



Parks & Recreation Commission Regular Meeting Minutes

**February 13, 2023 5:30 PM
Council Chambers
400 N. Douty St.**

CALL TO ORDER:

Chair Commissioner Kelley called the meeting to order at 5:30 pm.

ROLL CALL:

Attendee Name	Title	Status	Arrived
Joseph Castaneda		Present	
Gregory Kelley		Present	
Carolyn Hudgins		Present	
Jim Castleman		Present	

FLAG SALUTE:

Chair Commissioner Kelley led the flag salute.

PUBLIC COMMENT:

This is the time for citizens to comment on subject matters not on the agenda and that are within the jurisdiction of the Commission. This is also the public's opportunity to request an item from the Consent Calendar be pulled for discussion purposes or to comment on any item on the agenda. A maximum of three minutes is allowed for each speaker. Please begin your comments by stating your name and providing your city of residence.

Paula Massey, City of Hanford resident, expressed concerns about the cleanliness of the Coe Park Hall facility and suggested city staff look into portable restrooms.

Mickey Stoddard, City of Hanford resident, commented on the Longfield fitness membership revenue discussed at the January 2023 Commission meeting. Mr. Stoddard feels that there is a discrepancy with the Longfield membership revenue total. Mr. Stoddard encouraged the Commission to forward a request to council to do away with membership fees for the fitness center.

Judy Scott, City of Hanford resident, would like to see bike paths in parks and suggested that the land near Hidden Valley park be sold to make it happen. It was also suggested that Hanford and Lemoore be connected in the future to allow for a long bike path.

Onan Champi, City of Hanford resident, would like to know if the City has made it clear to homeowners that permits are required to prune or remove Heritage trees and also would like to know if utility clearance trimmers are also required to obtain a tree permit. Mr. Champi pointed out some dead sycamore stumps in the city and commended

staff on Winter Wonderland.

Mark Pratter, City of Hanford resident, would like to see the expansion of Hidden Valley Park move forward and would like to work together to make it happen. Mr. Pratter requested that the commission forward his request to council.

CONSENT CALENDAR:

Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made and then the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion.

A. Approval of the Minutes for the Meeting held January 9, 2023

Motion to Approve

RESULT:	Passed (UNANIMOUS)
MOVER:	Jim Castleman
SECONDER:	Carolyn Hudgins
AYES:	Joseph Castaneda, James Castleman, Carolyn Hudgins, Gregory Kelley

DIVISION UPDATES :

A. Parks Division Updates

Parks and Facilities Manager Winebrenner gave the commission the Parks Division updates for February.

Special /Seasonal Projects

- * Ice Rink / Civic Rehab started
 - * Redistribution of sand, aeration of turf, replacement of turf planned for rectangles
 - * Surplus to help fill in other parks
- * Disk Golf course install at Hidden Valley Park
- * Hanford Helping Hands started strong - 2 events (Quail & Johnson)
 - * ~60 volunteers
 - * ~160 hours= ~\$4,000

Noteworthy Accomplishments

- * Submission of Hanford's data into the National Recreation and Park Association (NRPA) 2022 Agency Performance Survey.
 - * Review to be published once analysis is complete.
 - * Local and National attention for Parks and Community Services Dept Sentinel Article from January 30, 2023.

All questions were answered by Parks and Facilities Manager Winebrenner.

B. Recreation Division Updates

Recreation Supervisor Da Silva provided the Recreation Division updates.

March Activities

- * 4, 11, 18, 25: Kids in the Kitchen
- * 7, 14, 21, 28: Food Truck Takeover
- * 17: Zumbathon
- * Aerobics (Every Monday, Wednesday & Friday)
- * Zumba (Every Tuesday & Thursday)
- * Softball Complex Weekend Tournaments - 2 Youth Softball / 1 Youth Baseball
- * Longfield Center -12 NEW fitness members since January 2023 Commission meeting.

Some commissioners had questions that were addressed by Recreation Supervisor Da Silva and Parks and

Facilities Manager Winebrenner.

C. Director Updates

Director Albert provided the updates.

- * Hidden Valley Park expansion community outreach event in March.
- * Walk with a Doc Program - Starting in March on the third Saturday of every month at 9:00 am.
- * Active Transportation Plan - Request for Proposal (RFP)
- * Heroes Park land acquisition

Director Albert addressed all questions from the commissioners.

GENERAL BUSINESS:

A. Winter Wonderland 22/23 Debriefing

Director Albert provided the commission with a debriefing on the 2022-23 Winter Wonderland event.

Community Support

- * Total of 65 business sponsors
- * Total of \$56,702 in sponsorship revenue
- * \$42,500 value for traded goods and services

Marketing

- * Winter Wonderland website visits: 34,476
- * Winter Wonderland Facebook followers: 6,581
- * Winter Wonderland Instagram followers: 2,326
- * Snappy Tik Tok account: 160 followers and 558 likes
- * Two Snappy videos with Leo Gonzales (Leo has 2.7 million followers)
- * Trade sponsorship with ABC 30

Event Data

- * Days of operation: 47 (4 days of closure due to rain) resulting in 176 Ice-Skating Sessions.
- * Cancelled sessions due to rain: 20 cancelled sessions resulting in up to \$27,100 in lost revenue.
- * Number of tickets sold: 17,779
- * Number of Ice-Skating visits (FY23): 16,540 (Generating an average of \$1,355 per session).
- * Percentage of tickets purchased and not redeemed: 7%
- * Average number of skaters per session (FY23): 94 (25% increase from last year.)

Expenses	FY 23	Revenue	FY23
Ice Rink rental + tax	\$166,120	Ice Skating Tickets	\$238,414
PT Staffing	\$58,000	Sponsorships	\$56,702
FT Staffing (% of FT staff)	\$37,000	Vendor Split	\$22,744
Gingerbread tent rental	\$11,976	Northpole Lounge/Ice Rink & Gingerbread tent rentals	\$31,090
Utilities (Gas, Water, Refuse, Electricity)	\$5,595	Skate Aid rentals	\$14,510
Promotions (Tik Tok & Videos)	\$12,670	S'Mores	\$2,980
Skate Aids (one time purchase)	\$12,870	Skate Lessons	\$2,960
Supplies & Equipment	\$42,095	Circus & Enchanted Princess	\$4,777
Sod Replacement	\$2,956	Misc. (Lockers/Socks etc..)	\$1,217
Total	\$349,282	Total	\$375,394

Event Budgetary Success

Cost Recovery: 107%

Lessons Learned & Recommendations

- * Keep the Ice Rink the same size
- * General layout is good
- * Do not rent a tent
- * Village concept with Tuff Shed for vendors
- * Focus on sponsorship development
- * Addition of Snappy & Tik Tok
- * Adjust sessions
- * Adjust snow machine location

All questions were addressed by Director Albert.

B. Formation of the Field Sports Advisory Committee (FSAC)

Director Albert provided the commission with an overview of the Field Sports Advisory Committee (FSAC).

Timeline

- * February 2, 2023 - First meeting with the field sports organizations.
- * February 7, 2023 - City Council approves of the formation of Field Sports Advisory Committee (FSAC)
- * March 16, 2023 - Next meeting with sports organizations

Cost to maintain Hanford's Sports Complexes:

Complex	Acres	Operating Expenses
Youth Athletic Complex (YAC)	27.6	\$101,288
Hanford Soccer Complex (Soc Com)	31.7	\$108,259
Hanford Softball Complex	12.5	\$156,894
TOTAL	71.7	\$366,441*

Hanford's Field Sports Organizations:

Organization	Facility	# of Participants
Hanford Youth Baseball	YAC	650
Hanford Youth Softball	SB Complex	360
United Football and Cheer	YAC	215
Rebels Football and Cheer	YAC	300
Hanford Youth Soccer League	Soc Com	670
Hanford AYSO	Soc Com	440
TOTAL		2,635

Field permit fee analysis:

City	Softball Field	Softball Lights per hour	Soccer Field	Soccer Lights per hour
Visalia	\$16.00	\$15.00	\$32.00	\$25.00
Tulare	\$15.00	\$17.00	\$15.00	\$33.00
Dinuba	\$49.00	\$27.00	\$34.00	\$27.00
Porterville	\$15.00	\$14.00	N/A	N/A
Corcoran	\$22.00	\$30.00	\$22.00	\$30.00
Selma	\$15.00	\$30.00	N/A	N/A
Madera	\$12.50	\$20.00	\$12.50	\$20.00
Merced	\$10.00	\$25.00	N/A	N/A
Modesto	\$13.00	\$30.00	\$13.00	\$30.00
Fresno	\$25.00	\$35.00	\$25.00	\$35.00
Average	\$19.25	\$24.30	\$21.93	\$28.57

Proposed Hanford Field Sports Advisory Committee (FSAC)

- * Comprised of all Hanford field sports organizations
- * Partner with the City to develop and manage fields
- * Advisory to the Parks and Recreation Commission
- * Unified advocacy for youth sports
- * Development of fair and equitable field permit fee process

There was some discussion.

C. Clean California Grant Application

Long-Range Renovation of Downtown Hanford

- * Three funding sources totaling \$17 Million
- * American Rescue Plan Act (ARPA)
- * Rebuilding American Infrastructure with Sustainability and Equity (RAISE)
- * CLEAN California

CLEAN California - Types of Potential Activities and Expenses

- * Amenities related to proper waste collection or prevention
- * Shade trees or drought-tolerant plantings
- * Art installations
- * Walking and/or biking facilities
- * Wayfinding signage
- * Seating and play equipment
- * Public bathrooms and water fountains

Proposed Scope of Work

- * Replace 45 trash/recycling containers in the downtown and Civic Park
- * Design and construct the Court Street Promenade in Civic Park (includes pavers, lighting, signage, wayfinding, park benches, and trees)
- * Create and purchase one prominent art installation (in partnership with the Kings Art Center)
- * Add alternate: Hardscaping of the center rectangle in front of the Civic Auditorium

Public Outreach Survey Results:

Question	Yes	Yes %	No	No%	Total
Court Street Promenade	110	76.9%	33	23.1%	143
Keep Patio at Bastille	42	30.9%	94	69.1%	136
Hardscape rectangle	104	73.2%	38	26.8%	142
Add restroom	121	87.7%	17	12.3%	138
Add lighting	120	86.3%	19	13.7%	139

All questions were addressed by Director Albert

FUTURE AGENDA ITEMS:

Commissioner Castaneda requested to discuss information regarding tree permits at the March Commission meeting.

ADJOURNMENT:

Chair Commissioner Kelley adjourned the meeting at 7:46 pm.

Respectfully submitted,

Tasheenia Lawag
Administrative Technician

