



**MINUTES  
RECREATION & PARKS COMMISSION  
SPECIAL MEETING  
THURSDAY, SEPTEMBER 18, 2017**

**CIVIC AUDITORIUM, EAST WING  
7:30PM**

**Call to Order**

Chair John Smith called the meeting to order at 7:32pm.

**Pledge of Allegiance**

Chair Smith led assemblage in the Pledge of Allegiance.

**Roll Call** - The following persons were recorded in attendance by the Recording Secretary:

Present: Chair John Smith, Vice Chair Lori Brown, Commissioner Deborah Cohen, Commissioner Albin Gielicz (arrived 7:38), Commissioner Maryanne LaGuardia, Commissioner Kurt Schwengel, Commissioner Alan Toy

Also present: Karen Ginsberg, Director, Community & Cultural Services (CCS)  
Danielle Noble, Assistant Director, CCS  
Anne Deasey, Executive Administrative Assistant, CCS

1. **Special Agenda Items** – None.
2. **Reports of Staff/Members** -
  - A. Director's Report: Ms. Ginsberg reviewed items of interest on the Council agenda and noted the success of the recent *Jazz on the Lawn* concert series which drew its highest weekly attendance to date. Following up on the July meeting, Ms. Ginsberg informed the Commissioners of costs for renting movie equipment for events in parks and provided information on the upcoming COAST event on October 1 and a Kiwanis event honoring Commissioner LaGuardia. She also notified the Commissioners that the California Legislature had approved Senate Bill 5, which is on the Governor's desk for signature, and would place a general obligation bond measure on the November 2019 ballot to fund California's parks, water and flood control infrastructure.

Questions asked and answered of staff included the viability of placing Bankshot Playcourt equipment at Airport Park, and the timeframe for next steps for the current Civic Center projects.

- B. Chair Report: Chair Smith reported that he is monitoring the progress of the Lincoln Middle School field renovation, and noted that now the plans for a movie theatre at Arizona and 4<sup>th</sup> Street are on hold, there could be an opportunity for a park and a plaza in that area.

3. **Consent Calendar -**

The Consent Calendar consisted of the following items:

- A. Approval of Minutes of July 20, 2017 meeting

Recommended Action – review and approve the July 20, 2017 meeting minutes

**MOTION**

Commissioner Gielicz moved and Commissioner LaGuardia seconded a motion to approve the July 20, 2017 meeting minutes. The motion was approved by the following voice vote:

AYES: Commissioner Cohen, Commissioner LaGuardia, Commissioner Schwengel, Vice Chair Brown, Chair Smith, Commissioner Alan Toy

NOES: None

ABSENT: None

ABSTAIN: None

4. **New Business**

A. DISCUSSION ITEMS:

- a. **Presentation on Park Bond Polling for Commission discussion and input** – was presented by consultants Paul Goodwin of Goodwin Simon Strategic Research and Rochelle Fanali of TBWB Strategies, who conducted 2 focus group sessions and a statistically valid telephone survey of Santa Monica residents to assess the feasibility of passing a bond on the November 2018 ballot to raise funding for parks capital improvements. Mr. Goodwin explained the methodology and results of the polling. While the initial response was lower than the required 2/3 vote for passage, Mr. Goodwin suggested that next steps could include reframing messaging to emphasize the outdoor lifestyle in Santa Monica, including stressing the environmental benefits of parks, and consideration of a lower funding amount with a focus on community education followed by additional polling in the spring.

Discussion focused on questions regarding sampling; ideas for stimulating interest with more possible uses for the funding; the implications of a similar state bond on the same ballot; the merits of 2018 vs 2020 election cycles; the potential for using other methodologies to gain feedback such as online surveys; offering incentives; adding questions regarding a soda tax to the next poll; and assessing variables such as dollar amount of the bond, geography, timing, and length of the survey.

5. **Continued Items –**

A. **Committee & Liaison Reports:**

- a. **Community Gardens Advisory Committee:** Commissioner Toy reported:
  - gardeners will be participating in the COAST event
  - the concept of term limits has been discussed but is not favored by the gardeners
  - transitioning from a license agreement to a permit process system for annual renewals will be considered by Council in November
  - staff has been responsive to gardener complaints
- b. **Planning Commission:** No report
- c. **FSAC:** Commissioner LaGuardia reported that the fall sports season is well underway.
- d. **Virginia Avenue Park Advisory Board (VAPAB):** Commissioner Gielicz reported on the recent Committee for Racial Justice meeting at the park. On a side note, he commended the success of the recent Buy Local Health & Fitness Festival and the activation efforts at Reed Park.
- e. **Urban Forest Task Force:** No report
- f. **Park Creation Committee:** Commissioner Toy reported on the workshop on the County's Measure A he attended. Director Ginsberg noted that the first per capita funding allocation will be available in fall 2018 and that competitive funds will be available in the future.
- g. **Park Master Plan Committee:** Director Ginsberg reported that staff is reviewing consultant proposals.

6. **Written Communication –** There were no written communications.

7. **Future Agenda Items –** Items tentatively scheduled for November include a presentation on the block party permit process and items tentatively added to the long range agenda for December or January include an update on strategies to address homelessness in public spaces, and further discussion regarding a potential parks bond measure.

**Adjournment –**

Chair Smith adjourned the meeting at 9:49pm.

APPROVED:

  
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Chair

ATTEST:

  
\_\_\_\_\_  
Commission Secretary

