevieve Jopanda, District Representative of Assemblymember Fiona Ma, was sworn in by Dr. Jennifer Ong, mentor, friend and member of the Alameda County Commission on the Status of Women. Ms. Jopanda introduced her guests, thanked Councilmember Ray Buenaventura for informing her of the position, and thanked Councilmember Sal Torres for the appointment. She looks forward to serving the Daly City community.

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

President Arlene Encarnacion, Vice President William Lex, Trustees Erlinda Galeon, Michael Maysenhalder and Dorie Paniza

Parks and Recreation Commissioners Present:

Chair Jack Pastor, Vice Chair Teresa Proaño, Commissioners Genevieve Jopanda, Thomas Ledda, Mary Tevis

Staff Present:

Assistant City Manager/Interim Director Kerry Burns, Assistant to the Director Tim Birch, Recreation Services Manager Denise Brown, Neighborhood and Senior Services Sue Horst, Interim Library Services Manager Chela Anderson, Assistant Recreation Coordinator Romeo Benson

Guest: Dr. Jennifer Ong

APPROVAL OF MINUTES

Library Board of Trustees:

Motion made by Vice President William Lex and seconded by Trustee Erlinda Galeon to approve the September 20, 2011, minutes of the Library Board of Trustees as corrected in Item 2b: Winter Library Closure. The correction should read the Daly City Libraries would be closed from Friday, December 23, 2011, through January 2, 2012. Unanimously approved.

Parks and Recreation Commission:

Motion made by Commissioner Thomas Ledda to approve the minutes of the September 27, 2011, minutes of the Parks and Recreation Commission. Unanimously approved.

APPROVAL OF AGENDA

Library Board of Trustees:

Motion made by Vice President William Lex and seconded by Dorie Paniza to approve the October 25, 2011, Agenda of the Library Board of Trustees. Unanimously approved.

Parks and Recreation Commission:

Motion made by Vice Chair Teresa Proaño and seconded by Thomas Ledda to approve the October 25, 2011, Agenda of the Parks and Recreation Commission. Unanimously approved

REPORTS

1. Director's Report:

Assistant City Manager/Interim Director Kerry Burns welcomed the Trustees and Commissioners and community to the first joint meeting of both bodies. Ms. Burns introduced and identified the reports being presented. Staff put together a framework of the policies to present to the City Council on November 14.

a. Department Activity Guide Re-Design:

Ms. Burns introduced Recreation Services Manager Denise Brown and Assistant Recreation Coordinator Romeo Benson. Assistant Recreation Coordinator Benson presented a historic background of the Activity Guide publication and its distribution. Mr. Benson stated the Recreation Activity Guide and Doelger Senior Center Program Guide will merge beginning Winter 2012. It will be known as the Daly City Library and Recreation Services Activity Guide. The new Guide will continue to cover all programs and services and will showcase each of the four libraries of the Daly City Public Library System. The new Guide will continue to reach over 33,000 households and businesses serving over 125,000 residents

Beginning Summer 2012, Staff proposes reducing publication of the Guide from four to three times annually with Winter and Spring combined. Staff believes that reducing the distribution will not adversely impact enrollment and participation. Staff anticipates a savings of \$10,000 annually. Assistant Coordinator Benson stated that impacts upon program enrollment and participation will be monitored.

Trustees and Commissioners inquired about content, programming and specifics of the Guide Assistant City Manager/Interim Director Burns stated the content will not change for Winter 2012. The Fall 2012 Guide will reflect collaborative programming integrally delivered by the Divisions.

b. Department Activity Guide Advertising Policy:

Recreation Services Manager Denise Brown presented the Staff Report and stated that advertisements have been accepted as a means to offset the cost of production. The proposed Activity Guide Advertisement Policy and Fee Schedule would establish a uniform policy and guidelines for accepting paid advertisements along with a fee schedule.

Assistant City Manager/Interim Director Kerry Burns summarized the comments of the Trustees and Commissioners regarding the Activity Guide and Advertisement Policy:

- Review of appeal process for advertising policy
- Ensuring the list of names of the two advisory bodies are incorporated, as well as staff names, meeting dates, and how to obtain a copy of the meeting
- Photos on the front cover to reflect Library programs/activities
- Instructor biographies should be included
- Figure out a way to accept all advertising requests
- Incorporate in City Council report both the quarterly and trimester advertising rates
- Charge a premium fee for premium space

c. Department Scholarship Program Policy:

Recreation Services Manager Denise Brown reviewed the Staff Report of the "Build a Dream" Scholarship policy. To date, no policy has been adopted by City Council for providing scholarships or collecting revenue. Ms. Brown reviewed the current process and

the proposed Policy that will be presented to City Council consideration and adoption at its November 14, 2011, meeting.

Ms. Burns summarized the Trustees' and Commissioners' comments. Ms. Burns noted that it is her intention to provide a re-formatted staff report to the City Council with an additional section that includes the input of the Trustees and Commissioners. This input included:

- Concerns about age limitation for scholarship recipients
- More specifics about library and hold fees as it relates to the scholarship program
- Clearer guidelines that materials will not be used for promotional or marketing
- Thank you letters to donors
- Promotion of the program through various media, including the website
- Thank you to donors in the Activity Guide
- Solicitation of Chamber of Commerce members
- Proof of age as a requirement of the application
- Report back to the Board and Commission on the status of the fund

d. Strategic Plan

Assistant City Manager/Interim Director Kerry Burns introduced the FY 2011/2012 Strategic Plan. The Plan gives Staff, Trustees and the Commissioners a sense of the focus of the Department. The Strategic Plan is a very aggressive plan with urgent initiatives necessary to the rebuilding of the consolidated department. The Plan gives the City Council the assurance, as well as the City Manager, that we are executing on their priorities.

1) **Administration Strategic Plan**

The strategic plan for the Administration Division was presented by Assistant City Manager/Interim Director Kerry Burns and Assistant to the Director Tim Birch. Ms. Burns and Mr. Birch reviewed the project/initiative title, implementation date, description, division priority, dependency, budget impact and goal for each initiative.

Ms. Burns also summarized the current state of the computer hardware replacement and deployment assessment. With the combined departments, there are approximately 200 computers supporting the community and staff. Only about 100 of these computers have funding for support. An inventory has been conducted of what computers can be eliminated, where possible, to move out those computers out of the unfunded category and replace with computers that have funding for support.

2) **Neighborhood and Senior Services Division Strategic Plan**

The Neighborhood and Senior Services Division strategic plan was presented by Neighborhood Services Manager Sue Horst. Ms. Horst reviewed each of the projects, their implementation date, description, priority, dependency, budget impact and goal.

Ms. Burns and Ms. Horst confirmed that the Doelger Supporters have hired an Executive Director to handle their operations.

3) **Recreation Services Strategic Plan**

The Recreation Services Division strategic plan was presented by Recreation Services Manager Denise Brown. Ms. Brown reviewed the Recreation Services Division initiatives, implementation dates, priorities, budget impact and goals.

Commission Chair Pastor asked how the dialog was progressing between the City and the Daly City Dolphins. Ms. Burns stated she and the City Manager hoped to meet with the Daly City Dolphins before the November 14 City Council meeting. The purpose of the meeting is to conclude discussions about a new aquatic program as well as the City's continued relationship with Daly City Dolphins.

4) **Library Services Strategic Plan**

The Library Services Division strategic plan was presented by Chela Anderson, Interim Library Services Manager. She reviewed the projects, goals, timelines and dependencies.

Ms. Burns summarized the Trustees' and Commissioners' comments. Ms. Burns noted that it is her intention to provide a re-formatted staff report to the City Council with an additional section that includes the input of the Trustees and Commissioners. This input included:

- Concern on implementation, date, and timing of initiatives
- Facility reservations rates continue for residents and non-profits
- Showcasing of bocce ball in the Activity Guide
- Clearly defined performance measures

Ms. Burns concluded the Director's Reports and thanked the Trustees and Commissioners for their input.

NEW BUSINESS

1. November and December Meeting Schedule

Library Board of Trustees

Ms. Burns reviewed the November and December dates with the Trustees and reminded the Trustees of their discussion at the September meeting the idea of a study session about marketing prior to their November 15 meeting. Ms. Burns recommended they start their regularly scheduled meeting at 6:30pm and then move into their regular session following.

Discussion regarding the cancellation of the December meeting.

Motion made by Trustee Galeon and seconded by Trustee Maysenhalder to cancel the December 20, 2011, meeting. Roll call vote: Paniza-Aye, Maysenhalder-Aye, Galeon-Aye, Vice President Lex-No, President Encarnacion- No. Vote 3-2 to cancel the December 20, 2011, meeting of the Library Board of Trustees.

Parks and Recreation Commission

Commissioner Ledda motioned and seconded by Vice Chair Proaño to cancel the December 27, 2011, meeting. Roll call vote: Ledda-Aye; Jopanda-Aye; Tevis-Aye; Vice Chair Proaño-Aye; Chair-Aye. Vote 5-0 to cancel the December 27, 2011, meeting of the Parks and Recreation Commission.

AGENDA BUILDING FOR NEXT MEETING

Ms. Burns reviewed the items listed for the next meeting. The items to be placed on the agenda for the next Library Board of Trustees meeting were determined to be:

- September and October library statistics

- Overview of State Report
- Reminder of Holiday Closure

Ms. Burns informed both bodies that she would request input into the FY 2012/13 after the first of the year.

President Encarnacion thanked all for the time and effort in the strategic plan. Chair Pastor stated he was glad to see the fruition of all the work that started two years ago.

ANNOUNCEMENTS AND COMMUNICATIONS

Chair Pastor announced the Thursday, October 27, 5:30pm Filipino Cultural Event at the Serramonte Library.

ADJOURNMENT

Library Board of Trustees

Motion made by Vice President Lex, seconded by Mike Maysenhalder and unanimously approved to adjourn the meeting at 9:33pm.

Parks and Recreation Commission

Motion made by Commissioner Ledda, seconded by Mary Tevis and unanimously approved to adjourn the meeting at 9:33pm.