



# REPORT

## THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

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DATE ISSUED: October 8, 2014

REPORT NO: 103

ATTENTION: Park and Recreation Board  
Agenda of October 16, 2014

SUBJECT: Renaming of the Scripps Ranch Community Center to the "Scripps Ranch Civic Association Community Center"

### SUMMARY

Issue – Should the Park and Recreation Board approve the renaming of the Scripps Ranch Community Center to the "Scripps Ranch Civic Association Community Center"?

Director's Recommendation – The Department does not take a position on facility naming requests.

#### Other Recommendations –

- On March 13, 2014, the Scripps Ranch Recreation Council voted unanimously to recommend approval of renaming the Scripps Ranch Community Center to "Scripps Ranch Civic Association Community Center".
- On June 4, 2014, the Community Parks 1 Area Committee voted unanimously to recommend approval of renaming the Scripps Ranch Community Center to "Scripps Ranch Civic Association Community Center".

Fiscal Impact – None. The signage will be paid for by a community grant and maintained by the Scripps Ranch Civic Association.

### BACKGROUND

- The Scripps Ranch Community Service Center was originally used as the sales office for McMillin when they were selling homes in the new community of Miramar Ranch North.
- In 1999, the McMillin no longer needed the building, but had to move it off of the site. Rather than see the building go to waste, the community saw an asset.

- The Scripps Ranch Community Association (SRCA) took up the cause to bring more facilities to the community and negotiated directly with McMillin to have the building donated to the City. After negotiations, a series of public meetings, and hundreds of hours of time invested in finding a solution, McMillin donated the building, and it was placed at Butterfly Garden Park. The Center was officially opened to the public in 2000.
  - From 2000 to 2009, the City worked with the SRCA to bring services directly to the community. The SRCA worked to make rooms available to such groups as the Boy Scouts, Girl Scouts, HOAs, and other community organizations.
  - The City offered assistance with permits, collected water bills, and to date the District 5 Councilmembers Brian Maienschein, Carl DeMaio, and now Mark Kersey have all used the Center in place of a district office.
  - But in 2009, the City budget issues became overwhelming, and the Center faced closure. The SRCA, once again, stepped in to make sure the facility remained available to the public. The SRCA worked with the City to get a Special Use Permit to operate the Center.
  - The SRCA maintains a community calendar and keep the facility open for the public. Without the SRCA, this Community Center would be closed.
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- In November 2014, Councilmember Kersey's office made a recommendation to the Park and Recreation Department to rename the Center based upon the activities and contributions of the SRCA. The recommendation was forwarded as stated above, and was unanimously supported.

### DISCUSSION

The renaming of the Community Center is in compliance with Park and Recreation Board Policy #1001, "Naming of Parks and Recreation Facilities" (copy attached).

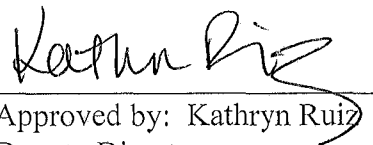
### ALTERNATIVES

Do not approve the renaming of the Scripps Ranch Community Center.

Respectfully submitted,



Prepared by: Mike Rodriguez  
District Manager, District 40  
Community Parks I Division



Approved by: Kathryn Ruiz  
Deputy Director  
Community Parks I Division

KR/mr

- Attachments:
1. Park and Recreation Board Policy #1001 – Naming of Parks and Recreation Facilities
  2. Minutes from Scripps Ranch Recreation Council dated March 13, 2014 approving the renaming of the Scripps Ranch Community Center to “Scripps Ranch Civic Association Community Center”
  3. Agenda and Minutes from Community Parks 1 Area Committee dated June 4, 2014 approving the renaming of the Scripps Ranch Community Center to “Scripps Ranch Civic Association Community Center”
  4. November 14, 2013 Memo from Councilmember Mark Kersey

cc: Tiffany Vinson, Council District 5

PARK AND RECREATION BOARD POLICY

- SUBJECT:** Naming of Parks and Recreation Facilities
- BACKGROUND:** The public sometimes suggests that parks and recreation facilities be named after persons, living or dead.
- PURPOSE:** To provide a systematic procedure for the naming of parks and recreation facilities which will assist in their location by the citizenry, and to develop a method for the retention of names of historical or fiscal significance.
- POLICY:** As a general policy, parks and recreation facilities should be named to identify their locations. Especially for parks, the name of the community area, the names of nearby geographic features, the names of adjacent schools and street names should be given first consideration. However, they may also be named for individuals, living or dead, who are of historical significance to the local area or who have made major financial contributions in the opinion of the appropriate Recreation Councils and/or other advisory bodies, Board committees and the full Board. Facilities within parks, (such as buildings, gyms, courts, etc.) are more appropriate for naming after individuals than are parks.
- Renaming a facility for a person, when that facility is already named for a person, should only be undertaken with the utmost consideration. Every attempt should be made to contact the person or heirs of the person for whom the facility is currently named, to present their views verbally, or in writing, at a public hearing.
- PROCEDURE:** The Recreation Council effected by the proposed name change, shall hold a public hearing to review the request and the supporting documents and information, and shall make recommendations to the Area Committees and the Park and Recreation Board on any and all recommended changes to the renaming of existing facilities.
- SUBSTANTIATION:** Park and Recreation Board Minutes of 6/16/83 (page 2469)  
Park and Recreation Board Minutes of November 15, 2001 (page 4).

City of San Diego  
PARK & RECREATION DEPARTMENT  
SCRIPPS RANCH RECREATION COUNCIL  
Minutes  
March 13, 2014

**Meeting Held:**                    **Scripps Ranch Recreation Center  
11454 Blue Cypress Dr.  
San Diego, CA 92131**

**ATTENDANCE:**

Chairperson:            Mark Sorensen (MAL)  
Vice Chairperson:     Mike Smart    (MAL)  
Treasurer:             Jany Staley   (MAL)

Old Pros:                John Grant   (M) (excused absent)  
SRSC:                    Cha Cha Namdar (M)  
WAC:                     Cheryl Pritchard (M)  
Lacrosse:                Carl Stephnowski (M) (excused absent)  
SD Renegades:         Julie Stern  
SRSA:                    Jason Turfler (M)  
SRL:                      Ryan Leighty (M)  
Pop Warner:            Brian Leeper (M)  
Pickleball:              Marsha Linehan (M)  
                              Rich Wasilewski (MAL) (excused absent)

~~Member-at-Large:     Wes Karch (MAL) (excused absent)  
                              Dave Brooks (MAL)  
                              Douglas Lambell (MAL)~~

~~Guest:                    Longhorn:                Doug Farry (excused absent)  
                              Flt Action Sports:     Joel Goetzinger  
                              SRHS Lax:                John Maxwell  
                              SD Renegades 98:     Tony Silveira~~

Stonebridge Residents:

**Staff:**

Cathy Lawler, Area Manager II  
Claudia Apodaca, Center Director III  
Tiffany Vinson, Council Representative

**CALL TO ORDER AND INTRODUCTIONS:**

The meeting was called to order at 7:02 p.m. by Chairperson, Marc Sorensen.

**APPROVAL OF MINUTES:**

**MOTION:**    It was moved/seconded (J.Staley /M.Smart) to approve minutes of the Feb 13, 2014 meeting. Motion passed unanimously.

**TREASURERS REPORT:**

The ending balance for the month of February is \$64,136.49. Motion passed unanimously

**REQUESTS FOR CONTINUANCES:**

None

**SYCAMORE UPDATE:**

- Sycamore Ribbon Cutting Ceremony is scheduled for April 17 @9:00am. invitations will be send out to the Recreation Council Members.

**NON AGENDA PUBLIC COMMENTS/COMMUNICATIONS:**

**CHAIRPERSONS REPORT:**

Marc Sorensen, Chairperson reported the following:

Scripps Ranch Recreation Council By-Laws:

- The purpose of the Council shall be to promote the recreation programs in the community through planning, administering, publicizing, coordination, and interpretation. The Council may also make recommendation to the Park and Recreation (Department), and to the Park and Recreation Board and the Community Parks Area Committees, on matters in the Council's jurisdiction, as identified in the 92131 postal zip code, related to park and recreation programs and facilities through broad community input and in accordance with Department and Park and Recreation Board policies. The Council and each member of the Council shall at all time act in the best interest of the City.

**STAFF REPORT:**

**Area Manager II, Cathy Lawler:**

- The Spring Canyon lighting project is moving forward but no official date has been set when the project is scheduled to begin. The electricians will be changing 60 lights bulbs.

**Center Director III, Claudia Apodaca:**

- The Spring Egg Hunt is schedule on April 10 at 1:30p.m. which include activities for the children (train, 2 clowns, and 2 astrojumps).
- Active Net is schedule to go live on March 22, 2014.

**ORGANIZATION/COMMITTEE REPORTS:**

**ACTION ITEMS:**

**CONSENT ITEMS:**

**ADOPTION ITEMS:**

Rename the Scripps Ranch Community Service Center to the "Scripps Ranch Civic Association Community Center.

- The Scripps Ranch Civil Association is a nonprofit organization that is vital to the success of the community of Scripps Ranch. The Scripps Ranch Civic Association represents over a combined 12,000 households in the communities of Scripps Miramar Ranch, Miramar Ranch North and Rancho Encantada. The Scripps Ranch Civic Association protects and promotes neighborhood interests, keeps the community informed through publication and delivery services of its monthly newsletter to every household, and partners with the City to deliver services to Scripps Ranch

**MOTION:** It was moved/seconded ( M.Linehan / J.Staley) to approve the renaming of the Scripps Ranch Community Center to the "Scripps Ranch Civic Association Community Center ." Unanimous.

1. Staff is requesting approval of the By-Laws.

**MOTION:** It was moved/seconded (J.Staley / M.Smart) to approve the By-Laws for the Scripps Ranch Recreation Council. Unanimous.

2. Staff is requesting \$4552.00 for fertilization for Scripps Ranch Community Park (upper/lower), Stonebridge, Dingeman and Spring Canyon.

**MOTION:** It was moved/seconded (J.Grant / C.Pritchard) to approve \$4552.00 for fertilization to the Scripps Ranch Community Park (upper/lower), Stonebridge, Dingeman and Spring Canyon. Unanimous.

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**INFORMATION ITEMS/ANNOUNCEMENTS:**

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**ADJOURNMENT:**

Meeting was adjourned @ 7:33 p.m.

**MOTION:** It was moved /seconded (M.Smart/J.Staley) to adjourn the meeting. Motion passed unanimously.

**NEXT MEETING:**

Thursday, April 10, 2014@ 7:00 p.m. at Scripps Ranch Recreation Center, 11454 Blue Cypress Drive, San Diego, CA 92131.

**SUBMITTED BY:** Claudia Apodaca, Center Director III

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**REVIEWED BY:** Cathy Lawler, Area Manager II

Signature \_\_\_\_\_

Date \_\_\_\_\_



**MINUTES**

CITY OF SAN DIEGO  
PARK AND RECREATION DEPARTMENT  
COMMUNITY PARKS I DIVISION AREA COMMITTEE

June 4, 2014

**Meeting held at:**

Doyle Community Park  
8175 Regents Road  
San Diego, CA 92122

**Mailing Address:**

City of San Diego  
CPI Area Committee  
2581 Quivira Court  
San Diego, CA 92101

**ATTENDANCE**

Rick Bussell                      CPI Area Committee Chair                      Present

Advisory Group	Representative	Present	Absent
Allied Gardens Recreation Council	Terry Cords	X	
Carmel Mountain/Sabre Springs R.C.	Esther Berry/Gwen Leslie	X	
Carmel Valley Recreation Council	Pat Collins/Greg Ratchuk		X
Doyle Recreation Council	Sue Evans	X	
Dusty Rhodes Recreation Council	Pat Warren	X	
Kearny Mesa Recreation Council	Dixie Wilson/Larry Murray	X	
La Jolla Recreation Council	Mary Coakley-Munk		X
Linda Vista Recreation Council	Doug Beckham /Tam Nguyen		X
Mira Mesa Recreation Council	Joe Frichtel	X	
Nobel Recreation Council	Carroll Zahn		X
North Clairemont Recreation Council	Robert Murillo	X	
Ocean Air Recreation Council	Steve Thorn		X
Ocean Beach Recreation Council	Jim Nickel/Rep.		X
Point Loma Recreation Council	Mike Moser		X
Rancho Bernardo Recreation Council	Sally Grigoriev		X
Rancho Penasquitos Recreation Council	Scott Gellerman	X	
Robb Field Recreation Council	Pat Warren	X	
San Carlos/Lake Murray Recreation Council	John Pilch	X	
Santa Clara/Pacific Beach Recreation Council	Justin Binns		X
Scripps Ranch Recreation Council	Marc Sorensen	X	
Serra Mesa Recreation Council	Jon Cima		X
South Clairemont Recreation Council	Chris Pierce	X	
Standley Park Recreation Council	John Schindel	X	
Sunset Cliffs Natural Park	Gene Berger		X
Tecolote Recreation Council	Susan Mourpian		X
Tierrasanta Recreation Council	Betty Oglivie		X

**CITY OF SAN DIEGO STAFF**

Steve Palle                                      Park and Recreation Dept. Representative  
Manuel Gonzalez                                District Manager, CPII Division

**GUESTS IN ATTENDANCE**

None

**CALL TO ORDER**

The meeting was called to order by Rick Bussell at 7:00 p.m.

**APPROVAL OF MINUTES**

**MOTION                      MOVED/SECONDED                      Dixie Wilson/Joe Frichtel**

A motion was made by Ms. Wilson and seconded by Mr. Frichtel to approve the May 7, 2014 minutes. The motion was approved (7-0) with one abstention; Pilch.

**REQUEST FOR CONTINUANCES**

None

**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                      Marc Sorenson/John Pilch**

A motion was made by Mr. Sorenson and seconded by Mr. Schindel to approve moving Item 1; Renaming of Scripps Ranch Community Service Center to the "Scripps Ranch Civic Association Community Center" to consent. The motion passed unanimously (8-0).

**MOTION                      MOVED/SECONDED                      Dixie Wilson/Gwen Leslie**

A motion was made by Ms. Wilson and seconded by Ms. Leslie to approve the adoption of the agenda. The motion passed unanimously (8-0).

\*Note: Sue Evans and Chris Pierce entered the meeting at 7:05 pm.

**COMMUNICATIONS**

Mr. Frichtel shared that a settlement was reached in the Marco Gonzalez litigation. There could be significant impacts as it pertains to permitting in City Parks. He would like staff to provide information

on the CEQA process and how it will be applied to permits especially special events.

Mr. Frichtel also expressed concern about current recreation center staff including grounds maintenance workers. Mr. Cords also added that customer service was lacking and he cited two separate incidents which concerned him. Employees are constantly on their phones and don't even engage the public when they come into the building and/or the office.

\*Note: Robert Murillo entered at 7:10 pm.

Mr. Gonzalez stated that he was actively working on the recruitment process for the RL I classification. He has also been working on getting information out to the local colleges (SDSU). It did express that it has been a challenge and that the P&R Dept. has been competing against the likes of the Boys and Girls Clubs and the YMCAs.

Mr. Palle added that the department offers customer service and basic recreation leader training; however, the department is looking at developing more advanced training for staff including the maintenance staff. He reminded members of the committee that if they encounter issues at the sites, please contact the supervisors.

### **CHAIRPERSON'S REPORT**

Mr. Bussell informed that committee that there were bobcat sightings reported in the Tecolote Canyon area. Although these sightings were specific to the Tecolote area, he did warn the other members to be careful especially if they owned pets.

### **STAFF REPORT**

Steve Palle, staff representative reported on the following;

1. He expressed that the last few months were very hectic. Staff was working with several of the council districts on CPPS funds. All purchase requests had to be submitted before the end of the month (June) but new rules regarding prevailing wage and thresholds were creating some issues.
2. Ms. Ruiz was hopeful that she would be able to attend and present information on the SUPs some time during the summer; however, it looks like this item would not be presented until the fall.
3. Introduced Manuel Gonzalez and shared some background on the two items that he was going to present.

### **ACTION ITEMS**

1. Renaming of Scripps Ranch Community Service Center to the "Scripps Ranch Civic Association Community Center".

Presenter: Marc Sorenson, Scripps Ranch Recreation Council

This item was moved to consent.

## INFORMATION ITEMS

1. Manuel Gonzalez – District Manager, Community Parks II
  - A. “Big Belly” Program

Mr. Gonzalez introduced the “Big Belly” trashcan pilot program. The program was being funded by Environmental Services. The initial project included parks sites such as Camino Ruiz and Montgomery Waller. He explained that these units were solar powered and that they compressed trash. In the next roll out, recycling units will be added to the current sites and the new sites will include both units. The City is hoping to get the new units in this summer, hopefully by late June/early July.

Following the presentation committee members asked questions and shared comments;

- The cost of the units will be approximately \$7,000 including slab work. There are 37 units currently in the City.
- What happens when the units go down? Who will be responsible to repair the units and how long will it take to repair the units?
- Does any of the money from the actual recycling portion go back to the Park and Rec. Department?
- Are they going into all of the parks and if not how were the parks selected?

Mr. Gonzalez expressed that the City has been emphasizing recycling and this program is well supported. He understands the concerns regarding the cost and although he did not have the long term projections the program would fulfill recycling requirements and provide more efficiency in terms of maintenance staff.

- B. Summer Lunch Café

Mr. Gonzalez introduced the Summer Lunch Café program. He stated that the City has been in a partnership with the SDUSD for over 11 years over 800,000 lunches have been served at our local recreation centers. In 2013, 139,411 lunches were served at 33 centers. In 2014 staff will be working with NASA on a couple of events for the month of July. One of the events will be held at Mira Mesa Community Park where participants will be able to sample astronaut food.

A successful event within the program is the BBQ event. All participating centers will be hosting BBQ events where both adults and kids can participate. Additionally, there will be community service groups at these events and staff will host games and activities for the participants.

Following the presentation committee members asked questions and shared comments;

- Although the food is funded through the school district, staff is provided by the City with no additional funding received to offer the program. This can impact

other programs offered at the centers because of the current lack of hours.

- This program is typically offered when centers are not open and again no additional hours are being added.
- The events (BBQs) are outstanding and staff puts in a lot of work to put these on.

Mr. Gonzalez acknowledged the concerns regarding staffing and hours but he stated that the department viewed this program as one of its own. He was hopeful that staff would incorporate physical activity as part of the program in an effort to encourage healthy living which would fall in line with the recreation programming.

### WORKSHOP ITEMS

None

### ANNOUNCEMENTS

Mr. Schindel shared that there was a community garage sale being hosting in the UC area. Standley will host its annual fireworks show after some doubt as to whether it would happen. Following that event, the park will host several concerts in the park and the annual banana split event.

Mr. Pilch informed the committee that the City was renovating fields in the San Carlos/Lake Murray area. Lake Murray was completed and they were currently working on Forward Joint Use. Lake Murray will not host their annual 4<sup>th</sup> of July fireworks event due to the ongoing litigation.

Mr. Cords stated to the committee that the Marco Gonzalez litigation cost over \$700,000. He informed the council that several parks in the Navajo Community were renovated. He commended CD 7 and City staff for the job well done on these projects.

Ms. Warren shared that the Kite Festival held annually at Dusty Rhodes had to be rescheduled due to inclement weather. She mentioned that the quad is currently closed and the back 9 at Robb Field will be closed during the summer for renovation. Ocean Beach will be hosting the portable pool program starting in July and Pt. Loma Community Park will be hosting several summer concerts.

Mr. Gellerman informed the committee that the Rancho Penasquitos area will be hosting a 4<sup>th</sup> of July fireworks events. The event will actually take place a Westview High School.

Ms. Leslie stated that Carmel Mtn. was going to host three (3) concerts in the park during the summer. She also inquired about Spring Egg hunts and special event planning. Several members responded and stated that she should communicate with other center directors and gather ideas on how events are run at their sites.

Mr. Pierce informed the council that South Clairemont will be hosting its 25<sup>th</sup> annual Clairemont Family Day. The event will take place on the first Saturday in August. He also asked if it was possible to add a few items to a future agenda as workshop items such as independent contractors and fees and charges.

Ms. Wilson stated that she missed the last Kearny Mesa meeting and did not have a report for that site. She was aware that the Edward Tyler Cramer Park was coming along and that it should be opening sometime during the summer.

Mr. Frichtel reported that Mira Mesa Community Park will be hosting the annual 4<sup>th</sup> of July event but he expressed concerned over future of this event because of the CEQA event. He added that Mira Mesa hosted its first annual 3 on 3 basketball tournament.

**ADJOURNMENT**


There being no further business, the meeting was adjourned at 8:10 p.m.

**NEXT SCHEDULED MEETING**

Meeting date is tentatively scheduled for 7:00 p.m. on July 2, 2014.

Doyle Community Park  
8175 Regents Road

Submitted by,

  
Steve Palle  
City Staff Representative



City of San Diego

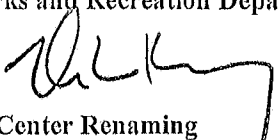
**MARK KERSEY**

CITY COUNCILMAN, FIFTH DISTRICT

**MEMORANDUM**

**DATE:** November 14, 2013

**TO:** Andrew Field, Interim Director, Parks and Recreation Department

**FROM:** Councilman Mark Kersey 

**RE:** Scripps Ranch Community Service Center Renaming

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The Scripps Ranch Civic Association is a non-profit organization that is vital to the success of the community of Scripps Ranch. I hereby respectfully request the renaming of the Scripps Ranch Community Service Center to "Scripps Ranch Civic Association Community Center."

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The Scripps Ranch Civic Association represents over a combined 12,000 households in the communities of Scripps Miramar Ranch, Miramar Ranch North and Rancho Encantada. The Scripps Ranch Civic Association protects and promotes neighbourhood interests, keeps the community informed through publication and delivery of its monthly newsletter to every household, and partners with the City to deliver services to Scripps Ranch. In addition to the enhanced services delivered through the organization, the Scripps Ranch Civic Association administers the Scripps Ranch Fire Safe Council, the Community Emergency Response Team (CERT), and a Neighborhood Watch program that has served as a model for the City. The organization also manages successful community events, such as the 4<sup>th</sup> of July Parade and Fair, the Scripps Ranch Community Fair, and biannual Community Cleanup Days.

The impact the Scripps Ranch Civic Association has had on the community is undeniable and is applauded. Renaming this facility will provide due recognition to an incredible asset to the community. I appreciate your attention to this matter.

cc: Hon. Mayor Todd Gloria  
Kathy Ruiz, Deputy Director, Community Parks I



**Scripps Ranch  
Civic Association**

Internet home page  
[www.scrippsranch.org](http://www.scrippsranch.org)

Email  
[srca@scrippsranch.org](mailto:srca@scrippsranch.org)

Mailing address  
PMB 317  
9974 Scripps Ranch Blvd.  
San Diego, CA 92131

Councilman Mark Kersey  
City of San Diego, Fifth District  
202 C Street MS 10A  
San Diego, CA 92101

October 22, 2013

Councilman Kersey:

As an active community leader, I would like to request the name of the Scripps Ranch Community Information Center officially be changed to the "Scripps Ranch Civic Association Community Center."

As you know, the Scripps Ranch Civic Association (SRCA) operates the Community Information Center with the purpose of creating a space for community members to use, building the culture and character of Scripps Ranch. The SRCA maintains a community calendar on our website, [www.ScrippsRanch.org](http://www.ScrippsRanch.org), on which residents can view events at the center and review vacant times to plan future events. Working closely with groups such as the Girl Scouts, Boy Scouts, Toastmasters, homeowners associations, 50+ Club, and Sustainable Scripps Ranch, the SRCA works diligently to include groups and residents from neighborhoods across our community.

In addition to operating the Scripps Ranch Community Information Center, the Scripps Ranch Civic Association oversees a very successful Neighborhood Watch program, the 4<sup>th</sup> of July Parade and Celebration, Scripps Ranch Clean-Up Days, and other events that benefit the community, such as the Cedar Fire Anniversary events. The Scripps Ranch Civic Association is a dedicated partner to the City with the ultimate mission to make Scripps Ranch a better place to live. Therefore, we respectfully request the renaming of the Community Center to the "Scripps Ranch Civic Association Community Center."

Thank you

Bob Ilko, President  
Scripps Ranch Civic Association