

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

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

**September 4, 2014**

**6:30 P.M.**

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**1.0 ROLL CALL**

**Commissioners:** Garcia, Hurtado-Aldana, Lopez, Orozco, Rodriguez, Sauer  
**Staff:** Parks and Community Services Director Ana Espinoza  
Assistant Director Brad Blachly  
Israel Tirado & Tony Roman, Recreation Supervisors  
Imelda Negrete, Recreation Coordinator  
Administrative Assistant I Desiree Moya

**2.0 COMMUNICATIONS**

- a) **Oral Communications from Commissioners & Members of the Public**  
Commissioner Rodriguez informed group that there is an event called the White Album Ensemble held at the Mello center, this event is an open concert that consists of a pre orchestra band covering the Beatles White Album. The Guitars Not Guns program will be having a raffling off a guitar signed by all of the members of the band and will be fundraising for the program.
  
- b) **Correspondence Addressed/Referred to Commission**

**3.0 CONSENT AGENDA**

**3.1 Motion to Approve Minutes of the Regular Meeting of  
June 5, 2014**

**Chair Rodriguez took a vote:**

**Ayes:** Garcia, Hurtado-Aldana, Lopez, Rodriguez, Sauer  
**Noes:** None  
**Abstains:** None  
**Absent:** None

**3.2 ITEMS REMOVED FROM CONSENT AGENDA**

**4.0 PUBLIC HEARINGS**  
None

**5.0 PRESENTATIONS & REPORTS**

## **5.1 Report on the Ramsay Family Center F.L.Y.E.R.S Program by Recreation Coordinator Imelda Negrete**

Recreation Coordinator Imelda Negrete gave an overview on the Ramsay Family Center F.L.Y.E.R.S Program. The F.L.Y.E.R.S Program is an after school program for ages 5 to 12 years old, this program begins August 17 through June 6. The F.L.Y.E.R.S program provides youth a safe, structured after school environment for students to develop cognitively, emotionally and socially. The program offers structured fun, homework assistance, daily snacks, arts and crafts activities, sports and indoor and outdoor games. Commissioner Sauer asked how enrollments were for this year? This year the program is at their full capacity of 35 participants and currently there is a waiting list. Reason for this waiting list is due to staff transportation capacities.

Commissioner Garcia asked what kind of articulation is there between the program and the school district learning material. Coordinator Negrete said they assist with the homework the child brings to the program. The program does not receive the Districts teaching curriculum. Commissioner Garcia also asked if the District has a mandatory after school program and why parents would want to enroll into the F.L.Y.E.R.S program. The F.L.Y.E.R.S program is more structured and the District after school program is over capacity.

## **5.2 Report on the 2014 Strawberry Festival by Recreation Supervisor Tirado**

Recreation Supervisor Israel Tirado reported on the 20<sup>th</sup> Anniversary of the Strawberry Festival. There were over 40,000 people that attended the two day event; over 100 vendors participated in the event including commercial, food, service and nonprofit vendors. This year it was a priority to involve the Downtown businesses, and have them see the festival as an opportunity rather than a challenge for their business. Collaboration with the Pajaro CDC provided a business consultant that offered marketing workshops to Watsonville businesses on how to take advantage of 40,000 people in town. Sixteen business owners attended these workshops. Another change this year was the agreement with Clear Channel Media and Entertainment. Commissioner Rodriguez asked how many months before the festival was the agreement made with Clear Channel? Coordinator Tirado replied and said that they made the agreement in April, and for next year they plan to use the same group. The carnival was managed by Classic Amusement located in Hayward.

Strawberry Lane consisted of fourteen non-profit organizations that sold strawberry treats, Strawberry Lane is an area in the festival that provides local nonprofits an opportunity to conduct fundraising through the sale of strawberry items. Strawberry Lane vendors are provided strawberries at no cost. The beer and wine garden was managed by Club Vasco de Quiroga, a Watsonville-based non-profit organization that supports orphanages in Mexico.

There were seven berry donors and one of which was, Sirjit (Suni) Tut Trucking that was generous to provide the use of a truck and refrigerated trailer to pick up strawberries from the growers and to store them at the Festival. Commissioner had questions regarding non-profits and is there a plan to expand the amount of non-profit vendors and how are nonprofit vendors recruited? Information was emailed to past vendors along with going to local nonprofits to recruit them to participate in this year's festival. Commissioner Orozco asked if there were more or less vendors for this year's festival. This year there was 6 new vendors, providing an increase in revenue. Commissioner Hurtado Aldana asked if it was

talked about expanding the Festival. It has been explored to expand. Commissioner Rodriguez asked what the issues were with the beer and wine garden. A nonprofit is only allowed to sell alcohol through ABC regulation.

**5.3 Report on the Parks and Community Services Water Conservation Efforts by Director Espinoza**

Director Espinoza gave a report on the Parks and Community Services Water Conservation Efforts. The Department identified eleven different areas where water usage can be reduced with the exception of City Hall. The goal is to reduce all sites by 50% with the exception of City Hall that will be reduced by 30%.

**6.0 NEW BUSINESS**

**6.1 Motion Recommending that the City Council Approve the Ramsay Skate Park Design Concept**

a) Staff Report by Director Espinoza

Director Espinoza provided a report regarding the Ramsay Park Skate Park design concept. The design for the skate park meets City of Watsonville and Parks Master Plan goals.

b) Commission Questions & Comments

Commissioner Orozco asked what would go in place of the old skate park. Director Espinoza said they would like to keep it an enclosed as a multi sports court.

c) Public Input

None

d) Appropriate Motion

**Commissioner Garcia moved to approve Motion.  
Commissioner Orozco second that motion**

**Chair Rodriguez took a vote:**

**Ayes: Garcia, Hurtado-Aldana, Orozco, Rodriguez, Sauer.  
Noes: None  
Abstains: None  
Absent: None**

**7.0 UNFINISHED BUSINESS  
None**

**8.0 REPORTS**

**8.1 Director's Report**

**Informational Items:**

**A. Exploration of Sale of Buena Vista Property**

Due to current use restrictions of the Buena Vista Property, the City is working towards selling the property. The proceeds from the sale will be allocated to the park development funds to renovate the Ramsay Soccer Field.

**B. Summer Youth Job Training Program**

Director Espinoza provided highlights of the outcome of the youth job training program.

**9.0 ADJOURNMENT**

The next Commission meeting will be held on October 2, 2014

**ATTACHMENTS (Bolded Items included in current packet)**

- 3.1 Minutes of the June 5, 2014 Meeting**
- 5.1 F.L.Y.E.R.S Program Report**
- 5.2 Staff Report on the 2014 Annual Strawberry Festival**
- 5.3 Staff Report on the Department Water Conservation Efforts**
- 6.1 Staff Report on the Ramsay Skate Park Concept Design**
- 8.1 A. Exploration of Sale of Buena Vista Property**  
**B. Summer Youth Job Training Program**  
**C. Department Flyers**

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	_____