

**AGENDA STATEMENT
PARKS & RECREATION COMMISSION**

TO: Parks and Recreation Commission
FROM: Arabo Parseghian, Division Manager
DATE: January 10, 2018
SUBJECT: **Discussion of Recreational Activity at the Park**

RECOMMENDATION:

Parks and Recreation Commission provide feedback and direction regarding the Recreational Activity at the Park.

BACKGROUND:

At the January 11, 2017 Parks and Recreation Commission Meeting, the Commission decided to move forward with a recreational activity program at the park. Total of four activities were held with various types of activity including extreme boot camp and Bollywood dancing.

DISCUSSION:

In 2017, the City partnered with various private businesses and YMCA, to host four recreational activities at the park. This was a pilot project to determine the popularity and feasibility of hosting such programs in the future. The events were held at Memorial Park on four Saturday from 8AM to 9AM. The overall attendance by the public was extremely low. With exception to the last event. Average attendance was less than four people per event. At the last event, YMCA, invited their own members which drew a larger crowd.

There were limitations with the recreational activity at the park. Due to limited staff resources, staff time could not be allotted for the day of the event. As a result, the events required a Commissioner presents to ensure attendees signed waiver forms and events went smoothly. Finally, there were no designated funds allocated for the events. Therefore, staff partnered with private businesses and community organization to volunteer their time.

The limitations experienced in 2017 would be applicable for any potential events being considered for 2018. In addition, there are few areas of concerns that warrant noting:

- The availability of Memorial Park for consecutive Saturdays is rare. As one of the key parks in the City, Memorial Park is reserved for private

use many weekends throughout the year. This creates a challenge with having consecutive recreational activity events at the park.

- Attendance for the activities were extremely low. One option could be to open the event to the members of the group who is conducting the activity. However, in doing so, there may be a potential of creating a benefit which business can market to draw more membership for their businesses. This would violate the City's Municipal Code use of parks for commercial gain. A solution would be to partner with only non-profit groups such as the Community Center or the YMCA to avoid this potential violation.
- Hosting recreational activities at the park, although City Sponsored, may have an unintended consequence of encourage other private instructors in using the park for their business. Once again, this would violate the City Municipal Code on conductive commercial activity at the park.
- In recent months, the City has received complaints from neighboring residents of Memorial park regarding excessive use of the park. Hosting City Sponsored activities at the park will add to the usage.

Should the Commission wish to continue the recreational activity at the park, staff is recommending hosting four events spread throughout the year and partnering with the Community Center and/or the YMCA only.

RECOMMENDATION:

Staff recommends, Parks and Recreation Commission provide feedback and direction regarding the Recreational Activity at the Park.

ATTACHMENTS: None