

# CAPITOLA

## ART & CULTURAL COMMISSION

### MEETING AGENDA

Tuesday, November 10, 2020 6:30 p.m.

#### NOTICE OF REMOTE ACCESS ONLY:

In accordance with the current Shelter in Place Order from Santa Cruz County Health Services and Executive Order N-29-20 from the Executive Department of the State of California, the Capitola Art and Cultural Commission meeting will not be physically open to the public and in person attendance cannot be accommodated.

Remote participation is possible via Zoom Meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/81437718996?pwd=emJGTzdHWSStPNFpQRVVuN3E1OG5sZz09>

Meeting ID: 814 3771 8996

Passcode: 919934

Dial by your location

+1 669 900 6833 US (San Jose)

+1 408 638 0968 US (San Jose)

#### Commission Members

Roy Johnson - Chair

Laura Alioto

Mary Beth Cahalen

Courtney Christiansen

Laurie Hill

Susan McPeak

Kelly Mozumder

Sam Storey

James Wallace

#### Youth Member

Ayden MacKenzie

#### Staff Representatives

Kelly Barreto &  
Larry Laurent

1. Call to Order
2. Approval of Agenda-
3. Oral Communications-
4. Approval of Minutes- October 13, 2020
5. General Business –
  - a. Public Art -Depot Hill Stairs
  - b. Public Art Donation
  - c. Recreation Master Plan
  - d. Commissioner Recruitment
6. Commissioner Reports-
7. Staff Report-
8. Communications-
9. Future Agenda Items –
10. Adjournment

*Agenda and Agenda Packet Materials: The Art and Cultural Commission Agenda is available on the City's website: [www.cityofcapitola.org/](http://www.cityofcapitola.org/) on Friday prior to the Tuesday meeting. If you need additional information please contact the City Hall Department at (831) 475-7300.*

*Americans with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.*

*Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the boards' decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.*

**CAPITOLA**  
**ART & CULTURAL COMMISSION**  
**DRAFT MEETING MINUTES**

**Tuesday, October 13, 2020 6:30 p.m.**

**Remote Meeting via Zoom**

1. **Call to Order-Roll Call:** Present: Johnson, Storey, Alioto, Hill, Cahalen, , McPeak, Wallace, Christiansen, Mackenzie  
Absent: Mozumder  
**Approval of Agenda-** M/S Cahalen/Johnson Approved Unanimously
2. **Oral Communications-** None
3. **Approval of September 8, 2020 Minutes-** M/S Hill/Cahalen Approved unanimously.
4. **General Business-**
  - a. **Public Art – Depot Hill Stairs –** The Commission received presentations from the three selected artists, Michael Kirby, Wall and Wall, and Jolene Russell/Calene Luczo Fletcher. The Commission reviewed the submission and did not come up with a recommendation for the City Council. The Commission gave staff direction to relay comments to the artists and give artists option to present any changes to the Commission at the November meeting.
  - b. **Art Contest** Recreation Supervisor, Nikki Bryant LaBlond presented a proposal to partner with the Commission on an Art Contest to “Memorialize” 2020. The contest would allow for multiple categories and mediums. Public could vote on a winner at a socially distant outdoor display. Commissioner Hill commented that she liked the idea and support working with Recreation on the contest. Commissioner McPeak liked the idea and would like it to see it either looking back at 2020 or looking ahead to 2021. Liked the in-person aspect. Chair Johnson liked the past and future idea. Commissioner Cahalen asked if authors could be included. Nikki Bryant LeBlond replied that all mediums could be considered memorializing and looking ahead. Nikki Bryant LeBlond stated that they could plan a timeline for end of year as long as she has people. Looking for Art and Cultural Commission expertise on running art shows. Commission nominated subcommittee of Commissioners Hill, Cahalen, and McPeak. Commissioner Hill stated that she did not like the memorial term. Nikki Bryant Leblond replied that the memorial term is not set.
  - c. **Public Art – Monterey Avenue Railing (Verbal)** Chair Johnson stated that there are no updates, has not liked the online process. Commissioner Hill added that she has not looked at the Begonia Festival ties.
  - d. **Shared Ideas Storage** Commissioner McPeak stated that she thought this might be a good place for inspirations and what has worked in other places. Sharing locations and images. Commissioner Christiansen thought maybe Google Drive and maybe could have a remote retreat.
  - e. **Code of Conduct** Staff presented the City Council Code of Conduct Policy. Commissioner Storey added background and informations

5. **Commissioner Reports** – None
6. **Staff Report**- Staff informed Commission on Halloween event
7. **Communications**- None
8. **Future Agenda Items** –Railing, Stairs, Battle of Bands in February or March
9. **Adjournment** –



Item #: 5.a

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF NOVEMBER 10, 2020

FROM: Larry Laurent  
DATE: October 28, 2020  
SUBJECT: Public Art - Depot Hill Stairs Proposal Review

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**Recommended Action:** Receive Proposals and Consider Recommendation to City Council

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**BACKGROUND** At the October Art and Cultural Commission meeting, the Commission reviewed proposals from Jolene Russell, Michael Kirby, and Wall and Wall for the Depot Hills Stairs public art project.

The Commission did not select one of the proposals for recommendation to the City Council at that time. Staff brought back Commission comments to Michael Kirby and Wall and Wall to see if they had interest in updating their proposals for further review.

Both artists updated their proposals for Commission review.

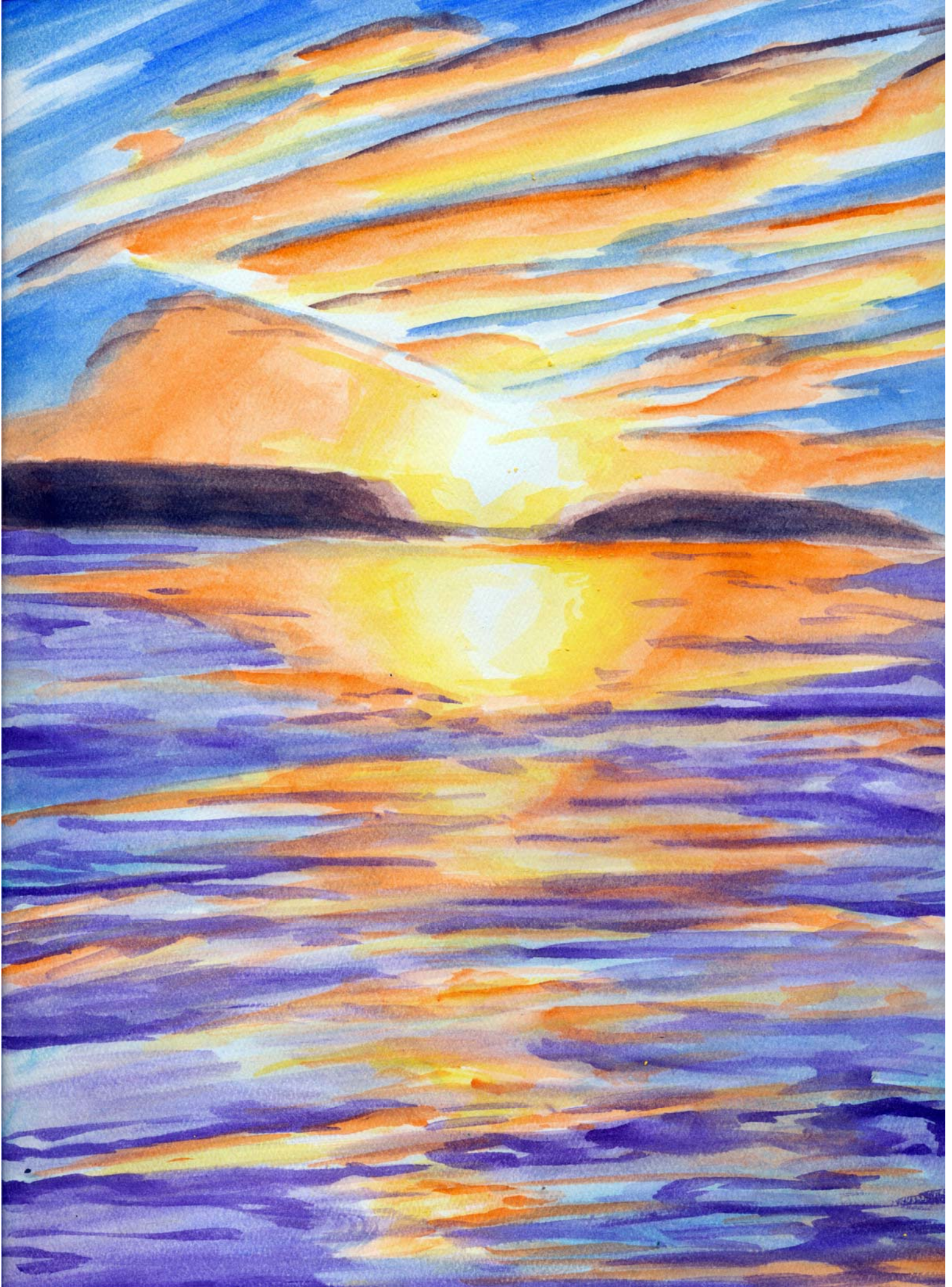
### **FISCAL IMPACT**

Project has a \$10,000 budget which will come out of the Public Art fund which has an approximate balance of \$178,000

### **ATTACHMENT**

Michael Kirby Updated Proposal  
Wall and Wall Updated Proposal

**Report Prepared By:** Larry Laurent







20-011 for PM Plank  
**HELP KEEP OUR  
COMMUNITY SAFE**  
CITY OF CANTON  
PLANK PARTIAL  
JF  
OLA

Grey Whales



202-011 for the Peak  
**HELP KEEP OUR COMMUNITY SAFE**  
CITY OF CHICAGO  
PEAK  
PART! JF  
OLA







HELP KEEP OUR COMMUNITY SAFE  
PLEASE STAY OFF THE ROAD  
OCLA

Gray White

190











WALL  
-AND-  
WALL

Depot Hill Stairs Mural

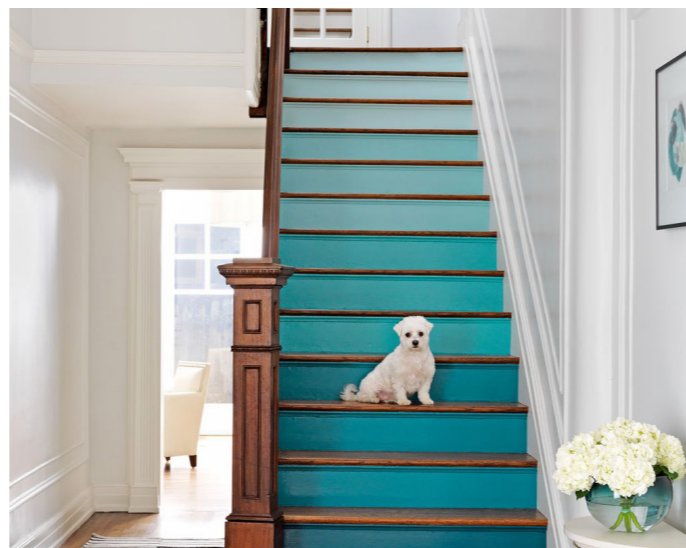
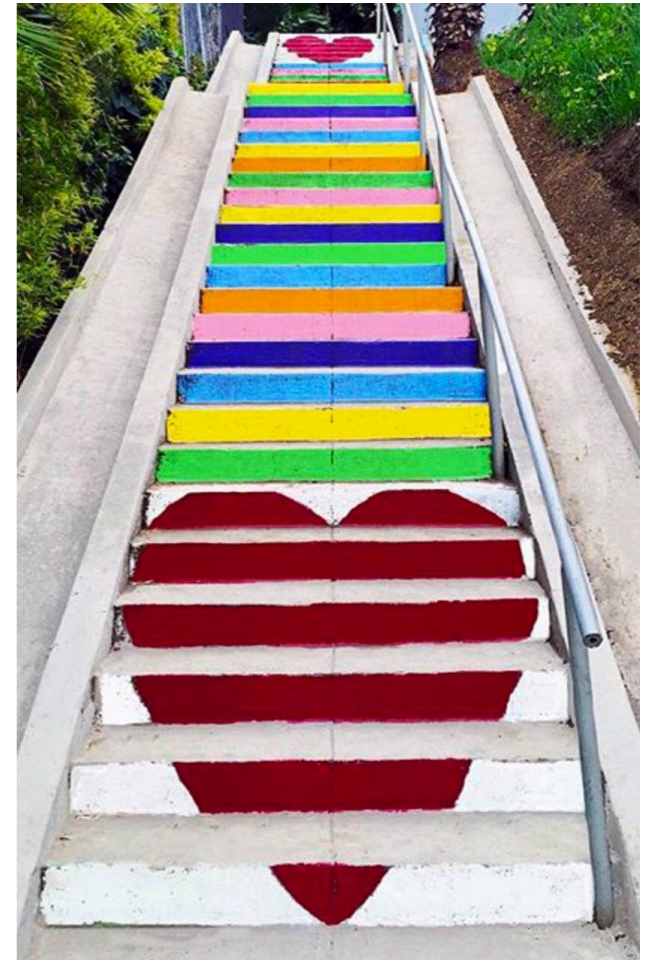
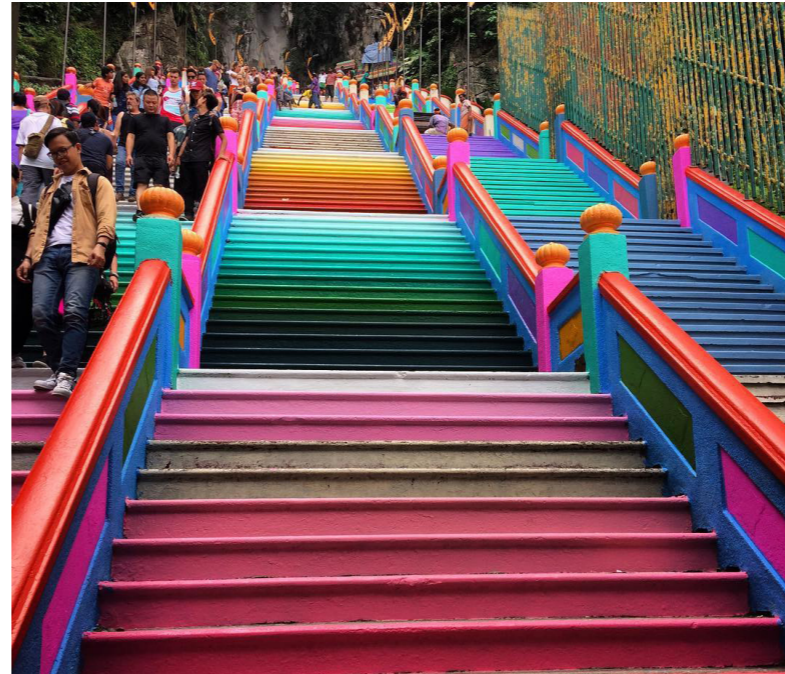


## Inspiration

With budget and location in mind, we believe a simple yet impactful mural would be perfect for this staircase.

For this staircase mural, we are inspired by the famous Capitola cottages that bring a playful and colorful charm to California, unlike any other beach town. In both concepts, we took the landscape and interpreted it into a colorful art piece that creates a landmark for the residents and visitors of Capitola.

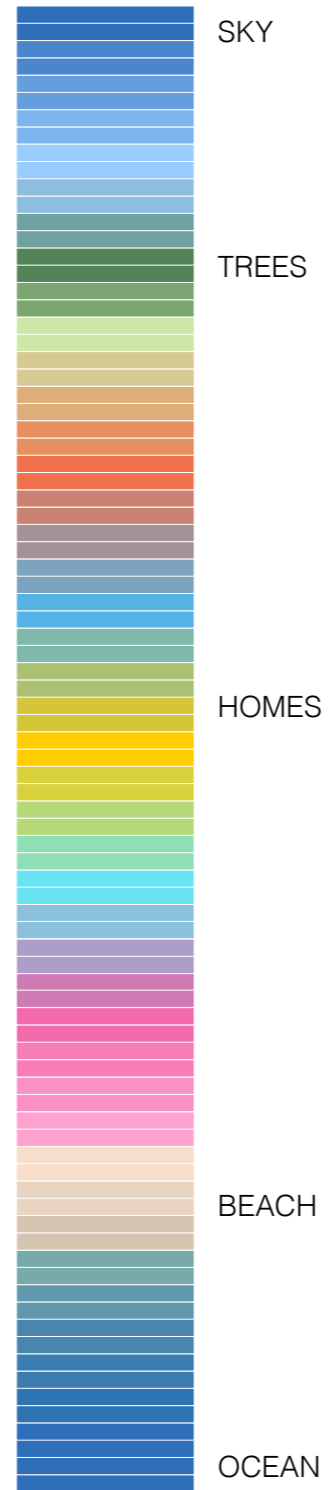
## Capitola Depot Hill Stairs



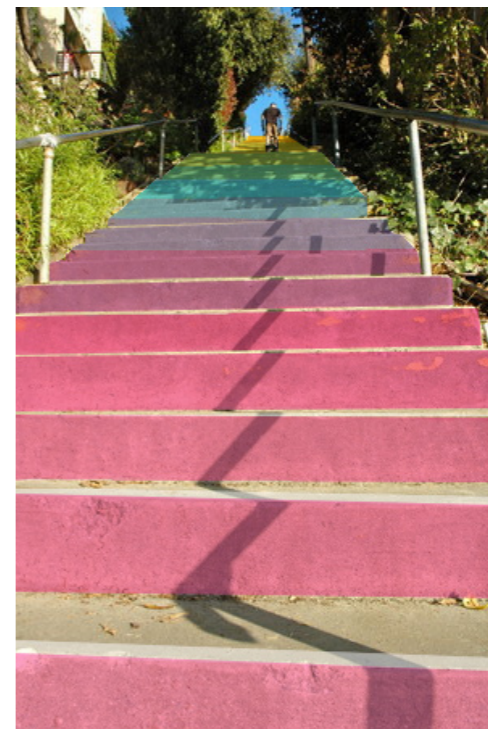


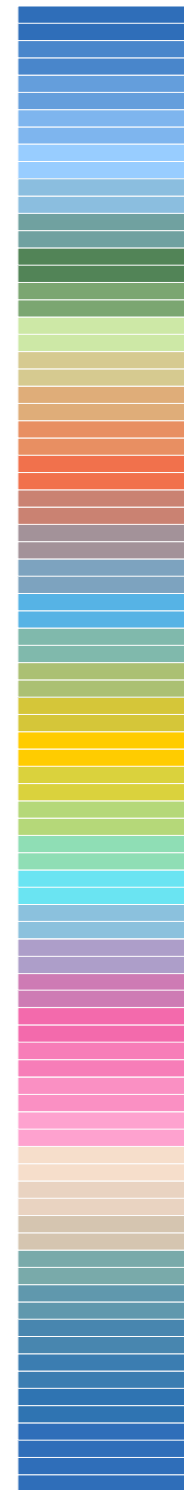
# Concept B - Color Gradient

# Capitola Depot Hill Stairs



In this concept, we abstracted the design further and created a gradient piece inspired by the cityscape. This gradient stair is unique, as it represents the colors from the ocean, sand, cottages, trees, and sky in it's purest form. We can see this become the "gradient stairs" of Capitola.





**Scope of Work**

Stairs are 6-8 feet wide and have a rise of approximately 52 feet and a run (length) of approximately 90 feet.

There are 86 stair risers and each one is approximately 7 inches in height. The total surface area for the stair risers is approximately 450 square feet. There is no possibility of there being any improvements to the stairs or the handrail. The riser will be where the mural will be painted. The stair construction is concrete. The stair tread needs to have the required contrasting stripe.

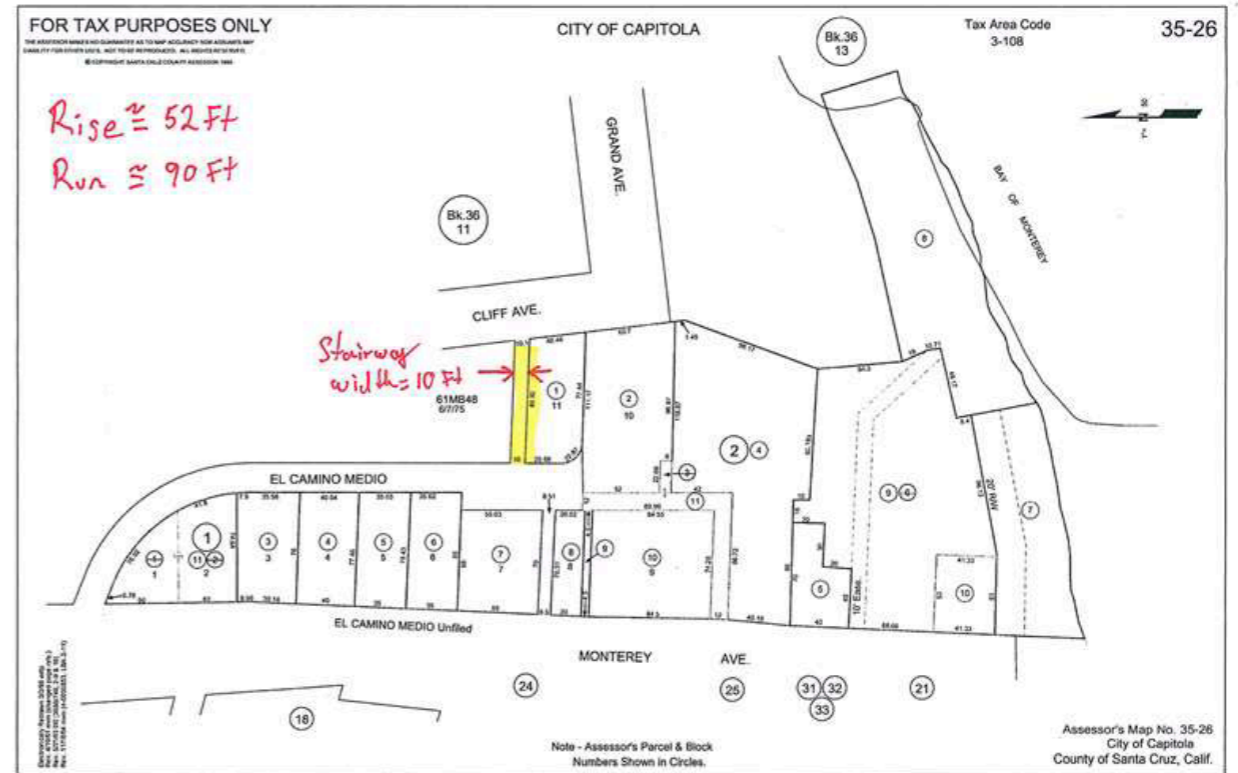
**Project Timeline**

October 2020 - Contract signed; artwork starts

October – November 2020 Artwork completed/Unveiling

**Project Budget**

\$10,000, which shall include all expenses, including but not limited to: design and artist’s fee, all applicable fees, priming, materials, labor, required insurance, travel and expenses, scaffolding and graffiti coating.





If You Have Any Questions Feel Free To Reach Out:

Wall and Wall  
[info@wallandwall.com](mailto:info@wallandwall.com)  
415-228-7121  
[www.wallandwall.com](http://www.wallandwall.com)





Item #: 5.b

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF NOVEMBER 10, 2020

FROM: Larry Laurent  
DATE: October 28, 2020  
SUBJECT: Public Art Donation

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**Recommended Action:** Consider convening a subcommittee to review public art donation

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**BACKGROUND** The City of Capitola received a request for a donation of public art to the City.

The Capitola Municipal Code requires all public art donations be reviewed by the Art and Cultural Commission.

2.58.090 Application procedure for acceptance of public art donated to the city.

An application for the donation of public art to the city shall be submitted to the art and cultural commission and shall include:

- A. Preliminary sketches, photographs, models or other documentation of sufficient descriptive clarity to indicate the nature of the proposed public art;
- B. An appraisal or other evidence of the value of the proposed public art, including acquisition and installation costs;
- C. A written agreement executed by or on behalf of the artist who created the public art which expressly waives his or her rights under the California Art Preservation Act or other applicable law;
- D. Other information as may be required by the art and cultural commission to adequately evaluate the proposed donation of public art. (Ord. 869 § 1, 2004)

2.58.100 Review of application for acceptance of public art donated to the city.

- A. The art and cultural commission shall convene an art selection panel to review the proposed public art, using adopted public art evaluation criteria.
- B. Upon recommendation of the art selection panel, the public art application shall be reviewed by the art and cultural commission.
- C. Following the review, the art and cultural commission shall forward the public art application to the city council, which shall have the sole authority to accept, reject or conditionally accept the donation. (Ord. 869 § 1, 2004)

The public art donation to be considered is a tile mosaic bench by Haleh Aboofazeli to honor her recently deceased daughter. The proposed design and specification of the bench are included as an attachment. The location of the bench has not been determined, but the subcommittee can make

recommendations.

**FISCAL IMPACT**

No anticipated fiscal impact

**ATTACHMENT**

Mosaic Bench Public Art Donation

**Report Prepared By:** Larry Laurent



### **Description of the Final Artwork:**

- a) Title: Memorial Bench
- b) Size: 17" H and 52" W
- c) Category of Work: Furniture
- d) Project: In honor of my recently deceased daughter
- e) Installation Location: City of Capitola. Exact Address/Location TBT
- f) Year Final Artwork Created: 2020
- g) Artist (ASSIGNOR): Haleh Aboofazeli
- h) Artist (ASSIGNOR) Signature: Haleh Aboofazeli
- l) Value: \$2,000.0

### **ASSIGNMENT AND TRANSFER OF COPYRIGHT AND WAIVER OF MORAL RIGHTS IN ARTWORK**

This Assignment and Transfer of all rights under the copyright in this original visual artwork and the expressed waiver of all moral rights in said original visual artwork is entered on the [\_\_10\_\_] day of [Oct], 2020\_\_, by and between the Artist Haleh Aboofazeli located at 130 Calle Marguerita, Los Gatos, CA 95032] and The Art and Cultural Commission, city of Capitola CA with respect to this original visual artwork described above.

### **Sample**



### **Bench and sketch**





# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF November 10, 2020

FROM: STAFF  
DATE: November 3, 2020  
SUBJECT: Recreation Strategic Plan

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**Recommended Action:** Receive Report and Give Feedback

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**BACKGROUND:** The Recreation Division has utilized a consistent service model for many years. With the introduction of new management in the Division, the City sought to engage the community and develop a strategic plan to ensure the City's recreation offerings best serve the community's needs.

In February 2019, City Council approved \$13,700 to support a Recreation Strategic Plan project. A Request for Qualification was issued, and BluePoint Planning chosen as consultant for the project. Staff assembled a Core Team of community stakeholders and City staff. This group provided a review of existing conditions, identified recreation needs and gaps, and developed a vision and goals for the plan facilitated by BluePoint Planning. Staff and the Core Team engaged the community for feedback with an online survey and community meeting.

Staff presented the Strategic Plan for Council in February of 2020 and was directed to present the Strategic Plan and collect feedback before the Arts & Cultural Commission. Staff was scheduled to present to Arts & Cultural Commission in April of 2020; however, the COVID-19 pandemic delayed the presentation.

**DISCUSSION:** Using the information gathered, BluePoint Planning and the Core Team developed a Strategic Plan Framework (Attachment 1) and full plan (Attachment 2). The proposed framework provides a new Mission, Vision, and Values for the Recreation Division and outlines four goals, each with guiding strategies, that the Division would begin using for workplan and budget development starting at fiscal year 20/21.

The proposed strategic plan goals are:

1. **Efficient & Effective Umbrella Organization:** By 2021, transform the Division into an umbrella organization for programming parks, events, and recreation that is resourced, efficient, and effective.
2. **Affordable & Accessible:** Annually update and refine recreation programs and event offerings to ensure they are balanced, relevant, affordable, and accessible to all community members, regardless of age, socio-economic status, or ability.
3. **Maximize Facilities:** By 2022, complete an assessment of all city facilities and prioritize renovations, additions, and ongoing maintenance to maximize the function and flexibility to support the Division's mission.

4. Partnerships: In 2020, establish partnership agreements with the school district, library, and other city organizations to secure use of facilities and shared use to expand ability to provide a range of services.

The proposed plan calls for increased collaboration, both with outside partners such as Soquel Union Elementary School District and Capitola Library, as well as internally within the city to leverage expertise and improve efficiency. As part of a five-year plan, the Division will conduct regular achievement analysis and evaluate goals through the plan's lifetime.

**FISCAL IMPACT:** No immediate fiscal impact.

**ATTACHMENT** Strategic Plan Framework  
Strategic Plan

**Report Prepared By:** Nikki Bryant LeBlond, Recreation Supervisor

# Capitola Recreation & Parks Division

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## Strategic Plan Framework

### Mission

The Capitola Recreation & Parks Division is committed to providing safe, affordable, intergenerational, and fun recreational activities and facilities to support the health and well-being of people of all backgrounds and ability levels.

### Vision

We provide recreation programs and facilities that are progressive, evolve, and are responsive to the needs of the entire community.

### Values

- Community-Oriented – Respond and anticipate community needs, informing, and shaping programs for all.
- Collaborative – Work hand and hand with city and regional partners to provide the best services possible.
- Innovative – Strive to incorporate innovative thinking in all aspects of the operation of the department.
- Efficient – Use resources, facilities, and staff efficiently to get the greatest benefit possible.
- Affordable – Provide a range of opportunities for all residents that are affordable and fully accessible.

## Goals

**1. Efficient & Effective Umbrella Organization:** By 2021, transform the department into an umbrella organization for programming parks, events, and recreation that is resourced, efficient, and effective.

S.1.1 Plan for and understand operational needs for incorporating the city events into the Division in coordination with the Arts & Culture Commission.

S.1.2 Develop a process for Recreation to incorporate programming and enhance community participation in Parks in coordination with the Public Works Department.

S.1.3 Evaluate Division's role in the issuance of Special Event Permits in coordination with the Police Department.

S.1.4 Build a new Division organization, including incorporating the addition of Events and Parks, clearer job titles, and resources to support activities.

S.1.5 Establish budgetary parameters for a new department structure and needs for fundraising, grants, and general fund allocations.

**2. Affordable & Accessible:** Annually update and refine recreation programs and event offerings to ensure they are balanced, relevant, affordable, and accessible to all community members, regardless of age, socio-economic status, or ability.

S.2.1 Establish a cost recovery policy that enables more affordable access to programs for all residents of all ages with reasonable fees, scholarships, and revenue generation targets.

S.2.2 Explore need and roles of a Committee Advisory Group to provide input and feedback on new programs and activities and to support relevant and valuable services.

S.2.3 Expand and develop relationships with educational organizations outside of the City to promote internships and increase availability of teen programs.

S.2.4 Optimize the use of parks, facilities, and partner locations to pilot and offer programs throughout the City.

S.2.5 Systematically evaluate and update programs and program offerings to ensure that they serve the community as a whole.

**3. Maximize Facilities:** *By 2022, complete an assessment of all city facilities and prioritize renovations, additions, and ongoing maintenance to maximize the function and flexibility to support the Division's mission.*

S.3.1. Inventory existing City Recreation and Parks and Facilities, survey the community and conduct a Needs Assessment.

S.3.2 Prioritize facility upgrades to support program offerings, improve efficiencies, and broaden services to the community.

S.3. Identify and help develop additional park facilities and recreation programs associated with new developments or other available resources.

**4. Partnerships:** In 2020, establish partnership agreements with the school district, library and other city organizations to secure use of facilities and shared use to expand ability to provide a range of services.

S.4.1 Cooperate with School District to establish a long-term memorandum of understanding (MOU) regarding the shared use and programming of City and District facilities.

S.4.2 Establish a MOU with the library for programming and use of facilities at the new Capitola Library.

S.4.3 Foster relationships with other public and private recreation, event, and park providers to coordinate and amplify opportunities to serve residents.

S.4.4 Pursue grants and other funding with partners, building on the benefits of shared resources and cooperative services.



# Capitola Recreation Strategic Plan

February 13, 2020



Prepared by:  
BluePoint Planning  
1950 Mountain Blvd, #3  
Oakland, CA 94611





# The Strategic Plan

In 2019, the City of Capitola identified the need and opportunity to develop a strategic plan for the Capitola Recreation Division to direct future growth and to explore ways to expand recreation services to the community. This Strategic Plan was developed in collaboration with Division staff, a representative advisory group - "Core Team", a community survey, and consultant assistance. The Strategic Plan was designed to do the following:

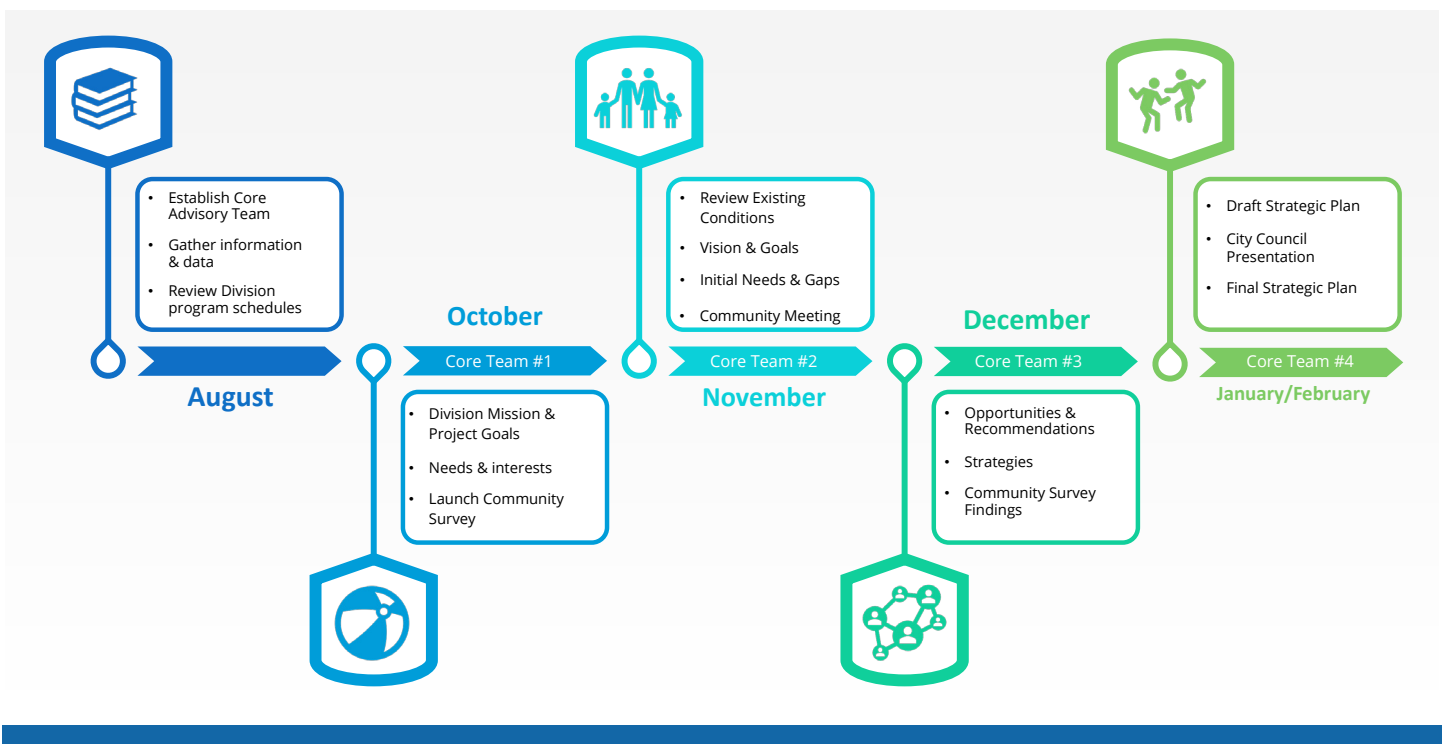
- Create a 5-year roadmap for the Recreation Division to meet community needs
- Establish strategies to maximize the use and function of the parks and facilities
- Identify which programs the Division should grow or add
- Create connections and efficiencies with other City community services
- Communicate the Division's priorities to the community

## About Capitola Recreation District

The Recreation District serves the residents within the City of Capitola and the Soquel Unified Elementary School District, a population of approximately 25,000 people. The Recreation Division currently offers a robust Class program operating out of the Jade St Community Center and other sites around Capitola and the County. We provide Junior Guard and Camp Capitola summer programs for youth, field rentals, and coed softball. These programs have been the foundation of Capitola's recreation division.

## Process

The Strategic Plan was developed over a six-month period and included four meetings with the Core Team, a diverse group of community representatives, a community survey, and a workshop. Below is a graphic of the process. The next step is to develop the specifics of how and when to enact the Strategic Plan.



# S.W.O.T. Analysis

An important part of the Strategic Planning process was to assess Strengths, Weaknesses, Threats and Opportunities (SWOT) of the Division. The staff as well as the Core Team helped to identify and uncover the most critical issues that needed to be considered in the Strategic Plan. The follow is a summary of those findings.

## Internal Division Strengths & Weaknesses

## External Opportunities & Threats

### Strengths

- Junior guards program!
- Instructor model that enables lots of new adult classes and programs
- Affordable and fun summer camp
- New afterschool program!
- Willingness to explore new ideas and options
- Community center is used as efficiently as possible
- Good relationship with the School District

### Opportunities

- Potential to add more youth opportunities, holiday camps, and cooking classes
- Expand Food Truck and similar events
- Build awareness of the programs and Recreation Division
- Expand access with an updated fee structure and subsidy program
- Partnerships with School and Library
- Putting parks, events and recreation programming in one Division
- Potential new development

### Weaknesses

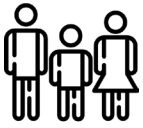
- The community center needs to be upgraded and its dividing walls aren't soundproof
- There are limited programs for youth, particularly non-competitive ones
- The website is not as accessibility or usable as needed
- Fee structure and lack of scholarship program
- Parks and large events are separate from recreation
- Division organization is not optimized for best results and operation

### Threats

- The community has a lack of awareness of the Recreation Division and its programs
- Kids are "aging" out of the programs and there are not enough programs for teens and millennials
- The Division is not recession proof and long-term economic sustainability
- Ensuring affordability and access for all families and District residents.

# Trends

The Strategic Planning process included considering major local, regional, and national trends that the Plan should address in establishing a vision and goals. The following are the highlights of those trends



## Intergenerational

Programs and activities that encourage multi-generational activities are growing in popularity and supporting deeper learning by sharing experiences across age groups.

>> For Capitola this may mean programs at the library pairing high schoolers with older residents to help with computers, or community events welcoming to all ages.



## Health & Wellness

Access to parks and recreation directly help improve a community's health and wellness, combating obesity, heart disease, mental illness, and much more.

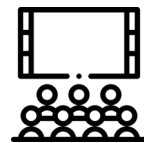
>> For Capitola this means integrating opportunities for exercise in classes, in the parks, for all ages and abilities. It also could mean health related classes, or wellness camps.



## Nature & Environment

Access to and appreciation of the natural world and the importance of the environment are strong trends that can be amplified by programs and parks.

>> By bringing parks into the Recreation Division, it offers the potential for classes related to wildlife viewing, environmental education classes, and creation of amenities such as community gardens.



## Art & Culture

Parks and recreation department are integrating arts and culture into their programming and parks, expanding participation for all ages.

>> By consolidating Events into the Recreation Division, there is the opportunity to connect the Arts and Culture Commission to the community recreation community, enhancing both.



## Technology

Technology and digital access is everywhere. Parks and recreation can use technology and create places of respite from being always on.

>> Creating a more intuitive website to provide greater access to programs and activities is a big opportunity as is a future digital tools to find parks, activities, rent facilities, or share information about events.



## Build community

Recreation sponsored events and programs help to build a sense of community and lasting connections to fellow residents.

>> Optimizing the park space, and increasing the number of events, will all serve to bringing greater awareness to the Division activities and enhancing the sense of community.

# District Recreation Programs

Currently, the Capitola Recreation District primarily develops and operates programs at the Capitola Recreation Center at Jade Park. In addition, the District manages the rental of fields for sports, summer camps, and the Junior Lifeguard program. Recently, they have started an afterschool program in partnership with the Soquel Elementary School District at the New Brighton Middle School.

Their programs include activities for adults and youth, as well as community events. Programs include youth and adult dance classes, a wide range of arts and crafts, music classes, adult wellness classes such as meditation, pilates and yoga, youth sports including skateboarding, and tennis. Community events include movies in the community center, clothing exchanges, and food truck nights.

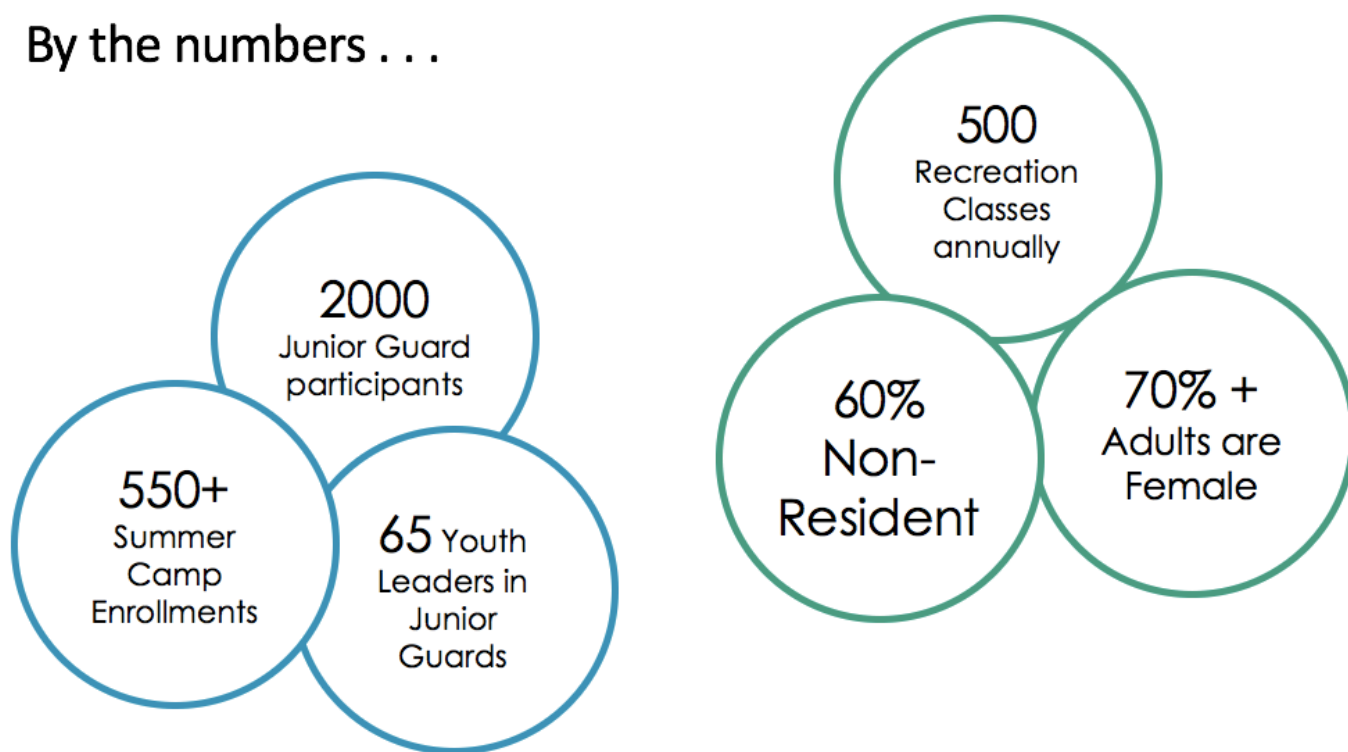
## District Population Characteristics

The District includes the City of Capitola and extends to the Soquel Elementary School District. Over 60% of the District's population is within the ages of 25 to 64, with about 22% under the age of 19. The average annual median income of the District is \$68,000, with the City of Capitola's being substantially lower. The median age is 42, with an average household size of 2.43. As with many communities, the District is getting older, with fewer younger people. There are plans in the city for new housing, which will add population and likely attract some younger families.

## Who uses the Programs now?

The District offers approximately 500 classes annually. The majority of participants are female over the age of 55. During the summer, the Division serves a larger number of youth, particularly with the Junior Guards and summer camp program. There is an opportunity for the District to broaden its appeal and increase the diversity of people who participate.

### By the numbers . . .



# District Parks and Other Providers



- Capitola District or City Facility
- County or other Government Provider
- School District Facility
- Commercial Fitness Provider



# Capitola Recreation & Park Division Strategic Plan Framework

## Our Mission

The Capitola Recreation & Parks Division is committed to providing safe, affordable, intergenerational, and fun recreational activities and facilities to support the health and well-being of people of all backgrounds and ability levels.

## Our Vision

We provide recreation programs and facilities that are progressive, evolve, and are responsive to the needs of the entire community.

## Our Values

<b>Community-Oriented</b>	<b>Collaborative</b>	<b>Innovative</b>	<b>Efficient</b>	<b>Affordable</b>
Respond and anticipate community needs, informing and shaping programs for all.	Work hand and hand with city and regional partners to provide the best services possible.	Strive to incorporate innovative thinking in all aspects of the operation of the division.	Use resources, facilities, and staff efficiently to get the greatest benefit possible.	Provide a range of opportunities for all residents that are affordable and fully accessible.

### Goal 1: Efficiency & Effective Umbrella Organization

By 2021, transform the department into an umbrella organization for programming parks, events, and recreation that is resourced, efficient, and effective.

### Goal 2: Affordable & Accessible

Annually update and refine recreation programs and event offerings to ensure they are balanced, relevant, affordable, and accessible to all community members, regardless of age, socio-economic status, or ability.

### Goal 3. Maximize Facilities

By 2022, complete an assessment of all city recreation and park facilities and prioritize renovations, additions, and ongoing maintenance to maximize function and flexibility to support the Division's mission.

### Goal 4. Partnerships

In 2020, establish partnership agreements with the school district, library and other city organizations to secure use of facilities and shared use to expand ability to provide a range of services.





# Key Initiatives



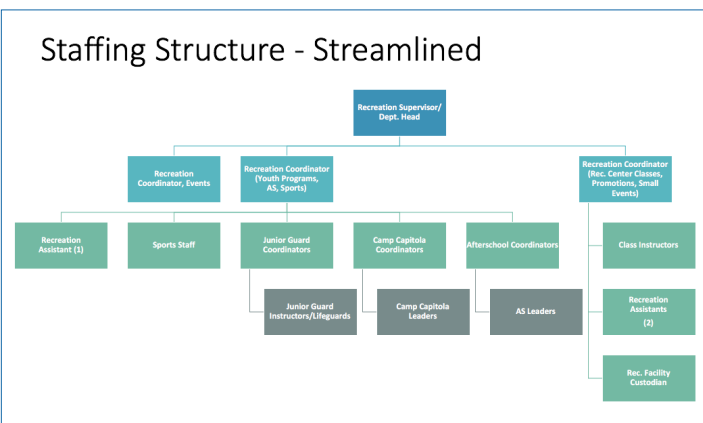
## Add Park to the Recreation Division

Currently Capitola Parks are housed under Public Works. The Strategic Plan has identified moving Parks in to the Recreation Division as a key initiative to help better serve District residents. The proposal would ensure that parks are continued to be maintained by Public Works, with the Recreation Division overseeing their management in support of programs, programming, and in collaboration with Public Works identifying future enhancements to improve function and use. This change would increase the activation, use, and function of the parks.



## Integrate Events into the Recreation Division

Major events in Capitola are primarily managed by a single staff person within the Arts and Culture Commission that is separate from the Recreation Division. This move would help to improve coordination and align with other City events operated out of Recreation. Further, uniting these efforts in one Division will allow for better communications to the community and awareness of the events.



## Streamline Recreation Division Organization

The Recreation Division has not had a comprehensive update of staffing titles, positions, and structure for a long time. The result has been a reduction in efficiencies and lack of ability to operate effectively. The addition of Events and Parks, and the plan for future growth offers the right time to reassess the structure and to develop one more in line with a modern recreation department.

# Goal 1: Efficiency & Effective Umbrella Organization

By 2021, transform the department into an umbrella organization for programming parks, events, and recreation that is resourced, efficient, and effective.

## Goal 1. Strategies

S.1.1 Plan for and understand operational needs for incorporating the city events into the Division in coordination with the Arts & Culture Commission.

S.1.2 Develop a process for Recreation to incorporate programming and enhance community participation in Parks in coordination with the Public Works Department.

S.1.3 Evaluate Division's role in the issuance of Special Event Permits in coordination with the Police Department.

S.1.4 Build a new Division organization, including incorporating the addition of Events and Parks, clearer job titles, and resources to support activities.

S.1.5 Establish budgetary parameters for a new department structure and needs for fundraising, grants, and general fund allocations.

## Goal 2: Affordable & Accessible

Annually update and refine recreation programs and event offerings to ensure they are balanced, relevant, affordable, and accessible to all community members, regardless of age, socio-economic status, or ability.

### Goal 2. Strategies

S.2.1 Establish a cost recovery policy that enables more affordable access to programs for all residents of all ages with reasonable fees, scholarships, and revenue generation targets.

S.2.2 Explore need and roles of a Committee Advisory Group to provide input and feedback on new programs and activities and to support relevant and valuable services.

S.2.3 Expand and develop relationships with educational organizations outside of the City to promote internships and increase availability of teen programs.

S.2.4 Optimize the use of parks, facilities, and partner locations to pilot and offer programs throughout the City.

S.2.5 Systematically evaluate and update programs and program offerings to ensure that they serve the community as a whole.

## **Goal 3. Maximize Facilities**

By 2022, complete an assessment of all city recreation and park facilities and prioritize renovations, additions, and ongoing maintenance to maximize function and flexibility to support the Division's mission.

### **Goal 3. Strategies**

S.3.1. Inventory existing City Recreation and Parks and Facilities, survey the community and conduct a Needs Assessment.

S.3.2 Prioritize facility upgrades to support program offerings, improve efficiencies, and broaden services to the community.

S.3. Identify and help develop additional park facilities and recreation programs associated with new developments or other available resources.

## Goal 4. Partnerships

In 2020, establish partnership agreements with the school district, library and other public organizations to secure use of facilities and shared use to expand ability to provide a range of services.

### Goal 4. Strategies

S.4.1 Cooperate with School District to establish a long-term memorandum of understanding (MOU) regarding the shared use and programming of City and District facilities.

S.4.2 Establish a MOU with the library for programming and use of facilities at the new Capitola Library.

S.4.3 Foster relationships with other public and private recreation, event, and park providers to coordinate and amplify opportunities to serve residents.

S.4.4 Pursue grants and other funding with partners, building on the benefits of shared resources and cooperative services.





Item #: 5.d

# ART & CULTURAL COMMISSION AGENDA REPORT

## MEETING OF November 10, 2020

FROM: STAFF  
DATE: November 3, 2020  
SUBJECT: Commissioner Recruitment

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**Recommended Action:** Receive Report

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**BACKGROUND:** The Art and Cultural Commission has nine seats. Four of the commissioner seats are expiring at the end of 2020. Commissioners Alioto, Johnson, McPeak, and Mozumder all wish to continue on the Commission through 2022.

The City will continue a public recruitment for the seats. The applications will be reviewed at the December meeting.

**FISCAL IMPACT:** There is no anticipated fiscal impact

**ATTACHMENT** Commissioner Application

**Report Prepared By:** Larry Laurent  
Assistant to the City Manager