



DATE: June 6, 2012
TO: Honorable Mayor and City Councilmembers
FROM: Neighborhood Services Department
SUBJECT: **PARKS AND RECREATION COMMISSION FY 2012-2014
WORKPLAN**

SYNOPSIS

Staff and the Parks and Recreation Commission recommend that the City Council approve the FY 2012-2014 Parks and Recreation Commission Workplan.

BACKGROUND

On March 27, 1991, the City Council established seven Commissions including the Parks and Recreation Commission. Section 6 of the resolution establishing Commissions states that each Commission shall submit to the City Council a workplan indicating specific projects and tasks proposed to support the purpose and scope of responsibilities of the Commission.

ANALYSIS

Attached is a copy of the FY 2012-2014 Parks and Recreation Commission Workplan. The Workplan delineates the Commission's mission to consider and make recommendations to the City Council and review policies pertaining to Parks and Recreation facilities and programs.

In the course of its work in FY 2012-2014, the Parks and Recreation Commission will address the following issues:

- (1) Parks and Recreation Master Plan
- (2) Skate Parks
- (3) By Laws
- (4) Alcohol in Park Policy
- (5) Annual Workplan
- (6) Park Naming and Signage
- (7) Recreation Facility Study
- (8) Joe Balderrama Recreation Center Master Plan
- (9) Brooks Street Swim Complex Master Plan

- (10) Promote "Live Well Oceanside" campaign
- (11) El Corazon Strategic Plan
- (12) Marketing/Awareness of Parks and Recreation Programs

FISCAL IMPACT

Does not apply.

COMMISSION OR COMMITTEE REPORT

The Parks and Recreation Commission reviewed and unanimously approved its FY 2012-2014 Workplan at its meeting on March 13, 2012.

CITY ATTORNEY'S ANALYSIS

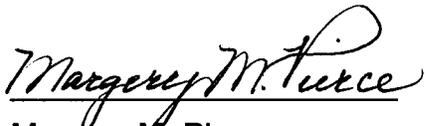
Does not apply.

RECOMMENDATION

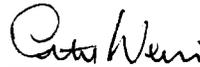
Staff and the Parks and Recreation Commission recommend that the City Council approve the FY 2012-2014 Parks and Recreation Commission Workplan.

PREPARED BY:

SUBMITTED BY:



Margery M. Pierce
Director, Neighborhood Services



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager



Attachment: Workplan

**CITY OF OCEANSIDE
NEIGHBORHOOD SERVICES DEPARTMENT
PARKS & RECREATION DIVISION**

**PARKS AND RECREATION COMMISSION
FY 2012 - 2014 WORKPLAN**

HISTORY

The City of Oceanside Parks and Recreation Commission was established by the City Council on March 27, 1991. The Commission's purpose is to communicate to the City Council recommended courses of action relating to parks and recreation issues. The Commission will, from time to time, be requested by the Council to review specific items of concern not specifically identified in this work plan throughout the fiscal year.

The Commission considers and makes recommendations to the City Council on the planning, development, construction and operation of public parks and recreation facilities. In order to facilitate its mission, the Commission reviews proposed and existing programs administered by the Oceanside Parks & Recreation Division.

MISSION STATEMENT

The mission of the Oceanside Parks and Recreation Division is to promote and advocate for parks and recreation services in an advisory capacity and to develop and preserve open space and natural resources for use as safe parks and recreational facilities, that will provide educational and recreational opportunities for the benefit and enjoyment of all, and enrich the quality of life for residents and visitors alike while preserving it for the future generations.

VISION

We create community through people, parks and programs by:

- Strengthening community image
- Supporting economic development
- Strengthening safety and security
- Promoting health and wellness
- Fostering human development
- Increasing cultural unity
- Protecting environmental resources
- Providing recreational experiences
- Facilitating community problem-solving

COMPOSITION

The Parks and Recreation Commission has nine (9) regular voting members and two (2) alternate members appointed by the City Council.

Current appointees:

Charles Adams (Chair)
Vernon Allen (Vice Chair)
Margaret Malik
Jerry Anderson
John "Dusty" Rhoad
Heidi Franczyk
Alan Teng
James Stumpf (Alt)
Marvin Foster (Alt)

STRUCTURE

The Parks and Recreation Commission functions through the following committee structure:

■ **AD HOC COMMITTEES**

- (1) Parks and Recreation Master Plan
- (2) Skate Parks
- (3) Bylaws
- (4) Alcohol in Park Policy
- (5) Annual Workplan
- (6) Park Naming and Signage
- (7) Recreation Facility Study
- (8) Joe Balderrama Recreation Center Master Plan
- (9) Brooks Street Swim Complex Master Plan
- (10) Promote "Live Well Oceanside" campaign
- (11) El Corazon Strategic Plan
- (12) Marketing/Awareness of Parks and Recreation Programs

The Parks and Recreation Commission conducts some business through ad hoc committees created to handle specific tasks or issues; once these items are addressed to the satisfaction of the Commission, the ad hoc committee is disbanded. Generally speaking, most tasks can be allocated to the above-mentioned ad hoc committees; however, additional ad hoc committees can be formed at the Commission's discretion in order to respond to a specific issue at hand.

GENERAL GOALS AND OBJECTIVES

The Parks and Recreation Commission desires to encourage community participation in the decision-making process. Toward that goal, the Parks and Recreation Commission shall endeavor to:

1. Inform citizens of projects under consideration.
2. Promote public comment on parks and recreation projects and services.
3. Encourage volunteer efforts when specific outreach efforts are scheduled.
4. Advocate citizen involvement in civic issues.
5. Conduct a neighborhood outreach to residents when a park project is being sited.
6. Advocate and seek revenue-generation opportunities to support City parks and recreation services.
7. Increase awareness of the nearly 40 parks and 6 recreation centers.
8. Increase attendance at all parks, recreation centers, pools and facilities.
9. Continue to be proactive in keeping our parks/facilities ADA-accessible.

The Parks and Recreation Commission shall promote open communication and interaction with law enforcement and code enforcement agencies; and, with the City Council regarding Parks and Recreation Commission activities via the City Council-appointed Liaison. As needed, the Parks and Recreation Commission Chair or an appointed Parks and Recreation Commissioner, by direction of the Parks and Recreation Commission, may seek to address the full City Council regarding a specific parks and recreation issue or to express a Parks and Recreation Commission recommendation. In addition to any oral presentation to the City Council, a Parks and Recreation Commission recommendation shall be provided in written form, with minority viewpoints attached as appropriate.

2012-2014 SPECIFIC GOALS AND OBJECTIVES

The Parks and Recreation Commission shall continue to evaluate and make recommendations to the City Council regarding programs and/or projects presented by the Parks & Recreation Division staff related to parks and recreation items. Specific tasks are listed as follows:

1. **Parks and Recreation Master Plan:** [a] Participate and assist City staff in updating the City's Parks and Recreation Master Plan and [b] incorporate the City's recreation trails element as part of the Master Plan.
2. **Opening of Alex Road Skateboard Park:** Fall 2012/Winter 2012
3. **Pro Kids Golf:** Support new learning center and short instructional golf course with ground breaking anticipated in Summer 2012.
4. **Funding Opportunities to Implement Joe Balderrama New Recreation Center and Park** – ongoing

