

**Minutes
CITY OF WATSONVILLE
PARKS & RECREATION COMMISSION**

**Old City Council Chambers
City Hall, 250 Main Street, Watsonville**

April 3, 2014

6:30 P.M.

1.0 ROLL CALL

Commissioners: DeHart, Garcia, Hurtado-Aldana, Lopez, Orozco, Rodriguez, Sauer

Staff: Parks and Community Services Director Ana Espinoza
Assistant Director Brad Blachly
Recreation Supervisor Tony Roman
Administrative Assistant I Desiree Moya

2.0 COMMUNICATIONS

a) **Oral Communications from Commissioners & Members of the Public**
Commissioner DeHart attended the Cesar Chavez Awards and said it was a wonderful event. Commissioner Orozco also commented that she attended the event and she enjoyed the fact that this year Adults were nominated and she hopes that next year we have more applicants. Commissioner Rodriguez provided information on Guitars not Guns program, and that this organization is in the process of gaining non-profit status.

b) **Correspondence Addressed/Referred to Commission**

3.0 CONSENT AGENDA

3.1 Motion to Approve Minutes of the Regular Meeting of February 6, 2014

**Commissioner Orozco moved to approve Consent Agenda
Commissioner Hurtado-Aldana second that motion**

Chair Rodriguez took a vote:

Ayes: Hurtado-Aldana, Orozco, Rodriguez, DeHart.

Noes: None

Abstains: None

Absent: Garcia, Lopez, Sauer

The motion passed.

4.0 ITEMS REMOVED FROM CONSENT AGENDA

5.0 PUBLIC HEARINGS

None

6.0 PRESENTATIONS & REPORTS

6.1 An Overview of Recreation Advocates, Inc. by Board President Annette Baldwin

Board President Annette Baldwin gave an overview of the Recreation Advocates, Inc. and each event that this organization has sponsored in the past. Currently the Recreation Advocates are offering financial aid for youth programs. Recreation Advocates Inc. help's assist families by paying a percentage of the activity fee. Commissioner DeHart asked questions concerning historical information regarding Recreation Advocates Inc. President Baldwin responded to questions and said they are a non-profit organization and she was not too sure what year the organization was formed, they separated from the Parks and Recreation Department around 1999 and support various youth recreation organizations. Commissioner Orozco asked if there was a specific income scale for approval of the scholarship program and is there an application process. President Baldwin clarified that an application is submitted and based on the information on the application the Advocates are able to review the number of children in the family along with the income in order to give a percentage of what the family is eligible for on their enrollment. A video of the winter wonderland was played for the Commission. This event was put on by volunteers in the 1990's. However due to challenges, this event was discontinued.

6.2 Update on the Establishment of Friends of Parks and Community Services, Inc. by Commissioner Orozco

Commissioner Orozco gave an update on the status of the establishment of Friends of Watsonville Parks and Community Services, Inc. Orozco mentioned that the website has been created and they are working on an online donation feature. The board is working on minor paperwork details and establishing a bank account. The logo is close to being finalized and the next step is formalizing the board fundraising policy. Hurtado-Aldana asked about ideas for fundraising for this year. Orozco clarified that they want to finalize some logistics before moving forward on fundraising but there are several ideas for fundraising. They are considering participating in the Strawberry Festival and selling beverages to raise funds for youth scholarships. Commissioner Rodriguez asked about board membership and how would someone apply to be a board member.

7.0 NEW BUSINESS

7.1 Planning Session on the 2014 Spirit of Watsonville 4th of July Parade by Recreation Supervisor Tony Roman

Recreation Supervisor Tony Roman discussed the planning of the 2014

Spirit of Watsonville 4th July Parade and explained how vital it is to have the police, fire and solid waste involved with the 4th of July parade so that the event is successful. Recent facts have shown that the parade has been drawing more than thirty thousand people in attendance. All participants must pre-register and an application will be available online as well as at the customer service office. Rules for parade will stay the same with two exceptions. The first being the maximum number of vehicle and equestrian entries. In addition, rule 4 was modified to include language requiring vehicles to be currently registered and meeting California vehicle code requirements and prohibiting drivers to changing ride height of the vehicle and exhibitions of speed. The route of the parade will remain the same from Freedom Boulevard and down Main Street. The Grand Marshal will be selected by a committee. Event marketing is advertised through media releases, Spirit of Watsonville website, and banner across Main Street, and phone calls to past participants. Staff reviewed roles and support from the Police & Public Works and Utility Departments. Many volunteers are utilized and are key to the success of the parade. The concern for this year's parade is the amount of entries of cars and equestrians units. It is proposed that a limit for vehicles and equestrians will be set at 75 for each. It is proposed that rather than issuing trophies to selected participants that this year, ribbon be issued to each participant.

a) Commission Questions & Comments:

Commissioner Hurtado-Aldana asked how marshals keep track of parade participants. Assistant Director Brad Blachly clarified that the marshals within each division has a list of parade entries entered and this is verified. For the equestrian units last year bibs were issued for each horse to help identify each entry. Commissioner DeHart liked the changed of limits of equestrians and vehicles to 75 as she feels this will make the parade more manageable. Commissioner Orozco asked how each participant was grouped, if it was by organization? Roman explained that most separation was done based upon safety. Orozco suggested we consider including a cultural section; our itty bitty programs in the sports sections; school district such as the three primary high schools; and a section for dogs. Orozco inquired about the festival budget as it corresponds to prior years. Roman did not have that data available, but would like to keep cost down. Dehart mentioned that the school district definitely needs to be encouraged to participate in the parade. Lt. Zamora gave input on what he feels is an issue with the vehicles which is hydraulics' on a vehicle and safety. Also, that it is difficult for officers to issue citations during the parade due to information that will need to be provided by the driver and how this would delay the parade.

b) Public Input
None

c) Appropriate Motion, (If Required)
None

8.0 UNFINISHED BUSINESS

None

9.0 REPORTS

9.1 Director's Report

Director Espinoza extended her report to include Recreation Supervisor Jaime Jimenez to do a brief presentation of a special guest visiting from Mexico. Recreation Supervisor Jimenez reminded the commission of PUMAS affiliation and introduced Mauricio Pedroza Izquierdo, the director of the PUMAS club. Mauricio met with parents involved in the Department soccer league and with the coaches during the City youth soccer practice. Mauricio mentioned that it is an honor for him to be part of the City's league and said he will work very hard with our soccer league. Mauricio also presented a certificate that PUMAS brought to the soccer program and explained that they have 8 soccer academies in the USA, 5 in California, 1 in Seattle, 1 in Michigan and 1 in Huston Texas. Commissioner Rodriguez commented that this community is very soccer oriented and it is an honor to see the PUMAS participate in our programs. Director Espinoza briefly discussed on the Contigo Program newsletter and that it was the second issue. The newsletter highlights the activities that Contigo is providing. Staff obtained business sponsorships that are paying for the cost of the newsletter. She also mentioned that Neighborhood Services has completed the pre-perceptions survey for a target Downtown neighborhood. Neighborhood Services staff spent months that they going door-to-door and speaking with each resident and obtaining information. Staff is currently analyzing all that data and at a future meeting the Commission will be given a report. Neighborhood Services will be presenting to the neighborhoods the results of the survey on April 15th & 29th at the old City Council Chambers at 6:30 p.m. Thereafter, residents will work together to identify priorities that they would like to address collectively. Neighborhood Services has partnered with the County and offered a workshop series called Cara y Corazon, an 8 week parenting series. The workshops focus on re-introducing family values as a way to strengthening family relationships and empower parents to reflect in utilizing family cultural traditions and strengths as a way to educate and guide children. There are 20 families that are involved from local neighborhoods.

10.0 ADJOURNMENT

The next Commission meeting will be held on May 1, 2014

ATTACHMENTS (Bolded Items included in current packet)

- 3.1 Minutes of the February 6, 2014 Meeting**
- 7.1 Staff Report on Spirit of Watsonville 4th of July Parade**
- 9.1 Department Flyers**
Department Newsletter
2013 Hip Hop for Hope Report

State of California) _____)Ss. County of Santa Cruz) I declare under penalty of perjury that I am employed by the City of Watsonville, in the Parks & Recreation Department that I posted this Agenda on the outdoor bulletin board in front of City Hall, 250 Main Street _____ Dated: _____ Signature _____
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