



PARK AND RECREATION COMMISSION MINUTES

Monday, May 20, 2024, 6:30 P.M.
Public Comment in Person/Telephone
Art Pick Council Chambers – City Hall
3900 Main Street, Riverside, CA 92522

Commissioners Present: Victoria Brodie, Citywide-Ward 1
Blake Faris, Ward 3
Chair, Matt Friedlander, Ward 4
Vice Chair, Mohammad Noor, Ward 5
Tracy Barlogio, Citywide-Ward 5
Thomas Miller, Ward 6
Barry Johnson, Ward 7

Absent: None

Department Staff Present: Pamela Galera, Director
Noemi Lopez, Deputy Director
Anthony Zamora, Deputy Director
Gabriella Garcia, Administrative Service Manager
Jessica Ochoa, Recreation Supervisor
Sandra Campbell, Senior Administrative Assistant

Vice Chair Friedlander called the meeting to order at 6:30 p.m.

PUBLIC COMMENT

There was no one wishing to address the Commission and no e-Comments were received prior to the start of the meeting.

PRESENTATIONS

RECOGNITION OF COMMISSION FEOLA YEARS OF SERVICE

Director Pamela Galera recognized the years of service Commissioner Feola served for the Park and Recreation Commission and shared with the Commissioners that we have a plaque that will be given to him.

SOUTHERN CALIFORNIA GOLF ASSOCIATION

Deputy Director Anthony Zamora introduced Program Manager Daniel Cherney, who delivered a presentation about the Southern California Golf Association.

Program Manager Cherney introduced Director of Public Affairs for the Southern California Golf Association, Kevin Fitzgerald who thanked the Commission for their support.

Commissioner Miller inquired on what the minimum age range is.

Program Manager Cherney stated that classes are offered from 5 to 17 years old. There are 3 different levels. Beginners ages 5-7 years old, then 8-11 years old and 12+.

Vice Chair Noor expressed the value of having the Southern California Golf Association Program located at Fairmount Park.

Chair Friedlander inquired on how do people find out about this program and are all communities and neighborhoods reached out to.

Program Manager Cherney stated that registration runs through Parks and Recreation. They also have tables at events and distribute flyers at the Community Centers where participants can register.

BUDGET PRESENTATION FOR FISCAL YEARS 2024-2025 AND 2025-2026

Administrative Services Manager Gabriela Garcia delivered a presentation on the Budget update.

Vice Chair Noor inquired about the park certification.

Deputy Director Lopez stated that the Commission for Accreditation of Park and Recreation Agencies (CAPRA) is an accreditation through National Parks and Recreation Association (NRPA). It is a standard that makes sure policies and procedures are in place. It is a tool for us to hold our programs to national standards and to build Community trust in the process. It a two-year process from the time of agency application. Only two agencies in California are accredited because of the tedious process.

Commission Brodie asked how often we must be recertified.

Deputy Director Lopez stated every five years.

Vice Chair Noor inquired why other departments do not choose to go after an accreditation.

Deputy Director Lopez stated that most likely other agencies to not participate because it is a very long process, and a lot of work. It is a very high standard to reach.

Vice Chair Noor expressed that it is great the department is pursuing this, and it holds itself to a high standard.

Chair Friedlander asked who were the two other agencies in California.

Deputy Director Lopez stated Eastvale and Riverside County.

Chair Friedlander asked for motion to accept the Budget Update for file.

Motion: Brodie
Second: Noor
Ayes: All

PARKS, RECREATION AND COMMUNITY SERVICES ACTIVITY GUIDE SPONSORSHIP PROGRAM UPDATE

Recreation Supervisor Jessica Ochoa delivered the presentation on the Activity Guide Sponsorship Program and introduced new team member Veronica Guiterrez who works on the guide along with many other marketing duties.

Commissioner Brodie asked if there were any type of focus groups or if we are talking to

businesses who might want to advertise. What was used to define the pricing point and what kind of demographics are being used.

Recreation Supervisor Ochoa stated that the pricing point was based on what it cost per page to create the activity guide. Each session of the guide had a price point, a focus group was not used, but we could possibly use a focus group in the future.

Chair Friedlander asked for motion to accept the Activity Guide Sponsorship Program Update for file.

Motion: Friedlander
Second: Brodie
Ayes: All

UPDATE OF THE CITYWIDE FEES AND CHARGES STUDY

Recreation Supervisor Jessica Ochoa delivered the presentation on the Fees and Charges Study.

Commissioner Barlogio asked how the formula is generated for the recovery fee based off the different programs.

Recreation Supervisor Ochoa stated that it is a Finance Formula. Information is put into a spreadsheet with formulas. Finance looks at what the volume was and the cost of the program.

Chair Friedlander asked if there is also a variable to attendance. Is recovery going to change if 50 people sign up then if 100 people sign up.

Recreation Supervisor Ochoa stated yes.

Vice Chair Noor asked if there is going to be a vote on the revised fee study at the council workshop.

Recreation Supervisor Ochoa stated no, the workshop is to inform the public.

Director Galera stated there are two workshops, one for the Budget and one for Fees and Charges. Both will be approved at the end of June.

Deputy Director Lopez stated we have held community forms and outreaching to members that it will be impacted, and that this information was provided to the finance team who have prepared the document. Now the City Manager and the City Team are evaluating the proposed new fees.

Chair Friedlander asked the time the council workshops will be happening.

Director Galera stated 1:00 p.m. and the most current information on the Budget and the Fees and Charges report will be there.

Chair Friedlander asked for motion to accept the Fees and Charges Study Update for file.

Motion: Miller
Second: Johnson
Abstained: Brodie & Fairs

CONSENT CALENDAR

The following matters, presented to the Park and Recreation Commission on the consent calendar for consideration, was approved by a motion affirming the action appropriate to the items:

MINUTES

Minutes for the March 18, 2024, meeting.

ATTENDANCE

The Park and Recreation Commission excused the absences of Commissioner Jester from the March 18, 2024, regular meeting.

The Park and Recreation Commission excused the absences of Commissioner Jester from the April 15, 2024, regular meeting.

The Park and Recreation Commission excused the absences of Chair Friedlander from the April 15, 2024, regular meeting.

Motion: Brodie
Second: Barlogio
Ayes: All

DISCUSSION CALENDAR

ATTENDANCE

The Park and Recreation Commission excused the absence of Commissioner Brodie from the April 15, 2024, regular meeting.

Motion: Barlogio
Second: Faris
Ayes: All

PARK AND RECREATION REGULAR MEETING SCHEDULE CHANGES

Director Galera discussed with the Commission combining November and December 2024, meetings, also January and February 2025 meetings.

Following discussion, a motion was made to accept the Schedule Changes.

Motion: Friedlander
Second: Brodie
Ayes: All

COMMUNICATIONS

BRIEF REPORTS ON EVENTS OR MEETINGS ATTENDED BY COMMISSIONERS

Chair Friedlander and Commissioner Barlogio both attended the Riverside Parks Foundation Gala and had a great time.

Commissioner Barlogio also attended the Riverside Steamers BBQ and Walking with the Director.

ITEMS FOR FUTURE PARK AND RECREATION COMMISSION CONSIDERATION

Chair Friedlander mentioned an update on Reid park and stated awareness that it is coming.

Chair Friedlander would like update on anything ongoing at Carlson Park.

Director Galera informed the Commission that Recreation Supervisor Ochoa has announcements for Summer Activities.

Recreation Supervisor Ochoa shared announcements:

- Pedal boats have been cleaned with hope to have them in session late summer.
- The Story We Tell Photo Contest has been rebranded this year. Over 30 submissions received since launched.
 - The Foundation will support the winner prizes.
- The Summer Concert Series kicks off on June 12th and ends July 24th.
- Riverside Sings Auditions are Tuesday, May 21st and Wednesday, May 22nd at César Chavez Community Center.
- The Foundation will host the Beer Garden at the Summer Concerts.
- Movies in the Park begins Friday, June 14th ends August 9th. There is a variety list of movies that will be showcased.
- Summer Feeds begins Monday, June 3rd in partnership with Riverside Unified School District.
- Assisting Riverside Unified School District with Summer Fest at Hunt Park on Wednesday, June 5th, from 11:30 a.m. to 1:00 p.m.
- All Pools open June 10th along with Swim Lessons.
- Preseason splash events will be held on June 4th, 6th and 7th at Reid, Arlington and Villegas pools.
- Riverside Community Sailing Program Camp at Fairmount Park and hosting the Regatta on June 8 from 4:00 p.m. to 7:00 p.m.
- 4th of July Celebration kick off at 9pm at Mt. Rubidoux and La Sierra Park. Radio station Kola 99.9 will be playing music that corresponds to the fireworks.
- July is Park and Rec month with the theme being Where We Belong. We will showcase all activities we have to offer in the City.

The next Park and Recreation Commission meeting is scheduled for Monday, June 17, 2024, at 6:30 p.m.

Chair Friedlander adjourned the meeting at 7:34 p.m.

Respectfully submitted,

SANDRA D. CAMPBELL
Sr. Administrative Assistant