



PARK AND RECREATION COMMISSION MINUTES

Monday, December 2, 2024, 6:30 P.M.
Public Comment In-Person/Telephone
Art Pick Council Chambers – City Hall
3900 Main Street, Riverside, CA 92522

Commissioners Present: Chair, Matt Friedlander, Ward 4
Chad Young, Ward 1
Thomas Forbes, Citywide-Ward 1
Kevin Dawson, Ward 2
Stephanie Schaefer, Ward 3
Joshua Kopp, Ward 5
Tracy Barlogio, Citywide-Ward 5
Thomas Miller, Ward 6
Barry Johnson, Ward 7

Department Staff Present: Pamela Galera, Director
Noemi Lopez, Deputy Director
Margie Haupt, Deputy Director
Jessica Ochoa, Recreation Superintendent
Eliza Quintero, Assistant Recreation Coordinator
Sandra Campbell, Sr. Administrative Assistant

Chair Friedlander called the meeting to order at 6:32 p.m. and led the pledge of allegiance.

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

RIVERSIDE COMMUNITY SERVICES FOUNDATION ANNUAL UPDATE

Director Pamela Galera introduced the Riverside Community Services Foundation's President Deborah Macias who delivered an annual update of the Foundation.

Chair Friedlander asked if there were other fundraising opportunities.

President Macias stated that their website has a link where contributions can be made. The Foundation is looking for more ideas and ways to branch out to solicit funds.

Commissioner Barlogio asked what the Commission can do to help the Foundation.

President Macias stated volunteering is essential during fundraising events throughout the year.

Commissioner Dawson asked how much is typically raised in a year.

Recreation Superintendent Ochoa mentioned that a budget is in place. The Foundation aims to raise \$60,000 annually to address community needs, while the Department strives to contribute an additional \$40,000 to support those efforts.

Commissioner Dawson asked what the total disbursements per year were.

Recreation Superintendent Ochoa noted that the Foundation has distributed more funds than it has received, amounting to \$60,000 to \$70,000, with hopes of increasing revenue this year through various sponsorship efforts.

Commissioner Dawson asked what percentage of funds raised did the Gala represent.

Recreation Superintendent Ochoa stated the Gala made half, which covered their cost. The Gala made \$15,000 over the cost.

Commissioner Schaefer asked who can be reached out to for ideas for sponsorship opportunities and more information for volunteers.

President Macias stated that she is the one to reach out to through the Department.

Commissioner Miller asked if there were opportunities with the Festival of Lights for fundraising.

President Macias stated not in terms of fundraising, but for marketing purposes.

REVITALIZING ADOPT-A-PARK: A NEW ERA OF VOLUNTEER PROJECTS

Director Galera introduced Assistant Recreation Coordinator Eliza Quintero who delivered a presentation on Revitalizing Adopt-A-Park and Volunteer Projects.

Chair Friedlander asked how much each of the levels of adopting is.

Assistant Recreation Coordinator Quintero stated it does not cost anything to adopt a park, unless they want to do a project, then a discussion will take place.

Chair Friedlander asked if there was ever a thought process of having sponsorships or to have a company sponsor a park.

Assistant Recreation Coordinator Quintero stated it is being looked into.

Commissioner Barlogio asked if there has been thought of asking for the Councilmembers' assistance. They contact many individuals, business and they have parks in their wards, it could be a great opportunity to ask for their assistance.

Assistant Recreation Coordinator Quintero stated she is looking into a way to present it.

Commissioner Barlogio asked how can he be notified of the Coffee and Connect that was

mentioned in presentation. He would enjoy attending that.

Assistant Recreation Coordinator Quintero stated she will add the Commissioners to the email that goes out regarding the Coffee and Connect.

Commissioner Dawson stated from a previous meeting a Ms. Mendez was mentioned with interest to adopting Islander Park Pool, and asked if this was related to the Adopt-A-Park program.

Recreation Superintendent Ochoa stated it is not connected to the Adopt-A-Park program. Ms. Mendez had an interest in revitalizing Islander Pool and that location.

Commissioner Kopp asked what is done for outreach to bring in more volunteers or others to know about Adopt-A-Park.

Assistant Recreation Coordinator Quintero stated they reach out by networking, emailing different groups, and attend different community events.

Commissioner Kopp asked if there were any social media outreach.

Recreation Superintendent Ochoa stated they share through social media efforts and in the Activity Guide, Parks Division has a page specifically for any programming they have.

Commissioner Kopp asked for a list of upcoming events to volunteer with.

Recreation Superintendent Ochoa stated upcoming events and requesting volunteers for many service projects and promoting the Adopt-A-Park in general.

Commissioner Kopp stated he is part of Arlington Community Action Group, and they do a lot of volunteering.

Recreation Superintendent Ochoa requested that the Commissioners follow RivParks in order to be tagged when events come up.

Commissioner Dawson asked whom was being reached out to at UCR.

Assistant Recreation Coordinator Quintero stated she has been fortunate that UCR has reached out to her for volunteer projects. Been in contact with the UCR College Board.

Commissioner Dawson asked if Student Government at UCR has been reached out to.

Assistant Recreation Coordinator Quintero stated she has not reached out to them but will plan on it.

Commissioner Dawson suggested to reach out to the Highlander to do a public service announcement for projects.

ARTS & CULTURAL AFFAIRS QUARTERLY UPDATE

Deputy Director Margie Haupt delivered an update on Arts & Cultural Affairs.

Commissioner Dawson asked how many staff members the Division has.

Deputy Director Haupt confirmed her Division has seven staff members.

Commissioner Dawson asked what the annual disbursement was.

Deputy Director Haupt stated most of it is debt service outlined in the department's budget to pay for the Fox and the Box.

Commissioner Dawson asked if there was debt service on the Cheech, are you covering the maintenance of the building.

Deputy Director Haupt stated the management agreement is the only thing covered in the budget for the Cheech.

Commissioner Dawson asked does the money for the budget come from general funds or Measure Z.

Deputy Director Haupt stated that their budget predominately comes from general funds.

Commissioner Dawson asked how can someone pull a movie permit.

Deputy Director Haupt stated there is a film permit that outlines what steps to take and is based on what is needed. Staff will work with requester on their specific needs and work with the different departments that might be involved.

CONSENT CALENDAR

The following matter, presented to the Park and Recreation Commission on the consent calendar for consideration, were approved by a motion affirming the action appropriate to the item:

MINUTES

The minutes of October 21, 2024, were approved as presented.

Motion: Barlogio
Second: Johnson
Ayes: All

DISCUSSION CALENDAR

REVISED PARK AND RECREATION COMMISSION 2025 WORK PLAN DRAFT

Each item was reviewed briefly, and the Commissioners provided feedback to enhance the structure and goals of the work plan.

Commissioner Dawson referenced the four powers/duties/functions per Article VIII, asked the Commission if they are going to put together a communication to the City Council individually or as a group annually.

Commissioner Young stated he speaks to his Council member weekly.

Director Galera stated that the department gives a lengthy annual update to the Council each July.

Commissioner Dawson asked if the presentation is on the Commission agenda and reviewed by the Commission before it goes to Council.

Director Galera stated the exact presentation is given to the Commission prior to the Council.

Commissioner Barlogio stated that as a Citywide representative he speaks with the Mayor and engages three Councilmembers on a regular basis when it comes to what is going on in Parks and Recreation.

A motion was made to approve the revised draft of the 2025 Annual Work Plan for the Park and Recreation Commission.

Motion: Barlogio
Second: Young
Ayes: All

COMMUNICATIONS

UPDATES OF EVENTS OR MEETINGS ATTENDED BY COMMISSIONERS

- Chair Friedlander attended the Tim Stark Groundbreaking Ceremony.
- Commissioner Young attended the final community meeting of the Cesar Chavez Community Center renovation.

ITEMS FOR FUTURE COMMISSION CONSIDERATION

- Commissioner Dawson requested a Department Organization Chart.

ANNOUNCEMENTS

Director Pamela Galera shared announcements:

- Cesar Chavez Renovation will be presented to the Cultural Heritage Board on December 18th.
- Department Holiday social will be on December 19th, at the Orange Terrace Community Center.
- There are two Snow Days: Saturday, December 7th, 9 a.m. - 12 p.m. at Bordwell Park. Sledding Under the Stars, Friday, December 20th, 5-9pm.
- Breakfast with Santa: Saturday, December 14th, 9 a.m. - 12 p.m. at Villegas and Reid Parks.

- Toy Give-Away, Saturday, December 21st at Lincoln Park.

The next meeting is a Special Meeting, scheduled for 6:30 p.m. Monday, February 3, 2025.

Chair Friedlander adjourned the meeting at 7:54 p.m.

Respectfully submitted,

SANDRA D. CAMPBELL
Sr. Administrative Assistant