

PHYSICAL ADDRESS:

1656 SUTTER ROAD
McKINLEYVILLE, CA 95519

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P.O. BOX 2037
McKINLEYVILLE, CA 95519



MAIN OFFICE:

PHONE: (707) 839-3251
FAX: (707) 839-8456

PARKS & RECREATION OFFICE:

PHONE: (707) 839-9003
FAX: (707) 839-5964

TO: MEMBERS, RECREATION ADVISORY COMMITTEE
FROM: LESLEY FRISBEE, RECREATION DIRECTOR
SUBJECT: STAFF NOTES FOR AUGUST 20, 2020 MEETING
CC: MCSD BOARD MEMBERS
PAT KASPARI
JAMES HENRY
KIRSTEN MESSMER
JENS ANDERSEN
BRAD HAYMAN
JACK DURHAM, MAD RIVER UNION

Attached, is a copy of the agenda and meeting information for the upcoming Recreation Advisory Committee meeting to be held:

Thursday, August 20, 2020
ZOOM Video Conference
Meeting ID: **970 4517 4196**

Members:

Chair- John Calkins
Scott Binder-Vice Chair
David Couch-MCSD Board Director (non-voting member)
John Kulstad
Charlie Caldwell
Jeff Dunk
Chad Sefcik
David Coelho
Laura Bridy
Beth Frink
Ben Winker
Joshua Zender

Please contact the Parks & Recreation office at 839-9003 if you have any questions and/or if you are unable to attend.

Thank you.

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Recreation Advisory Committee

MEETING DATE

Thursday, August 20, 2020
6:30 p.m.

Location

ZOOM Video Conference
Meeting ID: **970 4517 4196**

MEETING Agenda

- I. Introductions, Call to Order & Flag Salute
- II. Communications
- III. Public Comment
- IV. Recreation Director Report
- V. Purpose, Scope and Name of the Recreation Advisory Committee
- VI. "In Memory of..." Dedication/Naming process for George Wheeler
- VII. BMX Proposal for Washington and School Property
- VIII. Community Garden
- IX. Social Media Uses & Strategies
- X. Brainstorm Strategies for Increasing Use of Teen Center
- XI. Virtual Tour Project for MCSD Parks Properties
- XII. Report on Actions of MCSD Board
- XIII. Ad Hoc Committee Reports
- XIV. Discuss agenda topics for next meeting
- XV. Adjournment (Estimated 8:00 pm)

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TO: MEMBERS, RECREATION ADVISORY COMMITTEE

FROM: LESLEY FRISBEE, RECREATION DIRECTOR

SUBJECT: STAFF NOTES FOR AUGUST 20, 2020 MEETING

AGENDA ITEM I- Introductions, Call to Order & Flag Salute

AGENDA ITEM II - Communications

Staff or members may communicate any pertinent information not already scheduled to be discussed on the agenda.

AGENDA ITEM III - Public Comment

Any person may address the Committee at this time upon any subject not identified on this Agenda but within the jurisdiction of the McKinleyville Community Services District.

AGENDA ITEM IV – Recreation Director Report

The Summer Childcare program ended on August 14th.

Staff submitted a plan to the County Dept. of Public Health to re-open the Drop-in Pickleball program and the plan was approved. It is anticipated that Drop-in Pickleball will resume in mid to late September, after all program staff and volunteers have been trained on COVID-19 related protocols and procedures.

Staff have begun outlining alternative youth sporting programs to be offered this fall and winter that will adhere the States guidelines for youth sports.

Staff participated in two webinars related to the state's release of Prop. 68 funds for parks and recreation. The Per Capita Program is a non-competitive funding program for capital outlay projects. MCSD is eligible to receive \$177, 952 from this program. Applications are due by December of 2021 and projects must be completed by December 2023. The Statewide Park Development and Community Revitalization program is a competitive grant for which funding requests of up to \$8,500,000 may be granted. The application for this funding is due December 14, 2020. Staff is updating cost estimates to the previously submitted grant application for the expansion and renovation of Pierson Park for resubmittal for this final round of funding.

As of the writing of these notes the County Public Health Dept. did not have an estimated date or timeline for re-opening picnic areas, playgrounds and community centers.

Action: Information

AGENDA ITEM V – Purpose, Scope and Name of the Recreation Advisory Committee

MCSD Board President Mary Burke requested the RAC review and consider revising the scope and purpose of the Recreation Advisory Committee to specifically and explicitly include the advisory function related to the development and management of open spaces and natural resources within MCSD Parks & Recreation owned properties. Currently the powers and duties of the Recreation and Parks Advisory Committee are stated as follows in the District’s Rules and Regulations:

Rule 40.13. POWERS AND DUTIES - the Recreation and Parks Advisory Committee shall have the following powers and duties:

- (a) To serve in an advisory capacity to the Board of Directors and District Staff in all matters pertaining to public recreation, parks, and their respective facilities;
- (b) To make recommendations to the Board of Directors and District Staff with respect to the provisions of the annual budget for recreation and parks purposes;
- (c) To recommend to the Board of Directors acceptance or rejection of offers of donations of money, personal property and real property to be used for recreation and parks purposes;
- (d) To recommend to the Board of Directors a comprehensive recreation and park services program for the inhabitants of the District, to promote and stimulate public interest therein, and to solicit to the fullest extent the cooperation of school authorities and other public and private agencies interested therein;
- (e) To recommend for adoption by the Board of Directors rules and regulations for the use and improvement of the District's recreation services and parks and their respective facilities;
- (f) To recommend to the Board of Directors and District staff policies for the acquisition, development and improvement of recreation and parks areas; and
- (g) To perform such other duties relating to recreation and park matters as may be prescribed by the Board of Directors.

Additionally, President Burke would like to the RAC to consider renaming the committee so that the name communicates to the public that the committee provides influence and advice to the MCSD Board on matters broader in scope than just recreation opportunities and development.

Action: Discussion/Recommendation to the Board of Directors

AGENDA ITEM VI – In Memory of George Wheeler at Pierson Park

At the July RAC meeting members suggested using the District’s Naming and Dedication policy to guide the process for dedicating a park amenity in memory of George Wheeler. The Naming and Dedication Policy can be reviewed in **Attachment 1**.

Action: Recommendation of Request to Board of Directors

AGENDA ITEM VII – BMX Proposal Washington and School Property

Plan for presentation to MCSD Board for the request of a “Right of Entry” agreement for the purpose of developing BMX at the property.

Action: Discussion/Recommendation

AGENDA ITEM VIII – Community Garden

Currently 20 out of 23 plots are rented. Ben Winker to report on recent conversations with community members and garden users.

Action: Discussion

AGENDA ITEM IX – Social Media Uses and Strategies

How can the Parks & Recreation Dept. best use social media to promote availability of facilities and recreation opportunities?

Action: Discussion

AGENDA ITEM X – Brainstorm Strategies for Increasing Use of the Teen Center

The Teen Center is currently in use Monday through Friday from 12:00pm-6:00pm by the Boys & Girls Club of the Redwoods for Teen programming.

The teen center kitchen is available to be rented. It is currently advertised on “the Kitchen Door” website as well as on KINS radio stations, the MCSD website and the MCSD newsletter.

Due to the current pandemic, facilities are not available to the public for gatherings or events.

Action: Discussion

AGENDA ITEM XI –Virtual Tour Project for MCSD Parks Properties

How to go about creating virtual tours of MCSD facilities and properties?

Action: Discussion

AGENDA ITEM XII – Report on Actions of MCSD Board

There were no actions of the MCSD Board of Directors pertaining to Parks & Recreation at the July 1, 2020 Board meeting.

AGENDA ITEM XIII – Ad Hoc Committee Reports

Hewitt Ranch (John Kulstad)

Skate Park (Charlie Caldwell)

Property at School Road and Washington Ave (Chad Sefcik)

Riverfront property (Jeff Dunk)

Fischer Ranch Estuary Project (Johnny Calkins)

BMX Bike Track (Charlie Caldwell)

Action: Information

AGENDA ITEM XIV – Discuss Agenda Topics for Next Meeting

AGENDA ITEM XV – Adjournment

Supporting Documentation

The following types of documentation have been included to demonstrate broad-based support for this recommendation:

- Letters
- Character References
- Newspaper or Journal Articles
- Petitions
- Other documentation: _____

The following conditions will apply to all Commemorative Naming and Dedication Applications:

All applications submitted to the McKinleyville Community Services District for the purpose of naming or renaming a new or existing facility must be filled out completely and accurately with supporting documentation in accordance with and as required by the McKinleyville Community Services District Policy for the Naming and Dedication of District Facilities (hereinafter "The Policy"). The Policy is available on the MCSD website (www.mckinleyvillecsd.com) and/or may be requested from the MCSD office at 1656 Sutter Rd., McKinleyville, CA 95519; phone 707-893-9003; fax 707-839-5964

The naming or renaming of a facility will be considered only through this application process.

Incomplete, illegible and/or fraudulent applications will not be considered. McKinleyville Community Services District reserves the right to verify the identity of the Applicant submitting this application to ensure its validity.

The McKinleyville Community Services District Board of Directors will have the final decision as the naming or renaming of a facility and reserves the right to reject any and all proposed names and/or applications submitted for consideration.

Signature of Applicant: _____ Date: _____

Submit Complete Application and Documentation to:

**McKinleyville Community Services District
Attention: General Manager
P.O. Box 2037
McKinleyville, CA 95519**



POLICY FOR THE NAMING AND DEDICATION OF DISTRICT FACILITIES

POLICY PURPOSE

This Policy establishes a process and criteria for the consideration of requests by McKinleyville resident(s), business owner(s), organization(s) or property owner(s) for the naming or renaming of District facilities.

POLICY STATEMENT

It is the policy of the McKinleyville Community Services District (District) to provide a process for consideration of the naming and renaming of District facilities. In general, existing facilities should only be renamed in exceptional circumstances. Naming requests will be considered which best serve the interests of the District and which ensure a worthy and enduring legacy. To this end the District supports consideration of naming requests according to the following guidelines and criteria.

DEFINITIONS

The term "facilities" shall include buildings, rooms, interior spaces, exterior spaces (i.e. gardens, courts, plazas, fields, open spaces, forests) and all other tangible and relatively permanent features owned, operated or controlled by the McKinleyville Community Services District.

GUIDELINES & CRITERIA

1. Process for Naming New Facilities

- 1.1. Facilities shall be named at least 30 days before the facility is open for operation.
- 1.2. The District shall create a Naming Committee which will publicly solicit proposals for naming new facilities from community resident(s), business owner(s), organization(s) or property owner(s).
 - 1.2.1. Proposals shall be made in writing and shall be consistent with the criteria referenced in Section 4 of this Policy.
- 1.3. From the submitted proposals, the Naming Committee will develop a list of up to three possible names for a new facility to present to the Board of Directors for consideration and public comment.
- 1.4. The District shall hold a minimum of one public hearing to receive public comments on names proposed by the Naming Committee.
- 1.5. Naming of District facilities shall be executed by the District Board of Directors via Resolution.

2. Process for Renaming Existing Facilities

- 2.1. A request to rename a District facility may be initiated by one or more McKinleyville resident(s), business owner(s), organization(s), property owner(s) or by the MCSD Board of Directors using the Application for Commemorative Naming and Dedication of McKinleyville Community Services District Facilities. The Application shall include letters of support, articles, documents, and other evidence demonstrating broad-based community support for the Application.
- 2.2. The Application shall identify the District facility, state the reason(s) for the proposed name change and specify the proposed name.
- 2.3. The General Manager and/or designated District staff will review the Application and determine if it is consistent with the Naming Policy. If consistent the Application will be forwarded to the District Board of Directors for review and consideration.

- 2.4. Applications that are determined by the General Manager to be incomplete, without sufficient support, or that are otherwise inconsistent with the Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time with new or additional information to correct insufficiencies identified by the General Manager.
- 2.5. All decisions with respect to the renaming of District facilities will be at the discretion of the District Board of Directors, which shall determine whether a District facility or portion thereof should be renamed.
- 2.6. Naming/Renaming of District facilities shall be executed by the District Board of Director via Resolution.

3. Process for Naming/Renaming portions of a District Facility

- 3.1. The process outlined in Section 2 above shall be followed.
- 3.2. Areas within a District facility may be named or renamed as referenced in Section 4 of this Policy entitled "Criteria to be used in Naming All District Facilities" shall be followed.
- 3.3. Plaques or other appropriate types of markers may be used when an area or portion of a District facility is named or renamed.
- 3.4. The costs of plaques or markers and/or the replacement of signs resulting from or done in conjunction with the dedication or commemorative naming/renaming of an area will be borne by the individual, group or organization requesting the name.
 - 3.4.1. The design, type and/or style of plaques, markers and/or signs must be approved by the District prior to installation.

4. Criteria to be used in Naming All District Facilities: Priorities to be considered in naming all District facilities shall be as follows:

- 4.1. General Criteria: Names shall:
 - 4.1.1. Engender strong positive image
 - 4.1.2. Be appropriate in regard to the facility location and/or history
 - 4.1.3. Have historical, cultural or social significance for future generations
 - 4.1.4. Commemorate places, people or events that are of continued importance to the community or region
 - 4.1.5. Have broad public support
- 4.2. Historic: Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to McKinleyville's own history.
- 4.3. Natural or Geologic: Names based on distinctive, predominant, and defining natural features of the area or region
- 4.4. Individual, Groups, or Organizations: Names of persons, groups, or organizations having longstanding affiliation with the McKinleyville community of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - 4.4.1. Enhanced the quality of life and well-being of community residents;
 - 4.4.2. Contributed to the preservation of the town's history or culture;
 - 4.4.3. Made exemplary or meritorious contributions to the District or its residents; or
 - 4.4.4. Contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the District or community.

5. Other Considerations: The McKinleyville Community Services District reserves the right to rename any District facility if the individual, group, or organization for which it is named turns out to be disreputable or subsequently acts in a disreputable way.