



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
Kristian Flores, District 6
Wayne Hayashibara, District 7

Monday, April 15, 2019

6:30 PM

City Council Chambers
275 Main Street, Top Floor

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 the Commissioners & Members of the Public

3.2 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.

4.1 [PARKS & RECREATION COMMISSION MEETING MINUTES MARCH 4, 2019](#)

Attachments: [MINUTES-March](#)

5. ITEMS REMOVED FROM CONSENT AGENDA

6. PRESENTATIONS & REPORTS

6.1 [CONTIGO PROGRAM UPDATE REPORT BY RECREATION COORDINATOR MARISOL J. MACIEL](#)

Attachments: [Staff Report - 2019 Contigo](#)

7. NEW BUSINESS

7.1 [ESTABLISHMENT OF ANNUAL COMMISSIONER PROGRAM LIAISON APPOINTMENTS BY PARKS & COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB](#)

Attachments: [Staff Report - PRC Liassons](#)

- a) Staff Report
- b) Commission Questions & Input
- c) Public Input
- d) Appropriate Action

7.2 [DEVELOPMENT OF ANNUAL PARKS AND RECREATION COMMISSION WORK PLAN BY PARKS & COMMUNITY SERVICES DIRECTOR NICK CALUBAQUIB](#)

Attachments: [Staff Report - PRC Workplan](#)
 [Attachment A - Sample Workplan](#)
 [Attachment B - City Council Strategic Plan](#)

- a) Staff Report
- b) Commission Questions & Input

c) Public Input

d) Appropriate Action

8. ADJOURNMENT

The next Commission meeting will be held on May 6, 2019

MINUTES
REGULAR PARKS & RECREATION COMMISSION MEETING

March 4, 2019

City of Watsonville
Council Chambers
275 Main Street, Top Floor

1. ROLL CALL

Commissioners:	Carrasco, Hurtado-Aldana, Sanchez, Sencion
Commissioners Absent:	Flores
PCS Staff:	Parks & Community Services Director Calubaquib Assistant Parks & Community Services Director Heistein Administrative Assistant II Moya Administrative Assistant II Diaz Recreation Supervisor Vivenzi

2. PLEDGE OF ALLEGIANCE

3. COMMUNICATIONS

3.1 ORAL COMMUNICATIONS - Resident Rebecca Scheffrin addressed the Commission concerning limited dog parks in the City. She would like to see more dog parks throughout the City, preferably at Ramsay Park. Commissioner Hurtado-Aldana informed of the upcoming public meetings regarding the Park Master Plans at the City Plaza and Ramsay Park, and invited Ms. Scheffrin to attend and provide input.

3.2 DIRECTOR'S REPORT – Director Calubaquib informed the Commission about the interactive workshop being held on March 7th at Ramsay Park Family Center to discuss the development of the Park Master Plans for Ramsay Park and City Plaza. Follow up meetings are being held on March 27 and April 10, focusing on the City Plaza and Ramsay Park, respectively. Director Calubaquib reminded that the next Commission meeting would be on April 15. Director Calubaquib also listed upcoming events.

4. CONSENT AGENDA

4.1 MOTION TO APPROVE MINUTES OF THE REGULAR MEETING OF OCTOBER 1, 2018

MOTION: It was moved by Commissioner Sencion, seconded by Commissioner Sanchez and carried by the following vote to approve the Minutes of the Regular Meeting on August 6, 2018.

Ayes:	CARRASCO, HURTADO-ALDANA, SANCHEZ, SENCION
Noes:	NONE
Absent:	FLORES
Abstain:	NONE

5. ITEMS REMOVED FROM CONSENT AGENDA

NONE

6. PRESENTATIONS & REPORTS

- 6.1 REPORT ON YOUTH AND ADULT SPORTS PROGRAMS – Recreation Supervisor Jennifer Vivenzi reported on the youth sports programs, consisting of recreational soccer, competitive soccer, gymnastics, aquatics and itty-bitty sports, and also the adult sports programs, including softball, basketball, volleyball, dodgeball and kickball.
- 6.2 PROGRESS REPORT FOR CAPITAL PROJECTS FOR FISCAL YEAR 2018-19 – Assistant Parks & Community Services Director Benjamin Heistein provided an update on the on-going capital improvement projects. The list of projects was presented to the Commission at the February 5th, 2018 meeting. Commissioner Sanchez inquired about the amount of funds used from the general fund for these projects. Assistant Director Heistein replied that over half a million dollars is provided by the Community Development Block Grant (CDBG) and the rest comes from the Capital Improvement Projects programs, which is generated by surpluses in the General Fund.
- 6.3 URBAN GREENING REPORT – Assistant Parks & Community Services Director Benjamin Heistein reported on the California Natural Resources Agency for Urban Greening grant that the City applied for and awarded \$1,350,000. The funds will go towards design and implementation of the Watsonville Slough Connector Trail Project at Ramsay Park.
- 6.4 REPORT ON THE DEVELOPMENT OF A STRATEGIC PLAN FOR PARKS AND COMMUNITY SERVICES AND PARK MASTER PLANS FOR RAMSAY PARK AND CITY PLAZA – Parks & Community Services Director Nick Calubaquib provided an update on the development of strategic plans for Parks & Community Services. The overall purpose of the strategic plan is for development, expansion and rehabilitation of parks and recreation programs, services and facilities. The park master plans for the City Plaza and Ramsay Park will help create a long-term vision for the parks and will better position the City for funding opportunities.

7. NEW BUSINESS

- 7.1 NOMINATION AND ELECTION OF PARKS & RECREATION COMMISSION CHAIRPERSON:
- a) NOMINATION PERIOD – COMMISSIONER SANCHEZ NOMINATES COMMISSIONER HURTADO-ALDANA. COMMISSIONER HURTADO-ALDANA DECLINES. COMMISSIONER SANCHEZ SELF NOMINATES FOR CHAIR.
 - b) PUBLIC INPUT - NONE
 - c) MOTION ELECTING CHAIRPERSON – COMMISSION TOOK A VOTE

AYES:	CARRASCO, HURTADO-ALDANA, SANCHEZ, SENCION
NOES:	NONE
ABSENT:	FLORES
ABSTAIN:	NONE

COMMISSIONER SANCHEZ ELECTED AS CHAIRPERSON.

7.2 NOMINATION AND ELECTION OF PARKS & RECREATION COMMISSION VICE-CHAIRPERSON:

- a) NOMINATION PERIOD – COMMISSIONER SENCION NOMINATES COMMISSIONER CARRASCO. COMMISSIONER CARRASCO ACCEPTS THE NOMINATION.
- b) PUBLIC INPUT – NONE
- c) MOTION ELECTING VICE-CHAIRPERSON – COMMISSION TOOK A VOTE

AYES:	CARRASCO, HURTADO-ALDANA, SANCHEZ, SENCION
NOES:	NONE
ABSENT:	FLORES
ABSTAIN:	NONE

COMMISSIONER CARRASCO ELECTED AS VICE-CHAIRPERSON

8. ADJOURNMENT – 8:22pm



DATE: April 15, 2019

TO: Parks & Recreation Commission

FROM: Marisol J Maciel, Recreation Coordinator
Celia Castro, Recreation Specialist

SUBJECT: Contigo Program

AGENDA ITEM: April 15, 2019

Commission

RECOMMENDATION

Accept the report on the Contigo program.

DISCUSSION

Program Overview

The Contigo Program is a gang prevention and intervention program targeting 3rd through 8th grade students living in the Marinovich Park neighborhood. The name of the program is significant because it illustrates the fundamental purpose on which the program was built. Contigo means “with you” in Spanish. The Contigo Program is not just a gang prevention and intervention program; it is a community-building program that focuses on building relationships amongst:

- Contigo teammates and the youth in the program;
- Contigo teammates and the families of Contigo youth;
- All members of each Contigo family;
- All families in the neighborhood;
- Contigo teammates, parents, teachers and school administrators;
- Contigo teammates, families and local service providers

The Contigo staff understands that everyone requires support to overcome challenges at various times in their lives. Due to socioeconomic factors beyond their control, families in this target neighborhood face many challenges that make it very difficult for their children to thrive physically, emotionally, and cognitively. One strategy to help families overcome these challenges involves engaging the youth in an afterschool program and partnering them with a case manager to guide and connect them to local service providers. The second strategy is for the case manager to strengthen the relationships within the families by working to improve the communication among family members as well as connecting them with school administrators for the success of the child.

Program Components

Case Management

Case management is the core of the Contigo Program. Each participating family is assigned to a case manager. The case manager's first task with the family is to hold a family conference. During this conference, the family identifies the challenges they faced and the steps to be taken to overcome these challenges. An action plan is created during the family conference and becomes the foundation of the relationship between the case manager and the family.

Between the conclusion of the first family conference and the second family conference, taking place approximately six months later, the case manager works closely with the family members to support them. This support occurs in many forms including meeting with the youth on a regular basis, frequent meetings and phone calls with parents to address issues that arise within the family, meeting with teachers and school administrators to discuss the academic performance and behavior of the youth, visiting classrooms, and referring families to necessary resources.

Afterschool Program

Contigo youth participate in an afterschool program twice per week for three hours each session. During the afterschool program, youth receive healthy snack and spend about 60 minutes working on homework. After homework time, they participate in educational and recreational activities, including physical activities, arts and crafts, skill building classes, field trips, presentations by community guest speakers and health awareness workshops. During the summer, the program takes place four days per week to provide youth with positive activities while school is out of session. Transportation from school to the afterschool program is provided as necessary.

Parenting Workshops

Parent education workshops are provided to Contigo parents or guardians to increase their abilities to be positive role models, teach their children positive and healthy behaviors and develop positive family communication and relationships. The workshops include topics such as parenting skills, computer technology, leadership, gang awareness education, drug and alcohol education, how to navigate through the local school system, conflict resolution, health and nutrition activities, and working with local law enforcement through the neighborhood watch program. Workshops are delivered by PCS staff and community partners, such as Watsonville Police Department (WPD).

The core of the parenting workshops is the *Guiding Good Choices* (GGC) curriculum - a series of five, two-hour workshops that parents attend. This evidence-based curriculum was developed for parents of youth ages 9-14 to provide them with a realistic approach to prevent drug and alcohol use, increase family bonding and develop healthy beliefs, and clear standards.

Parent Leadership Committee

The purpose of the Parent Leadership Committee (PLC) is to build neighborhood leadership capacity and self-efficiency within the program parents. This leadership committee consists of 5 parent-leads who meet once per month to develop and implement neighborhood-based activities, such as special events, neighborhood outreach and neighborhood clean-ups, with the goal of creating a greater sense of unity and responsibility for improving the quality of life within the neighborhood. The committee is a forum for all Contigo parents to collectively develop and implement solutions to the gang problems and other issues that negatively affect their neighborhood and families. These adults assist in engaging their neighbors in voicing their concerns.

Family Bonding Activities

Family bonding activities are held to build and strengthen the relationships within families. These activities include family nights, open house, special events and workshops.

FINANCIAL IMPACT

The Contigo program activities and budget are included in the adopted Fiscal Year 2018-2019 budget.

ATTACHMENTS

None



DATE: April 10, 2019

TO: Parks & Recreation Commission

FROM: Nick Calubaquib, Parks and Community Services Director

SUBJECT: Establishment of Annual Commissioner Program Liaison Appointments

AGENDA ITEM: April 15, 2019 **Commission**

RECOMMENDATION

It is recommended that the Parks and Recreation Commission:

1. Establish Commissioner Program Liaisons for key service areas of the Department; and
2. Appoint Commissioners as Program Liaisons to key service areas of the Department

DISCUSSION

Background

The Parks and Community Services Department is responsible for delivering quality parks and recreation programs, services and facilities and improving the quality of life of residents. The Department accomplishes this by providing recreational experiences, fostering human development, promoting health and wellness, increasing cultural awareness, facilitating community problem-solving, protecting natural resources, strengthening safety and security, strengthening community building and supporting economic development. The Department is comprised of a Parks Division and a Recreation Division.

The Parks Division strives to provide a safe, clean and green environment for the community to enjoy. Staff will protect environmental resources and strengthen community image and sense of place within the City's neighborhoods by maintaining Watsonville's 26 public parks for a total of 143.34 acres, maintain street median islands, City trees and landscaping and public grounds.

The Recreation Division provides recreation and leisure services at five recreation centers and through youth development programs, youth and adults sports, aquatics, adult programs, camps, classes and facility rentals.

Parks and Recreation Commission Program 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)

FINANCIAL IMPACT

None

ATTACHMENTS

None



DATE: April 10, 2019

TO: Parks & Recreation Commission

FROM: Nick Calubaquib, Parks and Community Services Director

SUBJECT: Development of Annual Parks and Recreation Commission Work Plan

AGENDA ITEM: April 15, 2019

Commission

RECOMMENDATION

It is recommended that the Parks and Recreation Commission:

1. Develop and adopt an annual Parks and Recreation Commission Work Plan; and
2. Appoint Commissioners to lead the implementation of Work Plan projects

DISCUSSION

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+ hours

Projects 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 A for a sample work plan and suggested projects for 2019.

FINANCIAL IMPACT

None

ATTACHMENTS

Attachment A: Sample Work Plan and Suggested Projects

Attachment B: City Council Strategic Plan

City of Watsonville
Parks and Recreation Commission

2019 Work Plan

Project	City Council Strategic Plan Priority Supported	Staff Resources Required	Desired Outcome (Commissioner Responsible)
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 (Commissioner XXXX)
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 XXXX)
3.			
4.			
5.			
6.			
Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant			



CITY OF WATSONVILLE STRATEGIC PLAN

Every two years, the City Council reviews its Strategic Plan, setting forth a vision and priorities for the City organization and the community of Watsonville.

A STRATEGIC PLAN IS A ROAD MAP FOR THE FUTURE THAT:

- Articulates the Council's priorities and guides their policy decision
- Enables staff to develop feasible, actionable strategies to address the Council's priorities, implement policies, and allocate resources effectively
- Can focus the City's efforts to engage community members and agency partners in achieving the City's Mission and Vision
- Enables the city to prioritize time and resources in alignment with the council priorities

01 HOUSING

The City will continue to work on providing sufficient, quality housing opportunities, explore expanding housing programs, and preserving existing affordable housing for Watsonville residents.



Focus Areas:

COMMUNITY EDUCATION & OUTREACH -

Explore new and creative opportunities to increase community outreach and awareness of homebuyer programs.

QUALITY AFFORDABLE HOUSING & RENTAL HOUSING -

Encourage the development of quality, sustainable, inclusive and affordable homes for all our residents and work on the preservation and rehabilitation of existing rental housing.

WORKFORCE HOUSING - Engage community partners, local employers and developers to increase workforce housing development.

HOME OWNERSHIP ASSISTANCE - Continue to seek and expand funding programs for first time homebuyers.

02

FISCAL HEALTH

The City will continue to enhance the fiscal sustainability of the City, through sound financial decision-making to ensure the organizational viability needed to serve the residents and businesses of Watsonville today and in the future.



Focus Areas:

PENSION SUSTAINABILITY - Take proactive steps to control growing pension costs, including exploring operational efficiencies, using one-time funds to pay down liabilities, and working with CalPERS and the League of California Cities on long term solutions.

PRESERVE GENERAL FUND RESERVE - Continue strengthening the City's financial reserves to ensure greater resilience in times of economic downturns or emergencies.

LONG TERM FINANCIAL PLAN - Ensure the short-term and long-term financial health of the City and its infrastructure through prudent long range financial planning.

03

INFRASTRUCTURE & ENVIRONMENT

The City will work to maintain our built infrastructure and preserve the natural environment through careful planning, preservation and maintenance for current residents and future generations.



Focus Areas:

DEFERRED ASSET MANAGEMENT - Increase maintenance of the community's existing assets, infrastructure and facilities, for current and future generations.

FIBER NETWORK EXPANSION - Expand the capacity of the City's fiber infrastructure; a key element in attracting new businesses to Watsonville.

ENVIRONMENTAL EDUCATION - Continue our environmental education and stewardship efforts to protect and enhance our natural environment through sustainable practices such as water conservation, recycling, and waste reduction.

LONG-RANGE CAPITAL IMPROVEMENT PLAN - Plan for preventative maintenance of existing infrastructure, as well as long range planning for replacement of aging facilities and equipment, as well as expansion to meet future demand.

ROAD INFRASTRUCTURE - Implementation of Measure D, SB1 and other transportation projects that improve maintenance of our streets and pedestrian safety. Complete implementation of Vision Zero and the Complete Streets Plan.

04

ECONOMIC DEVELOPMENT

Strengthen and diversify the City's economy for all, by supporting and growing existing businesses, attracting new businesses, enhancing workforce development, revitalizing downtown, and engaging the community to reinvest in the City.



Focus Areas:

JOB CREATION AND WORKFORCE DEVELOPMENT

- Expand opportunities and establish partnerships that support the development of our local workforce through training, education and job placement programs. Create job opportunities for our local residents that ensure living wages, skilled development, and provide a competitive advantage in the job market.

BUSINESS ATTRACTION & EXPANSION

- Attract and grow businesses in town that provide services and living wages for our local residents.

DOWNTOWN REVITALIZATION

- Complete Downtown Specific Plan and continue to work with downtown businesses to improve safety, lighting, and beautification projects.

COMMUNITY EVENTS

- Promote and expand community events that engage and celebrate the diversity of Watsonville and make it a great place to work, live and play.

05

COMMUNITY ENGAGEMENT & WELL-BEING

The City will actively engage community stakeholders and residents on important issues that affect the quality of life of our community. We will work with all members of the community to create a more vibrant, engaged and thriving Watsonville.



Focus Areas:

ENGAGED AND INFORMED COMMUNITY -

Promote understanding and engagement in city government through education and public participation. Create an environment where interactions with community members are heard, captured, and used to inform decision making, enhance customer services and transform our community.

CELEBRATE COMMUNITY ACCOMPLISHMENTS -

Implement strategies to widely promote the success, diversity and character of our community.

STRENGTHEN COMMUNITY PARTNERSHIPS -

Continue to build and work with our community partners to positively impact the issues facing our community.

HOMELESSNESS AND MENTALLY ILL -

Continue to work with the County of Santa Cruz and our community partners to develop strategies that improve the lives of individuals who are homeless or suffering from mental health illness. Create a supportive network of service providers that can address the multiple needs of families and individuals in need.

05

COMMUNITY ENGAGEMENT & WELL-BEING CONTINUED

PRESERVE COMMUNITY DIVERSITY - Continue to support individuals and families impacted by immigration policies. Develop and support policies and programs that make Watsonville a community that is equitable, diverse, and with opportunities for our residents to thrive in.

LIBRARY SERVICES AND PROGRAMS - Continue to provide quality resources, programs, events and innovative services that stimulate creativity, intellectual curiosity, and facilitate lifelong learning within our community.

PARKS AND COMMUNITY SERVICES, YOUTH ACTIVITIES & PROGRAMS - Improve the quality of life for residents of all ages by advancing the community's parks, recreation and community facilities and services through the implementation of innovative practices, streamlining and leveraging resources and strengthening community partnership.

COMMUNITY HEALTH - Improve the health and quality of life for Watsonville residents by offering recreational activities and programs that promote healthier lifestyles and connecting residents with services.

06

PUBLIC SAFETY

The City will continue to strive to create a healthy, safe and thriving Watsonville.



Focus Areas:

TRAFFIC SAFETY EDUCATION - Continue a collaborative approach among various city departments to improve pedestrian safety, increase education and awareness of public education campaigns targeting motorists, cyclists, and pedestrian safety.

COMMUNITY POLICING - Continue to work in partnership with our community, to build and maintain relationships founded on trust and mutual respect, while reducing crime and improving quality of life.

YOUTH PREVENTION PROGRAMS - Continue to support intervention programs such as the Caminos Hacia el Exito program which has a huge success rate in keeping participants from re-offending and PAL a prevention program that bridges the gap between youth, their families and increases the bond with law enforcement.