

# **AGENDA CITY OF WATSONVILLE PARKS & RECREATION COMMISSION MEETING**



*Opportunity Through Diversity; Unity Through Cooperation.*

*Working with our community to create positive impact through service with heart.*

**Araseli Campos, District 1  
Vanessa Quiroz-Carter, District 2  
Brando Sencion, District 3  
Jessica Carrasco, District 4  
Abel Sanchez, District 5  
Noe Ibarra, District 6  
Frank Barba, District 7**

***<https://cityofwatsonville-org.zoomgov.com/j/1616102985>  
Or iPhone one-tap: +16692545252,,1616102985#  
Or Telephone: +1 669 254 5252 or +1 669 216 1590 or +1 646 828 7666  
Webinar ID: 161 610 2985***

This meeting is being held in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, the Santa Cruz County Health Officer Extended and Modified Shelter in Place Orders, and the Governor's Executive Orders N-25-20 and N-29-20, that allows attendance by members of the Parks & Recreation Commission, City staff, and the public to participate and the Commission to conduct the meeting by teleconference, videoconference, or both.

HOW TO VIEW THE MEETING: There is no physical location from which members of the public may observe the meeting. Please view the meeting via the link available at:  
<https://www.cityofwatsonville.org/191/Parks-Recreation-Commission>

HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit written comments by emailing [pcs@cityofwatsonville.org](mailto:pcs@cityofwatsonville.org). All comments will be part of the meeting record. Emails received three hours before the meeting may not be uploaded to the Agenda and may not be seen by the Commission or staff. They will be added to the agenda the day after the meeting.

HOW TO PARTICIPATE DURING THE MEETING: Members of the public are encouraged to join the meeting through Zoom Webinar from their computer, tablet or smartphone at:  
<https://www.cityofwatsonville.org/191/Parks-Recreation-Commission> **Or iPhone one-tap: +16692545252,,1616102985# Or Telephone: US: +1 669 254 5252 or +1 669 216 1590 Webinar ID: 161 610 2985** to express their comments.

For information regarding this agenda, please call the Parks & Community Services Department at (831) 768-3240.

## **Americans with Disabilities Act**



***If you wish to attend a meeting and you will require assistance in order to attend and/or participate, please call the Parks & Community Services Department at least three (3) business days in advance of the meeting to make arrangements. The City of Watsonville TDD number is (831) 763-4075.***



**AGENDA  
CITY OF WATSONVILLE  
PARKS & RECREATION COMMISSION MEETING**

**Opportunity Through Diversity; Unity Through Cooperation.**

**Monday, April 5, 2021, 6:30 p.m.**

**Pages**

**1. ROLL CALL**

**Motion to excuse absent Parks & Recreation Commissioners (If any)**

Pursuant to Charter Section 900, Paragraph 2.

**2. PLEDGE OF ALLEGIANCE**

**3. ORAL COMMUNICATIONS**

*This time is set aside for members of the general public to address the Parks & Recreation Commission on any item not on the Agenda, which is within the subject matter jurisdiction of the Parks & Recreation Commission. No action or discussion shall be taken on any item presented except that any Commissioner may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Parks & Recreation Commission will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Commissioner may place matters brought up under Oral Communications on a future agenda. ALL SPEAKERS ARE ASKED TO ANNOUNCE THEIR NAME IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES.*

**3.a. ORAL COMMUNICATIONS FROM THE PUBLIC**

**3.b. ORAL COMMUNICATIONS AND LIAISON REPORTS FROM THE PARKS & RECREATION COMMISSIONERS**

**3.c. DIRECTOR'S REPORT**

**4. CONSENT AGENDA**

*All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.*

**4.a. MOTION APPROVING MINUTES OF MARCH 1, 2021**

**4**

**5. ITEMS REMOVED FROM CONSENT AGENDA**

<b>6.</b>	<b>PRESENTATION &amp; REPORTS</b>	
<b>6.a.</b>	<b>CAPITAL IMPROVEMENT PROJECT UPDATE 2020-2021</b>	<b>7</b>
	Receive the report for Capital Projects for Fiscal Year 2020-2021	
<b>7.</b>	<b>UNFINISHED BUSINESS</b>	
<b>7.a.</b>	<b>PARKS AND RECREATION COMMISSION LIAISON</b>	<b>10</b>
	IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION APPOINT COMMISSIONERS TO SERVE AS LIAISONS TO VARIOUS PROGRAM AREAS, AS DETERMINED BY THE PARKS AND RECREATION COMMISSION.	
	a) Staff Report	
	b) Commission Questions & Input	
	c) Public Input	
	d) Appropriate Action	
<b>7.b.</b>	<b>PARKS AND RECREATION COMMISSION WORK PLAN</b>	<b>13</b>
	IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION DEVELOP AND ADOPT A WORKPLAN FOR THE 2021 CALENDAR YEAR.	
	a) Staff Report	
	b) Commission Questions & Input	
	c) Public Input	
	d) Appropriate Action	
<b>8.</b>	<b>NEW BUSINESS</b>	
<b>8.a.</b>	<b>APPLICATION FOR PUBLIC ART FOR A MURAL LOCATED AT 35 E. LAKE AVENUE</b>	<b>16</b>
	Staff recommends that the Parks and Recreation Commission approve the Application for Public Art, submitted by Artist Paul De Worken, for a mural project located at 35 E. Lake Avenue.	
	a) Staff Report	
	b) Commission Questions & Input	
	c) Public Input	
	d) Appropriate Action	
<b>8.b.</b>	<b>STRATEGIC ACTION PLAN UPDATE</b>	<b>19</b>
	IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION RECEIVE A STATUS UPDATE REPORT ON THE PARKS AND COMMUNITY SERVICES STRATEGIC ACTION PLAN.	
	a) Staff Report	
	b) Commission Questions & Input	
	c) Public Input	

d) Appropriate Action

**9. ADJOURNMENT**

**The next Commission meeting will be held on May 3, 2021**

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day and on the City of Watsonville website at <https://www.cityofwatsonville.org/191/Parks-Recreation-Commission>

Materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet are available for public inspection in the Parks & Recreation Commission Administrative Office (231 Union Street) during normal business hours.

Such documents are also available on the City of Watsonville website at: <https://www.cityofwatsonville.org/191/Parks-Recreation-Commission> subject to staff's ability to post the document before the meeting.



## PARKS & RECREATION COMMISSION MINUTES

March 1, 2021, 6:30 p.m.

Commissioners Present: Commissioner Vanessa Quiroz-Carter  
Commissioner Brando Sencion  
Commissioner Jessica Carrasco  
Commissioner Abel Sanchez  
Commissioner Noe Ibarra

Commissioners Absent: Commissioner Araseli Campos  
Commissioner Frank Barba

Staff Present: Parks and Community Services Director Nick Calubaquib  
Senior Administrative Analyst Adriana Flores  
Administrative Assistant II Marco Diaz  
Administrative Assistant II Desiree Moya

---

### 1. ROLL CALL

#### Motion to excuse absent Parks & Recreation Commissioners (If any)

Pursuant to Charter Section 900, Paragraph 2.

#### MOTION

**Moved by** Carrasco

**Seconded by** Quiroz-Carter

AYES (5): Quiroz-Carter, Sencion, Carrasco, Sanchez, Ibarra

ABSENT (2): Campos, Barba

**Carried (5 to 0)**

### 2. PLEDGE OF ALLEGIANCE

### 3. PRESENTATIONS & ORAL COMMUNICATIONS

#### 3.a ORAL COMMUNICATIONS FROM THE PUBLIC

Community member Eileen Clark Nagaoka shared the idea of adding nature or adventure playgrounds to park facilities. Clark Nagaoka stated she recently retired after working as a teacher for 34 years and understands the importance of playgrounds for youth. Clark Nagaoka inquired about the feasibility of adding this type of playground to Watsonville, and wants to begin the discussion about nature and adventure playgrounds. She stated she also sent an email to the department regarding this inquiry.

#### 3.b ORAL COMMUNICATIONS AND LIAISON REPORTS FROM THE PARKS & RECREATION COMMISSIONERS

Commissioner Carrasco stated she visited Callaghan Cultural Center and enjoyed seeing kids playing on the playgrounds. Commissioner Quiroz-Carter commented that a

community member asked when restroom facilities at parks will be reopened. Commissioner Sanchez stated he is excited about the opening of the Ramsay Park Bike Pump Track.

### **3.c DIRECTOR'S REPORT**

Director Calubaquib informed the Commission that most of the parks that have permanent restrooms are open daily from sunrise to sunset. Parks that have open restrooms include Franich Park, Ramsay Park, Pinto Lake Park and the City Plaza. There are restrooms at Callaghan Park and River Park that are opened during special events and other special uses, and are primarily not opened due to the high volume of vandalism. Director Calubaquib shared that the department assisted with the opening of a COVID19 vaccination site at the Old City Council Chambers, and the department is focused on vaccinating community members while collaborating with the County to fill appointment slots. Older Adult Services Supervisor Katie Nunez has taken the lead and has worked with the Library and Fire Department to coordinate outreach. Director Calubaquib updated the Commission on projects at Ramsay Park including developing construction documents for the soccer fields and renovation of the playground, and listed the process that will take place in the following months for these projects. Director Calubaquib discussed the special events for 2021, and events such as the Strawberry Festival and 4th of July parade are canceled. Other special events that will take place will include the Shamrock 5K Run, Easter Egg-drop and scavenger hunt, Earth Day activities, National Night Out, the Santa Tour and the return of Music in the Park. Director Calubaquib announced the Governor has released guidelines for restarting youth and adult sports and PCS teammates are working to implement the procedures for restarting the sports programs in April. Director Calubaquib shared the City Council will discuss at the next meeting the Pinto Lake operation and the transition to a concessionaire running the operation. Director Calubaquib announced the Star of the Month for February, Senior Recreation Leader Yajaira Rea. Rea has worked closely with the Older Adults Services Supervisor to help community members to schedule appointments for receiving the COVID19 vaccine. Commissioner Carrasco asked what Commissioners can do to help the progress of the Ramsay Park Master Plan. Director Calubaquib replied that support from community members by encouraging the City Council to push the plan forward will help.

## **4. CONSENT AGENDA**

### **4.a MOTION APPROVING MINUTES OF FEBRUARY 1, 2021**

#### **MOTION**

**Moved by** Carrasco

**Seconded by** Quiroz-Carter

AYES (5): Quiroz-Carter, Sencion, Carrasco, Sanchez, Ibarra

ABSENT (2): Campos, Barba

**Carried (5 to 0)**

## **5. ITEMS REMOVED FROM CONSENT AGENDA**

## **6. UNFINISHED BUSINESS**

#### **6.a PARKS AND RECREATION COMMISSION WORKPLAN**

- a) Staff Report - Director Calubaquib displayed the 2020 PRC Work Plan format and opened the discussion for deciding the assignments for 2021.
- b) Commission Questions & Input - Commissioners discussed the previous work plan projects to determine if they are completed, and decide to continue uncompleted work plan projects for this year. Commissioners also proposed new work plan projects and assigned work plan projects to Commissioners.
- c) Public Input - None
- d) Appropriate Action

#### **MOTION**

**Moved by** Quiroz-Carter

**Seconded by** Sencion

AYES (5): Quiroz-Carter, Sencion, Carrasco, Sanchez, Ibarra

ABSENT (2): Campos, Barba

**Carried (5 to 0)**

#### **6.b PARKS AND RECREATION COMMISSION LIAISON ASSIGNMENTS**

- a) Staff Report - Director Calubaquib displayed the 2019 Liaison Assignments and opened the discussion for keeping, removing or adding liaison assignments.
- b) Commission Questions & Input - Commissioners asked clarifying questions and selected their preferred service areas.
- c) Public Input - None
- d) Appropriate Action

#### **MOTION**

**Moved by** Sencion

**Seconded by** Carrasco

AYES (5): Quiroz-Carter, Sencion, Carrasco, Sanchez, Ibarra

ABSENT (2): Campos, Barba

**Carried (5 to 0)**

#### **7. ADJOURNMENT**

The meeting adjourned at 7:41 p.m.

---

Abel Sanchez, Parks & Recreation Commission Chairperson

ATTEST:

---

Nick Calubaquib, Parks & Community Services Director



# Agenda Report

**MEETING DATE:** Monday, April 5, 2021

**TO:** PARKS & RECREATION COMMISSION

**FROM:** Ben Heistein, Assistant PCS Director

**SUBJECT:** Capital Improvement Project (CIP) Update 2020-2021

---

## **STATEMENT OF ISSUES:**

The Department manages capital improvement projects for City recreational facilities and parks and periodically updates the Parks and Recreation Commission on project progress.

## **RECOMMENDED ACTION:**

Receive the report for Capital Projects for Fiscal Year 2020-2021

## **DISCUSSION:**

Staff have compiled a list of over \$18M in capital needs for City recreational facilities and parks that range from small deferred maintenance projects to large park development projects identified by Department staff or through the 2019 PCS Strategic Plan. Parks & Community Services Department CIP projects have been added to the City's 2020-2025 Capital Plan, and prioritized based on priority and available funding sources.

This progress report serves to inform the PRC about the status of each CIP funded for the current fiscal year, summarized in the *PCS CIP LIST FY 2020-2021*. In the attachment, each project contains a brief description of the project, allocated funds, and the status of each project.

## **STRATEGIC PLAN:**

Capital projects serve the purpose of advancing several City Council Strategic Goals such as improving: 03-Infrastructure & Environment through preserving and maintaining park and recreational facilities, 05-Community Engagement & Well-Being by enhancing access and enjoyment of parks and recreation programs and, 06-Public Safety by keeping parks and buildings safe and clean.

## **FINANCIAL IMPACT:**

The major funding sources for CIP projects are the General Fund, Parks Development Fund, Community Development Block Grant (CDBG) Funds, and various State Grant funds. This year the department has approximately \$1.05M in funds available for CIP projects.



**ALTERNATIVE ACTION:**

None. This is an informational report.

**ATTACHMENTS AND/OR REFERENCES (If any):**

1. PCS CIP LIST 2020-2021 (updated as of March 2021)

CIP Carryovers					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
Storage Area at Ramsay Family Center	7,520.00	0.00	7,520.00	0.00	Complete
Senior Center Misc. Improvements	\$27,056.00	4549.5	\$0.00	22,506.50	Alarm in progress and Water Heater Repair in Progress.
CDBG Carryover					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
City Plaza Restroom Fac. Impr. Phase 1	\$138,556.00	\$60,177.37	\$78,378.63	\$0.00	Construction and Installation Scheduled for Spring-Summer 2021
City Plaza Restroom Fac. Impr. Phase 2	\$210,868.00	\$12,469.19	\$198,398.81	\$0.00	
CIP FY2020-2021					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
Additional Parks & Comm. Svcs	\$95,000.00	\$13,083.08	\$27,649.00	\$54,267.92	Pinto Lake Pavillion Renovation in Progress
Franich Park Rubberized Walkway Repair	\$25,000.00	\$0.00	\$0.00	\$25,000.00	Getting quotes
GHWR Termite Mitigation	\$25,000.00	\$9,970.44	\$0.00	\$15,029.56	Tenting completed. Repair of restroom floors in progress
Ramsay Park Accessibility Improvements	\$55,000.00	\$0.00	\$0.00	\$55,000.00	Part of Urban Greening Grant Project. Will be rolled to FY21-22. Construction to commence Summer to Fall 2021
Ramsay Park Parking Lot Resurface	\$88,000.00	\$0.00	\$0.00	\$88,000.00	
Ramsay Park Resurface Basketball Court	\$40,000.00	\$0.00	\$0.00	\$40,000.00	
PAL: Fence and Netting System	\$20,000.00	\$0.00	\$0.00	\$20,000.00	
Park Vehicles	\$170,000.00	\$28,278.24	\$138,716.82	\$3,004.94	Getting Quotes
					Park trucks and mowers to be rec'd in April.
Park Development Funds					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
Ramsay Park Master Plan BMX Pump Track	\$150,000.00	\$64,986.64	\$820.00	\$84,193.36	Completed.
		TOTAL AVAILABLE		\$807,002.28	
2020-2021 CDBG PROJECTS (CARES ACT)					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
Callaghan Park Fiber Optic	\$40,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
Senior Center Kitchen ADA & Other Imp. Phase I	\$100,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval. Include replacement of windows, Exterior Paint, Kitchen remodel
Davis Ave. Park Basketball Court Resurface	\$35,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
City Plaza New Waste Receptacle	\$18,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
PENDING CONTINGENCY					
Franich Park Accessibility & Parking Lot Improvements	\$20,000.00	\$0.00	\$0.00	\$0.00	Contingency Project
Marinovich Park Flag Pole Replacement	\$20,000.00	\$0.00	\$0.00	\$0.00	Contingency Project
Ramsay Park Dog Park & Accessibility Improvements=Urb	\$372,048.00	\$0.00	\$0.00	\$0.00	Contingency Project
Senior Center Kitchen ADA & Other Improvements, Phase	\$150,000.00	\$0.00	\$0.00	\$0.00	Contingency Project
2021-2022 CDBG PROJECTS					
Description	Budget	Expended YTD	Encumb.	Available Balance	ACTION ITEMS
Ramsay Park Accessibility & Parking Lot Improvements	\$400,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
Franich Park Accessibility & Parking Lot Improvements	\$25,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
Marinovich Park Flagpole Replacement	\$20,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
Senior Center Kitchen ADA & Other Improvements, Phase	\$150,000.00	\$0.00	\$0.00	\$0.00	Pending CDBG/ HUD Approval
PENDING CONTINGENCY					
City Plaza Historic Fountain Renovation	\$75,000.00	\$0.00	\$0.00	\$0.00	Contingency Project
Ramsay Park Dog Park & Accessibility Improvements	\$372,048.00	\$0.00	\$0.00	\$0.00	Contingency Project
Peace Drive Park Accessibility & Pedestrian Improvement	\$100,000.00	\$0.00	\$0.00	\$0.00	Contingency Project



# Agenda Report

**MEETING DATE:** Monday, April 5, 2021

**TO:** Parks and Recreation Commission

**FROM:** Parks & Community Services Director Calubaquib

**SUBJECT:** APPOINT PRC LIAISONS FOR 2021

---

## **STATEMENT OF ISSUES:**

Appoint Commissioners to serve as liaisons to various Parks and Community Services Department program areas.

## **RECOMMENDED ACTION:**

IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION APPOINT COMMISSIONERS TO SERVE AS LIAISONS TO VARIOUS PROGRAM AREAS, AS DETERMINED BY THE PARKS AND RECREATION COMMISSION.

## **DISCUSSION:**

### **Background**

During its meeting on March 1, 2021, the PRC assigned new liaisons for 2021. As two Commissioners were not present, this item is presented to the PRC again so that absent Commissioners may be included.

### **PRC Liaisons**

During most Parks and Recreation Commission meetings, Department staff strive to provide the Commission with an update on one or several key service areas. Although staff strive to provide comprehensive reports, it is difficult to convey the impact and experience from both the customer and staff perspective in a succinct report. Having a more in-depth understanding of the operations of these key areas will empower Commissioners to provide informed and relevant feedback and policy recommendations for the Department's services.

It is recommended that the Commission establish Commissioner Program Liaisons for certain service areas of the Department and appoint Commissioners as Program Liaisons on an annual basis. Each member of the Commission would be assigned a service area and would be responsible for:

1. Learning about their assigned service area by visiting facilities and/or program sites
2. Engaging with staff and community members at facilities and/or program sites on a regular basis

3. Reporting updates on assigned service area to the Parks and Recreation Commission during a designated time on each meeting agenda

It is recommended that Liaisons be established for the following key service areas of the Department:

- Parks (2 Liaisons)
- Sports Programs (1 Liaison)
- Youth Development Programs (2 Liaisons)
- Special Events (1 Liaison)
- Facility Rentals and Recreation Facilities (1 Liaison)

**STRATEGIC PLAN:**

03-Infrastructure & Environment, 05-Community Engagement & Well-Being, 06-Public Safety – PRC Liaisons assist PCS teammates with routine operations and projects.

**FINANCIAL IMPACT:**

None.

**ALTERNATIVE ACTION:**

The PRC could elect to not assign PRC Liaisons for the 2021 calendar year.

**ATTACHMENTS AND/OR REFERENCES (If any):**

- 2019 PRC Liaisons

**City of Watsonville  
Parks and Recreation Commission  
PRC Liaison Assignments  
2019**

<b>Service Area</b>	<b>PCS Teammate Contact</b>	<b>PRC Member</b>
Parks (2 Liaisons)	Ben Heistein 831.768.3150 Ben.heistein@cityofwatsonville.org	Kristian Flores Abel Sanchez
Sports Programs (1 Liaison)	Jenny Vivenzi 831.768.3262 jennifervivenzi@cityofwatsonville.org	Ana Hurtado
Youth Development Programs (2 Liaisons)	Geno Bragado 831.768.3294 Eugene.bragado@cityofwatsonville.org	Jessica Carrasco Wayne Hayishibara
Special Events (1 Liaison)	Israel Tirado 831.768.3247 Israel.tirado@cityofwatsonville.org	Paul DeWorken
Facility Rentals and Recreation Facilities (1 Liaison)	Tony Roman 831.768.3292 Tony.roman@cityofwatsonville.org	Brando Sencion



# Agenda Report

**MEETING DATE:** Monday, April 5, 2021

**TO:** Parks and Recreation Commission

**FROM:** Parks & Community Services Director Calubaquib

**SUBJECT:** 2021 PRC WORKPLAN

---

## **STATEMENT OF ISSUES:**

Develop a workplan for the Parks and Recreation Commission for 2021.

## **RECOMMENDED ACTION:**

IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION DEVELOP AND ADOPT A WORKPLAN FOR THE 2021 CALENDAR YEAR.

## **DISCUSSION:**

During its meeting on March 1, 2021, the PRC adopted a new workplan for 2021. As two Commissioners were not present, this item is presented to the PRC again so that absent Commissioners may be included.

Per the City of Watsonville's City Charter, the Parks and Recreation Commission is responsible to "formulate and recommend to the Council and the City Manager a parks and recreation program for the inhabitants of the City which will contribute to the attainment of the general educational and recreational objectives for children and adults of the City, promote and stimulate public interest therein, and to the end, solicit to the fullest extent possible the cooperation of school authorities and other public and private agencies interested in therein."

In support of this and to provide Commissioners with greater opportunities to engage in work that furthers parks and recreation services in the City of Watsonville, it is recommended that the Parks and Recreation Commission develop and adopt an annual work plan for the Commission and appoint commissioners to lead the implementation of work plan projects to achieve desired outcomes.

The following process to develop and implement an annual work plan is proposed:

1. During a regular meeting of the Parks and Recreation Commission, typically during the first quarter of each calendar year, the Commission would propose and discuss potential projects and desired outcomes. Projects must support at least one of the City Council's Strategic Planning Goals as well as support parks and recreation related services and facilities in the City of Watsonville.

2. The Parks and Community Services Director would then evaluate efficacy and staff and monetary resources required to support proposed projects to determine feasibility and develop a draft work plan for the consideration of the Commission. Staff resources required for projects will be categorized as:
  - a. Minimal = 0-50 hours
  - b. Moderate = 51-100 hours
  - c. Significant – 100+ hoursProjects that require Moderate or Significant resources for which staff and monetary resources are not already included in the adopted budget will be held until necessary resources are identified.
3. The Commission would then suggest changes to the work plan and assign Commissioners to lead the implementation of work plan projects to achieve desired outcomes.
4. Once final changes and assignments are agreed upon, the Commission would adopt its annual work plan. See attachment for the PRC's previous workplan.

**STRATEGIC PLAN:**

03-Infrastructure & Environment, 05-Community Engagement & Well-Being, 06-Public Safety – This workplan supports the work of the Parks and Community Services Department.

**FINANCIAL IMPACT:**

None.

**ALTERNATIVE ACTION:**

The PRC could elect to not adopt a workplan for the 2021 calendar year.

**ATTACHMENTS AND/OR REFERENCES (If any):**

- 2020 PRC Workplan

**City of Watsonville  
Parks and Recreation Commission**

**2019 Work Plan  
ADOPTED 9/21/20**

<b>Project</b>	<b>City Council Strategic Plan Priority Supported</b>	<b>Staff Resources Required</b>	<b>Desired Outcome (Commissioner Responsible)</b>	<b>Status</b>
1. Develop a Public Art Program and Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) Senior Administrative Analyst (Significant)	Support the planning and development of a Public Art Program and Policy. Provide recommendations on program and policy drafts (Commissioners DeWorken, Carrasco)	Solicited feedback from Commissioners regarding Phase 1. Phase 2 to be developed in late 2020. Staff will schedule a meeting to discuss.
2. Develop a City-wide Integrated Pest Management Policy	Infrastructure & Environment, Community Engagement & Well-Being	PCS Director (Moderate) PCS Assistant Director (Significant)	Support the planning and development of an Integrated Pest Management Policy. Provide recommendations on policy drafts (Commissioner Sanchez)	Project launched in October 2019. AD Heistein to reach out to Commissioner Sanchez.
3. PCS Strategic Plan Implementation	Fiscal Health, Infrastructure & Environment, Economic Environment, Community Engagement & Well-Being, Public Safety	Whole PCS Team (Significant)	Support the implementation of PCS Strategic Plan and development of annual Department Work Plan (Commissioners Barba, DeWorken, Hiyashibara)	Meeting was scheduled. Need to reschedule meeting due to conflicts.
4. PRC Social Committee	Community Engagement & Well-Being	PCS Director (Minimal)	Virtual meetings/get together with Commissioners (Commissioners Sencion)	Commissioner Sencion to schedule and announce opportunities once per quarter. Director Calubaquib to set up meeting.
5. Events Sub-Committee	Economic Environment, Community Engagement & Well-Being		Liaison(s) meet with Special Events Supervisor to discuss ideas for new events and feedback on existing events (Commissioners Hurtado, Sencion, DeWorken)	Sub-committee has met twice to discuss ideas. Need to reschedule meeting due to conflicts.
6. Outreach Sub-Committee	Community Engagement & Well-Being	PCS Director (Minimal), Administrative Assistant (Minimal)	Conduct outreach activities to improve awareness of PCS programs and activities – focus on outreach in COVID world (Commissioners Carrasco)	Commissioner Carrasco and Director Calubaquib met on 10/30/19 to discuss ideas. Need to reschedule meeting due to conflicts.
<b>Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant</b>				





# Agenda Report

**MEETING DATE:** Monday, April 5, 2021

**TO:** PARKS AND RECREATION COMMISSION

**FROM:** PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB  
ADRIANA FLORES, SENIOR ADMINISTRATIVE ANALYST

**SUBJECT:** APPROVE APPLICATION FOR PUBLIC ART, FOR A MURAL  
LOCATED AT 35 E. LAKE AVENUE, SUBMITTED BY ARTIST PAUL  
DE WORKEN

---

## **STATEMENT OF ISSUES:**

Public Art Application submitted for approval.

## **RECOMMENDED ACTION:**

Staff recommends that the Parks and Recreation Commission approve the Application for Public Art, submitted by Artist Paul De Worken, for a mural project located at 35 E. Lake Avenue.

## **DISCUSSION:**

### *The Project*

The project consists of a mural at the new Laundry Day located at 35 East Lake Avenue to be created by the artist hired by the company, Paul De Worken. The mural is intended to be placed on the wall facing E. Lake Avenue and depicts various images of strawberries and fields and the words Watsonville and California. The images are from three local artists' designs. The images are bright and colorful and by joining together, the local artists hope to show their love of the city as well as to inspire city pride.

### *The Artist*

Paul De Worken is a local Watsonville artist with over ten years' experience creating and teaching art in the community. Various works from Mr. De Worken are displayed throughout the community including local schools, businesses and in the downtown area.

### *Project Process*

The artist and his team will set up the scaffolding and primer the wall. They will use a projector to project the images onto the wall and then draw it onto the wall. They will use outdoor house paint and sealer for this project using many colors including pink, red, green, black, white, turquoise, yellow and magenta to color in designs using air guns for spraying and brushes for the details.

*Project and Facility Maintenance*

The expected life span of the mural is between 20 to 30 years. The artist has committed to maintain the mural if it becomes damaged in any way, although he states he may require some financial assistance to do so.

**FINANCIAL IMPACT:**

None.

**ATTACHMENTS AND/OR REFERENCES:**

- Color Rendition of Proposed Mural at 35 E. Lake Avenue, Laundry Day

Proposed Mural at 35 E. Lake Avenue, Laundry Day





# Agenda Report

**MEETING DATE:** Monday, April 5, 2021

**TO:** Parks and Recreation Commission

**FROM:** Parks & Community Services Director Calubaquib

**SUBJECT: STATUS UPDATE ON PARKS AND COMMUNITY SERVICES  
STRATEGIC ACTION PLAN**

---

## **STATEMENT OF ISSUES:**

Staff will provide an update on the Parks and Community Services Strategic Action Plan

## **RECOMMENDED ACTION:**

IT IS RECOMMENDED THAT THE PARKS AND RECREATION COMMISSION RECEIVE A STATUS UPDATE REPORT ON THE PARKS AND COMMUNITY SERVICES STRATEGIC ACTION PLAN.

## **DISCUSSION:**

The 2020 Parks and Recreation Strategic Plan was adopted by the Parks and Recreation Commission on September 16, 2019 and by the City Council on February 11, 2020.

The Strategic Plan serves as an addendum to our Parks and Recreation Master Plan that provides an action plan that is relevant, practical, and achievable given our economic restraints and potential. This plan addresses current funding mechanisms and identifies future funding opportunities. This plan also includes the Park Master Plans for both the City Plaza and Ramsay Park.

The *2020-2021 Strategic Action Plan* (see attached) outlines the annual action items that PCS staff is focused on to move the Strategic Plan forward.

## **STRATEGIC PLAN:**

02-Fiscal Health – Specific actions items contained in the Strategic Action Plan address the fiscal health of the Department

03-Infrastructure & Environment – Many action items contained in the Strategic Action Plan address the Department's parks, facilities and open spaces.

05-Community Engagement & Well-Being – The action items regarding parks, facilities and programs contained in the Strategic Action Plan are designed to engage the community and increase community well-being.

06-Public Safety - The action items regarding parks, facilities and programs contained in the Strategic Action Plan increase public safety. Pro-social youth engagement programs serve as prevention programs that provide young people with the skills, assets and supports needed to be resilient against negative and illegal behaviors and to become healthy, thriving adults.

**FINANCIAL IMPACT:**

The Strategic Action Plan is the annual workplan for PCS.

**ALTERNATIVE ACTION:**

None.

**ATTACHMENTS AND/OR REFERENCES (If any):**

- 2020-2021 Strategic Action Plan

**FY 20-21 PCS STRATEGIC ACTION PLAN**

Carryover Pull Forward Requires Funding New

Goal 1: Outstanding Parks and Facilities						
Provide safe, well-maintained and accessible parks and facilities.						
GOAL	OBJECTIVE	TARGET YEAR	TARGET COMPLETION	LEAD	CITY COUNCIL STRATEGIC PLAN ALIGNMENT	STATUS
1.1 Prioritize the Core – Prioritize deferred maintenance and the implementation of maintenance standards and ADA improvements for existing parks and facilities						
a.	Develop and maintain an inventory of deferred maintenance needs, costs and priorities at all City parks and recreation facilities.	2021	March 2021	Ben/Nick		Continue to work on through CIP process. In 20/21 need to add Medians and ROWs.
g.	Conduct a physical accessibility evaluation of all City parks and recreation facilities, identifying and prioritizing needed improvements.	2021	On Hold	Consultant	Infrastructure and Environment	ON HOLD. Requires funding allocation. Requesting funding at mid-year
i.	Complete budgeted CIP projects within Fiscal Year that funding is allocated.	Ongoing	Ongoing	Ben/Nick/Tony/Adriana/melda	Infrastructure and Environment	In progress. In FY 20/21, assign projects to project leads.
j.	Complete Bridge St Medians Restoration Project	2019	2021	Ben	Infrastructure	Finish Stage 3 - spring 2021
1.2 Increase park facilities, especially on the northeast side of the City, to work towards the goal of five acres of parkland per 1,000 residents.						
1.3 Develop joint use agreements with the Pajaro Valley Unified School District, churches and other land owners						
a.	Develop maintenance and operational plans to create pilot site(s) for joint use with PVUSD.	2021	Sept 2020	Nick	Infrastructure and Environment	3 pilot sites open through June 2021.
1.4 Expand and improve access and connections to parks, open spaces and community destinations.						
d.	Develop and implement a City-wide Integrated Pest Management System	2021	Spring 2021	Ben	Infrastructure and Environment	Developing field guide. Consultant finishing final draft.
e.	Continue to develop Urban Greening Projects and implement Urban Greening Grant at Ramsay Park.	2018	2022	Ben	Infrastructure and Environment	Design in progress.
f.	Develop and implement Urban Forestry Projects to include an Urban Forest Management Plan, City-wide tree inventories, mapping and analysis, planting and system wide improvements.	2021	2024	Ben/Wetlands Watch	Infrastructure and Environment	Cal Fire Grant received. RFP for consultant is currently out.
g.	Revise and adopt a new Tree Ordinance with a mechanism for sustainable funding in	2021	2024	Ben/Wetlands Watch	Infrastructure	Cal Fire Grant received
1.5 Design and identify funding for high priority facilities, including: City Plaza, Ramsay Park, Sports Fields, and an Indoor Gymnasium.						
a.	Create park master plans for City Plaza and Ramsay Park and identify funding for construction.	2020	Ongoing	Ben/Nick	Infrastructure and Environment	Reapply for funding for City Plaza (Grant due in March). Complete construction of Plaza Restroom. Complete Ramsay Pump Track. Prop 68 Per Capita Funds awarded for Ramsay Dog Park.

**Goal 2: Impactful Programs**

Celebrate Watsonville's cultural heritage and encourage community building through the provision of programs, services, events and facilities that are culturally relevant, responsive to community priorities and that support health and wellness, personal development and public safety.

GOAL	OBJECTIVE	TARGET YEAR	TARGET	LEAD	CITY COUNCIL	STATUS
2.1 Create a Public Art Program that highlights Watsonville's cultural heritage throughout the community and in parks, trails and recreation programs.						
b.	Develop and implement a program and process for City initiated and funded public art.	2021	Spring 2021	Adriana	Economic Development	Working on Phase 2. Bring to Council in summer 2021

c.	Develop a funding mechanism for City funded public art.	2021	On Hold	Adriana	Economic Development	Bring to Council in summer 2021 with Phase II
2.2 Increase the quality and quantity of programs and events that celebrate the City's rich agricultural history, cultural heritage and natural resources.						
a.	Develop and implement a Strategic Program Plan for the Special Events Unit.	2020	On Hold	Israel	Economic Development	On hold due to COVID
b.	Develop and implement evaluation procedures for events to measure quality.	2020	On Hold	Israel	Economic Development	On hold due to COVID
c.	Develop and implement a financial sustainability plan for Special Events.	2021	On Hold	Imelda	Economic Development	Develop plan for partnerships with non profits
e.	Develop and implement a Department Marketing Plan.	2020	Ongoing	Geno	Economic Development	On hold due to COVID - Requires additional Teammate resources
2.3 Develop and foster partnerships with City Departments, schools, healthcare agencies, community organizations and residents in the design and development of programs and facilities to maximize resources and meet community needs.						
a.	Partner with the Watsonville Police Department in proving safe programs and spaces for youth through programs such as the Police Activities League.	Ongoing	Ongoing	Coresta	Public Safety	In progress
b.	Partner with the Watsonville Police Department to engage residents in community safety programs, such as Somos Watsonville.	Ongoing	Ongoing	Nick	Public Safety	Working on in conjunction with recommendations from Ad-Hoc Committee on Policing and Social Equity
c.	Partner with PVUSD to position the Mello Center as south county's premier venue for the performing arts by facilitating community access.	Ongoing	On Hold	Tony	Community Engagement & Well-Being	New JPA operating agreement - PVUSD responsible for booking. City has access to facility for City/community use.
d.	Lead a comprehensive City Volunteer Program to increase engagement and augment Department capacity.	Ongoing	Spring 2021	Israel	Community Engagement & Well-Being	In progress
e.	Implement an Adopt a Park Program.	2020	Spring 2021	Israel	Community Engagement & Well-Being	Include LLMADs
f.	Engage with regional partners, including County Parks, County Health Services, County Human Services, Water District and others, in the planning and coordination of programs and facilities.	Ongoing	Ongoing	Ben/Nick	Community Engagement & Well-Being	Ongoing
g.	Partner with healthcare agencies, such as the Pajaro Valley Health Trust and Kaiser, in the planning and implementing of health focused programs.	2020	Spring 2021	Imelda	Community Engagement & Well-Being	Working with County Health on a Parks Rx program
2.4 Create a community that values youth by fostering developmental assets and increasing program coordination, especially during after school, evening and weekend hours.						
a.	With community partners, lead the Developmental Asset Movement and engage youth serving organizations in implementing the Asset model.	2020	Fall 2021	Nick/Imelda	Community Engagement & Well-Being	Reviving efforts with PV Health Trust
b.	Lead the coordination of youth programs across City departments.	2020	Ongoing	Nick/Imelda	Community Engagement & Well-Being	In progress
c.	Develop and implement a Strategic Program Plan for Youth Development programs.	2020	Spring 2021	Imelda	Community Engagement & Well-Being	Need to revise due to COVID
d.	Develop and grow the Youth Action Council to increase opportunities for leadership development and youth programming.	2020	Ongoing	Geno	Community Engagement & Well-Being	On Hold due to COVID
e.	Increase the number of quality youth programs and services (including case management) offered, especially during after school, evening and weekend hours.	2020	Spring 2021	Coresta/Coresta	Public Safety	Need to revise due to COVID. Case management services are ongoing.
f.	Develop and implement a Strategic Program Plan for the Sports Unit.	2020	?		Community Engagement & Well-Being	Planning for the reopening of sports programs
2.5 Champion an action plan to create an Age-Friendly Community and expand programs and services for older adults.						



a.	Develop an Age-Friendly Community Action Plan and earn the designation of Age-Friendly Community.	2021	Spring 2021	Katie	Community Engagement & Well-Being	Waiting for direction from the County of Santa Cruz.
b.	Identify program and service needs of community's older adults and develop a Strategic Program Plan for Older Adult Services.	2021	Spring 2021	Katie	Community Engagement & Well-Being	Developing survey for Watsonville specific needs.
c.	Continue to develop efficient and effective programs at the Watsonville Senior Center.	Ongoing	Ongoing	Katie	Community Engagement & Well-Being	Continuing virtual programs and drive through events

Goal 3: One High Performing Team						
Ensure organizational effectiveness and fiscal stability for long-term community benefit						
GOAL	OBJECTIVE	TARGET YEAR	TARGET	LEAD	CITY COUNCIL	STATUS
3.1 Develop sustainable funding sources for implementation of the Strategic Plan, deferred maintenance, priority projects and on-going operations						
a.	Advocate for and secure CIP/CDBG funding for high priority deferred maintenance needs.	Annually	Ongoing	Ben/Adriana/Nick/Imelda	Infrastructure and Environment	During each quarterly budget update and annual budget development
d.	Revise Park in Lieu Fees to grow the Park Development Fund.	2021	On Hold	Nick	Fiscal Health	ON HOLD. Requires funding. Requesting funding at mid-year
e.	Provide support to the Friends of Watsonville PCS and Recreation Advocates to increase their effectiveness in building community supporters and funders, obtaining financial support and advocating for Department needs.	Ongoing	Ongoing	Nick	Fiscal Health	Ongoing. Will develop strategic plan in January.
3.2 Balance cost recovery with community access						
a.	Develop and implement a cost recovery policy and plan.	2021	Spring 2021	Imelda	Fiscal Health	On hold due to COVID.
b.	Develop and implement a Strategic Program Plan for the Facility Rental Unit.	2020	Spring 2021	Imelda	Fiscal Health	Including update of all fees.
c.	Develop and implement a plan for the operation of Pinto Lake Park	2021	November 2020	Nick	Infrastructure and Environment	New operator to begin in April 2021.
3.3 Build an innovative, responsive and dynamic team and organization						
Broadcast Positivity and make it the norm to create a positive working environment.						
a.	· Implement an end of the year award and celebration event.	2021	August 2020	Spirit Squad	Community Engagement & Well-Being	On hold due to COVID.
Strategically Plan for the Future - The Department as a whole and each individual program will operate from a clearly defined Vision, Mission, Goals and Objectives.						
b.	· Regularly track and report progress on Strategic Plan Objectives.	Quarterly	Ongoing	Nick	Community Engagement & Well-Being	Ongoing.
Improve Communication across the Department – Teammates will be well informed on matters that pertain to their role, the Department and the City						
c.	· Create a policy for response time for communications.	2021	August 2020	Adriana	Community Engagement & Well-Being	Complete
	· Review current forms of communication and determine most effective methods.	2020	Fall 2021	Ben	Community Engagement & Well-Being	In progress
	· Replace Recreation Software to meet organizational and customer service needs.	2020	June 2020	Adriana	Community Engagement & Well-Being	Complete
Clearly Define Policies and Procedures - We will have a team that is confident and well informed of all operations/functions of the Department.						
d.	· Revise PCS Policy and Procedure Manual, to become a part of all Operations Manuals.	2021	Spring 2021	Imelda, Adriana, Ben, Nick	Community Engagement & Well-Being	In progress



	<ul style="list-style-type: none"> <li>Develop Operations Manuals for all Divisions/Units/Programs in conjunction with other Departments/ Divisions/Units/Programs, where applicable.</li> </ul>	2020	March 2021	All Division/Unit/Program Managers	Community Engagement & Well-Being	In progress
e.	<b>Clearly Define Roles and Expectations</b> - Every Teammate will clearly know what their duties and responsibilities are. The team will count on them to follow through.					
	<ul style="list-style-type: none"> <li>Revise all Job Descriptions and adopt.</li> </ul>	2020	Spring 2021	Ben/Imelda/Adriana/Nick	Community Engagement & Well-Being	Job descriptions to be approved by Personnel Commission and Council
	<ul style="list-style-type: none"> <li>Track and recognize individual performance.</li> </ul>	2020	Ongoing	All	Community Engagement & Well-Being	Complete
	<ul style="list-style-type: none"> <li>Develop and track meaningful service level measures (for effectiveness and efficiency) and share compelling data with stakeholders.</li> </ul>	2021	Spring 2021	Ben/Imelda/Adriana/Nick	Community Engagement & Well-Being	Produce monthly dashboard report.