



Parks & Recreation Commission Meeting Agenda

November 10, 2025
5:30 PM – Regular Meeting
Council Chambers
400 N. Douty St.

CALL TO ORDER:

ROLL CALL:

INVOCATION:

Led by Commissioner Rodriguez

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.

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.

DIVISION UPDATES:

- A. Sports Complex Updates
- B. Parks Updates
- C. Events and Programs Updates
- D. Directors Updates

GENERAL BUSINESS:

- A. Introduction to Parks and Recreation Foundations

FUTURE AGENDA ITEMS:

ADJOURNMENT:



AGENDA STAFF REPORT

MEETING DATE: 11/10/2025

AGENDA SECTION: DIVISION UPDATES

SUBJECT:

Directors Updates

RECOMMENDATION:

Recommendation:

Recommended Motion:

BACKGROUND:

1. Urban and Community Forestry Grant Update

1. Award for the On-Call Arborist: West Coast Arborists and ArborReal
2. Award for the tree supplier: Fonseca Nursery
3. Draft Urban Forestry Master Plan

2. Overall Winter Wonderland Strategy

1. Better planning and coordination with Public Works
2. Increased marketing budget
 1. TV Commercials-ABC30 and Univision
 2. Social media content
 3. New website
 4. Email marketing plan
3. Park layout changes
4. Increase photo opportunities
5. Increase in private rental spaces
6. Projection mapping onto the Civic Auditorium
7. New snow machines

FISCAL IMPACT:

ATTACHMENTS:

None



AGENDA STAFF REPORT

MEETING DATE: 11/10/2025

AGENDA SECTION: GENERAL BUSINESS

SUBJECT:

Introduction to Parks and Recreation Foundations

RECOMMENDATION:

Recommendation:

Recommended Motion:

BACKGROUND:

What is a Parks and Recreation Foundation?

A Parks and Recreation Foundation is a legal non-profit organization that supports local parks and recreation activities, including:

Fundraising and financial support, including

- Private and corporate donations
- Grants
- Sponsorships

Advocacy and Community Engagement

- Advocacy
- Public awareness
- Bridge between city government and residents

Strategic Partnerships

- Matching funds for grants
- Private-Public partnerships

Stewardship and Accountability

- Operates independently but aligns with the City's goals
- Provides transparent stewardship of donated funds

Enhancing Quality of Life

- Ultimate mission is to improve the quality of life in the community

Establishing a Foundation

1. Define the purpose and mission

2. Choose the structure

- Establish a 501©(3) nonprofit organization
- Form a founding board of directors
- Articles of incorporation
- Develop bylaws

3. Build the Board and Leadership

- Recruit a diverse and skilled founding board that reflects Hanford's community values

4. Develop a Funding Strategy

- Founding a sponsor campaign
- "Friend of Hanford Park" donor circle
- Grant application
- Event sponsorships

5. Branding and Community Visibility

- Develop a brand identity – logo, website, social media presence
- Publicly launch the foundation with a kick-off event and press release

6. Administrative Framework

- Set-up transparent policies for
 - o Fund distribution and approval
 - o Donation acknowledgement
 - o Conflict of interests and ethics compliance
 - o Annual reporting and financial audits

7. Ongoing Partnership with the City

- Establish an MOU between the foundation and the City

Next Steps & Questions

1. Is something that is of interest?
2. Who will lead the process?
3. Creating a sample vision and mission statement
4. Founding board structure
5. Outline of bylaws and MOU framework
6. Develop a first-year fundraising plan

FISCAL IMPACT:

ATTACHMENTS:

None