

**Pleasant Valley Recreation and Park District
Administrative Building, Room #6
Minutes of Special Meeting
January 23, 2021**

1. CALL TO ORDER

The special meeting of the Board of Directors of the Pleasant Valley Recreation and Park District was called to order at 9:06 a.m. by Chairman Malloy.

2. PLEDGE OF ALLEGIANCE

Jessica Puckett led the pledge.

3. ROLL CALL

All present.

Also Present: General Manager Mary Otten, Administrative Services Manager Leonore Young, Park Services Manager Bob Cerasuolo, Recreation Services Manager Eric Storrie, Administrative Analyst/Clerk of the Board Anthony Miller, Administrative Analyst Jessica Puckett, Recreation Supervisors Lanny Binney and Macy Trueblood, Customer Service Lead/Recording Board Secretary Karen Roberts, Recreation Coordinator Katlyn Simber-Clickener, Brent Ives, Kathleen Kelley, David Woodbury, Megan Schade, and Dan Johnston.

4. ADOPTION OF AGENDA

Agenda accepted as presented.

5. OPEN COMMUNICATIONS/PUBLIC FORUM

Recording Board Secretary Karen Roberts read aloud 7 emails that were received for public comment. The first email was from Dr. Martha Martinez-Bravo of Camarillo who stated that "... PVRPD is in urgent need for transparency in general and equitable access to our sports fields." She cited that the District did not reveal the fact that they were served with a letter from an attorney regarding violation of the California Voting Rights Act with its at-large voting system until months later. Dr Martinez-Bravo also stated that sports groups other than the Eagles and AYSO do not have access to the soccer fields which may be limiting lower income families.

Victoria Rettmann suggested that the District add an outdoor pool and also offer swim classes for special needs participants and teachers.

Amanda Coffman requested that the play equipment and benches at Calleguas Creek Park be upgraded because they are rusting and showing wear. Ms. Coffman asked if there was anything that the Adolfo Glen neighborhood could do to expedite an upgrade.

David Woodbury of Camarillo requested that his comments be read as part of Agenda Item 6.A. *Board Goal Setting 2021*. He stated that the District needs to increase cost recovery by monetizing non CSO organization held tournaments and leagues; post a field allocation policy that defines field capacity, access and utilization; and not allow Board Directors to serve as officers of sports organizations.

Bryan Monka of Camarillo stated that the District needs to implement a policy that allows equal opportunity for sports organization to access PVRPD facilities. The policy would need to address recreational vs competitive organizations, priority given to higher % of in-District participants, allocation method & procedures and a quantifiable measurement for field usage.

Meghan Schade requested that the District create an athletic facility allocation policy that is based on Camarillo residency within each sports organization. She submitted links to field allocation policies from Simi Valley, Laguna Niguel, the City of Irvine and Costa Mesa.

Ms. Schade also requested that the District invest in field usage metrics and accurate data collection methods to assist in determining field availabilities while increasing revenue and community member participation.

Chairman Malloy asked for comments from the Board. Director Kelley stated that there are no board members who currently serve as officers of any sports organizations. Director Dransfeldt asked staff about the costs of an outdoor pool and if there was a park equipment upgrade list that was accessible to the public. Director Roberts asked if there was ever a formal study of capacity and usage at Pleasant Valley Fields. Park Services Manager Bob Cerasuolo stated that hours of usage were recently assessed in 2018, but that there has not been a formal study by any outside consultant.

6. NEW ITEMS-DISCUSSION/ACTION

A. Board Goal Setting

General Manager Mary Otten introduced Brent Ives, consultant for BHI Management Consulting who explained the update process for the annual Goal Setting Workshop which would review progress made towards PVRPD's strategic plan. Mr. Ives had previously contacted the board members and staff members for input to begin the workshop and evaluate PVRPD's mission statement, core values, vision statement and strategic focus areas for the next five years. (Presentation outline will be posted on the District's website.)

Discussion regarding the mission statement included: addressing a wider range of community needs with consideration of District's abilities and opportunities; and proactively looking at cost recovery to expand value and community involvement.

There was general consensus to leave the core values statement as it was for discussion at a later time. Mr. Ives reviewed the strengths/weaknesses and opportunities/threats that the board members and staff had previously relayed.

Chairman Malloy called for a break at 10:34 am and the meeting reconvened at 10:45 am.

Mr. Ives reviewed the Vision Statement with regards to the strategic focus areas of financial management, a senior/community center, completion of current projects, programming clarity and current/future employment and succession. Discussion included: need for a senior/community center with better funding options; \$4.8 million spent on new restrooms, playground equipment, new picnic pavilions, tree master plan, the Aquatic Center, and field improvements within the current capital projects; boundary discussions and assessing the potential of the annexation of Somis and the Santa Rosa Valley areas; sustained financial stability; assessment of programs and subsidies; request for clear and consistent policies; need for a recreation management system that will better track field usage with data and documentation; need to look for additional revenue sources; and the importance of employee morale and continued cross training.

The output of the workshop will be incorporated into a plan for review in a couple of months which will be followed by fine tuning and final approval.

B. Discuss Projects, Programs and Activities that Impact the FY 2021/2022 Budget

General Manager Otten stated that since the budgeting process for 2021/2022 has already started, it would probably be best to hear back on the proposed implementation plans from the workshop before any further discussions. This item was tabled until more information is received.

7. ORAL COMMUNICATIONS

Chairman Malloy requested that the board members review the finance information of the February board packets before the next board meeting. Director Magner stated that rough times are still ahead financially and there will be more information coming from Sacramento in February. Director Roberts inquired if there were any more public comments and Chairman Malloy stated that public comments were addressed in Item 5 of the agenda.

8. ADJOURNMENT

Chairman Malloy adjourned the meeting at 12:51 pm.

Respectfully submitted,



Karen Roberts
Recording Secretary

Approval,



Mark Malloy
Chairman