



**CITY OF GILROY
PARKS AND RECREATION
COMMISSION
REGULAR MEETING
AGENDA**



TUESDAY, OCTOBER 17, 2023 | 6:00 PM

CITY COUNCIL CHAMBERS, CITY HALL
7351 ROSANNA STREET, GILROY, CA 95020

Chair: Luis Ramirez

Vice Chair: Patricia Bentson

Commissioners: Doc Davis, Theresa Graham, Ermelindo Puente, Vince Sasso

Staff: Public Works Interim Director Karl Bjarke and Recreation Manager Adam Henig

Mission Statement

The Parks and Recreation Commission of the City of Gilroy is committed to enhancing the quality of life for its citizens by promoting planning, acquisition, development, and sustainability of parks, trails, cultural, historical and other recreational areas. The commission embraces wellness and recreation, park safety, and inclusiveness for all ages and abilities because Parks Make Life Better.



In compliance with the Americans with Disabilities Act, the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the City Clerk's Office at least 72 hours prior to the meeting at (408) 846-0204 or cityclerk@cityofgilroy.org to help ensure that reasonable arrangements can be made.



Materials related to an item on this agenda submitted to the City of Gilroy Parks and Recreation Commission after distribution of the agenda packet are available with the agenda packet on the City website at www.cityofgilroy.org subject to Staff's ability to post the documents before the meeting.

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Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, task forces, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

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PUBLIC COMMENT GUIDELINES:

During the **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** portion of the meeting, each person wishing to speak should prepare a presentation of not more than three (3) minutes. Persons wishing to address the Commission are requested, but not required, to complete a Speaker's Card located at the entrances. Completion of this speaker's card is voluntary. All persons may attend this meeting and speak, regardless if a card is completed or not. Speaker's slips should be submitted to the Secretary **BEFORE** this portion of the meeting begins. Anyone wishing to address the Commission on any other item on this **AGENDA** is requested, but not required, to fill out a speaker's slip as well and submit it to the Secretary **BEFORE** the Commission takes action on the item.

The agenda for this regular meeting is as follows:

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **FLAG SALUTE**
4. **SECRETARY'S REPORT**
5. **APPROVAL OF MINUTES**
 - 5.1. September 19, 2023
6. **APPROVAL OF AGENDA**
7. **INTRODUCTIONS** – Karl Bjarke and Doc Davis
8. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
9. **NEW BUSINESS**
 - 9.1. **Potential Donation and Fundraising Policy**
 1. Staff Report: Bryce Atkins, Assistant to the City Administrator
 2. Public Comment
 3. Possible Action: Commission discussion and recommendations regarding the draft policy
10. **OLD BUSINESS**
 - 10.1. **Review of 2023 Parks & Recreation Commission Work Plan**
 1. Staff Report: Adam Henig, Recreation Manager
 2. Public Comment
 3. Possible Action: Receive and comment on the 2023 Parks and Recreation Commission Work Plan.
11. **DEPARTMENT UPDATES**
 - 11.1. Recreation Division Updates
 - 11.2. Status of City Parks
12. **BICYCLE & PEDESTRIAN ENCOURAGEMENT & EDUCATION**

13. **COMMISSIONER PARK REPORTS & COMMENTS**
14. **STAFF COMMENTS**
15. **FUTURE COMMISSIONER INITIATED ITEMS**
16. **ADJOURNMENT**

City of Gilroy
Parks and Recreation Commission Regular Meeting Minutes
Tuesday, September 19, 2023 | 6:00 PM

1. **CALL TO ORDER**

Meeting was called to order by Chair Ramirez at 6:00 p.m.

2. **ROLL CALL**

Attendance	Attendee Name
Present	Ermelindo Puente, Commissioner Luis Ramirez, Chair Pat Bentson, Vice Chair Theresa Graham, Commissioner Vince Sasso, Commissioner
Absent	Kortney Hodge, Commissioner

3. **FLAG SALUTE**

4. **SECRETARY'S REPORT**

The meeting agenda packet was published on September 14, 2023.

5. **APPROVAL OF MINUTES**

5.1. July 18, 2023

RESULT: Pass

MOVER: Ermelindo Puente, Commissioner

SECONDER Luis Ramirez, Chair

AYES: Commissioner Bentson, Commissioner Graham, Commissioner Puente, Chair Ramirez, Commissioner Saso

ABSENT: Voting Member Hodge

6. **APPROVAL OF AGENDA**

RESULT: Pass

MOVER: Pat Bentson, Commissioner

SECONDER Luis Ramirez, Chair

AYES: Commissioner Bentson, Commissioner Graham, Commissioner Puente, Chair Ramirez, Commissioner Saso

ABSENT: Voting Member Hodge

7. **INTRODUCTIONS**

Recreation Manager Adam Henig introduced the new Parks Operation Supervisor John Sousa.

8. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

There were three public comments made:

1. Gary Walton – Discussed the Red Barn at Christmas Hill Park. Mentioned how the Commission was supportive of saving the barn when it was scheduled to be demolished. Invited commissioners to take a tour.
2. Terence Fugazzi – Spoke about the need for frisbee golf course in Gilroy and how Uvas Creek Park Preserve should be added to the Commissioner's Park assignments.
3. Mike Monroe – longtime resident who is also affiliated with the Red Barn.

9. NEW BUSINESS

9.1. **Parks and Recreation Staff Appreciation Breakfast hosted by Parks and Recreation Commission**

The Commission recommended hosting a parks and recreation division staff appreciation breakfast on Thursday, October 12 at the Gilroy Senior Center. Staff will work with the commissioners to determine who will bring what dish.

RESULT: Pass

MOVER: Luis Ramirez, Chair

SECONDER Ermelindo Puente, Commissioner

AYES: Commissioner Bentson, Commissioner Graham, Commissioner Puente, Chair Ramirez, Commissioner Saso

ABSENT: Voting Member Hodge

9.2. **Input on Future Outdoor Pickleball Courts**

Staff presented its report and requested comments about future options for outdoor pickleball courts. The following options were presented to the Commission:

1. Lining Tennis Courts 5 and 6 at Las Animas Veterans Park
2. Renovate existing tennis courts at El Roble Park
3. Build a new pickleball court at a city park.

There were six public comments:

- Carla Ruigh – Supportive of both pickleball and tennis, but does not want pickleball to come “on the backs of the tennis courts” at Las Animas. Proposed pickleball players play at South Valley Middle School.
- Robert Nettleblau – Does not want pickleball lines on Courts 5 and 6 at Las Animas. Would affect USTA requirements.
- Carol Marques – Provided history of the Gilroy Tennis Club and the club's investment at the tennis courts at Las Animas. During the pandemic, the use of courts 5 and 6 for pickleball caused damage to the courts, which required them to be resurfaced. Supports development of pickleball courts at Las Animas or at another park.
- Terry Nemoff – Wants pickleball and tennis players to find a way to work together. Noted there are 800 active pickleball players in the area.
- Bruce Serpa – Plays pickleball at Sunrise and wants all courts in Gilroy to be accessible for both sports.
- Terence Fugazzi – Does not play either sport, but would like to see if lines could be added to basketball courts and the City develop an updated parks master plan.

The commissioners provided the following comments to staff:

- Bentson – Wanted to know if Gavilan College was an option. Recommends pickleball players raise funds or obtain a grant to support City in construction or renovation of pickleball courts.
- Graham – Agrees with Bentson about raising funds; does not believe pickleball lines should be added to tennis courts 5 and 6 or disrupt any other additional court.
- Ramirez – Supports an update to the Master Plan to see best location(s) for pickleball courts. Would like to see a report or analysis and have it brought forward to Council.
- Puente – Recommends that pickleball players get organized and raise money through donations or grants to fund the development of pickleball courts.
- Saso – Agrees with what was already said by his fellow commissioners.

10. OLD BUSINESS

10.1. Further Commission Input on Proposed Dog Park Improvements

Recreation Manager Adam Henig presented the background on the FY24 and FY25 budget input recommendations made by the Commission for improvements to Hecker Pass Park's Dog Park.

The following public comments were made:

- Terence Fugazzi – Wants a site plan developed so the proposed amenities will be placed strategically. He feels the park is still poorly maintained. Among changes made, he would like to see water access for dogs be located inside the fenced area. Also, noted that Sycamore trees are not the right tree for dog parks.
- Rosie Bowers – Agreed about the need for water access inside the fenced area. Also recommends moving the “poop area” to an unshaded section of the dog park. Recommends different trees than what the City presented. Also, would like to see better park maintenance.

During the discussion, commissioners stated the following:

- Bentson – Believes a shade structure is cost prohibitive. Agrees that the City needs to address the irrigation issue. There needs to be guidelines developed for this dog park.
- Graham – Asked staff if there is a “fast growing tree” that can be planted, to provide the needed shade canopy. Also mentioned she does not feel safe at the Las Animas dog park.
- Ramirez – There needs to be a site plan developed before these new improvements can be made. Agrees the water source is a high priority.
- Puente – Agrees that the water source is important and should be moved inside the fenced area.
- Saso – Also agrees about moving the water source as well as addressing the soil needs and moving the poop area.

Chair Ramirez motioned that he recommends a site plan be developed for the Hecker Pass Dog Park. He would like it to include a) costs estimates, b) tree recommendations c) a diagram of where amenities should be placed. Henig explained that the motion is different from what the Commission originally recommended to Council. Ramirez acknowledged it and said this was more pressing based on the additional information that came up during the meeting.

RESULT: Pass

MOVER: Luis Ramirez, Chair

SECONDER Ermelindo Puente, Commissioner

AYES: Commissioner Bentson, Commissioner Graham, Commissioner Puente, Chair Ramirez, Commissioner Saso

ABSENT: Voting Member Hodge

10.2. **Review of 2023 Parks & Recreation Commission Work Plan**

Henig reviewed the updates to the Commission's work plan. He mentioned the following:

- Arbor Day – Staff has identified Hecker Pass Park as the location for the next Arbor Day.
- Training Opportunities – Ramirez and Henig attended the Silicon Valley Bicycle Coalition Summit in August at the Mountain View Community Center. Ramirez discussed the sessions he attended.
- Citywide events – Saso participated in Party in the Park in July
- Dog Park – see previous report.

During public comment, Terence Fugazzi made a public comment about the need to focus on dog parks and the commission should add the Uvas Levee as part of its park assignments.

11. **DEPARTMENT UPDATES**

11.1. Recreation Division Updates

Henig reviewed the Recreation report.

11.2. Status of City Parks

There was no parks report.

12. **BICYCLE & PEDESTRIAN ENCOURAGEMENT & EDUCATION**

There was no bicycle and pedestrian encouragement report.

13. **COMMISSIONER PARK REPORTS & COMMENTS**

Commissioners shared the following comments about their park assignments:

- Saso

- Forest Park – noticed there was a party earlier and the garbage cans were full. Also, a park light was out (Souza is aware and will get fixed)
- Los Arroyos and Carriage Hills – Clean, grass is nice.
- Puente
 - Renz and Butcher – looks good
 - San Ysidro Park - Well-used, looks good
 - Miller – Pole #7, light is out
- Ramirez
 - Sports Park – “gorgeous”; noticed flooding on A4 and graffiti on A4.
 - Las Animas – looks good; noticed police presence
 - Christmas Hill – looks fine
- Graham
 - Hecker Pass & Farrell – look good
 - Sports Park – Noticed aphids on the trees
 - Rainbow – playground surface is torn
- Bentson
 - Christmas Hill Park – when will the bathrooms be fixed? (6 months); noticed gates are unlocked late at night.
 - Rainbow – trees from Arbor Day that were planted a few years are dead.
 - Del Rey – Brown patches on turf; picnic tables need power washing
 - Casper – graffiti in various parts of the park.

14. STAFF COMMENTS

None.

15. FUTURE COMMISSIONER INITIATED ITEMS

None.

16. ADJOURNMENT

Meeting adjourned at 8:23 p.m.

AH
 Adam Henig, Recreation Division
 Recording Secretary



City of Gilroy

Parks and Recreation Commission

STAFF REPORT

Agenda Item Title: Potential Donation and Fundraising Policy
Meeting Date: October 17, 2023
From: Bryce Atkins, Assistant to the City Administrator

RECOMMENDATION

Commission discussion and recommendations regarding the draft policy.

BACKGROUND

The City is pursuing a Donation and Fundraising Policy to provide structure and guidance on carrying out these two activities. Fundraising is an option that certain Commissions and City departments may desire to pursue to help fund new parks or park amenities, public art, or other service or program enhancements.

However, a policy on fundraising and donations has not been established, nor training on how to conduct fundraising activities.

ANALYSIS

Attached to this staff report is an initial draft of a Donation and Fundraising policy. The policy has been assembled from other established policies in other organizations and modified to meet the City of Gilroy's purposes. The draft document is currently proceeding through the review process. This is an early look to get initial thoughts on the concepts in the policy. The policy is concurrently running through the Finance Department, the City Attorney's Office, and other commissions for input into the policy. The comments and edits from each of these will be combined into a second draft, which is anticipated to come before the Parks and Recreation Commission for final recommendation and/or comments before going to the City Council at one of their future regular meetings.

Staff is asking for the Commission to review the policy and give extra attention to the portion about the requirements of a donation, sponsorship, and/or fundraising program, beginning on page 3 under the heading of "Fundraising process".

Attachments:

1. Draft Donation and Fundraising Policy.

DRAFT Donation and Fundraising Policy

PURPOSE

The purpose of this policy is intended to provide direction to City officials, appointees, and employees regarding the acceptance of donations by the City from donors, as well as the development and implementation of fundraising efforts. This policy is meant to formalize the process of receiving donations, and how to fundraise as may be commenced by the City or one of its commissions, committees, or boards.

POLICY

Unsolicited Donations

1. Requirements for accepting donations.
 - a. The donation or must have a purpose consistent with City goals and objectives.
 - b. The City may decline any donation without comment or cause.
 - c. The donation will not be in conflict with any provision of law.
 - d. Any non-cash donation will be aesthetically and functionally acceptable to the City.
 - e. The donation will not add to the City's workload unless it provides a net benefit to the City.
 - f. The donation will not bring hidden costs such as starting a program the City would be unwilling to fund when the donation is exhausted.
 - g. The donation places no restriction on the City, unless agreed to by the City Administrator or Council.
 - h. The donation shall become property of the City.
 - i. All donations will receive recognition appropriate to the level and nature of the donation, as determined by the City. For those of a capital nature, that may be in the form of signage, marking, naming, or any other means the City should deem appropriate. Any naming of parks and recreation facilities shall be consistent with any City policy on the naming of such facilities. Regardless of the recognition strategy selected, the intent shall be to appropriately honor the donor for their contribution to the community. The appearance of traditional commercial advertising shall be avoided.
 - j. Donations exceeding \$5,000 shall be accepted through a written agreement consistent with the procedures herein. In-kind capital donations will be subject to normal City review, permitting, inspection, and insurance requirements.
 - k. All information regarding a donor or donors and their respective donation are public information and are subject to disclosure pursuant to the California Public Records Act.

2. Procedures for Accepting Donations.

a. Procedures for all Donations.

- i. A report must be completed on all donations accepted, which shall be provided to the Finance Department if under \$5,000 in value and to Council if the value is greater, which shall contain the following information:
 1. The amount of each donation. If the donation is non-monetary, the estimated value must be listed.
 2. The date of the offering and receipt of the donation.
 3. The name of the employee, department, or individual or entity that solicited the donation, if applicable.
 4. The name of the donor.
 5. An explanation of any restrictions placed on the donation or the expenditure or allocation of any funds and increases derived thereof, and compliance, if any should be required, with conditions or restrictions on the funds received.
 6. Such other information as the City may prescribe in its administrative guidelines or as provided further in this policy.
- ii. An inappropriate donation is one that meets one of the criteria below, and is to be rejected:
 1. Any donation that would violate the requirements of Section 1 of this policy.
 2. Any donation that may be of offensive or morally questionable material.
 3. Any donation that is connected with a restriction that entails special consideration or favors beyond any other resident, donating or non-donating, as it pertains to activities or functions undertaken by the City in the provision of services or goods.
 4. Any other concern, real or perceived, that may result in a loss of reputation, appearance of impropriety, or other negative impact on the City from accepting the donation.

b. Donations under \$5,000.00.

- i. The City Administrator must approve of receiving the donation before it can be accepted.
- ii. If the donation is appropriate and to be received, the City Administrator or their designee must complete the report to be given to the Finance Department as described above.
- iii. The City Administrator or designee shall determine the appropriate recognition, if the donation is accepted, for the donor(s).

c. Donations at or over \$5,000.00

- i. The donation must be approved by City Council action for acceptance of receiving the donation before it can be received by City staff.
- ii. If the donation is appropriate and to be received, the City Administrator or designee must complete the report as described above to be given to the City Council as an action item at a public Council Meeting.
- iii. The City Council shall determine the appropriate recognition for the donor(s) if the donation is accepted.

Donation, Sponsorship, and/or Fundraising Programs

Fundraising may only:

1. Happen after a fundraising campaign is designed and established through a donation, sponsorship, and/or fundraising program approved by either the City Administrator or City Council, depending upon the nature of the program.
2. Be for official fundraising campaigns. The City does not accept fundraising for anything other than what is authorized in an approved program.
3. Be conducted in the manner as outlined in an approved program.

While fundraising may be conducted by other boards, commissions, committees or City staff, the donations are to be issued and tendered to the Finance Department. The Finance Department will refer to the City Administrator or City Council's acceptance of the donation regarding its acceptable status.

Fundraising process

1. Boards, commissions, committees, and individual departments shall develop their donation, sponsorship, and/or fundraising programs in consultation with the City Administrator's Office and the Finance Department, and which shall be approved by the City Administrator. In its simplest form, a program may consist of a memorandum to the City Administrator indicating the following:
 - a. Goal of the sponsorship, donation, and/or fundraising activities.
 - b. Timeframe for the program.
 - c. Target audience and method of outreach.
 - d. Procedure for acceptance and reporting of activities, ensuring internal controls.
 - e. The types of donor or sponsor recognition that is available for specified value of donorship or sponsorship, subject to City Council approval if the value of recognition is beyond the contract authority of the City Administrator or greater than the authority provided under this policy.
 - f. The sponsorship level or range of sponsorship levels for the naming of the City property if permitted, and sponsorship naming for parks or recreation facilities must also comply with the City of Gilroy Parks or Recreation

Facilities Naming, Community and Memorial Contribution, and Gift and Sponsorship Policy, or otherwise approved by the City Council.

- g. Specified or maximum sizes and identification of location(s) of any signage in recognition of the donation or sponsorship and any restrictions on the text of the recognition signage.
 - h. A net benefit analysis may be conducted which may only be utilized for the City's internal review of the proposed donation or sponsorship and is not intended to provide any information to third parties. This net benefit analysis should include evaluation of factors such as:
 - i. The administrative costs of obtaining the donation or sponsorship.
 - ii. The anticipated additional costs and/or anticipated savings in the following areas:
 - 1. Capital costs.
 - 2. On-going operational costs.
 - 3. On-going maintenance costs.
 - 4. Repair costs.
 - 5. Clean-up costs.
 - iii. Costs for compliance with any restriction on the donation or sponsorship or estimated reduction in value of benefit due to the restriction.
 - iv. Any additional potential liability that the City may assume by accepting the donation or sponsorship including any requests for deviation from the City's typical standard requirements, such as the level of indemnification, insurance, bonding, or warranties requested. Requests for modification of an indemnification provision in relation to a donation or sponsorship would require approval from the City's Risk Manager.
 - v. Costs of management of City's obligations of a donation or sponsorship.
 - vi. The financial ability of the donor or sponsor if some of these costs are to be covered by the sponsor or donor.
 - vii. The City's ability to fund any uncovered costs set forth above.
- 2. The department staff designated to oversee the department's donation, sponsorship and/or fundraising activities will ensure that the proposed donation, sponsorship and/or fundraising program does not conflict with existing City Code provisions, City policy or existing City sponsorships. Department staff shall also ensure that the City property involved is not subject to restrictions that would limit or prohibit the proposed donation or sponsorship.
 - 3. The department staff accepting items donated to the City will ensure that the items are safe and durable, and meet any applicable City design or quality specifications, standards, and policies.
 - 4. Where applicable, the department's donation, sponsorship and/or fundraising program shall set forth the conditions for acceptance of funds. Conditions shall

be fair, impartial and shall not discriminate on the basis of race, sex, color, age, religion, sexual orientation, actual or perceived gender identity, disability, ethnicity, national origin, or political views of the proposed donor.

5. Any department considering acceptance of a donation or sponsorship that may impact or affect other departments shall consult with those departments prior to acceptance of the proposed donation or sponsorship.
6. It shall be the goal of any departmental donation, sponsorship and/or fundraising program to find donors or sponsors providing the highest net benefit to the City, along with consideration of the quality of product or service to be received by the City.
7. All donations in cash shall be deposited and recorded with the Finance Department and deposited in a manner as stated within current policies.
8. Unaccepted Donations will be returned to the Donor.

Sponsorship Agreements

After the selection of a sponsor by the City Council, City Administrator or a department head, as appropriate, the terms of the sponsorship, including any expectation of a significant return or recognition, shall be set forth in a written sponsorship agreement approved as to form by the City Attorney.

The City Administrator may include renewals of a sponsorship agreement at the City's option, provided that the aggregate of all the renewals is within the City Administrator's contract authority under the City Code. Any renewal shall be subject to annual appropriation by the City Council if City funding is involved.

Sponsorship agreements for parks or recreation facilities shall be subject to additional requirements as outlined in the City of Gilroy Parks or Recreation Facilities Naming, Community and Memorial Contribution, and Gift and Sponsorship Policy.

Costs, Accounting and Record Keeping

Departments shall maintain records that provide an audit trail for the receipt of all sponsorships and donations. Departments shall also comply with the following requirements:

1. All donations and sponsorships and the revenue, products, and services received shall be recorded and maintained for at least the expected life of the item or service, or for a specific time frame that has been established in the donation agreement or sponsorship agreement.
2. Donations or sponsorships paid for with a monetary contribution shall not be paid to staff in cash unless approved, in advance, by the Finance Department and department director and receipt of cash is properly documented.
3. A record of all sponsorships and donations including name, type, contact name if a company, amount, and disposition of sponsorship shall be kept up-to-date and accurate.

4. Departments shall report any donations or sponsorships received by the department through reports to the City Administrator's Office and the Finance Department.

Other Donations or Contributions

1. Real Property Contributions

Restricted donations of real property may be offered to the City for specified purposes. The City will review the conditions of the restrictive donations of real property and determine if the benefits to be derived warrant the acceptance of the donation. All donations of title to real estate, no matter how small, require City Council approval after proper investigation and due diligence is conducted by staff.

For any buildings and structures donated to the City, City staff shall conduct a net benefit analysis comparing the benefit of the donation against the City's costs in receiving and managing the donated real property.

A donation involving real estate is more complex than cash donations and the donation agreement documenting a real estate-related donation should be prepared and approved by the City Attorney's Office. Terms and conditions of such donations may vary from this policy's general requirements, based on approval of the City Council on a case-by-case basis.

2. Works of Art Contributions

If a contribution is proposed related to a work of public art covered by the City's Public Art Policy, the City's review and acceptance of the proposed contribution of public art shall be conducted in accordance with the City's Public Art Policy, which shall include the review and recommendation of the City's Arts and Culture Commission and compliance with any policies adopted regarding donations of works of public art. Any time a donation of a work of art or a contribution toward the acquisition of a work of art that would not ordinarily be covered by the City's Public Art Policy is proposed for the City, the City department that operates or maintains the site of the proposed work of art shall submit the proposed donation to the Arts and Culture Commission for the Commission's recommendation regarding acceptance of the proposed donation of public art.

DISCLAIMERS AND MISCELLANY

1. Different forms of contributions to the City present different opportunities and challenges. Therefore, it is not possible to establish blanket guidelines to cover all types of donation or sponsorship activity that the City may decide to pursue.
2. Unless expressly stated otherwise, the City does not intend to modify or change the non-public forum status of any City property by providing donor recognition or sponsorship recognition on City property.

3. The making of a donation or sponsorship to the City will not provide any extra consideration to the donating or sponsoring party in relation to any City procurement, any regulatory activities of the City, or other City business. No City employee or other City official is authorized to offer any such extra consideration to a donating party.
4. Any donation or sponsorship which, if accepted, would obligate the City to enter into a service or procurement agreement should be reviewed under the City procurement process.
5. The City encourages donations of materials with the understanding that such items have a useful life, and that the City assumes no responsibility for replacement or upkeep. Once a donation is accepted, it becomes City property and the City may maintain, replace or dispose of the item unless the donation is explicitly restricted and accepted by the City as such.
6. The City cannot guarantee the tax deductibility of a donation but may provide the donating party with a letter of acknowledgement and a statement of the City's intended use. Fundraising may be tax deductible, but no Council Member, appointee, employee, volunteer, or agent of the City may state that a donation is tax deductible. Each donor must make the determination as to whether a donated item or monetary contribution is tax deductible, and they may consult with a tax attorney if there are questions.
7. City staff shall maintain the highest standard of ethics in fundraising activities. All donations or sponsorships must directly enhance the City's ability to provide goods or services to the public or for another valid public purpose and may not be used for the personal financial gain of any City employee.
8. City employees who have primary responsibility for the procurement of services, supplies, materials and equipment or public works should not engage in solicitation of donations or sponsorships.
9. City employees may only solicit donations or sponsorships pursuant to the individual department's donation, sponsorship, and/or fundraising programs approved by the City Administrator. City employees working in an enforcement or regulatory City position (i.e., Police, Fire, Code Enforcement, Building Inspection) shall not solicit donations or sponsorships from the public while they are wearing a City uniform, unless they receive explicit permission from the City Administrator via their department's written donation, sponsorship, and/or fundraising program(s).
10. At any time, the City Administrator, or a department if approved by the City Administrator, may reject any donation or sponsorship offered to the City.
11. Restricted donations that land outside of an authorized fundraising plan or restricted to a degree where staff determines that the restriction is too limiting for effective use will not be accepted and will be returned to the donor. This includes pass-through donations to individuals or organizations via the City. These will not be accepted.

DEFINITIONS

“Amenity” means an improvement located on City property which is less than the entire portion of a City property, such as a wall at a park, a plaza in front of a City building, a trail located along City property, an interior room or rooms in a building. A fully enclosed structure such as a City building with walls and roof (examples being a community center, stand-alone gym, warehouse, or stand-alone building housing a restroom and locker room) is more substantial than an amenity, and City Council approval is required before granting naming rights. An amenity may include any of the following if located on City property: plazas that constitute only a portion of a larger parcel of City property, gazebos, archways, paths, athletic facilities that are not fully enclosed structures, playing fields, portions of aquatic facilities that are not enclosed structures or City buildings, picnic areas, tot lots, play structures, hard courts, and trail segments.

“Donation” means a person or entity providing the City with financial support or property of a value exceeding the City’s payment for such item. Furthermore, a donor typically does not expect to receive a substantial return or recognition from the City in return for the donation. A donation may consist of cash, real property (land) or an in-kind donation. Donations may be unrestricted or restricted by the donor.

“Donor” means a company, organization or individual who provides the City, or one of the City departments, an item or service without expectation of significant return or recognition.

“Fundraising” means any activity conducted with the intent of soliciting donations, sponsorships or other financial contributions to the City or to a particular department or activity of the City. Fundraising activities may include, but are not limited to, City grant proposals, City responses to request for proposals issued by other agencies, foundations or funding agencies, endowment programs, adoption or pledge drives, and contacting individuals, companies, foundations, or other entities with the primary purpose of receiving financial support for the City.

“In-kind contributions” mean a contribution of an item or object other than cash or real property, which would serve a useful purpose in the provision of City services. Examples of in-kind contributions may include equipment, materials or services.

“Intended use” when applied to donations means the direction or limitation placed upon a donation by the donor which the City must agree to as a condition of acceptance and use of the donation.

“Restricted donation” means a donation made to the City where the donor has restricted its use to a specified purpose. Also, conditions placed upon a donation by the donor and/or any limitation on the use of a donation to the City placed on said item by the donor that impairs the ability of the City to dispose of or use the donation in any manner it determines appropriate is considered a restricted donation.

“Restricted account” means the account or accounts into which the City deposits the donation that shall be used only for purposes for which it was donated.

“Sponsor” means a company, organization or individual who provides the City with funding support for a program, activity or facility in the form of a sponsorship, and who expects significant recognition in return.

“Sponsorship” typically means a person or entity that provides the City with financial support for an activity, City program or City facility, typically in exchange for the City providing more than nominal recognition of its financial support, which distinguishes a sponsorship from a donation. Financial assistance provided by a sponsor may consist of cash and/or in-kind contributions.

“Sponsorship agreement” means a negotiated agreement between the City and a company, organization or individual whereby the City makes a sponsorship opportunity available and enters into an agreement with a company, organization or individual to pay a fee in cash, products, services or a combination thereof, for recognition rights related to certain identified City-owned commercial or marketable assets. A sponsorship agreement may permit a limited form of advertising opportunity for a company, organization or individual in exchange for the fee paid to the City, subject to the terms of this policy and subject to the approval of the City Administrator and the City Attorney's Office.

“Stock donations” mean stocks, which are the proprietorship element in a corporation usually divided into shares and represented by transferable stock certificates.

“Unrestricted donations” means a donation made to the City where the donor has placed no limitation on its use.

“Works of art” means and includes, but is not limited to, physical art that may be an integral part of a public site or building, or that may be integrated with the work of other design professionals. Examples of public works of art include sculptures, murals and paintings, earthworks, neon, glass, organic materials, mosaics, photographs, prints, film, any combination of media forms, or hybrids of any media.



City of Gilroy Parks and Recreation Commission

STAFF REPORT

Agenda Item Title: Review of 2023 Parks & Recreation Commission Work Plan
Meeting Date: October 17, 2023
From: Adam Henig, Recreation Manager

RECOMMENDATION

Receive and comment on the 2023 Parks and Recreation Commission Work Plan.

BACKGROUND

On February 7, 2023, the Parks and Recreation Commission held a retreat and developed a new work plan, which will reflect on what the Commission will be working on during the calendar year. The work plan was formally adopted on March 28, 2023.

The Commission's work plan is aligned with the current City Council priorities:

- Develop a Financially Resilient Organization that Relies on Local Revenues and Resources
- Maintain and Improve City Infrastructure Including Streets, Facilities, and Incorporates Green Energy Practices
- Promote Economic Development Activities that Create Opportunities for Quality Employment and Increase the City's Tax Base
- Ensure Neighborhood Equity from City Services Including Public Safety, Streets, Parks, and Recreation
- Promote Availability of Safe, Affordable Housing for all Gilroy Residents

At each monthly meeting, the Commission will review its work plan to ensure the assignments are completed or in the process of being completed.

ANALYSIS

Here are latest happenings of the work plan:

- Arbor Day – Staff Henig and Souza recommend Arbor Day be hosted at Hecker Pass Park at the dog park.
- Study Dog Parks – At the previous meeting, staff requested to provide more direction with regards to the dog park amenities that were recommended by the Commission. During the meeting, the Commission changed its request and were

seeking a site plan provided by city staff. However, staff is advising the Commission collect data and conduct research about dog park design standards best practices from other cities. What works? What doesn't? And then submit your findings.

Attachments:

1. PRC 2023 Work Plan as of 10.10.23

PARKS AND RECREATION COMMISSION CURRENT WORK PLAN

Project Name	Work	Lead Commissioner/ Staff	Deliverable in 12 months	City Council Priority	Status
Host Arbor Day	Develop a community event around Arbor Day; Tout achievements (background on Arbor Day)	Commissioners & Adam	Identify park to host and celebrate Arbor Day event.	Improve City infrastructure; Neighborhood Equity	Hecker Pass Park in November. Trees will be donated. Exact date TBD.
Training Opportunities for Commissioners	Participate in parks and recreation training opportunities	Pat/Adam/Terry	Inform commissioners about upcoming opportunities; participate in trainings	N/A	Chair and Staff attended 2023 Silicon Valley Bicycle Summit in August in Mountain View
Coffee in the Park	Meet with park users and discuss ways to improve the safety and usage of the park. Commissioners share feedback	Luis & Ermelindo	1) Select date and park (LAVP) 2) Develop plan for the event 3) Contact neighbors 4) Gather feedback 5) Report to Council; For event, use post-in notes to address resident concerns, have Spanish interpreter & PD representative, and coffee/deserts	Ensure neighborhood equity	Postponed; Due to nature of event, required to become a special meeting
Monitor City parks	Share observations about parks at monthly meetings; commissioners are responsible for reporting on their park assignments at monthly meetings; utilize checklist	Commissioners	Commissioners have been assigned two or more parks to report on at each meeting	Maintain and Improve City infrastructure	Assignments have been updated to reflect newly appointed commissioners
Participate in Citywide Events	Meet and greet residents at special events in the City; inform residents about the Commission & parks and recreation	Commissioners	Downtown Live; Breakfast with Santa (December); Senior Center; creek clean-up	N/A	Commissioner Saso participated in Party in the Park 2023 at San Ysidro Park.
VTA Measure B Bicycle and Pedestrian Education and Encouragement Fund	Submit project ideas to VTA for consideration of Measure B funds; eligible projects must be focused on pedestrian and bicycle education and encouragement	Adam	PRC will participate hosting an energizer station at Bike to Wherever Day on May 18 at Christmas Hill Park Levee	N/A	City of Gilroy Recreation hosted energizer station at Bike to Wherever Day 2023; Chair & Staff attended SVBC 2023 Summit
Study Dog Parks	Commission will review the City's two current dog parks and consider options for a future one.	Luis, Terry, Terence, Ermelindo	Look into the problems with the current dog parks at Las Animas and Hecker Pass parks. Identify potential solutions and cost estimates. Gather feedback from users.	Maintain and Improve City infrastructure	Commissioners research best practice design standards for dog parks from other cities
Update "Gift and Sponsorship Policy"	Commission will review and make recommended changes to the current Gift and Sponsorship Policy.	Adam	Update current policy and, once finalized, recommend it to City Council	Develop financially	No update

Items Discussed but not adopted

- Increase participation in recreation programs
- Expand youth scholarship program

Revised October 10, 2023

- Partner with schools
- Paint footprints around playground structure
- Identify playgrounds that need shade structure
- Volunteer with the Adaptive Program



City of Gilroy Recreation Division

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The following updates since the previous commissioner meeting are from the Recreation Division.

- **Uvas Creek Clean-up** - The City of Gilroy participated in the annual California Coastal Commission's Coastal Cleanup Day, which took place on Saturday, September 23 at Solarsano Middle School. Sixty-seven volunteers picked up 496 pounds of trash along the Uvas Creek levee. The Recreation Division led the efforts and the Police Department provided additional support. Some of the most unusual items picked up were a wire rack, a spare tire, a shovel, a broken pot, a wrecked bike, a metal pipe, and pieces of a wheel barrow. Thank you to those who participated in making Gilroy a cleaner place to live, work and play.



- **New Staff**
 - Hired 3 Recreation Leaders (2 High School students and 1 Gavilan College student)
 - P/T Office Assistant Jessica Gaeta is now full time.
- **PRC Staff Appreciation Breakfast** – Thank you!
- **Working on the 2024 Winter Spring Guide**
- **Adaptive Halloween Dance** – was Friday, October 14, 2023
- **Save the Date** – Breakfast with Santa, Saturday December 9.