

AGENDA

PARKS, RECREATION AND BEAUTIFICATION COMMISSION

THURSDAY, NOVEMBER 18, 2021

AT 6:00 PM

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting, please contact the City Clerks Office (805) 473-4567) at least 48 hours prior to the meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting.

Given public health conditions and consistent with Assembly Bill No. 361, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, meetings will be held by teleconference only until further notice.

Meetings can be viewed on Channel 20. Members of the public may call (805)-321-6639 to provide public comment via phone (the phone line will open just prior to the start of the meeting at 6:00 PM) or written public comments can be submitted via email to gbadmin@groverbeach.org prior to the meeting start time of 6:00 PM. If submitting written comments in advance of the meeting, please note the agenda item. Written comments will be read out loud during the Commission meeting on the appropriate agenda item subject to the customary 3-minute time limit.

CALL TO ORDER

FLAG SALUTE

ROLL CALL Commission Members Kassi Dee, Donna De La Rosa, Sage Lysobey, Kara Ramirez, and Chair Jeff Al-Mashat

PUBLIC COMMUNICATIONS

Any member of the public may address the Commission for a period not to exceed three minutes total on any item of interest within the jurisdiction of this Commission. The Commission will listen to all communications; however, in compliance with the Brown Act, the Commission cannot act on items not on the agenda.

CONSENT AGENDA

The following routine items listed below are scheduled for consideration as a group. Recommendations for each item are noted in parentheses. Members of the audience may speak on any item(s) listed on the Consent Agenda. Any Commissioner or the Director may request that an item be withdrawn from the Consent Agenda to allow for full discussion.

- 1. Minutes of the Parks, Recreation and Beautification Commission on October 21, 2021.**
(Recommended Action: Approve the minutes as submitted or revised.)
VOICE VOTE

- 2. Parks & Recreation Monthly Reports Through October 2021**
(Recommended Action: Receive an update on Parks & Recreation Monthly Facility and Special Event Reports)
VOICE VOTE

REGULAR BUSINESS

3. **Allocation of Beautification Funds and Selection of Winners for ‘Show Us Your Sign’ Contest (Recommend Action: Discuss and choose a winner of the ‘Show Us Your Sign’ Contest and provide recommendations for the expenditure of the street sign sales and City funding of \$30,000 for beautification projects within the City.)**

COMMISSION COMMUNICATIONS

STAFF COMMUNICATION

- Upcoming Winter Season Special Events-Thanksgiving Thankfulness, Holiday Parade/Holiday of Lights Decorating Contest

PUBLIC COMMUNICATION

ADJOURNMENT

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Staff reports or other written materials relating to each item of business referred to on this agenda are available from the City website www.groverbeach.org and on file in the City Clerk’s Office. Related materials submitted after distribution of the agenda packet are available in the City Clerk’s Office during normal business hours. If you have questions regarding any agenda item, please contact the appropriate City Department. Any writings or documents regarding any item on this agenda, not exempt from public disclosure, provided to a majority of the City Council and distributed subsequent to distribution of the agenda packet will be made available for public inspection in the City Clerk’s Office during normal business hours.

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Note: This agenda was prepared and posted pursuant to Government Code Section 54954.2. This agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the agenda posted at City Hall for any revisions or call the City Clerk’s Office at (805) 473-4567 for more information.

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The agenda and staff reports are also available on the City’s website: www.groverbeach.org

REGULAR MEETING
PARKS, RECREATION AND BEAUTIFICATION COMMISSION
THURSDAY, OCTOBER 21, 2021 6:00 P.M.
Via Teleconference

CALL TO ORDER Chair Al-Mashat called the meeting of the Parks, Recreation and Beautification Commission to order at 6:00 p.m. with all Commissioners teleconferencing.

ROLE CALL **Commissioners:** Kassie Dee, Donna De La Rosa, Sage Lysobey, Kara Ramirez and Chair Jeff Al-Mashat were present.

City Staff: Parks and Recreation Director Kathy Petker, Recreation Coordinator Madison Ochotorena, City Clerk Wendi Sims and Deputy City Clerk-PRBC Secretary Nicole Retana were also present via teleconference.

FLAG SALUTE The flag salute was led by all present.

PUBLIC COMMUNICATIONS:

Chair Al-Mashat opened the floor to any member of the public calling into the meeting on the teleconference line (805) 321-6639, for comment on items of interest which were within the jurisdiction of the Commission, but were not listed on the agenda. No one responded and the Chair closed the Public Communication segment for this portion of the meeting.

CONSENT AGENDA

Chair Al-Mashat opened public comment on this matter. No public comments were received at this time and Chair Al-Mashat closed public comment.

1. **Minutes of the Parks, Recreation and Beautification Commission Meeting on Thursday, September 16, 2021**
2. **Parks & Recreation Monthly Reports through September 2021**

Action: It was motioned by Commissioner Dee and seconded by Commissioner De La Rosa to approve Consent Agenda Item Numbers 1 and 2 as recommended. The motion passed unanimously via voice vote.

REGULAR BUSINESS

3. **Annual Special Events Review**

Chair Al-Mashat read the title to the forgoing item and introduced Parks and Recreation Director Petker.

Parks and Recreation Director Petker discussed special year-round events and opened item for discussion with all Commissioners.

Chair Al-Mashat opened public comment on this matter. No public comments were received at this time and Chair Al-Mashat closed public comment.

Chair Al-Mashat suggested the Commission present new ideas at a future meeting.

Action: Reviewed and discussed past event ideas to consider trends and new event ideas for the public.

4. Allocation of Beautification Funds and Selection of Winners for ‘Show Us Your Sign’ Contest

Chair Al-Mashat read the title to the forgoing item and introduced Parks and Recreation Director Petker.

Parks and Recreation Director Petker presented a brief staff report on the allocation of funds of the sale of the Grover Beach signs also, presented the submissions of the sign contest.

Commissioners discussed using the monies for lighting on Grand Ave./off Highway 1; Flag/Art banners; sculpture by the GB60 sign; and adding rope lights to all the trees on Grand Avenue. Also, they selected “Life is Grand” as the winner of the Sign Contest.

Chair Al-Mashat opened public comment on this matter. No public comments were received at this time and Chair Al-Mashat closed public comment.

Chair Al-Mashat suggested the Commission return to the next meeting with at least one new idea per Commissioner.

Action: Discussed and choose the winner of ‘Show Us Your Sign’ Contest and will return to the November 18th meeting with recommendations for the expenditure of the street sign sales for beautification projects in the City.

PUBLIC COMMUNICATION

Chair Al-Mashat opened public comment on this matter. No public comments were received at this time and Chair Al-Mashat closed public comment.

COMMISSION COMMUNICATIONS

Chair Al-Mashat mentioned the Commission recognizing citizens with Beautification Awards.

Commissioner Dee requested to be on any sub-committee needed.

STAFF COMMUNICATION

Parks & Recreation Director Petker discussed the recent mailer that was sent to all Grover Beach residents of upcoming events, including the Holiday Parade on December 4th. She also discussed the approval by the City Council of the South County Skate Park improvements.

ADJOURNMENT

Chair Al-Mashat adjourned the meeting at 7:03 p.m.

JEFF AL-MASHAT, CHAIR

Attest:

SECRETARY TO THE PARKS, RECREATION AND BEAUTIFICATION COMMISSION
NICOLE RETANA, DEPUTY CITY CLERK
(Approved at PRBC Meeting _____ 2021)

DRAFT



PARKS, RECREATION AND BEAUTIFICATION STAFF REPORT

TO: Parks, Recreation and Beautification Commission

DATE: November 18, 2021

FROM: Parks & Recreation Director Kathy Petker

PREPARED BY: Madison Ochotorena, Recreation Coordinator

SUBJECT: Parks & Recreation Monthly Reports Through October 2021

RECOMMENDATION

Receive an update on Parks & Recreation Monthly Facility and Special Event Reports

BACKGROUND

Each month the Parks & Recreation Department staff tracks the registrations for paid classes, revenue received for facility and park rentals, participant and volunteer numbers for events, tracking of sponsor funds, as well as a list of special events. Please note that these reports are based on the City's fiscal year calendar.

Due to the COVID-19 pandemic many of the facilities and parks were closed and classes and special events cancelled, however, the Department was able to provide some services and park rentals. We are slowly reopening facility rentals and indoor events.

FISCAL IMPACT

The Department has realized a slight increase of revenues due to the reopening of several classes and park rentals.

ALTERNATIVES

The Commission has the following alternative to consider:

1. Receive an update on Parks & Recreation Monthly Facility and Special Event Reports.
2. Provide alternative direction to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Facility and Special Events Monthly Reports

Total Mentone Basin Park Uses	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Mentone Basin Park Fees Collected	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Ramona Garden Park	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Gazebo/Ampitheater Reservations	1	0	0	0	0	0	0	0	0	0	0	0	1
Ramona Garden Park Gazebo Usage Fees Collected	\$93	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$93
Total Ramona Garden Park Uses	1	0	0	0	0	0	0	0	0	0	0	0	1
Total Ramona Garden Park Fees Collected	\$325	\$41	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$366

Total Park Uses	15	13	18	0	0	0	0	0	0	0	0	0	46
Total Park Fees Collected	\$1,419	\$1,225	\$1,760	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,404

Equipment Rentals	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Total Equipment Rental Fees Collected	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Recreation Classes

Adult Classes	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Adult Classes - Number Offered	2	3	4	3	0	0	0	0	0	0	0	0	12
Adult Classes - Total Participation	21	10	47	17	0	0	0	0	0	0	0	0	95
Adult Classes - Fees Collected	\$246	\$87	\$1,144	\$801	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Youth Classes	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Youth Classes - Number Offered	0	0	0	1	0	0	0	0	0	0	0	0	1
Youth Classes - Total Participation	0	0	0	9	0	0	0	0	0	0	0	0	9
Youth Classes - Fees Collected	\$0	\$0	\$0	\$108	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$108

Tiny Tots	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Tiny Tots - Number Offered	2	2	4	4	0	0	0	0	0	0	0	0	0
Tiny Tots - Total Participation	16	20	23	35	0	0	0	0	0	0	0	0	0
Tiny Tots - Fees Collected	\$686	\$858	\$1,037	\$1,631	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,213

Co-Sponsored Classes	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Co-Sponsored Classes - Number Offered	1	1	1	1	0	0	0	0	0	0	0	0	4

Dedication Programs	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Total
Dedicate a Tree Program	0	0	0	0	0	0	0	0	0	0	0	0	0
Dedicate a Bench Program	0	0	0	0	0	0	0	0	0	0	0	0	0
Dedicate a Picnic Table Program	0	0	0	0	0	0	0	0	0	0	0	0	0

July Co-sponsored Event (Hero Park, Community Skate Event)

Grover Beach Parks & Recreation

FY 2022

REVENUE					
SPECIAL EVENT	TOTAL DEPT. BUDGET FOR SPECIAL EVENTS	SPONSORS/ DONATIONS	SALES/ REGIST	TOTAL REVENUE	EXPENSES
	\$31,000.00				
Summer Concert Series	July-August	\$20,000.00	\$6,071.70	\$6,221.70	\$10,369.00
9/11 Memorial Event	Sept 11th	\$0.00	\$0.00	\$0.00	\$0.00
30th Annual Dune Run Run & Walk	Sept 19th	\$0.00	\$1,678.00	\$0.00	\$1,500.00
Movie Night - SEP	Sept 18th	\$0.00	\$40.00	\$0.00	\$35.00
Movie Night - OCT	N/A	\$0.00	\$0.00	\$0.00	\$0.00
Cal Poly Basketball Clinic	N/A	\$0.00	\$0.00	\$0.00	\$0.00
Cal Poly Tennis Clinic Men's Team	N/A	\$0.00	\$0.00	\$0.00	\$0.00
Carved Pumpkin / Halloween Activities (* see note below)	Oct-Friclosest to 31st	\$0.00	\$0.00	\$0.00	\$533.86
Thanksgiving	November month	\$0.00	\$0.00	\$0.00	\$0.00
Thankfulness Contest					
Cal Poly Tennis Clinic Women's Team	November	\$0.00	\$0.00	\$0.00	\$0.00
Holiday Light Ceremony	December 4th	\$0.00	\$0.00	\$0.00	\$0.00
Santa's Workshop	Dec- 1st Sat	\$0.00	\$0.00	\$0.00	\$0.00
Holiday of Lights Contest	Nov 28 -Dec16	\$0.00	\$0.00	\$0.00	\$0.00
52nd Annual Holiday Parade (**see note below)	Dec- 1st Sat	\$0.00	\$0.00	\$0.00	\$0.00

REVENUE					
SPECIAL EVENT	BUDGET	SPONSORS/ DONATIONS (includes in-kind)	SALES/ REGIST	TOTAL REVENUE	EXPENSES
Volunteer Recognition Night	cancelled	\$0.00	\$0.00	\$0.00	
Arbor Day Celebration		\$0.00	\$0.00	\$0.00	
Paint and Play with Mom	May 15th, 2021	\$0.00	\$0.00	\$0.00	
Spring Garden Tour		\$0.00	\$0.00	\$0.00	
Summer Concert Series	July4- August 15	\$0.00	\$6,071.70	\$0.00	

* Note: In-kind donations of hot dogs, candy, chips, water, not included with sponsor/donation figures.

** Note: Preliminary staff time costs to be determined for PW, PD, P&R



PARKS, RECREATION AND BEAUTIFICATION STAFF REPORT

TO: Parks, Recreation and Beautification Commission

DATE: November 18, 2021

FROM: Kathy Petker, Parks and Recreation Director

PREPARED BY: Kathy Petker, Parks and Recreation Director

SUBJECT: Selection of Winners for 'Show Us Your Sign Contest'
Allocation of Beautification Funds

RECOMMENDATION

Reconsider the additional entries received and select winners of the 'Show Us Your Sign Contest' and provide recommendations for expenditure of street sign sales for beautification project(s) in City.

BACKGROUND

The City recently installed new street signs throughout the community and hosted a contest to the public to post pictures of the old signs and how the signs were creatively repurposed. At its last PRBC meeting a limited number of entries for the contest were received and staff is reviewing the contest with the additional entries received. The program was a huge success, and the outdated signs were sold for \$20 each and approximately \$16,000 in revenue was received. The Commission will be provided with the contest entries and determine winners for bragging rights.

FISCAL IMPACT

The City received approximately \$16,000 from the sale of the retired City-wide street signs. The funds should be allocated toward beautification efforts, new street trees on W. Grand Avenue, new lighting, and/or public art including a mural or other artistic piece.

ALTERNATIVES

The Commission has the following alternative to consider:

1. Receive new information on additional entries received for the 'Show Us Your Sign Contest' and choose a winner of the contest; provide recommendations for expenditure of street sign sales of \$16,000, as well as \$14,000 for a total of \$30,000 for beautification project(s) in the City for street lighting, public art, etc.; or

2. Provide other recommendations to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Street Sign Contest entries
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