



# City of Watsonville

## Meeting Agenda

### Parks & Recreation Commission

*Ana V. Hurtado, District 1*  
*Paul De Worken, District 2*  
*Brando Sencion, District 3*  
*Jessica Carrasco, District 4*  
*Abel Sanchez, District 5*  
*Vacant, District 6*  
*Wayne Hayashibara, District 7*

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Monday, July 6, 2020

6:30 PM

Join meeting

<https://global.gotomeeting.com/join/287441181>  
or dial 1 (786) 535-3211 Access Code: 287-441-181

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#### Remote Teleconference Meeting

### **Notice of Remote/Teleconference Meeting**

*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 and 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: No physical location from which members of the public may observe the meeting and offer public comment will be provided. Please view the meeting, which will be live streaming at <https://global.gotomeeting.com/join/287441181>*

*HOW TO PARTICIPATE DURING THE MEETING: Members of the public may also speak during the meeting through GotoMeetings from their computer, tablet or smartphone <https://global.gotomeeting.com/join/287441181> or by telephone at +1 (786) 535-3211 Access Code: 287-441-181*

*The City of Watsonville, in complying with the Americans with Disabilities Act ("ADA"), requests individuals who require special accommodations to access and/or participate in Parks & Recreation Commission meetings to please contact the City Clerk's Office at (831) 768-3040, at least three business days before the meeting.*

#### **1. ROLL CALL**

#### **2. PLEDGE OF ALLEGIANCE**

### 3. 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 FILL OUT A CARD & LEAVE IT AT THE PODIUM, ANNOUNCE THEIR NAME AND ADDRESS IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES.*

#### 3.1 Oral Communications from Members of the Public

#### 3.2 Oral Communication and Commissioner Liaison Reports from the Commissioner

#### 3.3 Director's Report

##### a) PCS Budget Update

### 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.*

#### 4.1 [PARKS & RECREATION COMMISSION JUNE 6, 2020 MINUTES](#)

Attachments: [MINUTES - JUNE 6, 2020](#)

### 5. ITEMS REMOVED FROM CONSENT AGENDA

### 6. PRESENTATIONS & REPORTS

#### 6.1 [PARKS AND COMMUNITY SERVICES STRATEGIC ACTION PLAN BY DIRECTOR NICK CALUBAQUIB](#)

Attachments: [PRC Report - 070620 Strategic Action Plan](#)  
[Attachment A - FY 20-21 Strategic Action Plan 062620](#)

**6.2**    [UPDATE ON THREE \(3\) GRANTS FOR PUBLIC ART FOR PRISCILLA MARTINEZ, ESPERANZA DEL VALLE AND HUMBERTO CAMACHO/GRACIELA VEGA BY SENIOR ADMINISTRATIVE ANALYST ADRIANA FLORES](#)

**Attachments:**    [Staff Report -Update Public Art Grant Awards](#)

**6.3**    [PARKS AND RECREATION COMMISSION WORK PLAN REVIEW](#)

**Attachments:**    [PRC Workplan Updated March 2020](#)

**7. ADJOURNMENT**

**The next Commission meeting will be held on August 3, 2020**



**MINUTES  
REGULAR PARKS & RECREATION COMMISSION MEETING**

**June 1, 2020**

**CITY OF WATSONVILLE  
REMOTE TELECONFERENCE**

**1. ROLL CALL**

**COMMISSIONERS: CARRASCO, DEWORKEN, HAYASHIBARA, SANCHEZ, SENCION**

**COMMISSIONERS ABSENT: HURTADO**

**PCS STAFF: PARKS & COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB  
ASSISTANT PARKS & COMMUNITY SERVICES DIRECTOR BEN HEISTEIN  
RECREATION SUPERINTENDENT IMELDA NEGRETE  
ADMINISTRATIVE ASSISTANT II MARCO DIAZ**

**2. PLEDGE OF ALLEGIANCE**

**3. COMMUNICATIONS**

**3.1 ORAL COMMUNICATIONS FROM THE MEMBERS OF THE PUBLIC – NONE**

**3.2 ORAL COMMUNICATIONS AND COMMISSIONER LIAISON REPORTS FROM THE COMMISSIONERS**

Commissioner Sanchez thanked the community for voting and approving Measure Y. Commissioner Sencion thanked Parks & Community Service for their efforts during the COVID-19 pandemic. Commissioner Hayashibara thanked Parks & Community Services for maintaining the Pajaro River Levee walkway.

**3.3 DIRECTOR'S REPORT** – Director Calubaquib announced and listed the cancellation of special events for 2020 and the closure of recreation facilities and in-person programs including youth, adult, senior and aquatics programs. Director Calubaquib also informed that the majority of parks are open, except Pinto Lake City Park, and park playgrounds are closed. Director Calubaquib shared that the Parks & Community Services Team is preparing a re-opening plan to specify when programs will open and the guidelines needed to run the programs safely. Commissioners asked questions and provided feedback and the Director Calubaquib responded to questions.

**4. CONSENT AGENDA**

**4.1 PARKS AND RECREATION COMMISSION MEETING MINUTES NOVEMBER 4, 2019**

**MOTION:** It was moved by Commissioner Sencion, seconded by Commissioner Hayashibara and carried by the following vote to approve the Minutes of the Regular Meeting on June 1, 2020.

**AYES: CARRASCO, DEWORKEN, HAYASHIBARA, SANCHEZ, SENCION  
NOES: NONE  
ABSENT: HURTADO  
ABSTAIN: NONE**

**5. ITEMS REMOVED FROM CONSENT AGENDA – NONE**

**6. PRESENTATIONS & REPORTS**

**6.1 SUMMER RECREATION PROGRAMMING REPORT BY RECREATION SUPERINTENDENT IMELDA NEGRETE** – Recreation Superintendent Negrete reported on the COVID-19 impact on parks and recreation services in Watsonville and the cancellation of all in-person youth, senior, sports and aquatics programs, facility rentals and special events. The Parks & Community Services Team has developed and created programs to keep the community healthy, connected and informed, and is one of the first to create a virtual recreation center that is being modeled by other agencies. Commissioners asked questions about programming and Recreation Superintendent Negrete answered all inquiries.

**6.2 PROGRESS REPORT FOR CAPITAL PROJECTS FOR FISCAL YEAR 2019-2020 BY ASSISTANT PARKS AND COMMUNITY SERVICES DIRECTOR BEN HEISTEIN** – Assistant Director Heistein informed the Commission about the status of each Capital Improvement Projects for Fiscal Year 2019-2020. Commissioner shared feedback about the projects.

**7. UNFINISHED BUSINESS**

**7.1 PARKS AND RECREATION COMMISSION WORK PLAN REVIEW**

- a) **STAFF REPORT** – Director Calubaquib provided an update to the Parks & Recreation Commission Work Plan and the impacts of the COVID-19 pandemic. Director Calubaquib recommends discussing the Work Plan at the next Parks & Recreation Commission meeting in July to delete, revise or continue projects.
- b) **COMMISSION QUESTIONS & INPUT** – NONE
- c) **PUBLIC INPUT** – NONE
- d) **APPROPRIATE ACTION:** Tabled for next Commission meeting.

**8. ADJOURNMENT**

**Meeting adjourned at 8:04 pm**



**DATE:** June 26, 2020  
**TO:** Parks & Recreation Commission  
**FROM:** Nick Calubaquib, Parks and Community Services Director  
**SUBJECT:** Report on Parks and Community Services Strategic Action Plan  
**AGENDA ITEM:** July 6, 2020 Commission

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**RECOMMENDATION:**

Receive the report on the Parks and Community Services Department's Strategic Action Plan for Fiscal Year 2020-2021.

**DISCUSSION:**

**Background**

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 will work on to move the Strategic Plan forward.

**FINANCIAL IMPACT:**

The Strategic Action Plan is the annual workplan for PCS.

**ATTACHMENTS:**

*2020-2021 Strategic Action Plan*

**City of Watsonville**  
**Parks and Community Services Department**

**M E M O R A N D U M**



**DATE:** July 2, 2020

**TO:** Parks and Recreation Commission

**FROM:** Adriana Flores, Sr. Administrative Analyst

**SUBJECT:** Update on Three (3) Grants for Public Art for Priscilla Martinez, Esperanza del Valle and Humberto Camacho/Graciela Vega

**AGENDA ITEM:** July 6, 2020

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**RECOMMENDATION:**

Staff recommends that the Parks and Recreation Commission accept this report on the updated projects for the three (3) grantees for Public Art in the City from to Priscilla Martinez, Esperanza del Valle and Humberto Camacho/Graciela Vega.

**DISCUSSION:**

Background

With the intent to promote, support and increase the creation of public art within the City and to provide an opportunity for personal and community reflection, promote the City's attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees and visitors; the City of Watsonville released a grant funding opportunity for Public Art within the City in December 2019.

The Public Art Grant Program offered four (4) grants up to one thousand dollars (\$1,000) each for public art projects proposed to be located on publicly or non-profit owned property. The deadline for submission was January 31, 2020 and three (3) complete applications were received by the City. At the March 2, 2020 Parks and Recreation Commission meeting, the three projects were presented and this body awarded each project with a \$1,000 grant award.

Due to COVID-19 worldwide pandemic and the state and local shelter in place (SIP) orders which prohibit mass gatherings at this time, all three projects have had to modify their projects. Due to the uncertainty of when large gatherings will be allowed by the State, the three grant award recipients have chosen to change their project slightly to abide by SIP orders but still keep with the theme and purpose of their project.

Each project is described below in its original proposal as well as the modifications that will be made.

**Decorative Day of the Dead Event Wood Art Stands by Priscilla Martinez.**

This Project entails a series of wood cutouts for public viewing and interaction placed at the City Plaza in celebration of Día de los Muertos, and in collaboration with the Watsonville Film Festival, during the week of Oct 25, 2020 to November 2, 2020. These four (4) wood cutouts would be available to the public to view and take pictures with the art pieces.

**Modification to Project:** The artist will continue and move forward with her large wood cutout art pieces that could still be displayed at the City Plaza and will be spaced throughout the Plaza so as to keep with social distancing guidelines during the week mentioned above. Due to COVID-19 and SIP, the Watsonville Film Festival has cancelled their event. The art pieces will however, still be displayed at the City Plaza for residents to enjoy during the week prior to the Dia de los Muertos, although no public gathering will be held. Residents may view, take pictures with and enjoy the pieces throughout that week in a socially distanced way.

The grant award will be used for the same purpose as the original proposal.

**Esperanza del Valle's 40<sup>th</sup> Anniversary Celebration by Esperanza del Valle, Inc.**

This Project is a series of performances in celebration of the organization's 40<sup>th</sup> Anniversary. The gala performance is tentatively scheduled for September 25<sup>th</sup> and 26<sup>th</sup>, 2020 at the Mello Center in Watsonville and will feature six regions of Mexican folkloric dance performed by Esperanza del Valle with live music from two different musical groups, *Cuatro con Tres* and *Mariachi California de Javier Vargas*. Prior to the gala performances, the organization will offer a series of "open studios" free of charge for youth and adult folkloric dancers and members of the community to attend lecture/demonstrations. The organization has also committed to work with local organizations and the school district to seek funding to purchase tickets to the gala event for families in need. The organization would like to use grant funds received to support the creation of costumes for dancers as well as to support the dance instructors for the free open studio sessions.

**Modification to Project:** Esperanza del Valle is committed to continue to serve the Watsonville community through performances and lecture/demonstrations while conforming to SIP orders. The gala performance scheduled for September 2020 has been cancelled due to COVID-19 but hopes to reschedule for 2021. In the meantime, Esperanza del Valle will hold online performances and instruction. They have been working hard to create and launch online performances and update their Facebook page for the residents of the community to enjoy.

Every week the director teaches the dancers a new routine so they can practice at home. Each dancer then records themselves performing the piece from home and sends it in so that one of the techs can put all the



videos of each dancer together creating a performance piece of the dance. The videos of each performance are shared digitally and through social media and have already reached audiences upwards of 5,000. The group will be adding dance classes and rehearsals to their social media pages for community members and local folkloric dance companies to enjoy.

The grant award will now be used to help support the online dance classes, rehearsals and performances and to offset technical equipment needed to produce these videos and make them available to the community.

### **Ballet Folklórico, Danza and Music Performance Festival by Humberto Camacho and Graciela Vega.**

This project is proposed to be an annual event to be held in late summer (August/September) during either a Music in the Plaza event on a Thursday night OR during one of the Farmers' Market days held on Friday nights. The event includes four (4) youth ballet folklórico groups and music groups to perform three songs focusing on traditional music such as from the Mexican States of Jalisco and Michoacán. The organization will work with the City to find the best dates for this event to take place. Leading up to the event, several dance workshops will be held to teach and prepare dancers for the performance.

**Modification to Project:** The organization leading this festival, Activities for all, is committed to keep teaching students the art of folkloric ballet and music through this SIP and have opted for virtual classes. They have pre-recorded online classes for folklórico/danza and music for youth and families. The students practice at home watching the free videos. Once students have learned the choreography or music, they will submit a video that will be compiled together and will be shared during the month of December at a virtual festival celebration. The original event that was to be held in August/September has been cancelled and instead will be replaced by the virtual festival. Each of the videos submitted by students will be eligible to win in the folklórico/danza category or singer/musician category, one winner per category will be selected. The videos and virtual festival are available online for residents to enjoy.

The grant award will now be used to help support the online dance classes, rehearsals and performances and to offset technical equipment needed to produce these videos and make them available to the community.

### **Next Steps**

City Staff has been in contact with each organization and have discussed the modifications and importance of abiding by SIP orders. Staff has assessed that each of the projects is consistent with their original theme, purpose and benefit to the community and is consistent and in line with art award guidelines originally presented. Each project scope still aims to bring both visual and performing arts to the residents of Watsonville for their enjoyment.

**FINANCIAL IMPACT**

The Parks and Community Services Department allocated four thousand dollars (\$4,000) from unallocated funds in the Special Events Co-Sponsorship Fund to fund the Public Art Grant Program. Check requests have been submitted for each organization to receive their Grant Award.

**ATTACHMENTS: NONE**

**City of Watsonville  
Parks and Recreation Commission**

**2019 Work Plan  
ADOPTED 8/5/19**

<b>Project</b>	<b>City Council Strategic Plan Priority Supported</b>	<b>Staff Resources Required</b>	<b>Desired Outcome (Commissioner Responsible)</b>	<b>Status (as of 5/27/20)</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 Flores, DeWorken, Hiyashibara)	<b>Need to revise Workplan due to COVID impacts.</b> Director Calubaquib to schedule meeting.
4. PRC Social Committee	Community Engagement & Well-Being	PCS Director (Minimal)	(Commissioners Sencion)	Commissioner Sencion to schedule and announce opportunities once per quarter.
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. <b>On hold due to COVID-19.</b>
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 (Commissioners Carrasco)	Commissioner Carrasco and Director Calubaquib met on 10/30/19 to discuss ideas. <b>On hold due to COVID-19.</b>
<b>Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant</b>				