

City of San Diego
Park and Recreation Board
March 19, 2015

Minutes

“WE ENRICH LIVES THROUGH QUALITY PARKS AND PROGRAMS”

Meeting Location

War Memorial Building
3325 Zoo Drive
San Diego, California 92101

Mailing Address:

City of San Diego
202 C Street, MS 37C
San Diego, California 92101

Members Present

William Diehl, Chair
David Baron
Bruce Brown
Vicki Granowitz
David Kinney
Martin Moreno
Dennis Otsuji

Members Absent

Virginia Angeles (Excused)
Robert Chávez (Excused)
Bobby Hughes (Excused)
Hazel Ocampo (Excused)

City Staff Present

Herman Parker, Director
Andrew Field
Francisco Castruita
Johnny Chou
Rebeca Cordova
Don Crockett
Rumi Doherty
Heather Ferbert
Jeremy Fonseca
Monica Honore
Craig Hooker
Patty Jencks
Kim Mathis
Kevin Oliver
Steve Palle
Bonnie Pearson
Todd Schmit

CALL TO ORDER – The meeting was called to order by Chairperson Diehl at 2:00 p.m.

APPROVAL OF THE MINUTES OF FEBRUARY 19, 2015

MOTION: MOVED/SECONDED Mr. Brown/Ms. Granowitz

A motion was made by Mr. Brown and seconded by Ms. Granowitz to approve the February 19, 2015 meeting minutes. Vote was unanimously approved with one abstention (4-0).

ADOPTION OF AGENDA

Consent At this time the Board may consider adoption of one or more items on the adoption agenda as “Consent” items.

MOTION: MOVED/SECONDED Ms. Granowitz/Mr. Brown

A motion was made by Ms. Granowitz and seconded by Mr. Brown to approve the adoption of the agenda. The motion was unanimously approved. (7-0-4) Ms. Granowitz added appreciation from Ken Malbrough, Chair of the Encanto Planning Committee for Chollas Creek being moved to the Regional Park Fund for the feasibility study.

MOTION: MOVED/SECONDED Ms. Granowitz/Mr. Kinney

A motion was made by Ms. Granowitz and seconded by Mr. Kinney to move Items: 101 Approval of the General Development Plan (GDP) for the Balboa Park Golf Course Clubhouse-Improvements, Item 102 Approval of the Proposed General Develop Plan for the UT Pocket Park and, Item 104 Initiation of a Comprehensive Study for Designation of Chollas Creek as a Regional Park to the consent agenda. The motion was unanimously approved (7-0-4).

REQUEST FOR CONTINUANCE - None

COMMITTEE REPORTS

Community Parks I Area Committee - None

Community Parks II Area Committee - None

Balboa Park Committee

- Mr. Kinney welcomed all in attendance to Balboa Park and acknowledged it was nice having the Park and Recreation Board meeting at the War Memorial Building.
- Mr. Kinney commented that the publicity and attention Balboa Park has been receiving regarding the Centennial has been very effective. There has been an approximate 20% increase in visitation to the park. It's been great!
- Mr. Kinney added the Balboa Park Committee has been working with several stakeholders in the park along with the Park and Recreation Department, Project for Public Spaces to continue enhancing the Plaza de Panama. The next phase is anticipated for implementation May 22, 2015, which is also Earth Day.

Design Review Committee

- Chair Diehl stated the committee approved two GDP Amendments: Linda Vista Community Park and Park de La Cruz. Both include skateboard parks which received grant funds. These two items will be coming forward to the Park Board next month.

Mission Trails Regional Park Citizens' Advisory Committee - None

COMMUNICATIONS

(Limited to items not on the agenda. Each one will be limited to three minutes and is not debatable.)

Speaker: Ms. Suzanne Ledebor, representing Normal Heights Community Planning Group and the Normal Heights Community Association. Ms. Ledebor stated a meeting called "Unleashed" was held at Ward Canyon Neighborhood Park on February 15, 2015. Community members from Mid City were invited to bring their dogs and rally for an off-leash dog park at Ward Canyon. She stated it was a huge success; even seen on the local news channel. Additionally she added, Councilmember Gloria attended and he stated he has requested \$1.2 million in next year's budget so the design review process can begin.

CHAIRPERSON'S REPORT

- Chair Diehl reported he will be on vacation for the months of June, July and August.

DIRECTOR'S REPORT

- Mr. Parker welcomed new board members David Baron and Martin Moreno and stated he is happy they are a part of the board.
- March 26 @ 10:30am there will be a Groundbreaking Ceremony for the Wegeforth Elementary School Joint Use Field
- Then on March 27 @ 1:30pm there will be a Grand Opening of the Solana Ranch Park (*flyers for both events are in your packets*)
- I attended the California Parks and Recreation Society Conference last week. It was a great conference and as I mentioned at last month's board meeting, the Park and Recreation Department received two "Awards of Excellence" awards for our Summer Lunch Program and the Civic Dance Program. More information will be forthcoming.
- Chollas Lake will be hosting a Fishing Derby April 25th for children ages 15 and under. This kicks off the department's new Outdoor Adventures Program. The activities will include free fishing instruction, competitions and prizes, borrowing a fishing pole and equipment for free and free lunch. It will be a fun time for all the children who participate. Mr. Parker invited members to attend.
- Our "Special Events for Spring 2015" (*flyer is included as well*). We will have events at various parks and recreation centers throughout the City.
- Finally in your packets, you'll see your Volunteer Passes. These passes are in recognition of your time and support to the City's services and programs. The passes are good for the month of April. **THANK YOU** for all that you do to support the City of San Diego and especially the Park and Recreation Department
- Chair Diehl added the Citywide Volunteer Recognition event will be held at 10:00 am on April 14, 2014 at the Organ Pavilion.

Chair Diehl invited the new members to introduce themselves to the current members and attendees.

ACTION ITEMS

101. Approval of the General Development Plan (GDP) for the Balboa Park Golf Course Clubhouse-Improvements

Item 101 was moved to the Consent Agenda.

102. Approval of the Proposed General Development Plan Amendment for the UT Pocket Park

Item 102 was moved to the Consent Agenda.

103. Park and Recreation Board – Standing Committee Assignments

Chair Diehl stated there are vacancies on two of the standing committees: Vice Chair of the Park and Recreation Board, Community Parks I Area Committee Chair and Vice Chair, and Board Representative to the Mission Trails Regional Park Citizens Advisory Committee. He opened the floor for volunteers to fill the positions. Chair Diehl appointed Mr. Kinney as Vice Chair to the Park and Recreation Board Committee and he accepted. Chair Diehl appointed Dennis Otsuji as Chair of the Community Parks I Area Committee and he accepted. The Vice Chair to that committee remains vacant. Mission Trails Regional Park Citizens Advisory Committee Board Representative also remains vacant. Chair Diehl stated this will be revisited at next month's meeting, due to the absences of four members. Finally, Chair Diehl thanked the members for volunteering.

104. Initiation of a Comprehensive Study for Designation of Chollas Creek as a Regional Park

Item 104 was moved to the Consent Agenda.

105. Park and Recreation Department Fiscal Year 2016 Proposed General Fund Fee Schedules

Mr. Parker introduced Andrew Field, Assistant Park and Recreation Director, Patty Jencks, Supervising Management Analyst. Mr. Parker stated staff is here to provide a presentation on the Park and Recreation Department's Proposed Fee Schedules. In addition, he introduced the fee consultant from NBS, Nicole Kissam, Director of Financial Consulting. Mr. Parker stated the department administers over 670 different park fees for our park system. Council Policy 100-05 User Fee Policy was adopted in 2009 and provides guidelines for City fees. Mr. Parker added that the Council Policy recommends the fees be updated on an annual basis, however, they have not been updated in the past five years. Park and Recreation Department General Fund fees were last adopted August, 2010; Mt. Hope Cemetery fees were last adopted September 2005. NBS was selected to perform the cost of service study through a competitive process.

Ms. Kissam presented a high level cost of service study overview of the methodology and findings of the study (key issues, principals and practices in the arena of studying fees and setting fees). This study took over two years to complete and is provided via PowerPoint presentation (*details of the 192 page study can be found on the Park and Recreation website*). The areas Ms. Kissam covered were:

- Key issues that frame a fee study
- Principles and Practices in the arena of studying and setting fees
- Costing methodology
- Approach for setting fees that were applied
- High level summary of the findings

Mr. Parker added that the Park and Recreation Department's basic operations is supported by the General Fund with approximately \$33 million in revenue from various sources, including reimbursements from environmental growth fund, TOT (Transient Occupancy Tax) fund and various fees. Approximately \$5.3 million is collected through user fees or through the use of

government property. This is only 5% of Park and Recreation's General Fund budget expenditures. He added we are not requesting full recovery of these programs or fees. The total estimated budget increase in revenue proposed with these fees is \$278,836 annually. Mr. Parker referred to Attachment 4 of the handouts regarding full cost recovery fees. Mr. Parker and Mr. Field shared in presenting the PowerPoint presentation, which outlined the following:

- Background
- Cost of Service Study Overview and Results (provided by Ms. Nicole Kissam, Director of Financial Consulting, NBS)
- Proposed Major Changes
 - Fee Reductions 70
 - Fee Increases 226
 - New Fees 17
 - Converted or Restructured Fees 313
 - Eliminated Fees 26
 - Miscellaneous Changes
- Impact to Users
- Public Outreach

Per Mr. Field, it is anticipated the Proposed Fee Schedules will go before the Budget and Finance Committee in April and City Council end of April/early May. Once specific dates are finalized they will be posted on the Park and Recreation Department website, and Recreation Centers and Pools. Mr. Field added it is anticipated to implement the fees at the beginning of the Fiscal Year, July 1, 2015. Finally, Mr. Field thanked and acknowledged the Park and Recreation Fee Committee staff as well as Ms. Kissam.

Questions and Comments from the Board:

- Mr. Kinney inquired about ground use fee (commercial rate) in Balboa Park. Ms. Jencks responded ground use fees are based on the cost of service for staff and looked at it throughout the entire park system; not just Balboa Park.
- Ms. Granowitz inquired about ground use fees for large events and stated it appears to take away use of the park for the public's access to the park. Ms. Jencks responded due to Proposition 26 and regardless of the impact, fees are set at that rate. She added staff can work to monitor those permits and ensure users are making the best use of a particular area. Mr. Parker responded if an individual or group attempts to take advantage, we have no control of that. However, staff can set a fee that we feel is fair to the community, and the department, and covers the cost we need to have covered. Additionally, we work with staff as best we can to ensure no one is taking advantage of the situation.
- Ms. Granowitz also inquired about removal of nonresident fees and asked if an analysis was done to see if we are losing any substantial amount. Ms. Jencks responded that an analysis was done. The estimate is based on the change in policy throughout the entire fee schedule and is approximately \$19,000 of loss of revenue.
- Ms. Granowitz inquired about Balboa Park room rentals. Ms. Jencks responded the facilities are very unique and stated staff did comparisons to several local agencies. Staff also did comparisons to other cities in California and resorts. When it came to pricing, staff took into account that Balboa Park is a regional draw. Ms. Jencks added, Park and Recreation

understands its customers and have priced fees accordingly. Additionally, staff looked at the new Library to ensure we were in the same ballpark.

- Mr. Moreno thanked staff for the report. He inquired as to when a review of fee changes would affect equitable access in different communities. Ms. Jencks responded that it has always been a difficult challenge for Park and Recreation because it is not just rates that impact our users, it's the weather, economy and it's difficult for staff to pinpoint the exact item that caused change in use. She added that when staff sees changes in the users and see issues, staff will communicate such issue to the Fee Committee.
- Mr. Otsuji inquired as to how the maintenance cost of facility or ground use fit into the fees. Ms. Kissam responded where possible and identifiable, it is included in the total cost basis. Ms. Jencks added that Park and Recreation receives funding for new facilities when they become operational, which is funded by the General Fund.
- Chair Diehl inquired if residents have priority over nonresidents? Ms. Jencks responded it is true in many cases. Park and Recreation has some department instructions that outline priority use for residents. Chair Diehl additionally inquired if that is the same for youth organizations. Mr. Parker stated that is true.
- Chair Diehl also inquired about skate board park rentals. Since the skate parks are not staffed how does staff determine use time. Ms. Jencks responded they are not staffed. When someone comes to rent the facility/skate park they are told the park is unstaffed and that it is still available to the public. On occasion, staff does rent to companies who are conducting outreach, but the skate park is still open to the public.
- Chair Diehl additionally inquired as to how many people/group requires a fee. Ms. Jencks stated it depends on the specifics of the activity.

MOTION: MOVED/SECONDED Ms. Granowitz/Mr. Kinney

A motion was made by Ms. Granowitz and seconded by Mr. Kinney to approve the recommended fee changes. The motion was unanimously approved. (7-0-4)

INFORMATION ITEMS - None

Details of all reports and PowerPoint presentations can be found on the Park and Recreation Department's website at:

<http://www.sandiego.gov/park-and-recreation/general-info/boards/index.shtml>

ADJOURNMENT – The meeting was adjourned at 3:00 p.m.

Next Meeting: **April 16, 2015 at 2:00 p.m.**

**War Memorial Building (Note Location Change)
3325 Zoo Drive
202 C Street, San Diego, CA 92101**

Submitted by,

Herman D. Parker
Park and Recreation Director