

MINUTES

City of San Diego Park and Recreation Board **BALBOA PARK COMMITTEE**

July 5, 2007

Meeting held at:

Balboa Park Club, Santa Fe Room
2150 Pan American Road
San Diego, CA 92101

Mailing address is:

Balboa Park Administration
2125 Park Boulevard MS39
San Diego, CA 92101-4792

ATTENDANCE:

Members Present

Jennifer Ayala
Vicki Granowitz
Mick Hager
David Kinney
Mike McDowell
Don Steele

Members Absent

Patti Roscoe (excused)
Michael Singleton (excused)
Laurie Burgett (excused)
Sungill Kim (excused)

Staff Present

Charles Daniels
Dan Daneri
Kathleen Hasenauer
Becky Yzaguirre

CALL TO ORDER

Vicki Granowitz called the meeting to order at 6:05 P.M.

APPROVAL OF MINUTES

May 3, 2007 (Former Members Only)

Former members at the June 7, 2007 meeting had no corrections to the May 3, 2007 minutes.

**MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO APPROVE THE MINUTES OF THE MAY 3, 2007 MEETING.
(GRANOWITZ/STEELE 2-0)**

**MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO APPROVE THE MINUTES OF THE JUNE 7, 2007 MEETING.
(HAGER/MCDOWELL 5-0).**

REQUESTS FOR CONTINUANCES

None

COMMUNICATIONS

Warren Simon, representing Balboa Park December Nights, announced that the event will be held on Friday and Saturday, December 7 and 8, 2007. The first planning meeting will be held on July 18 at the World Trade Center for all the stakeholders to discuss the initial plans for the event.

CHAIRPERSON'S REPORT

Vicki Granowitz briefly reported on the reception held for the Dead Sea Scrolls and the annual House of Hospitality meeting with special guest Mr. Blonski, Chair of the Central Park Conservancy.

She announced a Joint Planning Commission and Park and Recreation Board Workshop to be held on July 19 at 2:00 P.M. at 202 C Street, in City Council Chambers.

STAFF REPORT

Jeffery Tom, Representative from City Council District 3, commented on the various events that Councilmember Atkins has attended in the last few weeks. He reported that they are working on a project with True Rynes of the Friends of Balboa Park to convert the string lighting on the Cabrillo Bridge to LED. He thanked staff for making the lights unified and consistent.

Kathleen Hasenauer reported that Mayor Sanders announced the second round of community members to serve on the Park and Recreation Board. The following are slated for confirmation on July 10, Vicki Granowitz, Bruce Brown, Ross King, and Evonne Schulze.

Kathleen reported that the Business Process Re-Engineering (BPR) will continue through July. The recreation element of the BPR will begin in September.

Kathleen reported that effective July 1, Park Planning and Development staff have been reassigned. Assets Management staff Jim Winter, Charles Daniels, Paul Jacob, and Trent Robertson will remain in the Park and Recreation Department.

Dan Daneri, Acting District Manager, reported that Nate's Point Off Leash area improvements have begun. The sidewalk has been installed.

The tarp at the San Diego Museum of Man has been removed. Staff is looking at options for infrared flashing lighting for the bridge to alert trucks of the height restriction. The ornamentation project is on schedule.

Becky Yzaguirre, Acting District Manager, reported that the 27th Anniversary Twilight in the Park Concerts and the 20th Annual International Summer Organ Festival concerts are in full swing and will continue through August 30. The free

concerts are held in the Spreckels Organ Pavilion.

Vicki thanked Charlie and Kathleen for providing the land use documents and compact discs to the new members.

ACTION ITEMS

Consent

101. None

Adoption

201. Recommendation for approval of The Old Globe Expansion, Conrad Prebys Theatre Center.

Charles Daniels, Park Designer, provided a revised staff report which reflected two minor changes from the information the members were mailed. He provided an overview of the project which includes the removal of the Cassius Carter Theatre. The footprint will remain essentially the same, with minor expansions and reductions. The facility is designed in the Elizabethan style, consistent with the other buildings. The Plaza reflects the design in the Precise Plan. The proposed design differs, yet functions of the plaza will remain the same.

Committee Member Comments

- Opposition to the project has not been voiced.
- The Old Globe and the planners were congratulated for their efforts to add a substantial improvement.

MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO RECOMMEND APPROVAL OF THE OLD GLOBE EXPANSION, CONRAD PREBYS THEATRE CENTER PROPOSAL AS PRESENTED. (HAGER/KINNEY 5-0).

202. Balboa Park Committee (BPC) Waiver Criteria for the Moratorium Period.

Information Priority List or Applicants Presenting Special Events to BPC
Vicki Granowitz introduced the item, and David Kinney stated that it is appropriate to have a process to consider a waiver during the Moratorium Period.

David discussed the Information Priority List for Individuals Presenting Special Event Proposals to the committee and the rationale of the document. Event Planners would provide the information requested in priority order detailed to have a waiver considered.

Vicki reviewed types of events, and reasons for consideration of a waiver. She differentiated small events (i.e. Bird Park Concerts) on the East Mesa where the impact is minimal versus larger events (i.e. Central Mesa) where the impact is greater and may have high media attention, international significance, and require a parking management plan.

Committee Member/Staff Comments

- The new format may be helpful in providing the applicants with criteria for this process.
- An introductory paragraph instructing the applicant to follow the prescribed guidelines was proposed.
- Staff will incorporate new language to be included on the document.
- Applicants should limit presentation to event details.
- Organizers must mitigate the negative impacts their event may cause.
- The Special Event Permit Application (SEPA) provides a narrative and then applicants complete the written information.
- Staff encourages applicants to go to the City web page to view the application.
- The SEPA are sent electronically to all approving authorities involved.
- The San Diego Police Department issues the Special Event Permit.
- Permits become public record after they are issued.
- A sample of an exemplary application to post on the website was suggested.
- It was suggested a copy of the SEPA be provided to the committee.
- Ideally, the application process would be started a year in advance.
- Applicants for proposed new events contact Balboa Park for dates and complete an information packet.
- If staff denies a application the decision can be appealed to the Mayor's Office.
- The Committee has the ability to recommend approval or denial of new events.
- Noting a processing timeline such as one year in the introductory paragraph was suggested.
- The sub-committee will work with staff on an operational timeline for new events or those with substantial changes.

Kathleen thanked the committee for the consideration given to this item.

MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO CONDITIONALLY RECOMMEND APPROVAL OF THE INFORMATION PRIORITY LIST FOR INDIVIDUALS PRESENTING SPECIAL EVENT PROPOSALS, TO INCLUDE THE MORATORIUM PERIOD. (STEELE/AYALA 5-0).

MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO RECOMMEND APPROVAL OF THE BALBOA PARK SPECIAL EVENT WAIVER CRITERIA FOR THE MORATORIUM PERIOD WITH NOTED RECOMMENDATIONS. (STEELE/KINNEY 5-0).

Special Events

301. None

WORKSHOP ITEMS

401. None

INFORMATION ITEMS

501. Presentation of the Banner Exchange Display Program between the Unified Port of San Diego and Balboa Park Marketing

Sue Varga, Director of Balboa Park Marketing introduced a first of its kind strategic marketing partnership, to include a banner exchange program between the Unified Port of San Diego and Balboa Park Marketing. Balboa Park will have the opportunity to install and display a minimum of thirty-six double-sided banners along the high tourist-traffic areas of Harbor Drive for a three month period. The port in turn will install and display a minimum of thirty-six double-sided banners promoting public art in San Diego in Balboa Park parking lots. The existing Passport to Balboa Park banners will be replaced for a three month period from October through December. The project is funded by a grant received from the Port.

It was requested that a sample of the final banner be brought back to the committee. Banners can be successful with the right design.

It was noted that the location and simplicity for viewing the banners from the road is essential.

502. Proposed Modifications to the House of Charm, Mingei International Museum

Rob Sidner, Director at the Mingei International Museum and Charlotte Cagan, Director of Marketing and Planning introduced a modification project for the House of Charm. The proposal includes improvements to the interior and exterior which will benefit this area of the park and provide increased visibility.

Ricardo Rabines of Safdie Rabines Architects, narrated a power point presentation showing the design of the proposed modification including relocating parking spaces, removing landscaping and plant material, removing railing, and repositioning the sculptures.

Dr. Mari Lyn Salvador, Executive Director of the San Diego Museum of Man expressed her support of the improvements.

Committee Member/Staff Comments

- The modifications make the entrance more public friendly and inviting.
- The proposal has been reviewed by the Design Assistance Sub-Committee of the Historical Resources Board.
- A recommendation was made to have the entire Historical Resource Board review proposal.
- Seven cars would be displaced.
- The glazing of the doors may violate the Master Plan and the Secretary of the Interior Standards. The committee will require a report indicating that the process with Historical Resource Board has been complete and the plans are consistent with the Master Plan.
- Concern was expressed for the replacement of the doors.
- Significant changes are not consistent with the landscaping and character of the building. More information was requested to support all elements presented due to changing character of the area.
- Provide plant material to be used and photos of existing and what is being proposed when next scheduled on the agenda.

SUB-COMMITTEE REPORTS

601. Land-Use and Policy – No report

COMMITTEE MEMBER REPORT

Mick Hager, representing large institutions, proposed that the Balboa Park Cultural Partnership change their meeting date to one week prior to the Balboa Park Committee. He stated that the San Diego Natural History Museum is on target for the projected numbers, 2,000 persons a day for the Dead Sea Scrolls. The off-site parking/shuttle plan at the Arizona Landfill for the Dead Sea Scrolls Exhibition was not needed. Currently they are subsidizing \$1,300-\$1,500 per day for the shuttle which may need to be abandoned if ridership does not increase. San Diego Natural History Museum is cross promoting the Dead Sea Scrolls with the San Diego Museum of Man Copper Exhibit.

David Kinney, representing small and medium institutions, appreciates San Diego Natural History Museum efforts to minimize the Dead Sea Scrolls parking impacts. He also noted that the Journey of the Copper Age exhibit at the San Diego Museum of Man, San Diego Historical Museum, and the Mingei International Museum opened exhibits from their permanent collections.

Jennifer Ayala, representing Centre City Advisory Committee, reported that the Childrens Park budget has a shortfall and the CCDC cannot provide the additional funding.

ADJOURNMENT - Vicki Granowitz adjourned the meeting at 7:50 p.m.

Next Regular Meeting:

Thursday, September 6, 2007
6:00 P.M.
Balboa Park Club, Santa Fe Room
2150 Pan American Road
San Diego, CA 92101

Respectfully submitted,

Kathleen S. Hasenauer

