

**BOARD OF RECREATION AND PARKS
MINUTES OF THE REGULAR MEETING
July 25, 2007**

CALL TO ORDER

Administration Building of
Parks, Recreation and Community Services
888 W. Santa Ana Blvd.
Santa Ana, California
5:35 p.m.

PLEDGE OF ALLEGIANCE

M. Madrid

ROLL CALL

BOARD OF RECREATION AND PARKS
MEMBERS/STUDENT REPS PRESENT:
Frank Acosta, Tish Leon, Max Madrid, David Orea,
Julie Stroud, Wendy Tobiska, Juan Guadarrama

STAFF/CONSULTANTS PRESENT:
Gerardo Mouet, Executive Director
Ron Ono, Administrative Services Manager
Lorraine McCarty, Community Affairs Manager
Laura Sheedy, Assistant City Attorney
Katherine Bowers, Cable Consultant
Athena Martinez, Board Secretary

PRESENTATIONS

SPECIAL SERVICE TO THE COMMUNITY PRESENTATION – July, 2007

Jack Oakes and Ha Nguyen were present to accept this award on behalf of Central County ROP's Ritchey Center.

EMPLOYEE OF THE MONTH PRESENTATIONS – July and August, 2007

Amber Alva was present to accept the award for July.
Peggy Calvert was present to accept the award for August.

CONSENT CALENDAR

MOTION: T. Leon

SECOND: J. Stroud

VOTE: AYES: Acosta, Leon, Madrid, Orea, Stroud, Tobiska (6)
 NOES: None (0)

ABSENT: *(at voting)* Havlik, Nguyen (2)

1. MINUTES

Approve Minutes of Regular Meeting held on June 27, 2007.

2. RECORDING SECRETARY'S REPORT

The July 25, 2007 agenda was posted on the doors of the Parks, Recreation and Community Services Agency Headquarters office on July 18, 2007.

3. ABSENCES

Excuse the absence of K. Nguyen.

**** END OF CONSENT CALENDAR ****

BUSINESS CALENDAR

NEW BUSINESS

1. MEMORIAL PARK CONCESSION STAND EXPANSION

- Request for Board Action presented for discussion.
- In 1979, City Council approved an agreement allowing Southwest Little League and Santa Ana Pop Warner to build a concession and restroom building on the west side of Memorial Park.
- The 1979 agreement with both organizations has expired, and Santa Ana Pop Warner is now requesting to expand the existing facility 25 feet to the south to add 500 square feet. The expansion will be connected to the existing concession building and will end approximately 10 feet away from an existing equipment building. Adequate exterior lighting and a concrete walkway to the building will also be provided by Pop Warner. This new improvement will be under a new agreement similar to the original agreement.
- Santa Ana Pop Warner will be responsible for all construction costs and for all volunteer labor for the building expansion.
- The term of the new agreement will be for five years and automatically renewed unless terminated by either party.
- This request went before the Memorial Park Neighborhood Association on July 20, 2007 and was approved as long as sufficient lighting of the area was included in the expansion.
- Staff recommends approval of this request.

Q&A

Q: Why leave a 10-foot gap between the two existing buildings? Why not connect them?

A: Connecting the two buildings would create a barrier to access the sports field and would also create a roof drainage issue on the equipment building.

Q: What would deter negative activity from occurring in the narrow walkway between both buildings?

A: The wide walkway will be the main access to the field and concession building, which would deter any negative activity due to heavy foot traffic, in addition, the existing buildings are staggered, so the length of the walkway between buildings would be a short span.

Q: What materials will be used for the walkway? What will the brightness of the light pole be?

A: The wide walkway will be made of concrete, and the lighting will be increased above the standards required by Santa Ana Police Department.

Q: Is this expansion solely for the benefit of Pop Warner or the Little League?

A: This request was initiated by Pop Warner to increase storage. Little League elected not to participate in this request. Once the project is complete, Pop Warner will be responsible for its use and maintenance. Should the City request use of that facility, it will be made available provided sufficient notice is given.

(W. Tobiska left at 6:00 p.m.)

Q: Could “no additional additions” be a clause of the new agreement?

A: There will be verbiage indicating that changes or additions will require City approval.

Motion to recommend to Council that this project be approved as long as concerns listed in these minutes are noted.

MOTION: T. Leon

SECOND: M. Madrid

VOTE: AYES: Acosta, Leon, Madrid, Orea, Stroud, (5)
NOES: None (0)

ABSENT: (at voting) Havlik, Nguyen, Tobiska (3)

2. ADAMS PARK METRO PCS LEASE AGREEMENT

- On July 6, 2004, City Council approved a lease agreement with Sprint PCS to install a 65-foot monopine cell antenna, equipment facility, a picnic shelter and to plant three trees at Adams Park. The tower was constructed to receive a second carrier at a later date. The revenue from Sprint PCS for this cell tower would be deposited into a special account designated for improvements to Adams Park.
- Metro PCS has agreed to collocate on the existing Sprint cell tower, and will be constructing an equipment building to the east of the cell tower, a new picnic shelter to match the existing picnic shelter, a concrete walkway adjacent to the existing play equipment and the planting of one 36” box tree.
- This item was presented to the Board on January 24, 2007. The item was continued until the terms of the cost of the lease between Sprint PCS and Metro PCS could be mutually agreed upon.
- Metro PCS indicated that in order for this lease arrangement to be feasible for the company to collocate on this cell site the lease payment to the City needed to be reduced to \$1,000 per month.
- The City’s consultant (ATS Communications) will receive 20%, or \$200.00, per month of the revenue for their assistance with the negotiations and construction administration of this lease agreement. The remaining 80%, or \$800.00 per month, will be paid to the City and deposited into the General Fund.
- The collocation proposal was presented to the Adams/Centennial Park Neighborhood Association on December 12, 2006, at which time residents indicated that the revenue from the new Metro PCS lease should also be used for improvements to Adams Park.

Q&A

Q: Why would the money for the Metro PCS agreement go to the General Fund and not into the special fund for the specific park as does the revenue for the Sprint PCS agreement?

A: The Board may recommend that this be the case as well.

Q: Why does the City have a consultant to do this work and why is it not done by staff?

A: In the past, cell providers would approach various City Agencies based on the location of the proposed installation. As cell towers are a good revenue source, the City decided to hire a consultant to actively pursue cell service providers on behalf of the entire City.

Q: Could three trees be planted instead of only one?

A: Three trees were already planted by Sprint. Only one large tree is needed to compliment the improvement.

Public Comments

Rick Neidermayer, AYSO Youth Soccer Organization

- AYSO utilizes Adams Park on a regular basis.
- As a user of the park, sees no problem with the cell towers as they look like real trees.
- Does not recommend that three trees be planted as this would eliminate much needed athletic field space which is used by soccer, volleyball and other recreational users.

Motion to recommend to Council to approve the collocation of Metro PCS on the existing cell tower with the condition that the revenues generated by the Metro PCS lease be deposited into the special fund for Adams Park.

MOTION: J. Stroud

SECOND: T. Leon

VOTE: AYES: Acosta, Leon, Madrid, Orea, Stroud (5)
NOES: None (0)

ABSENT: *(at voting)* Havlik, Nguyen, Tobiska (3)

3. STADIUM PROGRAMMING

A handout summarizing the recent Request for Proposal to provide a Santa Ana Youth Soccer Player Development and Community Outreach Program (RFP) at the Santa Ana Stadium was distributed and discussed.

- On April 18, 2005, the Mayor and Council approved an agreement with Toros (a non-profit soccer club organization) which promised: to serve Santa Ana youth at no charge; to develop participants as competitive soccer players; to provide participants with educational support so that they would go on to college.
- The Toros program was in effect for two years, however, due to their inability to fulfill their commitments to the City, the agreement was terminated on June 18, 2007.
- When it became evident that the Toros program would be terminated, a second effort to identify another non-profit player development program began in the spring of 2007.
- The terms of the new agreement would include that the soccer organization selected would receive home field rights of the Santa Ana Stadium, granting priority use to this organization for practices and games. This strategy would compliment the Stadium's regular and expanded use for football, soccer and special events, and would represent a very small percentage of the scheduled use of the Stadium.
- Unlike the Toros agreement, the RFP process was used to select a non-profit soccer player development program.
- The RFP was distributed to the nine existing Santa Ana youth soccer leagues on May 10, 2007, with a due date of June 6, 2007.
- The RFP was discussed at a Committee on Field Usage (CoFU) meeting held on May 23, 2007, and an update was provided to the Board of Recreation and Parks on the same day.
- A copy of the RFP was circulated to the Parks, Recreation, Education and Youth (PREY) Council Committee for review at its June 6, 2007 meeting.

- An RFP pre-proposal conference was held on May 23, 2007 to review and discuss in detail the specifics of the RFP with all interested youth soccer organizations. Of the nine organizations invited to attend, six were represented at the pre-proposal conference and were; Boy Scouts of America Youth Soccer League, California Arsenal Soccer Club, California Youth Soccer Club, ConquistAmerica Soccer Club, YDSP Santa Ana and Futbol, USA, LLC.
- Of the six organizations represented at the pre-proposal conference, only three submitted a proposal in response to the RFP. One was disqualified due to the organization's inability to comply with the non-profit status requirement.
- The two remaining proposals, which were from Boy Scouts of America and ConquistAmerica, were evaluated by a five-member committee consisting of one representative from the Community Development Agency, one representative from the Library, and three representatives from the Parks, Recreation and Community Services Agency. This evaluation occurred on June 14, 2007.
- The evaluation committee recommended that ConquistAmerica Soccer Club be awarded home field rights at the Stadium due to its exceptional ability to meet the athletic, educational and community outreach requirements of the RFP.
- All five members of the evaluation committee rated ConquistAmerica higher with an overall rate of 459 points, compared to Boy Scouts of America rating at 320 points.
- The approval of this agreement was on the July 2, 2007 Council Agenda but was continued so that further review could be done by the Board of Recreation and Parks, which occurred at this meeting and at the Special Meeting of the PREY Council Committee, which will occur on July 30, 2007.

Bill Cook, Chairman and CEO of ConquistAmerica, was introduced to respond to any questions from the Board and Public.

Q&A

Q: If ConquistAmerica will not be charging participants any fees, how can they provide all they promise for free?

A: ConquistAmerica is a large multimillion dollar company, and the soccer club was developed to provide a community service.

Q: How did Toros fail?

A: Upon review of rosters submitted by Toros, it became evident that Toros stopped serving Santa Ana youth as most participants were from outside of Santa Ana. They also were not able to deliver on support and advancement of education.

Q: While watching the replay of the July 2, 2007 Council Meeting, it was clear that other soccer leagues were protesting the timeline of the RFP. Was this corrected?

A: Yes, there was concern with deadlines. The RFP due date had been extended to allow leagues sufficient time to draft their proposals.

Q: Will a majority of ConquistAmerica participants be Santa Ana residents?

A: The rosters submitted by ConquistAmerica indicate that 98% of their participants are Santa Ana youth.

Q: How many laptops will be provided? How much volunteering would be done?

A: Participants entering 11th grade in high school with a 2.5 GPA or higher would enter into a lap-top agreement while in the program. The lap-tops remain the property of

ConquistAmerica and cannot be given to the participant in order to comply with CIF rules and regulations.

Q: Why does the soccer club only serve male youth?

A: ConquistAmerica has two non-profit organizations – an education foundation and the soccer club. The education foundation serves female youth and the soccer club serves male youth. Through years of providing services through both organizations, it was found that the education foundation engaged and held the attention of female youth more easily and did not receive the same interest from male youth, as they had more difficulty maintaining the required 2.5 GPA. The soccer club was developed for male youth to provide more incentive and excitement about education. Aside from the competitive soccer opportunities and the lap-top programs, ConquistAmerica also works with Princeton Review to provide resources to prepare participants for college, beginning in 9th grade. This additional service, which is provided at no cost to the participant, would normally incur a fee of \$5,000 to \$10,000. The primary goal of the two ConquistAmerica non-profit organizations is to further higher education opportunities for Santa Ana youth.

Q: What occurs during the soccer clinics, as the RFP requires that four be conducted?

A: ConquistAmerica will provide professional expertise and will work with other soccer organizations to assist with the development of players and coaches. The clinics would be at the City's discretion.

Q: What would the scheduling priority be of the Stadium if an organization is given home field privilege?

A: ConquistAmerica has requested 5:30 p.m. to 8:30 p.m. on Tuesdays and Thursdays for practice, and five hour slots on Saturdays and Sundays for games, clinics and extra practices. During the SAUSD and SAC football season, priority would be given to the high schools and college and ConquistAmerica would be accommodated elsewhere.

Q: Where do the ConquistAmerica coaches come from?

A: Many are professionals from Peru, throughout Europe and from Major League Soccer.

PUBLIC COMMENT

Rick Niedermayer, AYSO

- Did not feel that sufficient time was given to respond to the RFP and to obtain non-profit status to all youth soccer organizations when the RFP was released on May 10, 2007 with a due date of May 28, 2007. Did appreciate the due date extension to June 6, 2007, but was still not enough time.
- AYSO met all the requirements of the RFP, but did not submit a proposal as AYSO was not comfortable with the amount of volunteers it had to offer.
- Soccer organizations were initially told that no practices would be allowed in the Stadium, but as mentioned earlier, ConquistAmerica would be given two days a week for practice.
- Recently visited the ConquistAmerica soccer club website and they are already listing Santa Ana high schools and the Stadium as home fields. How can they be allowed to do this when the agreement has not yet been approved by Council?

BOARD COMMENTS

F. Acosta

- This is a very good program based on premise.
- Wholly supports the selection of ConquistAmerica.

T. Leon

- Is in favor of the ConquistAmerica program.
- Would like to see more programs like this that would benefit all the youth of the City.

D. Orea

- Expressed his belief in the ConquistAmerica program.

J. Guadarrama, Student Representative

- Very much in support of awarding the agreement to ConquistAmerica.
- Stated that as a competitive youth soccer player himself, he has had to go outside of Santa Ana to find similar programs and his family has had to pay a lot for him to do so.

J. Stroud

- Program is a good one, but would like to see more than 55 participants served, considering the 6,000 youth soccer players in Santa Ana based on the rosters submitted.

M. Madrid

- Is not comfortable with only serving 55 youth, as there is a much greater need in Santa Ana than that.

4. YOUTH MASTER PLAN

A handout summarizing the development of a Youth Master Plan was distributed and discussed.

- During the February 14, 2007 Council Retreat, the Agency was given the task to develop a youth master plan.
- Staff began to gather samples of master plans from other cities to begin research.
- Due to the anticipated costs in developing a master plan as discovered by the samples received from other cities, and due to current budget limitations, Executive Director Mouet decided to develop the Santa Ana Youth Master Plan in phases, with the focus of the first phase being recreation services, gang prevention and the fight against childhood obesity.
- The process has begun with discussions at the monthly Youth Commission meetings, as was also directed at the February 14, 2007 Council Retreat.
- The City budget has appropriated \$25,000 specifically for the Youth Master Plan.
- The progress on the Youth Master Plan was presented at the June 6, 2007 PREY Council Committee meeting.
- Councilmember M. Martinez indicated that the plan be renamed Youth and Family Master Plan.
- A resolution declaring City Council commitment to be a catalyst for the positive development of young people has been drafted and will go before City Council on August 20, 2007 for adoption.

T. Leon, M. Madrid, J. Stroud

- Expressed concern about adding the word Family to the plan as it becomes too broad and open-ended.
- Expressed concern about the lack of an education component.

Q&A

Q: When does the work on writing the actual plan begin?

A: Discussion on the focus and direction of the plan have begun with the Youth Commission, which will be geared to the core business of the Agency as it has been given lead of this task.

5. BOARD ELECTIONS

Motion to elect T. Leon as Chair and F. Acosta as Vice Chair.

MOTION: M. Madrid **SECOND:** J. Stroud

VOTE: **AYES:** Acosta, Leon, Madrid, Orea, Stroud (5)
 NOES: None (0)

ABSENT: *(at voting)* Havlik, Nguyen, Tobiska (3)

6. NOMINATIONS FOR SPECIAL SERVICE AWARD TO THE YOUTH AND COMMUNITY OF SANTA ANA

Calvary Church of Santa Ana for a successful clean-up of Cabrillo Park on April 14, 2007, and their continuous care of the park since then.

MOTION: M. Madrid **SECOND:** J. Stroud

VOTE: **AYES:** Acosta, Leon, Madrid, Orea, Stroud (5)
 NOES: None (0)

ABSENT: *(at voting)* Havlik, Nguyen, Tobiska (3)

UPCOMING EVENTS

- August 4: Antique and Classic Car Show at Portola Park from 10:00 a.m. to 2:00 p.m.
- August 5: Sunset at the Zoo featuring the Rib Ribble Education Station dedication.
- August 11: Madison Park Walk-a-Thon, Faire and Concert. Walk-a-Thon scheduled from 9:00 a.m. to 10:00 a.m. Concert and Faire from 10:00 a.m. to 1:00 p.m.
- August 11: Concert in the Park at Morrison Park. Table set up begins at 5:00 p.m. with music from 6:00 p.m. to 10:00 p.m.

STATUS/UPDATES

1. COMMITTEE ON FIELD USE (CoFU) – No report.
2. OPEN SPACE COMMITTEE – No report.
3. SANTA ANA HEALTH AND FITNESS TASK FORCE – Committee discussing holding meetings on a quarterly basis.
4. EVENTS AND PROGRAMS COMMITTEE – Discussed the marketing of events and would like to have staff from Neighborhood Improvement attend a Board Meeting to do a presentation and perhaps participate in committee meetings.
5. GRAFFITI/VANDALISM RESTITUTION – Full Time painter David Peña still out due to illness. Agency has hired eight Part Time painters to complete work and they are doing very well. Agency will get back to removing graffiti in parks within a 24-hour time frame.

6. CABLE UPDATES

- Time Warner is improving in customer service.
- City will wait to review the outcome of this quarter before taking any action.
- Time Warner has removed seven channels from their line up and have left “snow” on these channels, which looks like an outage to subscribers. Will work with them to see if something else can appear on these channels.
- Testing being done this week.
- Summer programming in progress.
- Anti-graffiti campaign to cover recent logo competition.

7. COMMUNITY CONTACT REPORTS AND UPDATES – Reviewed.

8. PENDING ITEMS/ACTION ITEMS FOR FUTURE MEETINGS

- Update from the July 12 ETAC meeting regarding the trees removed by the County in the Riverbed.
- Staff presentation on the recent improvements/projects being done at Santiago Park.
- Request for a more welcoming entrance into Santiago Park when entering from the Discovery Science Center side.
- Update on City Manager’s site visit of the Concord/Cambridge Reservoir.
- Windsor Park update.
- Presentation by Neighborhood Improvement staff.

COMMENTS

PUBLIC COMMENTS

Barbara LeMere

- Would like to see roster requirements stating Santa Ana residents being served raised to 90% from the current 51%.
- Questioned that the majority of the 6,000 youth soccer participants are from within Santa Ana.
- Stated that Windsor Park looks like a “dust bowl” and there is currently no running water in the park’s restrooms.

STAFF/CONSULTANT COMMENTS

G. Mouet

- Madison Park Clean-up event went very well. Over 200 volunteers participated. Tillamook had staff fly in from Oregon to participate and they provided all food and T-shirts for each volunteer, as well as the vines that were planted. Tillamook has been an excellent community partner.
- Congratulatory comment received from Councilmember Tinajero. He had anticipated problems this summer with all schools being out of session for the summer, but thanks to the Agency for keeping the youth busy.

L. McCarty

- The new electronic marquee at the Stadium has been installed on the southwest corner of Flower Street and Civic Center Drive. The marquee should be working pretty soon. Donna Schultze, Recreation Supervisor, will be in charge of the marquee.

K. Bowers

- Pleased to see so much interest in soccer. As an avid player throughout her youth, feels her participation in the sport was of great benefit.

BOARD COMMENTS

J. Stroud

- Who is responsible for the Isaac Walton Building? Staff indicated it is under the Community Development Agency.
- Just returned from a visit to New Orleans, Louisiana where there were many nice walking paths. Would be good to see these in Santa Ana parks.
- Would like to receive information regarding when the aquatics season begins, when recruitments begin for this program, and when and how training is done.

M. Madrid

- There are approximately 1,200 runaway youth under 17 each year. Only one shelter in Santa Ana, the next closest shelter is in Huntington Beach. We need to be aware of this when considering programs for youth.

T. Leon

- The Pio Pico softball tournament had a response of 14 teams in a short amount of time. Why doesn't the City have an adult softball league? What would be the procedure to get a league started? Staff indicated that the proposed league would need to organize themselves, then contact the Agency to comply with the reservation process and the availability of fields would need to be determined.
- How was the turnout for the lifeguard recruitments? Are all pools fully staffed? Staff indicated that all pools are open and being programmed. Staff can provide the Board with exact staff numbers.

F. Acosta

- Thank you to the Board for accommodating his new work schedule.
- Congratulated T. Leon on being elected as the new Board Chair and passed the gavel.

NEXT MEETING

Wednesday, August 22, 2007 at 5:30 p.m. in the large conference room of the Parks, Recreation and Community Services Administration Building, located at 888 W. Santa Ana Blvd. in Santa Ana, California.

Motion to adjourn meeting.

MOTION: M. Madrid

SECOND: T. Leon

VOTE: AYES: Acosta, Leon, Madrid, Orea, Stroud (5)

NOES: None (0)

ABSENT: *(at voting)* Havlik, Nguyen, Tobiska (3)

MEETING ADJOURNED AT 8:17 P.M.

Athena Martinez
Recording Secretary