

RESOLUTION NO. 2015-47

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
ACCEPTING MARINA RECREATION & CULTURAL SERVICES COMMISSION
2014 ANNUAL REPORT AND PROPOSED 2015 GOALS

WHEREAS, the City of Marina Municipal Code Section 2.12.130 requires each of the City's Commissions are to prepare an annual report of accomplishments of the past year and listing the goals for the next year, and;

WHEREAS, the Recreation & Cultural Services Commission has presented its 2013 Annual Report and associated supporting materials to the City Council to review, accept and file ("Exhibit A").

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Marina does hereby accept Marina Recreation & Cultural Services Commission 2014 Annual Report and Proposed 2015 Goals.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 5th day of May 2015, by the following vote:

AYES: COUNCIL MEMBERS: Amadeo, Brown, Morton, O'Connell, Delgado

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

*City of Marina
Recreation & Cultural Services Commission
2014 Annual Report*

Grow recreation – grow good neighbors!

*We create Community through
People, Parks and Programs*

Mission Statement

The City of Marina’s Recreation & Cultural Services Commission is committed to establishing core recreation programs that enhance the quality of life for all ages, cultural origins and abilities. As stewards of the public trust, it is the Commission’s purpose to reflect the changing services and needs of our community.

Standard Meeting Time and Place

Quarterly meeting to be held in the first Wednesday in
March, June, September, December
6:30 pm
City Council Chambers at 211 Hillcrest Avenue, Marina

Commissioners

Darlena Ridler - Chair
Philip Tantillo – Vice Chair
Dan Devlin – Commissioner
Robin McCall – Commissioner
Judy Shin – Commissioner

2014 Advisory Boards

Youth Advisory Board

Staff-Laura Johansen
Commissioner-Robin McCall

Teen & Middle School Advisory Boards

Staff- Terry Siegrist
Commissioner-Philip Tantillo

Senior Advisory Board

Staff-Terry Siegrist and Christine Long
Commissioner-Darlena Ridler

Skate Park Advisory Board-On Call

Staff-Terry Siegrist and Kathy Meachum
Commissioner-Darlena Ridler

Sculpture Garden Ad Hoc Comm-On Call

Staff-None
Commissioner-Darlena Ridler

Sports Advisory Board

Staff-Terry Siegrist and Ron Powell
Commissioner-Dan Devlin

Commission Recognizes Department Accomplishments in 2014

The Recreation and Cultural Services Commission has a responsibility to comment on the efforts of the Recreation and Cultural Services Department to provide for the needs of our citizens for the past year. To do this, we have to first understand the needs of our City. Marina is very diverse economically, socially, ethnically, and culturally. In the application for the 100 Best Cities for Young People in 2012, Mayor Delgado described the City of Marina in the following way:

“As the Mayor of Marina, I can tell you that prioritization of youth in Marina is more critical than for most cities and some brief background demonstrates the need for Marina's focus on youth. Sixty percent of Marina households are renters, 40% of Marina households are very low or low income, and approximately 50 languages are spoken by Marina families. This incredible diversity of ethnicities coupled with a challenging socio-demographic means that City Hall has to step up to prevent our youth from being involved in high risk behavior or enticed by gangs who proffer to fill in the gaps with money, false brotherhood, and illicit activities that can be addictive and dangerous, especially to at-risk youth.”

Here are the observations of the Commission:

1. **Operating with a tighter budget has been a top concern.** The Department focus has been restricted to the core functions/responsibilities: youth, teens, seniors, and sports. There are three reasons why the department is able to cut its spending: 1) staff watches every expenditure, 2) support from the community and local businesses, and 3) the department activities are bolstered by a large cadre of volunteers that have been mobilized in the last few years. Our programs make a real contribution to families taking care of themselves.
2. **Staff strived to maintain the quality of programs and to improve each functional area.** In each of the 4 core programs (youth, teens, seniors and sports), the memberships levels have continued to increase into 2014. The staff continues to increase the variety of activities offered while maintaining the quality of their programs as the budget is tightening.
3. **Quality Recreation is part of the reason gangs do not have a stronger presence in Marina.** The Department's programs continue to be part of the solution for youths who are struggling for acceptance, particularly at a time when many of their families are dealing with continuing financial stressors. In partnership with the police, the schools and our community partners in Marina, we provide a four-pronged approach to address the needs of our youth. The Department provides engaging programs, and a place to belong, that help prevent gangs from taking over.
4. **Staff continues to be our most valuable resource.** The Recreation staff has direct interaction with more citizens than any other department within the city. From October to December each year and again from April through May, the recreation staff interacts with 10,000 people in Marina due to all the programmed events during these time frames alone. They are showing our children how to build good relationships and resolve conflicts in high-risk situations.
5. **Using Social Media Established and Additional Means of Communicating with the Public.** A Facebook page for Marina recreation was established by a volunteer on which all flyers for upcoming activities are posted.

For the Future - 2015

Commission Goals

As a Commission we will continue to meet quarterly, and either monthly or quarterly with our advisory boards. There are a couple of items that are directly related to Commission responsibilities that we would definitely like to accomplish:

1. With a fully staffed commission we need to reconsider the need for a Cultural Services and Special Events Advisory Board. This board was established when the Department was staffed to organize city-wide special events. Even though this staff responsibility has been eliminated, it might still be beneficial to our citizens to provide a board that coordinates community activities and utilizes the skills of a new commissioner.
2. Understanding that a good foundation in early years is vital and that disadvantages can be overcome if early intervention occurs, we will research how many children ages 0-5 live in our community, educate ourselves on the needs of the early childhood population, and explore ways that the City of Marina can serve its young families.
3. We must continue to monitor the American's Promise Alliance for the restart of the 100 Best Communities for Young People program.
4. We would like to work more closely with Recreation Department staff to improve publicity for the many activities offered by the Department.

Commission Recommendations for City Council for 2015

As a Commission one of our main responsibilities is to make recommendations to City Council.

Recommend City Council:

1. **Provide the means for the Department to improve communication with our community.** We need a direct mailing to describe all programs to all Marina residents. Funds have been volunteered, but staff time needs to be allocated. Additional improvements should come from expanding the use of the City website.
2. **Maintain the momentum at the Teen Center.** Once the new building was opened, Marina we had an explosion of interest and memberships in the teen center. In 2012 we were able to fill the leader position. This year we need to maintain the momentum and continue to bring in new youth development programs which will be a difficult challenge with a small staff and a severely restricted budget, but it *can* be done. A focus should be placed on programming Friday evening through Sunday as a deterrent to teen criminal activity.
3. **Create a physical separation of the Youth and Senior Centers.** Both of these programs presently operate within the Rocky Han Community Center. This presents some unique challenges for space to accommodate both programs, as each program must completely set up and close up each day. During school breaks, and over the summer, the conflict is exacerbated by the need to provide more hours to our youth programs and yet not displace our seniors. The seniors need a facility to call their own. The youth should have the Community Center for all of the times they need -- it's designed for kids. This need is fully supported by the Senior Advisory Board, and options need to be explored.
4. **Continue to move forward to implement then update the Parks and Recreation Master Plan.** This plan identifies the location of needed recreation facilities and provides the basis for new construction fees to raise the funds for these facilities. The Department can then use these new facilities for programs.
5. **Provide professional recreational training to all staff.** This is necessary to grow our most important resource, the Department's staff. Training is essential for any employee in any field for managing work-life interactions, day-to-day stressors, workload, and conflict resolution. Then they will be better equipped to grow good neighbors.

- 6. Identify revenue sources for Department staff and programs.** Staffing is so limited that sometimes programs need to be cancelled when there is insufficient staff for the day/event. Funding more staff is a critical need. The Department would benefit from the services of a grant writer to help offset costs to the general fund. With additional staffing the Department could bring in fee-based classes like CPR to City facilities/rooms. Attendees will pay a fee that fully reimburses the instructor and collects a portion for the City. These classes could potentially provide employment for City resident instructors.

Youth Advisory Board Activities

The Marina Youth Center is the daily “hub” for hundreds of Marina youth grades K-6th (ages 5-12). The Rocky Han Community Center transforms daily into the home of Marina’s Youth Center which also meets the needs of working families and assists local schools by providing a safe, well supervised after school program where students are encouraged to complete their homework, participate in age appropriate activities and interact with their peers.

The Marina Youth Center Advisory Board met and continues to meet on the 4th Thursday of the month, 5:00 p.m. at the community center. It consists of the Recreation Leader, a Marina Recreation & Cultural Services Commissioner and all youth who wish to participate. The youth, who regularly attended the Advisory Meeting, elect from among themselves, a President, Vice President, and Secretary. In addition to homework time, a computer room, movies, sketching, sculpting, water painting, video games, foosball, pool, basketball, etc., the youth also participated in cultural celebrations, great field trips, and sports and educational tournaments. The youth planned and attended well-chaperoned dances and parties that coincided with several holidays throughout the year.

The Marina Youth Center staff and youth have had a wonderful year of activities and team building and are looking forward to new and exciting ideas for next year, such as plans for a “mock” election and how to interact more in community events.

Sports Advisory Board Activities

The Sports Advisory Board (SAB) meets quarterly on the second Wednesday of the month (or rescheduled in case of conflict with council needs) at 7 p.m. in the City Hall Conference Room. The goal of the SAB is to unify the myriad sports organizations in Marina, in an effort to keep each other updated in terms of programming and capabilities, and to discuss facility maintenance and usage, with a focus on possible improvements and/or expansion to each facility, and to develop cooperative relationships that will help service the citizens of Marina.

The meetings typically follow the same format, which includes: Roll Call; Guest Recognition; Participant Briefs (Goings-On from each organization); Facility Use/Development; and other business. Regular attendees include representatives from: City of Marina Recreation Dept Staff; California State University Monterey Bay (CSUMB); Monterey Peninsula Unified School District (Los Arboles Middle/Marina High Schools); Water City Roller Hockey & Skate; Monterey County Futbol Club (MCFC); Monterey Bay Sports League; Monterey Peninsula Soccer League (MPSL); Marina Pony Baseball Softball (MPBS); Marina Youth Soccer Association (MYSA); Marina Pop Warner Football; and other organizations continue to be invited to each scheduled SAB meeting.

The focus for 2014 was to be facility use and security, and how each organization could cooperatively aid programming with Council’s FY14 budget, and how those cuts would affect facility availabilities to the member organizations. Unfortunately, organizational calendars and participant turn-over made it difficult to achieve quorum for the meetings to be held -- the SAB was able to hold a meeting only once in March. The City Public Works department successfully established new access and permit procedures for facility use, and each organization worked within the new guidelines provided to plan for and complete. The participants continued, however, to recognize the importance of teamwork and coordination, and the relationships fostered during previous meetings still allowed for greater cooperation and the establishment of successful accords: Junior Giants coming to Marina; construction completion and opening the Marina High School Sports Complex (and expanded field sharing to accommodate MaHS activities); MYSA/MaHS/MCFC/MBSL access to CSUMB Soccer Complex for weekend game play; improvements made to Upper Field at Los Arboles Middle School; MPUSD, through cooperation with

City Recreation Dept staff, providing an age-appropriate facility (Marina Del Mar) for pre-K learning and community use -- Community organizations working together to service the greater good.

Senior Advisory Board Activities

The Senior Advisory Board met and continues to meet on the second Tuesday of each month at 9 a.m. in the city council chambers. We met during the day to involve as many seniors as possible in planning their own activities. The goal of the SAB is to encourage the seniors' involvement, both in the Board, and, hopefully, increase overall participation in weekly programs. They took on the sponsorship of the National Day of Service event, which is held on the national MLK holiday each year. Their support allowed the Day of Service to be restarted after it had to be eliminated in previous years due to budget cuts. The Senior Advisory Board works to resolve any problems that develop throughout the year with the execution of programs and to set the calendar of events for each month.

Our Community Center is devoted to the City's Senior Center every weekday morning and afternoon until the kids get out of school. The city's seniors have outgrown their facility. The senior program needs a permanent place to establish as a Senior Center. This means a designated place where furniture, tables and chairs can be set up and remain up for weeks at a time. Right now all of these items must be set up and put away every night so the building can be used as the gymnasium it is. This would provide a welcoming place for any senior to visit any day and for programs to be offered. The Mayor investigated the possible use of the Grange. Details are still being reviewed at this time. Until such time as a space is available, programs will continue to make the best use of current facilities.

Teen Advisory Boards Activities

The Teen Advisory Board is comprised of teenaged students divided in to middle school and high school groups, both of which hold meetings during the third week of each month. The high school meetings are held at Marina High School. The middle school group meetings are held at the Teen Center, with the Los Arboles Builder's Club serving as board members. The goal of the Teen Advisory Boards is to provide input for programming and activities held at the Teen Center. Receiving direct input from the students we serve has been a key element in the success and popularity of the Marina Teen Center.

Teen Advisory Board members consist of one Teen Center staff representative and one Marina Recreation & Cultural Services Commissioner, with the remaining members made up of teenage students. Due to the fact that teenaged students make up the majority of the Advisory Board, meetings are generally conducted in a semi-formal manner in order to maintain student interest. Students are voted in to the roles of President, Vice President, and Secretary, and are each assigned specific duties during each meeting.

After several months of inactivity the High School Advisory Board was reassigned to a class dedicated to diversity. Various ideas were immediately implemented after board recommendation, which resulted in a steady increase in high school participation. The board also continued strengthening the connection with other Youth Development organizations and non-profit organization such as Marina Youth Arts to keep up our arts and cultural programming and working with the Porter Youth Center and the YWCA of Monterey County. These collaborations have been extremely beneficial to our program, helping the teens improve their social skills, and build camaraderie through friendly competition and positive interactions. The Teen Advisory Boards also assisted in surveying the teen student population before membership fees were set to increase. This helped Teen Center staff better prepare for the start of the 2013/2014 school year. With the budget reduction in mind, the board came up with several cost-friendly activity ideas which help to keep interest high and our attendance stable, despite the increased membership fees. The goal for the 2014/2015 school year is to continue the momentum built in 2014 and increase participation, while using cost-effective methods with a special focus on Friday and Saturday night activities and to add Sundays as a family day.

Cultural Services and Special Events Advisory Board

This board was not able to sustain its membership this year but two subcommittees are still on the books. One of these subcommittees is the Public Art Ad Hoc Committee. They completed their formal package to make their recommendations to the Recreation and Cultural Services Commission in January 2010 and officially submitted it to

staff. They were successful in securing a \$10,000 grant in 2010 for the Sculpture Park from the Monterey Regional Park District, but the request for 2011 was not successful. The other subcommittee, The City of Marina Cultural Diversity Celebration on the Reverend Dr. Martin Luther King, Jr. Federal Holiday, was able to continue the National Day of Service portion with the sponsorship of the Senior Program.

April 30, 2015

Item No. **8j(3)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of May 5, 2015

**CTIY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2015-,
RECEIVING MARINA RECREATION & CULTURAL SERVICES
COMMISSION 2014 ANNUAL REPORT AND 2015 GOALS**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2015-, receiving Marina Recreation & Cultural Services Commission 2014 Annual Report and 2015 Goals.

BACKGROUND:

The City of Marina Municipal Code Section 2.12.130 requires each of the City's Commissions are to prepare an annual report of accomplishments of the past year and listing the goals for the next year.

Each year it is the responsibility of the Recreation & Cultural Services Commission to provide the City Council with a report outlining their accomplishments from the previous year and the goals for the upcoming year.

This year as a part of the 2014 report the commission has submitted the information with a changed format and look. The commission incorporated changes after discussions with the mayor and commission input obtained from the last two council/commission interviews in 2013/2014. These changes have been made to address the councils concerns and to support an effort to be more efficient and focused on commission rather than department information dissemination, objectives, goals and direction.

ANALYSIS:

The Recreation & Cultural Services Commission is a five (5) member advisory body appointed by the City Council and charged with establishing and maintaining recreational/intervention and prevention and cultural programs that enhance the quality of life for all ages, cultural origins and abilities.

With a new format and direction from the Recreation & Cultural Services Commission, staff has prepared the 2014 Annual Recreation & Cultural Services Report ("EXHIBIT A").

FISCAL IMPACT:

None

CONCLUSION:

The request is submitted for City Council consideration and possible action.

Respectfully submitted,

Terry L. Siegrist
Recreation & Cultural Services Director
City of Marina

REVIEWD/CONCUR:

Layne Long
City Manager
City of Marina