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PARK, RECREATION AND COMMUNITY SERVICES BOARD

THURSDAY, October 9, 2008

A regular meeting of the Park, Recreation and Community Services Board was held this date in the Council Chambers in City Hall of Burbank, 275 East Olive Avenue, Burbank, California. The meeting was called to order at 6:12 pm by Garen Yegparian, Chairperson.

ROLL CALL	
Present.....	Members Yegparian, Layfer, Ferguson, Prouty and Talamantes
Absent.....	None
Staff Present.....	Deputy Directors Linda Oseransky, Marisa Garcia, Teri Stein, Jan Bartolo; manager Gwen Indermill; Recording Secretary Jessica Sandoval
APPROVAL OF MINUTES	Minutes approved for August and September (noting abstentions from Mr. Ferguson and Talamantes)
PLEDGE OF ALLEGIANCE	The pledge of allegiance was recited
WRITTEN COMMUNICATIONS	None
ORAL COMMUNICATIONS	None
ANNOUNCEMENTS	Senior Services Fair and Flu shots are scheduled for October 27 at the Joslyn Adult Center; Medicare information is available at the Joslyn Center on October 15; Greta Chung, Youth Board representative, was introduced; the Red Ribbon Ride will take place on October 18; Halloween activities include a haunted adventure at Stough Park and Nature Center, Tot Halloween Party at McCambridge Recreation Center (Oct. 25), Middle School Dance at Verdugo Park (Oct. 25), and carnivals at McCambridge, Olive and Vickroy Parks (Oct. 31); the Verdugo Hills Community Hike will take place on November 8; the Walk of Fame induction ceremony will take place Saturday, October 11 th at Izay Park (9 individuals will be honored); Veterans Day will take place November 11 th at McCambridge Park; the Park, Recreation and Community Services Department has been selected to receive the SCMAF Golden Shield Award for outstanding contributions and Recreation Supervisor Regi Cutler has been selected to receive a service award as well. Both awards will be presented at the banquet on November 7 in Cerritos. A special presentation was made to honor the swim teams from McCambridge and Verdugo Parks.

Mr. Yegparian announced that Saturday's hike would begin at 8:00 am from the Nature Center. This month's special guest would be Police Chief Stehr.

After discussion by the Board, it was agreed that the members would make suggestions to the Director on spelling and grammatical issues in the minutes, and leave final changes to his discretion.

NEW BUSINESS

1. DeBell Golf Course Annual Report

Mr. Scozzola presented his annual report to the Board. There were 59,605 rounds at the 18-hole course in 2007-08, which was a 20% decline in comparison to 2006-07. Mr. Scozzola felt this was due to the construction of the new clubhouse. Rounds for the first quarter of this year were down slightly as well due to the economy. The 2007-08 green fees totaled \$1,090,285, compared to \$1,237,827 in 2006-07, and cart rentals totaled \$514,362. Par 3 rounds of golf totaled 22,311, resulting in \$65,305 in revenue (also slightly lower than the previous year). Total revenue was \$1,669,952, which was down 11.72% from the previous year. Lost revenue days (days with less than 100 rounds of golf played in a day) totaled 36 days in 2007-08 (there was excessive rain in January). The Golf 101 Beginner class offers instruction for youth and averages 50 to 70 students per session. There were 252 students enrolled in 2007-08. The most popular classes were for 5-8 year olds. Golf clubs are provided to those who do not have them and a coupon package has been added. The Player Series Golf class is a new class, which follows the Golf 101 class. There are a maximum of 8 students per class and the focus is on making the transition from the driving range to the golf course. The Summer Junior Golf Academy was held in June, July and August and included 23 participants. The price was reduced to \$149 per student. The Resident Loyalty Program is a promotion available to current resident card holders which allows the accumulation of points for free golf. It is a very popular program. There is a Resident Rate Day promotion every Wednesday, which allows all golfers to play by paying resident rates. It has increased the bookings on Wednesdays from 30% to over 50%. The Non-Resident Clubmember Card costs \$30 per year and allows for resident rates and reservation privileges to approximately 65 current members involved. There is a pre-paid Golf Cart package available for \$130, where you pre-pay for 10 cart rentals and receive 12. Thirty-three packages have been sold since June. The golf course has changed its name to DeBell Golf Club and a new logo is being created. There will be a 50th Anniversary Celebration next year and additional celebratory merchandise and materials. The website's (www.debellgolf.com) new design layout was completed in late December and continues to have over 1000 visits per month. Over 3,000 rounds of golf have been booked online in 2007-08 and an online gift shop is being developed. The Clubhouse construction is projected for completion at the end of the year with a grand opening ceremony in January 2009.

The Boardmembers commented positively on Mr. Scozzola's report. In response to Boardmember's questions, Mr. Scozzola made the following comments. There are currently 7 instructors at the Course. He has changed his title to Director of Golf and has hired a Head Golf Pro whose main duties

are to procure clients. The Director of Instruction's main focus is to take care of the Golf 101 and Player Series classes. The assistants in the golf shop are all golf pros and teachers as well. The one female instructor is a member of the LPGA and has very good clientele. Instructors are all full time employees. A dedicated Tournament Director has been hired and it is expected that tournaments will be popular in the new facility. Mr. Scozzola's emphasis will be on player services. He is happy with the contract he has. The DeBell Golf Course has undertaken a name change to DeBell Golf Club and a new logo has been chosen by the Greens Committee. Mr. Talamantes commended Ms. Bartolo, Mr. Scozzola and the Greens Committee for their work. Mr. Yegparian asked about the disproportion between the player numbers and revenues decreases. Mr. Scozzola noted that rates vary on weekends and weekdays as well as by age so there is a bigger drop in revenue depending on these factors.

ACTION

Note and File

2. Capital Improvement Project Update

Ms. Bartolo updated the Board on two Capital Improvement projects. Photos were shown of the Starlight Bowl stair project currently underway (including a slough wall) which is scheduled to be finished prior to the next concert season and the Hank Riggio playground equipment project at Izay Park, which includes brand new concrete walkways, 2 types of play equipment (2-5 and 5-12 year olds) with an infinity climber, new rubberized surfacing and sand, swings (one disabled accessible), shade structures, new irrigation, sod, perimeter landscaping and trees. The project is scheduled for completion by the end of next week.

In response to a question by Mr. Ferguson, Ms. Bartolo reported that the slough wall was less than 3 feet high. Mr. Layfer was aware that the BAF conducted a facilities tour and was putting together a wish list. He asked that the Board receive that information as well. Ms. Bartolo reported that the members of BAF were pleased with the facilities and the wish list would be shared with the Board. Mr. Yegparian asked if Ovrom park was on schedule and was concerned about rain affecting the project. He also asked about the possibility of using natural shade structures (such as a trellis). Ms. Bartolo responded that the project was 68% complete. The primary focus was still on the building but park staff would be active once it reached the exterior park area. She warned that the turf might have to be sectioned off, even after opening, as we approach winter to allow the landscaping to mature and establish. She would pass on Mr. Yegparian's concern to public Works staff. She addressed the question of natural shade structures by explaining that the materials used are intended to withstand the elements and are the most effective in protecting children from the elements and sun. Staff must follow strict guidelines when choosing shade structures and they must consider safety and sanitary issues that natural structures such as trellis' or gazebos may pose. Mr. Talamantes pointed out that the shade structure at Olive diamond #3 is made of the same material and has been well received. He suggested Boardmembers take a look at it as well

ACTION	Note and File
OLD BUSINESS	<p>1. <u>Cultural Arts Planning</u> Mr. Ferguson stated his original intention was to have this item on the Reports section of the agenda and agreed to have it moved (based on discussion and agreement at last month's meeting).</p> <p>Ms. Garcia reported that the Steering Committee would be having their first meeting on Monday from 11:00 am – 3:00 pm. There will be approximately 5 or 6 meeting throughout the Masterplan process. Boardmember Ferguson is the liaison on this committee.</p>
ACTION	<p>Move item to the Reports section of the Agenda.</p> <p>2. <u>Aquatics Steering Committee</u> Ms. Garcia noted that the Consultant's report had been included in the Boardmember's packets. Input was also distributed to the Aquatics Committee that will meet Monday, October 20th. The Committee will also be taking a tour of three facilities (Santa Clarita, San Fernando, and La Mirada).</p>
ACTION	<p>Note and File</p> <p>3. <u>City Council Agenda Items</u> According to Ms. Garcia, the Starlight Bowl sponsors and Military Service individuals were recognized on September 30. Next week, the first step on Community Gardens will be presented to City Council. They requested information on the feasibility of developing a demonstration community garden in Burbank. Approval for the Joint Use agreement and Park patrol Grant will go before Council on October 21. The Child Care Committee appointments will be presented on October 28.</p> <p>Mr. Yegparian requested that, as he has asked in the past, items such as the community garden issue be brought before this Board before going to City Council. Mr. Layfer asked Mr. Yegparian if he had spoken to any Council member regarding items going before the Board first and if not, suggested that he do so as Chair of the Board since he felt so passionately about the issue. Mr. Layfer did not feel it was appropriate to put staff in the position of having to approach Council regarding such. Ms. Garcia added that this was the first step per Council member request to see if there was any interest among the other Councilmembers in development of a garden. She noted that there was support by the majority of City Council, staff would return to this Board for recommendations prior to bringing the item back to Council. However, staff is aware that there are items that should be brought to the Board prior to City Council. Mr. Yegparian felt that that the Board's input might have an effect on whether Council wanted to go to Step 2. Mr. Ferguson pointed out that this was a Council priority (not a Board priority) so it would be more appropriate to comment after the idea has support from Council. Mr. Prouty agreed and felt that displaying the Board's views to Council would only be appropriate once it had traction; the Board could</p>

	<p>weigh in at that point. Mr. Yegparian surmised that the Board felt it was not a good example to bring up if he approached City Council. Mr. Layfer and Mr. Ferguson disagreed with the summation. Mr. Prouty noted that was not the consensus at all. He clarified that, on this particular matter, because it was at a point where this was just a discussion item (step 1 of a 2 step process) it was not appropriate for the Board to get involved. However, when and if the item reached the 2nd step and City Council decided to move forward, it would be appropriate to go before the Board for input. Mr. Layfer reiterated his opinion that staff should not be put in this position of having to transmit the message on behalf of the Chair and Board.</p>
ACTION	Note and File
REPORTS	<p>1. <u>Art in Public Places Committee</u> Mr. Ferguson reported that the Committee met on the 25th and the Committee's chosen representative on the Cultural Arts Planning Committee was Alice Asmar.</p>
ACTION	<p>Note and File</p> <p>2. <u>Trails Committee</u> Mr. Yegparian reported that the Committee discussed grants for trails and the hopes of implementing new ones. Ms. Bartolo would inquire about getting included in budget process.</p>
ACTION	Note and File
ADDITIONAL COMMENTS FROM THE AUDIENCE	None
ADDITIONAL COMMENTS FROM THE BOARD	<p>Mr. Ferguson requested that the Youth Task Force liaison be re-agendized for next month since the current liaison is unable to make the meetings. With support from the Board, the item would be agendized.</p> <p>Mr. Ferguson and Mr. Talamantes thanked the Youth Board representative for attending the meeting.</p> <p>Mr. Yegparian extended well wishes to Mr. Daste's son and thanked Ms. Garcia for filling in for him.</p>
ADJOURNMENT	<p>The meeting adjourned at 7:56 p.m.</p> <p>_____ Date: _____</p> <p style="text-align: center;">Secretary</p> <p>_____ Date: _____</p> <p style="text-align: center;">Chair</p>