



**Parks & Recreation Commission Regular Meeting
Minutes**

**September 8, 2025 5:30 PM
Council Chambers
400 N. Douty St.**

CALL TO ORDER:

Chair Blackwell called the meeting to order at 5:30 PM.

ROLL CALL:

Present:	Absent:
Parks and Recreation Commissioner Joseph Castaneda Parks and Recreation Commissioner Carolyn Hudgins Parks and Recreation Commissioner Gregory Kelley Parks and Recreation Commissioner Judy Scott Parks and Recreation Commissioner sheldon Blackwell Parks and Recreation Commissioner Santiago Rodrigez	

FLAG SALUTE:

Chair Blackwell 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.

Richard Douglas from the Hanford Elks introduced hoop shoot chairman John Williamson.

Dennis Ham requested an update on the Hidden Valley Park development.

Jim Castleman commented on an uptick in care for the City parks and requested a Hidden Valley Park environmental update.

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

Sports Coordinator Austin Payne provided the Sports Complex Updates and went over the August tournaments.

- The last week of Adult League with playoffs next week.
- Fall League registration has opened and that season will start 9/29.

There was some discussion and questions were answered by Sports Coordinator Austin Payne.

B. Parks Updates

Parks updates were provided by Parks Manager Levi Winebrenner.

Projects/ Updates:

- Base duties
- YAC Baseball diamonds conversion
- Hidden Valley Park Preparations: Trees, deliveries, grounds, etc
- 2 New Maintenance Workers
 - Jose Carrera
 - Joshua Valenzuela

- Recruitment open
- Softball Valve repair
- Plans Upcoming:
- Base duties
- Fall Scaleback
- August Airport support
 - Wash rack
 - Runway Lights
 - Hanger spaces
- Sept 13 – Freedom Park
 - Fitness court softball top off
 - String trimming
 - Shelter clean up
 - Deep clean play structure

Park of the Month: Rotary Park

- 5.1 Acres – Open green space with few trees
- Football and baseball youth sports venue
- Only full LED sports field lights

Weekly Visits

- 8-150 off-season, 1000-1700 during sports seasons
- Pull from Fargo to Hanford Armona

Improvements/ Issues

- Independent lighting power/ Irrigation tied to YAC baseball

There was some discussion and questions were answered by Parks Manager Levi Winebrenner.

C. Marketing/Sponsorship Updates

Recreation Coordinator Brittany Parreira provided the Marketing & Sponsorship updates.

Catfish Crawl:

- 300 participants
- Marketing: Facebook and Instagram post + press release

Sponsorships: \$1,150

- Golden State Farm Credit*
- Tractor Supply
- NoGas Air Conditioning & Heating*

- Cornerstone Café *
- Purified Water & Ice
- Keller Auto Center*
- The Medeiros Spa & Salon*
- JH Tackett Marketing
- Costco *

*= Cash Sponsor

Renaissance Faire:

Marketing Plan -

- ABC 30 Commercial Cost - \$3,000
- 36 spots running from 9/15/2025- 10/05/2015
- Video From REMSCAPE Cost - \$300
- 2 or 3 Press Releases Free
 - Tickets Now on sale, Reminder week of event
- Social Media Cost - \$200-\$300
- Boost on FB and IG Event and Video

Sponsors: Spence Fence (Trade Sponsor)

Christmas Parade:

Marketing Plan: Facebook and Instagram posts + press release

Sponsorships:

Goal is \$2,000

Sponsors:

Pristine Roofing \$500

Still seeking

Winter Wonderland:

Marketing Plan -

ABC30 Commercial - Cost \$7,500 + trade

Remscape Commerical - Cost TBD

Press Releases - FREE

Paid Social media - Cost TBD

Kreatve Content - Cost \$7,500

Univision Commercial - Cost \$7,500 + trade

There was some discussion and questions were answered by Rec Coordinator Brittany Parreira.

D. Events and Programs Updates

Events and Programs updates were provided by Recreation Manager Adam Ramos.

Plunge Update: a full detail plunge report is going to the City Council on 9-16-2025. This report will include updates on the status of the facility, longevity of the facility, year-end review, and a request to allocate funds to complete the slide and slide pool repairs. A vendor has been selected for the repair that closed the Plunge for the season. Scheduling of the repair is to be determined but will occur sometime in September or October.

Recently Completed Events:

Catfish Crawl: at the time of this publication, all three age groups were sold out at 75 online sales per age group. We are also opening an additional 75 spaces for walk-up families and are confident in over 300-500 people in total attendance. We provided a free meal, shirt, bait bags, and raffles and awards from 9am-12pm.

Upcoming Events:

Renaissance Fair: October 4th-5th.

Working with C-Squared productions to bring our 46th Annual Renaissance of Kings Faire

Website for full details is located at: <https://renaissanceofkings.com/>

New entertainment has been secured catering towards the combat and showmanship of the era as well as your classic entertainers such as George the Giant and the Kings Guard. Food vendors and craft vendors are secured and planning and logistics is currently in progress.

Halloween Bash: October 25th-26th.

Take place within Civic Park where we will have music, games, vendors, movies and more! A flyer is in progress and will

have a finalized flyer for the next meeting with key details.

Future Events:

Christmas Parade: currently in progress. Coordinated effort from several departments within the City. Looking to have 12 food truck vendors present for this event, if you know a vendor please relay to aramos@hanfordca.gov. Date of the parade is TBD.

Winter Wonderland: currently in progress. Our team is working on design details, vendors, layout, and additional amenities and experiences for the event. More detail to come as we nearer the event.

Month in Review-Rentals:

Month of August

Park Shelters

Park Shelters (Centennial, Hidden Valley, Freedom, Coe, etc.) – 26 transactions

Subtotal (Shelters): 26 transactions

Sports Fields

Softball Fields (New Softball Complex fields #1–5, grouped) – 6 transactions

Harris Street Ballpark – 1 transaction

Youth Athletic Complex (YAC Fields 1–4) – 1 transaction

Subtotal (fields): 8 transactions

Indoor Facilities

Longfield Gymnasium – 1 transaction

Community Centers (Longfield Center Pavilion, other rooms) – 3 transactions

Civic / Veterans Halls (Civic Auditorium, Veterans Center) – 5 transactions

Subtotal (indoor): 9 transactions

Special Venues

Carousel / Fire Truck – 1 transaction

Update on Staffing:

Our newest program coordinator Keshawn Johnson has been selected. He has a tentative start date at the end of the month and we are hopeful to introduce him at our next Commission meeting. His key responsibilities will include: creation and execution of all recreational programs for all populations as well as assist in any needs of the Parks and Community Services Department.

There was lots of discussion and all questions were answered by Recreation Manager Adam Ramos.

E. Director's Updates

Director Updates were provided by Director Brad Albert.

Department organization overview

Heroes Park currently at 70 % design. Grounbreaking scheduled for June 2026.

New Heroes Park renderings shown, provided by Meltdon Design Group.

- Urban and Community Forestry Grant – The tree inventory has been completed and under review. The On-Call Arborist RFQ will be released this week. Tree planting will begin in October.

- The Plunge – Staff will present a study session to the Council on September 16th regarding the Plunge repairs, improvements, and long-range evaluation. Staff will seek approval of urgent repairs to the leaking circulation pipes, completion of repairs to the slide and slide pool, and assessment and recommended repairs to the mechanical room.

- Hanford Softball Complex – In October, staff will present the current tournament fee structure, concession operations, and the 2/3 renovated fields at Hanford HS.

- Park Resource Officer Program – During the October 13th Commission meeting, HPD will provide an annual report on the Park Resource Officer Program including calls for service, violations, arrests, and safety concerns.

There was some discussion and questions were answered by Director Albert.

FUTURE AGENDA ITEMS:

Commissioner Judy Scott requested discussion about a potential Parks and Recreation Non-Profit foundation.

ADJOURNMENT:

Chair Blackwell adjourned the meeting at 7:05 PM.