

City of Daly City
Regular Meeting
RECREATION COMMISSION

Tuesday, September 25, 2012 – 6:00 p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the 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

Meeting of August 28, 2012

(Action)

APPROVAL OF AGENDA

(Action)

PRESENTATION

REPORTS

1. Director's Report:

a. Westlake Park Garden Deli Rebranding and Business Plan – Burns/Der/Fuller

(Presentation)

b. 2013 Meeting Schedule – Burns

(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:

- FY2011/2012 Annual Report
- FY2012/2013 Strategic Plans

ADJOURNMENT

Next Meeting: 6:00 p.m., Tuesday, October 23, 2012 in City Council Chambers

Joint Special Meeting of the Library Board of Trustees and Recreation Commission

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 RECREATION COMMISSION
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – AUGUST 28, 2012

The meeting was called to order by Recreation Commission Chair Teresa Proaño at 6:02pm.

ROLL CALL

Recreation Commission:

Present: Chair Teresa Proaño, Vice Chair Thomas Ledda, Commissioners Gerardo Murillo and Jack Pastor.

Absent: Commissioner Genevieve Jopanda

Staff Present:

Assistant City Manager/Interim Director Kerry Burns, Recreation Services Manager Denise Brown, Recreation Supervisor Romeo Benson, and Administrative Assistant Judy Bush.

APPROVAL OF MINUTES

Motion made by Commissioner Jack Pastor and seconded by Commissioner Gerardo Murillo to approve the minutes of the June 26, 2012, Recreation Commission Meeting. Unanimously approved.

APPROVAL OF AGENDA

Motion made by Vice Chair Thomas Ledda and seconded by Commissioner Jack Pastor to approve the August 28, 2012, Agenda of the Recreation Commission. Unanimously approved.

PRESENTATION

Peninsula Partnership Executive Director Pat Bohm introduced staff and provided a PowerPoint presentation indicating the many services and programs provided by Peninsula Partnership for the Daly City community.

REPORTS

1. Director's Report:

a. Health and Safety Fair Survey Results

Recreation Supervisor Romeo Benson presented survey results obtained at the May 5, 2012, Health and Safety Fair at Serramonte Shopping Center. The questionnaire and results were to determine whether the community was aware of the merger of Library and Recreation Services; what programs or services the customer participates in; and if the customer uses the Department's online registration, www.iplaydalycity.org. Over 100 questionnaires were distributed and 23 responses received. The results from the 23 responses stated that 65% did not know about the merger; 48% does use the Department's services and 83% has not used iPlay for online registration. The data is to help us keep our community informed using various social media.

b. Performance Measures and Customer Satisfaction Surveys:

Recreation Supervisor Romeo Benson presented the surveys created to collect data related to the Recreation Division's Performance Measures contained in the current Biennial Budget. The purpose of the surveys is to collect feedback from the community on how the Recreation Division is performing relative to its Fiscal Year 2012-13 Performance Measures. Mr. Benson stated that participants would be asked to complete a survey after completion of a program, class or league. Online surveys will also be available.

Ms. Burns stated that these surveys were created as analytical instruments to report back regarding our services.

Commissioners commented on the importance of completing the surveys in order to measure our programs and services and provide feedback to better serve our community.

2. Election of Officers:

Commissioner Jack Pastor moved and Vice Chair Thomas Ledda seconded to re-elect Chair Teresa Proaño. Commissioner Jack Pastor moved and Commissioner Gerardo Murillo seconded to re-elect Vice Chair Thomas Ledda.

Chair Proaño and Vice Chair Ledda thanked the Commission and look forward to working together.

ANNOUNCEMENTS AND COMMUNICATION

Assistant City Manager/Interim Director Kerry Burns noted the following:

- Online registration classes are available on Wednesday at 4:00pm in the Administration Office.
- City of Daly City is celebrating Hispanic Heritage Month on Thursday, September 20, 5:00pm – 8:00pm at the War Memorial Community Center.
- Afterschool Youth Recreation Program has begun at four (4) school sites – M.H. Tobias, Daniel Webster, Panorama, and Junipero Serra. The monthly fee for Daly City residents is \$50. The Program is available right after school until 6:00pm.
- The Daly City Afterschool Swim Club is available from 3:00pm – 6:30pm for six to twelve years of age. The fee is \$88 per month for Daly City residents and includes swimming, tutoring, and a wide variety of events.

Commissioner Jack Pastor thanked the Recreation Staff for coordinating the Junior Giants night. Over 300 youth and parents attended.

PUBLIC COMMENT

None.

AGENDA BUILDING

Assistant City Manager/Interim Director Kerry Burns reviewed items scheduled for September 25 indicating all should be ready; however, Payment Guidelines for Structured Recreation Programs may be scheduled for a future meeting.

ADJOURNMENT

The meeting was adjourned at 6:53p.m.



**CITY OF DALY CITY
MEMORANDUM**

To: Recreation Commission

Through: Kerry E. Burns, Assistant City Manager and Interim Director
Denise Brown, Recreation Services Manager

By: Jennifer Der, Recreation Supervisor
Opal Fuller, Recreator IV

Date: September 25, 2012

Subject: Westlake Park Garden Deli Rebranding and Business Plan

Recommended Action

Staff recommends the Recreation Commission review and provide input on the recommendations to rebrand the Westlake Park Garden Deli to ensure it meets the requests of its customers and is financially sustainable.

Background

The Westlake Park Garden Deli, formerly known as the Doelger Senior Center Garden Deli, is located at Westlake Park in the courtyard across from the Administrative offices of the Department of Library and Recreation Services. The Deli operates 9:00 a.m. to 1:30 p.m., Monday through Friday. Volunteers of the Doelger Senior Center and paid City employees staff the Deli. Patrons of the Doelger Senior Center, its volunteers, and City staff, as well as outside visitors frequent the Deli. The space utilized by the Deli houses both the Deli and the fund-raising Boutique of the Supporters of the Doelger Senior Center.

The fee study performed two years ago to evaluate the subsidy levels of various Recreation programs and services determined there to be a direct and indirect General Fund subsidy for the Deli of approximately \$1,409 annual. Additionally, the study determined that no formal City Council action had been taken to adopt the fees and charges associated with the services and goods delivered by the Deli.

Discussion

Currently, the cost to operate the Westlake Park Garden Deli requires an annual General Fund subsidy of \$1,409. This includes both the direct costs (materials, supplies, utilities, equipment and part-time staff hours) and indirect costs (building maintenance and depreciation and support for City staff of various City departments). During these challenging economic times, and since the Deli is not a core service of the Department of Library and Recreation Services, staff developed a business plan for recovering the full cost to operate the Deli, and thereby, eliminate the General Fund subsidy. This included evaluating open-hours as well as the menu items offered by the Deli. Staff developed and analyzed a complex financial model to capture and evaluate all costs associated with operating the Deli.

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Westlake Park Garden Deli Rebranding and Business Plan
September 25, 2012
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By analyzing this data, changes were made to the menu items offered as well as very minor pricing changes for existing menu items. This new menu is provided as an attachment to this report (Attachment A). Staff then developed a rebranding, marketing and outreach plan to attract new customers. For example, Deli staff and volunteers will offer, free of charge, small tastes of menu items to parents who are with their children at the playground at Westlake Park. We will also be advertising the rebranded Deli in an upcoming edition of the Fog Cutter and will commence a marketing campaign on the City's internal website, Fognet to reintroduce the Deli to City employees. Aesthetic enhancements to the deli will include repainting the inside of the Deli and sprucing it up with décor enhancements to give it a greater community feel as a welcoming space.

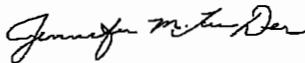
Fiscal Impact

With the new menu items and the minor pricing changes, staff anticipates the Deli will be financially self-sustaining within the current fiscal year and that further General Fund support will be unnecessary.

Summary/Conclusion

Staff is available to provide any additional information desired by the Trustees or Commissioners.

Respectfully Submitted,



Jennifer Der
Recreation Supervisor



Opal Fuller
Recreator IV



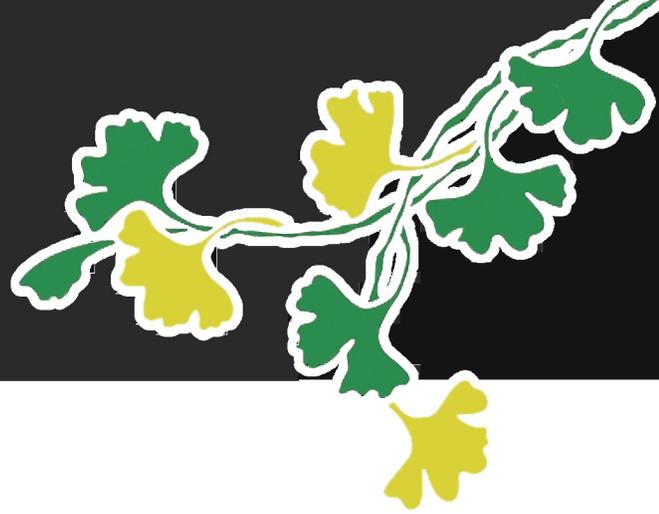
Denise Brown
Recreation Services Manager



Kerry E. Burns
Assistant City Manager and Interim Director –
Department of Library and Recreation Services

Attachment: Westlake Park Garden Deli Menu

Westlake Park Garden Deli



SANDWICHES

All sandwiches include choice of petit potato or macaroni salad

The Bayshore

Grilled Provolone, tomato and a side of pepperoncini. \$4.00

The Gellert Park

Thinly sliced turkey breast, lettuce, tomato, sweet red onion, mayonnaise or mustard and pickle. \$5.00

The Giammona

Tuna salad with crunchy celery, sweet red onion, tangy sweet pickle relish and light mayonnaise. Also served grilled. \$5.00

The John Daly

Thinly sliced roast beef, deli mustard, lettuce, tomato and a side of pepperoncini. \$5.00

The Marchbank

Hot crispy bacon, thickly sliced tomato, lettuce and mayonnaise. \$5.00

The Pacelli

Chicken breast salad, crunchy celery, sweet red onion, dried cranberries and light mayonnaise. \$5.00

The Teglia

Thinly sliced piled-high Italian dry salami, deli mustard, lettuce, tomato and A side of pepperoncini. \$5.00

The Doelger Deluxe

½ sandwich of your choice, soup of the day or side salad and soft drink or water. \$6.50

Choice of Breads

Sliced Sourdough, Marble Rye, Honey Wheat or Italian Roll

Choice of Add-Ons

Swiss, Cheddar or Provolone Cheese	\$ 1.00
Avocado	\$ 1.00
Crispy Bacon	\$ 1.00
Assorted Chips	\$ 1.00



SALADS:

Choice of Italian, Ranch, Blue Cheese or Thousand Island Dressing

The Garden Salad

Romaine lettuce, cucumber, tomato, shredded carrots, sweet red onion and pitted black olives

6" Plate \$2.50

9" Plate \$3.75

Mixed Greens

Baby romaine, oak leaf lettuce, endive and radicchio

6" Plate \$2.50

9" Plate \$3.75

Chef Salad

Romaine lettuce, turkey breast, ham, swiss cheese, cheddar cheese, hardboiled egg and sweet red onion

9" Plate \$5.00

Side Salad

Classic Carrot Salad

8 ounce

16 ounce

\$ 2.00

\$ 3.75

Fresh Fruit Salad

\$ 2.50

\$ 4.75

Homemade Potato Salad

\$ 1.50

\$ 2.75

Homemade Macaroni Salad

\$ 1.50

\$ 2.75

Scoop of Tuna or Chicken Salad

\$ 1.50 (2 Ounces)

Home Made Soup

Soup of the Day

\$ 2.75 (Cup)

\$ 4.00 (Bowl)

Desserts

Soft Serve Frozen Yogurt

\$ 1.00 (Small)

\$ 1.75 (Large)

Lemon Meringue Pie

\$ 2.00 (Slice)

Baked Cookies

\$ 0.75 (Each)

Beverages

Regular or Decaffeinated Dark Roast

4 ounces

8 ounces

16 ounces

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\$ 1.00

\$ 1.75

Cappuccino

--

\$ 2.00

--

Latte or Mocha

--

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\$ 3.00

Caramel Latte

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\$ 3.25

Single Espresso

\$ 1.00

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Hot Cocoa

--

\$ 1.75

--

Regular or Diet Soda

--

\$ 1.00

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Westlake Park Garden Deli
111 Lake Merced Boulevard
Daly City, CA 94015