



City of Santa Rosa

Finley Center
2060 W. College Avenue
Cypress Room

Board of Community Services Regular Meeting Minutes

Wednesday, May 23, 2018

4:00 PM

1. CALL TO ORDER

The meeting was called to order by Chair Gow at 4:04pm.

2. ROLL CALL

Present: 4 - Chair Stanley Gow, Board Member Carolina Spence, Board Member Carole Quandt and Board Member Kathy Hayes

Absent: 2 - Board Member Diane Test and Board Member Sandra Wandel

3. PUBLIC COMMENTS

4. APPROVAL OF MINUTES

4.1 April 25, 2018 Regular Meeting Minutes

The April 25, 2018 minutes were approved as submitted.

5. UPCOMING EVENTS AND REPORTS ON ACCOMPLISHED EVENTS

Interim Director Jason Nutt reported on upcoming events, including the Memorial Day sesquicentennial event at the Rural Cemetery, coinciding with the City of Santa Rosa's 150th year. Accomplished events included the Golden Spike celebration and grand opening at Youth Community Park, Work Experience Orientation for seasonal staff, City Sluggers, the Senior Expo and Kids to Parks Day scavenger hunt at Howarth Park.

6. DIRECTOR UPDATES

Interim Director Nutt and Deputy Director Jen Santos presented the Roseland Creek Master Plan to the Ag & Open Space District, resulting in good discussion and positive feedback. The Recreation & Parks Department remains committed to getting this item to council in the Fall. Nutt informed the Board that we are transitioning to new interim director, Caluha Barnes, Director of Community Engagement, effective July 1. Ms. Barnes will attend the June BOCS meeting.

7. SCHEDULED ITEMS

7.1 OUTREACH AND MARKETING

Marketing and Outreach Coordinator Kristi Buffo will present highlights of Recreation & Parks Department marketing efforts and recent community outreach.

Recommended Action: Information and discussion

Marketing and Outreach Coordinator Kristi Buffo introduced Recreation Specialist Brayden Jaco, and presented an overview of Recreation & Parks Department marketing efforts. Community outreach includes our website, e-newsletter, targeted e-blasts, the Activity Guide, Block Blast and Zest Newsletters, radio and newspaper ads, social media, editorials, and more. We participate in 12 hosted events per year, such as Halloween at Howarth and the Senior Expo, and 15 outreach and partner events, like the SSU Career Fair and Wednesday Night Market. Buffo showed video highlights of the Recology Volunteer work day at Howarth Park, involving approximately 200 volunteers.

7.2 RENAMING OF CREEKSIDE PARK

Interim Director Jason Nutt will facilitate discussion regarding the renaming of Creekside Park to Mary M. Traverso Park, as requested by Travis Berding, son-in-law of the late Mary Traverso.

Recommended Action: Information and possible action

Interim Director Jason Nutt explained the process for getting this item on the council agenda. BOCS will direct staff to engage with Mr. Berding and family to understand goal, and return with a proposal later. Then staff will make a series of recommendations to the Board. Park Superintendent Lisa Grant provided a history of the open space parcel known as Creekside Park. Discussion ensued.

Public Comments:

Travis Berding provided a letter and photos of Creekside Park. He shared that Mary Traverso was a leader in a group called Bennett Valley Vision, who has maintained this parcel since the early 2000's. He and wife Alexis, daughter of the late Mary Traverso, would like to have this parcel named after Mary M. Traverso.

Hayes moved that the Board direct staff to develop two scenarios: 1) process for naming an open space parcel, identify roadblocks, funding, issues in play 2) process for turning open space parcel into a park and then naming the park, identify roadblocks, funding, options pro and con for each scenario.

Spence seconded with emphasis on scenario 2. The vote passed unanimously.

7.3 BENNETT VALLEY SENIOR CENTER

Interim Director Jason Nutt will discuss potential programming changes at the Bennett Valley Senior Center.

Recommended Action: Information and discussion

Interim Director Nutt reminded the BOCS members that the Department is working on a plan to reduce expenditures and improve efficiencies. One option being considered is consolidating senior services to the Person Senior Wing and the Steele Lane Community Center, and re-assigning staff. In addition, Mr. Nutt mentioned that the Public Works Department presented a facilities assessment at council, which named the Bennett Valley Senior Center (BVSC) as one of many structures the City should divest of in the next 5 years, based on the building's age and cost of maintenance and repairs. Mr. Nutt and Deputy Director Magnuson met with seniors at BVSC to obtain feedback, concerns regarding the possible closing of the site and relocating programs. It was clear that participants loved the staff and the BVSC location. However, Council was very interested in ability to provide some homeless services at BVSC until such time a decision has been made to divest. Staff will refine preliminary work for relocation of programs. Housing and Community Services will research transitional housing opportunities at this location. Discussion ensued.

8. COMMITTEE REPORTS

8.1 Mayor's Lunch for Committee/Board Chairs

Recommended Action: Information

Quandt attended the luncheon and reported that the homeless issue was a major topic.

8.2 Santa Rosa Waterways Advisory Committee

Recommended Action: Information

no meeting

9. WRITTEN AND/OR ELECTRONIC COMMUNICATIONS

Travis Berding letter and photos, CPRS catalogue, Zest Newsletter

10. FUTURE AGENDA ITEMS

Bill Montgomery, Rural Cemetery

11. ADJOURNMENT

Chair Gow adjourned the meeting at 5:21pm. The next meeting of the Board will be held on Wednesday, June 27, 2018 at 4:00 p.m.

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Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available for public review in the Recreation and Parks Administrative Office, 55 Stony Point Road, during normal business hours.