

**San Anselmo Parks and Recreation Commission  
Meeting Minutes – 03/15/2011**

1. **Meeting called to order 7:07pm**
2. **Roll Call:** Commissioners present: Childs, Logwood, Kelly, Young, Kallmeyer, Colardo, Community Services Director David Donery. Public attendee: Erin Bergman
3. **Approval of Agenda:** Agenda approved.
4. **Approval of Minutes of February 15, 2011:** Minutes approved.
5. **Open Time for Public Expression:** None
6. **Recreation Fund:** Donery stated that the Department was at 63% of revenues and 62% of expenditures. The Rec Fund is down 1.9% in overall gain, which he attributed to the change in accounting for summer programs. Donery stated that due to timing of Parkside tuition dates coming due in the first week in April instead of in March. Donery stated that Parkside is still in the red for the year. Donery stated that the Town is heading into difficult financial times with flat revenues and increasing costs. Donery stated that this is the case with most municipalities. Donery stated that the Town is looking to decrease expenses for the upcoming fiscal year by between \$200K and \$300K.
7. **Program Area Report – Parkside Preschool:** Donery introduced Parkside Director Dawn Jones. Jones provided a history of Parkside Preschool. Jones stated that in June of 2009, Parkside made two significant changes. The first was to convert Parkside's summer program into a preschool camp format, CampKidMarin – Mini Camp. This was very successful, tripling the enrollment when compared to the summer of 2009. The second change was adding Fridays to the schedule. In 2007, in a cost cutting measure, Parkside eliminated Fridays due to low enrollment. The hope was reintroducing a five day schedule would attract additional families. Jones stated that there are 18 children enrolled on Fridays, which has exceeded expectations for the first year, but that the other days of the week have seen lower enrollment than in years past.

Kelly stated that the goal of the Commission is to help the Parkside program be successful, and that the hope is that we can leave this meeting with some goals to work on collectively. Kelly asked that staff collect current rates from other local preschool programs for comparison against Parkside's rates. Jones stated that the hours of operation vary from school to school, but that she would collect the rates and convert them to hourly rates for purposes of comparison. Kelly suggested that the cover of the Fall Recreation Activity Guide be dedicated to Parkside, and that we highlight the quality and affordability of the program. Donery agreed and committed the Fall cover to Parkside. Kelly suggested that the Commission work with Dawn to create a parent survey. Kallmeyer recommended that Parkside look into internal fundraising or sponsorships to raise additional funds to support the school. Kallmeyer also recommended placing an informational brochure in pediatrician's offices, on mother's club websites, or anywhere else that families with young children visit. Young asked how often rates are evaluated and have they been raised. Jones stated that rates are adjusted annually. Kallmeyer stated that in her opinion, the draw is not as much the rates as the flexibility and scheduling options. She stated that they sound ideal for a stay-at-home parent. Childs asked about whether or not Parkside accepts children who are not yet potty-trained? Childs stated that this might be a population that could be looked at. Jones stated that Parkside are not licensed for diapers and pull-ups. Kelly asked what it would take to get licensed for that. Jones stated that she wasn't sure but that she would look into it. Kelly stated that he would like to see a sign posted on the Snack Shack bulletin board promoting Parkside. Jones stated that she would post a sign. Kelly stated that the program only needs a handful of new children to become solvent, and that the Commission is very interested in helping. Kelly asked if there is anything, equipment-wise, that Jones feels would help the program. Jones stated that the weak point is the lack of a quality outdoor area. Young

stated that she spoke with several families with preschool-age kids and none of them had heard of Parkside. Young feels that the only problem is lack of effective marketing. Colardo suggested using the Town's banner space once the new logo is complete to advertise the program. Young suggested finding additional locations to place banners. Logwood recommended using the space in front of the Isabel Cook Community Center but reconfigure it so banners can be placed so cars coming from either direction can read it.

The Commission discussed the proposed logos. It was suggested that logo option #2 be used but that the flower graphic be changed to something more gender-neutral.

A Commission subcommittee to create a parent survey was created and included Kelly, Kallmeyer, Young and Childs.

Donery stated that Parkside would most likely end the year in the red. He thanked the Commission for their valuable input.

## **8. Discussion Items –**

A. Joint Meeting with Town Council – Agenda Items: Donery stated that the Joint Meeting with the Town Council has been postponed. The Town Manager will propose alternative dates.

At the February Parks & Recreation Commission meeting, the Commission settled on the following six agenda items to be discussed. Donery stated that he would like to review the items and discuss how we would like approach each one, and select a Commissioner to lead each discussion. He also asked if the Commission would prefer to split up the items and ask for a follow-up meeting with the Council, as the meeting will last 60 minutes and that could be used up on only two or three items.

Colardo asked what the item regarding facilities entailed. Kelly responded that this item is intended to discuss where we are with our facilities, where we want to go, and how we're going to get it done. Colardo suggested that we bring a framework for what the Commission suggests in the area of facility development. He suggests having a basic plan that has several phases and see how the Council reacts. Donery agreed that this would be a good way to approach this item. Donery also stated that a portion or portions of facility planning would need funding for professional facilitation and consulting services. He stated that services do not come cheap, but are imperative when attempting to conduct a Community Facilities Master Plan.

Logwood asked about the item related to increased funding for the Recreation Department. Donery stated that a recent survey conducted by the California Parks & Recreation Society (CPRS) showed that Parks & Recreation Departments in municipalities with populations of 25,000 and less receive, on average, a 60% General Fund allocation. He stated that this means departments are expected to recover 40% of their annual expenses through sources other than the General Fund (fees, grants, etc). Currently, the San Anselmo Recreation Department receives a 15% General Fund allocation, and recovers 85% of its budget through fees. Donery did note that some of the responding agencies had Parks Divisions included in their budgets and that parks do not recover many costs aside from rental fees. Donery stated that any increase in funding would go towards facility improvements. Curr

Kelly asked Donery what he thought it would take to renovate the downstairs at the ICC building to use as an office and program space. Donery stated that staff has informally guessed that it would take \$100K at the minimum to renovate the space. Kelly stated that the fact that the current Rec Dept offices could be turned into art studios and bring in additional revenue. Kelly suggested that we include the concept of these renovations as one phase of the facility improvements. Logwood stated that the Town needs to fix-up the "eyesore" of ICC and give the facility some respect. He stated that once we start improving our current facilities, that the public will see that we can take care of what we have. Kelly stated that we do not need to have actual construction plans but that we need the agreement from the Council to move

forward in exploring the idea. Kelly suggested that we ask Councilmember Kroot to help in developing a plan for renovation of the downstairs at ICC.

Colardo suggests that we take the current rules regarding dogs at the parks and look at it as a whole, develop a plan, and have the Council adopt it as opposed to developing rules park by park. Kallmeyer suggested that looking at rules for the multi-use parks specifically.

A motion to recommend that the Town adopt the Leash Law was made by Logwood. The motion passed 5 to 1. It was agreed that the dissenting vote from Childs would be given the chance to present his argument.

The Commission agreed that the following questions would be addressed by:

- When items should come to the Commission prior to going to the Council (**Kallmeyer**)
- Increased funding for Recreation Department (**Kelly**)
- Facility investment/improvements/Master Planning (**Kelly**)
- Dog Management/Leash Law (**Logwood**)
- Frequency of Joint Meetings with Town Council (**Colardo**)
- Boards and Commission Social (**Young**)
- FYI Items- Publicizing and Marketing for Parkside Preschool (**Childs**)

Erin Bergman stated that at the Town Council meeting in January when the Memorial Park dog rule review, a Councilmember mentioned that she's like to review our current rules about off-leash dog use at the Town's mixed-use parks. Donery stated that the Robson and Memorial Park rule review would take place in July.

Young asked about whether or not the Commission should bring something for the Council, such as a plant. Kelly suggested the possibility of bringing some refreshments. No additional comments were made.

B. Picnic on the Plaza - The Commission agreed to host the final Picnic of the Plaza event on August 26, 2011. Doug Kelly will be the primary coordinator of the event. Kelly suggested inviting the Drake Leadership Class to help host the night.

**9. Monthly Commissioner Reports:** Childs stated that he may be able to find an old version of the Recreation Department Master Plan.

**10. Staff Updates:**

A. Red Hill JPA – Update: Donery stated that the Red Hill JPA Board will be meeting in April to finalize the Joint Use Agreement between the Tamalpais Union High School District and to vote on the dissolution of the JPA agency.

B. Summer Registration: Donery stated that summer registration opened up on March 7<sup>th</sup> and that it has started strong. During the first week of 2010, \$42,261 was received. In the same period in 2011, \$75,569.

C. Children's Egg Hunt – Sponsor Opportunities: Donery stated that the Rec Dept is still looking for sponsors for the annual Egg Hunt. Several ideas were discussed. Kelly proposed that each Commissioner donate \$20 towards the event.

**11. Commission comments and questions, requests for future agenda items –**  
-Follow-up on items for Joint Meeting

**Meeting adjourned at 9:29PM**