



Recreation & Parks Commission Meeting Agenda

May 13, 2013
7:00 p.m. – City Hall

Ira Newman
Chair

Mary Granger
Vice Chair

Linda Bartelt
Commissioner

Michael Dougherty
Commissioner

Todd Emrick
Commissioner

Bruce Hunt
Commissioner

Sharon Jackson
Commissioner

Procedures for Addressing the Recreation & Parks Commission

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the recording secretary BEFORE that portion of the agenda is called.

The Recreation & Parks Commission encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, Recreation & Parks Commission discourage clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COMMISSION IS IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (714) 993-8184. Notification 48 hours prior to the meeting will generally enable City staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Persons who have questions concerning any agenda item may call the Community Services Department, (714) 993-8184, to make inquiry concerning the nature of the item described on the agenda.

In compliance with Senate Bill 343, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

City of Placentia
401 E Chapman Avenue
City of Placentia, CA 92870

Community Services Department
Phone: (714) 993-8232
Fax: (714) 961-0283
Website: www.placentia.org

Recreation & Parks Commission

May 13, 2013

REGULAR MEETING

7:00 p.m. – Community Meeting Room

MEETING CALLED TO ORDER

ROLL CALL: Chair / Commissioner Newman
Vice Chair / Commissioner Granger
Commissioner Bartelt
Commissioner Dougherty
Commissioner Emrick
Commissioner Hunt
Commissioner Jackson

PLEDGE OF ALLEGIANCE

ORAL COMMUNICATIONS

At this time the public is invited to address the Recreation and Parks Commission concerning any agenda item, which is not a public hearing item, or other items under the jurisdiction of the Recreation and Parks Commission.

COMMISSIONER COMMENTS AND REPORTS

The purpose of these reports is to provide information on projects and programs that are discussed at sub-committee meetings. No decisions are to be made on these issues. If a Commission member would like formal action on any of the discussed items, it will be placed on a future Commission Agenda.

RECREATION AND PARKS COMMISSION AGENDA

1. **Approval of Minutes – March 11, 2013**
2. **Monthly Report –**
Staff to provide updates of programs and services offered by the Community Services Department.
3. **Skate Park Proposal – Former Boys & Girls Club Facility**
Staff to review and provide information on Indoor Skate Park proposal at former Boys & Girls club facility located at 132 East Crowther, and request Commission recommendation for City Council consideration.
4. **Parks and Facility Project Updates –**
Staff to provide updates on status of current capital improvement projects and upcoming CIP projects.

5. **Budget Review** -
Staff to provide overview of budget process and review 2013-14 proposed budget for Community Services programs and services.
6. **Sports Advisory Subcommittee Update** -
Staff and subcommittee to review Commission on items discussed at the last Sports Advisory Committee meeting including update of Athletic Field Allocation Policy and lighting at Kraemer Middle School.

Park Inspection Reports - Commission to review inspection reports with staff.

STAFF COMMENTS

Agenda Building and Meeting Schedule – Staff and Commission to review agenda items and schedule upcoming meetings including consideration of meetings at various City facilities.

ADJOURNMENT

The Recreation and Parks Commission Adjourn to a Regular Meeting on Monday, June 10, 2013, at 7:00 p.m. in the Community Meeting Room at City Hall located at 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Maria Elena Maurer, Community Services Coordinator for the City of Placentia, hereby certify that the Agenda for the May 13, 2013 Regular Meeting of the Recreation and Parks Commission was posted on May 8, 2013.



Maria Elena Maurer
Maria Elena Maurer
Community Services Coordinator

MINUTES
PLACENTIA RECREATION AND
PARKS COMMISSION REGULAR MEETING
March 11, 2013

Meeting called to order at 6:59 p.m.

ROLL CALL

Present: Dougherty, Emrick, Jackson, Newman
Absent: Bartelt, Granger, Hunt

Staff Present: Steve Pischel, Director of Administrative & Community Services
Jon Nicks, Deputy Director of Community Services
Maria Elena Maurer, Community Services Coordinator

PLEDGE OF ALLEGIANCE – Led by Commissioner Newman.

ORAL COMMUNICATIONS – None in attendance

COMMISSIONER COMMENTS AND REPORTS - Commissioner Newman reported that there were tire tracks all over the turf at Parque Del Arroyo Verde and standing water on the walkway just passed the restrooms. Palm trees are in need of trimming. Commissioner Jackson asked if there was a phone number to call to request that the trash bins at Tri-City Park be removed; she received a request from one of the residents that lives next to the park. Staff Pischel responded that he will contact the County and make the request.

1. **APPROVAL OF MINUTES** – February 11, 2013

MOTION by Commissioner Dougherty to approve the minutes of February 11, 2013 as submitted; **SECOND** by Commissioner Emrick and **CARRIED** by a **4-0-3-0 VOICE VOTE** (Bartelt, Granger, Hunt, Absent).

2. **MONTHLY REPORT**

Staff Nicks reported that resident registration for spring classes had taken place on February 19, 2013, and as of February 25, \$20,000 in revenue has been collected. The excursion to the Warner Bros. Studio Tour sold out right away and a new date has been added. Recruitment for summer positions is open and applications are available on line.

Staff met with the School District, together with the Principals and Athletic Directors of El Dorado and Valencia High Schools, to discuss the criteria the City uses to allocate the sports fields to the user groups. They felt the criteria was fair and equitable and would like to mirror the City's policy. The next Serve Day has been set for Saturday, April 27, 2013. Staff met with the LDS Church to outline the Serve Day projects that may include: painting all iron gates and planting shrubs at Placentia Champions Sports Complex, painting the gates at McFadden and Los Ninos pool area, painting all the picnic tables at Kraemer Park, and having a

group of adults do some light demolition of the old Boys & Girls building. The Church will have approximately 400 volunteers to complete these projects. The City partnered with the Red Cross to do a disaster preparedness puppet show to be presented to the after school programs. This teaches children what to do in the event of a disaster.

Commissioner Hunt arrived at 7:16 p.m.

Staff Nicks added that the line up for Concerts in the Park has been selected by the Cultural Arts Commission. The first concert will be on Thursday, July 4, 2013. Golden State Water has provided a generous donation of \$4,000 for the concerts.

3. PARKS AND FACILITY PROJECT UPDATES -

Staff Nicks indicated that the Kraemer Park cell site project is underway. The mono pine, like the one at Tuffree Park, will be installed on the west side of the Backs Bldg. Even though this project is not expected to be completed until April, the construction area will be cleaned to hold the Easter Egg-citement event to be held on Saturday, March 23, 2013.

4. BOYS & GIRLS CLUB UPDATE -

Staff Pischel reported that the Skate Park concept discussed last month is continuing to progress. The developer, Daddy O's, is coming to the table offering in-kind support. He is connected with California Skate Parks, the largest in the nation, and offering to do the design work at a very low cost. The intent of this project is to have a "Cultural Center" that would offer after school programs, tutoring assistance, skating, and having different age groups do recreational activities. This project has a lot of potential to be a model for other agencies to consider. There could be some costs incurred by the City initially, but it has the potential to be a positive project for the area. Staff Pischel added that a lot of work needs to be done before it can go to City Council.

Staff Nicks indicated that the Boys & Girls Club's director and manager came in with a proposal to do a free teen summer program at the Kraemer Clubhouse. Staff is expecting a proposal detailing what they plan to do. They will be going to their board for approval next week and would like to come to next month's Commission meeting for review.

5. BUDGET REVIEW -

Staff Pischel commented that the budget process continues to move forward. The City has hired a consulting firm, Management Partners, to do an analysis and needs assessment and work with the Finance Department on a financial forecast. Community Services requested extending the after school hours at Koch Park to a four day program as discussed by the Commission; each department identified their needs and challenges. Commissioner Hunt indicated that it is disappointing that Placentia Champions Sports Complex looks the way it does because of deferred maintenance. Staff will keep the Commission informed on any developments regarding the budget.

6. COMMISSION MONTHLY MEETINGS -

After some discussion, Commissioners agreed to hold the May meeting at the Kraemer Clubhouse. Other possible locations will be discussed at the next meeting.

PARK INSPECTION REPORTS –

Staff Pischel will be in contact with Commissioner Jackson to schedule a tour of facilities.

STAFF COMMENTS – Staff Pischel indicated that Commissioner Granger's husband had surgery and Bill Heaton, previously with the Cultural Arts Commission, has health challenges and asked that both be kept in our thoughts and prayers. Staff Nicks mentioned that staff and the Sports Advisory Subcommittee had met early this morning to discuss the updates to the field allocation policy. In addition to many updates, the three strikes policy had been revised to a more flexible consequences for non-compliance that includes an appeal process. A meeting will be scheduled with the sports users to receive their comments and to finalize the policy to be implemented next season.

AGENDA BUILDING AND MEETING SCHEDULE – A Sports Advisory Subcommittee meeting will be scheduled. Budget review will be placed on next month's agenda as well as Boys & Girls Club Update.

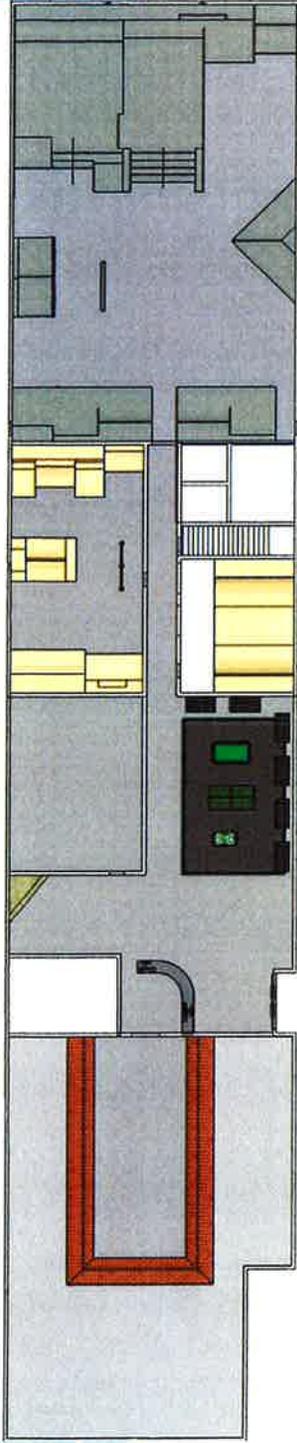
ADJOURNMENT - There being no further business, **MOTION** by Commissioner Hunt to adjourn to Monday, April 8, 2013 regular meeting; **SECOND** by Commissioner Emrick and **CARRIED** by a **5-0-2-0 VOICE VOTE** (Bartelt, Granger Absent). Meeting adjourned on March 11, 2013 at 7:55 p.m.

Maria Elena Maurer, Recording Secretary
Recreation and Parks Commission

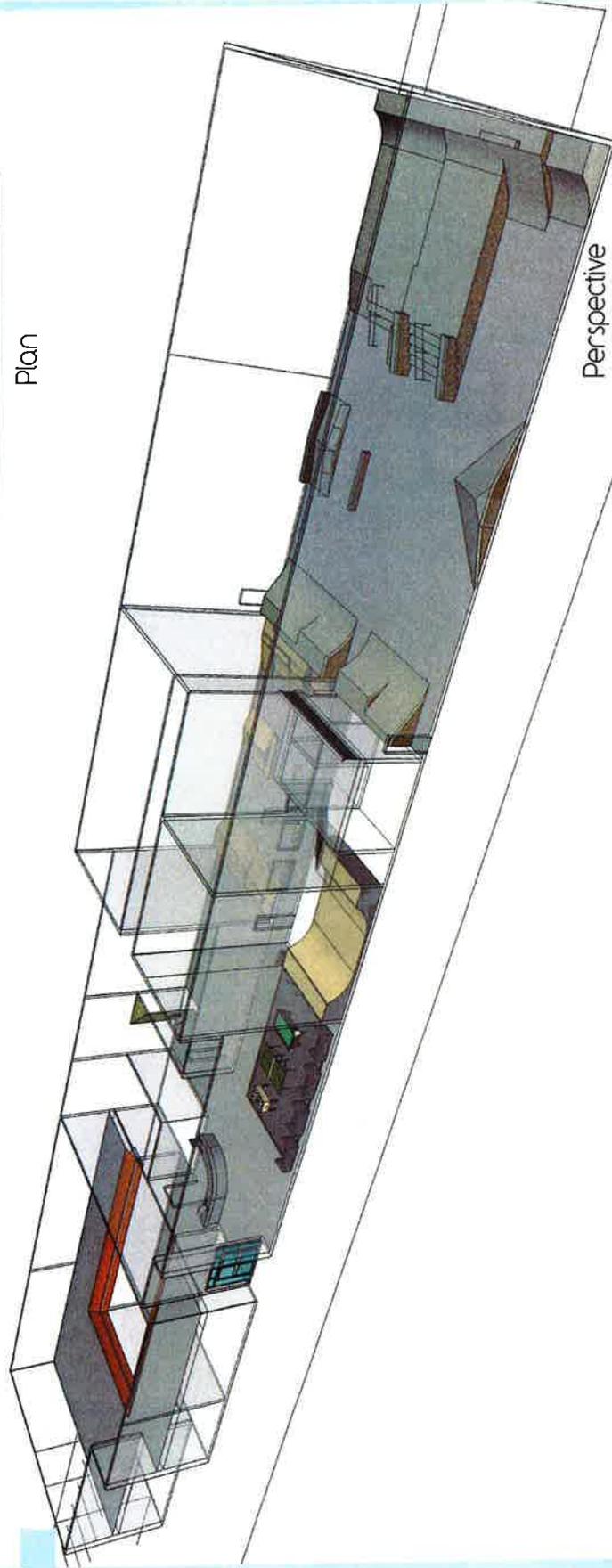


DaddyO's of Placentia

Skate Park & Cultural Center



Plan



Perspective

DADDY O'S
Placentia, CA

Conceptual Design Rendering
3.15.2013



californiaskateparks.com

Daddy O's
Skate Shop

CONCEPT

Develop a Public-Private partnership with the City of Placentia and DaddyO's California, LLC to provide a safe and supervised place for the youth in the community to be active and creative.

Growing Interest in Action Sports

- 85% of the youth in Orange County when surveyed say they own a skateboard, most have not been to a skateboard park stating they don't know how to ride at the park or that they are intimidated by the good skaters.
- 25 %+ of Youth ages 10-22 identify themselves as avid Skaters in the Placentia marketplace
- Over 160,000 youth (under 24) in Placentia, Anaheim, Yorba Linda, Brea, and Fullerton
- Team sports (soccer, baseball, basketball and football) are on the decline ^{due} to the expense

InnoVative Public – RivaLe Partnership Concept

- DaddyO's California LLC: family oriented indoor action sports company specializing in skating retail locations and development of indoor "skatebowl" locations.
 - Currently opening two skating locations with numerous locations that will open within the next five years in targeting markets Orlando, Boston, Austin, Denver, Oakland and New Orleans.
 - DaddyO's CEO Jon Coulombe will lead the project and has extensive sales and management experience including opening over 50 locations with Pacific Sunwear and involvement with 26 business units, 1,300 employees, and \$110M in sales for ProBuild/Fidelity.
- California Skateparks Inc.: fully licensed, bonded, and insured contractor specializing in skate park development with experience building over 200 projects in 40 states.
 - California experience includes cities of Baldwin Park, Bell Gardens, Burbank, La Verne, Los Angeles, San Dimas, and Laguna Niguel.
 - Founder and President of California Skateparks Inc. Joseph Ciaglia will also help lead the development with over 30 years of experience in public works construction, \$150 million worth of completed projects, and expertise in municipal building codes.

BeneÓts of DaddyO's Indoor Skate Park Project

Community Benefits

- Transform vacant building into a positive recreation experience for youth
- Creates a unique experience for youth in the community that is in high demand
- Unlike outdoor skate areas, provides professional supervision and management of operations
- Areas designed for all ages and skill levels, so everyone can participate
- Cultural Center with art , design workshops, and music venue

Financial Benefits

- Leverage City Resources for construction with DaddyO's In-Kind Contributions
- Operation and Management of Skatepark paid through participant fees and Private Sponsorships
- Great Potential to Generate Revenue to reimburse City's initial contribution toward construction

Build*Budget

**We are providing a turn key price on completion \$550,000
+ one years operating expenses (TBD)**

From start of construction through all aspects of the build to opening day - items include design, material and labor. However we do expect all permitting fees to be waived and would hope for support on inspecting services required by the city and county. This build cost to the city is guaranteed and will not cost the city of Placentia any additional money.

DaddyO's California LLC will maintain an open accounting book policy for all city officials at all times during construction and daily operations. If other monies are needed we will go outside of the city for funding through; sponsorships, grants and selling advertising. If we are able to build the complex cheaper than projected, the available monies will go towards first year operational expenses.

Leverage City Resources with DaddyO's Professional Expertise and In-Kind Contributions

City Project Contribution		DaddyO's In-Kind Contribution	
Estimated Capital Cost	Amount	Estimated Professional Services	Amount
Action Sports Amenities	\$200,000	Construction Management	\$50,000
Furniture and Fixtures	\$50,000		
Food Service Areas	\$25,000	Design Development	\$50,000
General Buildout			
Electrical	\$75,000	Accounting & Legal Assistance	\$40,000
Flooring	\$25,000		
Doors, Walls, Windows	\$50,000	Marketing & Advertising	\$40,000
Painting	\$40,000		
HVAC	\$26,500	Operational Development	\$40,000
Computers & Software	\$3,500		
Architect Fees	\$25,000	Action Sports Consulting	\$40,000
Permits	\$5,000		
Demolition	\$25,000		
Total Capital Cost	\$550,000	Total In-Kind Contributions	\$260,000

DaddyO's of Placentia skatepark & cultural center

Operating assumptions overview

DaddyO's California, LLC will be operating this location with the goal of profitability, the staffing needs be based hours of operation, average hourly sales, special events, camps and clinics. Our staffing goal one employee to 25 customers, plus supervisor/management.

Summer hours of operation

- Monday – Thursday 10am- 10pm
- Friday & Saturday 10am- 11pm
- Sunday 10am – 7pm
 - * during camp weeks we will open at 9am

Winter hours of operation

- Monday- Friday 12pm- 10pm
- Saturday 10am- 11pm
- Sunday 10am- 7pm
 - * during holidays or school breaks we will use summer hours

The financial business model is based on 40% of daily capacity or 35 customers per hour, using basic California maximum capacity for assembly use calculations of 20 people per 1,000 sqft. the maximum capacity without restroom calculations is approximately 300. However we do believe no more than 100 customers spread throughout the complex would actually be a reasonable capacity during non-events.

Camps and clinics

- We will hold day, evening, weekly and weekend camps and clinics
- Price point will be comparable to like events in the marketplace
- This location is not a daycare

Special events will include

- Industry demos and signings
- live and recorded music
- contest
- night time lock in events
- speciality fund raisers for charity

Revenue streams

- DaddyO's can forecast participation at this new Indoor Skatepark based on area demographics and other comparable facilities such as the Vans Indoor Skatepark in Orange, SkateLab, Skatepark of Tampa, other like complex's and other DaddyO's locations test models.

Basic entrance fees

- Residence will pay \$5.00 for use of any of the features for skateboarding, scooters, inline skates or roller skates. Non-residents will pay \$7.00, we are still determining if we will use a two or three hour session at those fees

Special events

- We will have evening events and charge a \$5.00 entrance fee
- DaddyO's will hold a contest series comparable to other organized youth sports leagues, we fees based on how many contest will be held
- Action Sports movie premiers fees to will be based on the type and size of the movie

Other Revenues

- Sub-lease of the pro-desk
- Equipment rentals
- Food and Beverage sales through vending machines
- Special events BBQ's
- Co-branding and sponsor ships

Non-revenue activities

- Working with the police, fire department and local schools districts to provide scholarships and or entrance coupons for kids at risk or have financial needs
- A program working with the parks department where a percentage of gross sales goes toward building action sport features throughout the city.

DaddyO's California, LLC is a professional company and operates as such. Business decision will need to be made on daily, weekly, monthly and quarterly basis in the best interest of it's share holder and the city of Placentia.

Thank You,

Jon M. Coulombe

Jon M. Coulombe
CEO of DaddyO's California, LLC

