



## PARK AND RECREATION COMMISSION MINUTES

Monday, October 21, 2024, 6:30 P.M.  
Public Comment In-Person/Telephone  
Art Pick Council Chambers – City Hall  
3900 Main Street, Riverside, CA 92522

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

Department Staff Present: Pamela Galera, Director  
Noemi Lopez, Deputy Director  
Jessica Ochoa, Recreation Superintendent  
Ebony Perkins, Recreation Supervisor  
Desiree Gurrola, Recreation Supervisor  
Veronica Gutierrez, Recreation Services Coordinator  
Sandra Campbell, Sr. Administrative Assistant

Chair Friedlander called the meeting to order at 6:30 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

#### PARKS, RECREATION AND COMMUNITY SERVICES SPONSORSHIP PACKET

Recreation Superintendent Jessica Ochoa introduced Recreation Services Coordinator Veronica Gutierrez who delivered a presentation on the department's Sponsorship Packet.

Commissioner Schaefer asked how sponsorships are promoted to businesses or community organizations and inquired about the future of sponsorships.

Recreation Services Coordinator Gutierrez outlined various outreach methods, including showcasing opportunities in the Activity Guide's sponsorship page, forming partnerships through Community Centers, door-to-door outreach, cold calling, and attending

networking events. The next steps involve collaborating within the public sector and with non-profits to pursue requests for proposals and grants, aiming for mutually beneficial outcomes.

Commissioner Barlogio asked for more information on the Islander Pool Revitalization Campaign.

Recreation Services Coordinator Gutierrez stated that Sophia Mendez attended the Riverside Community Services Foundation Gala and is growing a relationship with the Foundation. Ms. Mendez is helping fundraise to renovate Islander Pool by extending services through business connections and offering architecture services and marketing efforts.

Commissioner Dawson requested to elaborate on what the Riverside Community Services Foundation is, how they are structured, whether there is a Board of Directors and who they are, and if they are a 501c3.

Recreation Services Coordinator Gutierrez stated that the Riverside Community Services Foundation serves to fill the gap between City funding and community demand. It is a 501c3 and is made up of a full board of directors that are volunteers. President is Deborah Macias and Vice President is Brando Crozier. All members are passionate about the community and work to fundraise for major events.

Commissioner Dawson asked if the Foundation exclusively partners with Parks and Recreation or do they partner with other City interests. Also asked what time of the year the Gala is held.

Recreation Services Coordinator Gutierrez stated that the Gala is up and coming in April 2025, date to be determined. The first Gala was held in April 2024. The Foundation is exclusive to Riverside Parks and Recreation.

Commissioner Dawson asked if the Foundation has a website.

Recreation Services Coordinator Gutierrez informed the Commission that the website is: [www.riversidecsf.org](http://www.riversidecsf.org).

#### BOXING PROGRAM UPDATE

Deputy Director Noemi Lopez introduced Recreation Supervisors Ebony Perkins and Desiree Gurrola.

Recreation Supervisor Ebony Perkins delivered opening remarks to the presentation and introduced Recreation Supervisor Desiree Gurrola to share further details of the program.

Recreation Supervisor Gurrola recognized and gave special thanks to members of the Bryant and Villegas Park Boxing Groups that were in Chamber.

Chair Friedlander asked if the Riverside Police Department Boxing was different and if

they had competitions with them.

Recreation Supervisor Gurrola stated that they participate in the bouts that are offered two times a year.

Commissioner Dawson attended one of the competitions, was impressed of how organized and well ran the program was and will support this program in the future.

Commissioner Miller asked about the involvement with Riverside Unified School District (RUSD); and inquired if they are partnering or marketing with them to reach out to students for recruitment.

Recreation Supervisor Desiree Gurrola stated that the Marketing Section goes to the Peachjar that RUSD has in place. Peachjar is RUSD's communication system.

### CONSENT CALENDAR

The following matters, 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 September 16, 2024, were approved with corrections suggested by Commissioner Dawson to change the term 'Air Conditioning' to 'HVAC units'.

### ATTENDANCE

The Park and Recreation Commission accepted to record the absence of Vice Chair Noor from the September 16, 2024; regular meeting as excused.

Motion: Miller  
Second: Johnson  
Ayes: All

### DISCUSSION CALENDAR

#### PARK AND RECREATION COMMISSION 2025 DRAFT WORK PLAN

Each item was reviewed, and the Commissioners provided feedback to enhance the structure and goals of the work plan. An updated work plan will be agendized at the next regular scheduled meeting in December.

A motion was made to revise the work plan.

Motion: Dawson  
Second: Schaefer  
Ayes: All

## COMMUNICATIONS

### UPDATES OF EVENTS OR MEETINGS ATTENDED BY COMMISSIONERS

- Commissioner Barlogio attended a clean-up and mural painting at Arlington Park.
- Commissioner Johnson attended the Bourns Family Youth Innovation Center event.
- Commissioner Young attended the Fall Festival at Bryant Park.
- Chair Friedlander went to another City meeting at Hunt Park and noticed work being done to the pool.

### ITEMS FOR FUTURE COMMISSION CONSIDERATION

- Commissioner Dawson would like to have introductions at the beginning of the monthly meetings.
- Commissioner Dawson would like to have a discussion of funding possibilities such as federal money and other opportunities besides CDBG.
- Commissioner Barlogio suggested having a presentation from 311.
- Commissioner Dawson suggested having a presentation on Sustainability Practices.

### ANNOUNCEMENTS

Director Pamela Galera shared announcements:

- River District, featured on the evening news, “Put the River in Riverside”.
- Hole Lake issued request for proposal for a landscape architect to help devise a Master Plan.
- Fairmount lake dredging starts shortly.
- Department received proposals from landscape architects for a Master Plan at Fairmount Park.
- Received proposal from Engineers to help with the wash that leads into Fairmount Park.
- Sending out the request for proposals for the Armory in the near future. Looking for a private partner that will activate the Armory. Will be posted on Planet Bids.
- Deputy Director announced Jessica Ochoa’s promotion to Recreation Superintendent.

The next meeting is scheduled for 6:30 p.m. Monday, December 2, 2024.

Chair Friedlander adjourned the meeting at 7:37 p.m.

Respectfully submitted,

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SANDRA D. CAMPBELL  
Sr. Administrative Assistant