



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: February 22, 2017
TO: Parks and Recreation Commission
FROM: Administration Division, Parks and Recreation Department
SUBJECT: Director's Report

RECOMMENDATION: That the Commission receive a presentation on the status of the various Parks and Recreation Department initiatives and activities.

DISCUSSION:

Summer Recreation Program Registration Opens March 15, 2017

The Department will launch the 2017 summer programs website on March 1, 2017 for preview, with registration scheduled to begin March 15, 2017. The Department aligned the release of summer marketing materials to coincide with the 2017 *Santa Barbara Independent* summer camp guide. The Department will also send postcards to over 1,000 existing customers and residents inviting them to preview the website, which will be followed by a detailed, printed summer camp and activity preview, mailed to over 10,000 residential addresses, to coincide with the *Independent* summer camp guide release on April 6. Additional social media and targeted marketing campaigns will continue up to and into summer to maximize program registration and Department revenue. The Commission will receive a full report on summer camp registration promotions and progress at the March 22, 2017 meeting. More information can be found at SantaBarbaraCA.gov/ParksAndRec.

Facility Rental Promotions

On February 20, the Department launched two facility promotions aimed to increase rentals and revenue for beachfront facilities, neighborhood centers and the Carrillo Recreation Center. The promotion includes a 50% discount at beachfront facilities and Carrillo Recreation Center for bookings and events held by June 30, 2017, and an ongoing 30% discount for bookings made by June 30, 2017 and held by November 19, 2017. Interested neighborhood center renters will receive a flat \$150 discount for bookings and events held before November 19, 2017. In the February 23, 2017 *Santa Barbara Independent* wedding guide, the Department will feature a full page

advertisement directing individuals to the new facilities website to learn more about the promotion and the featured facilities. More information can be found at santabarbaraparksandrec.com.

Park and Facility Sign Program

The second phase of the Parks and Recreation Sign Program includes sign location programming and messaging for 12 parks: Alice Keck, Alamedas, Oak, Dwight Murphy, Andree Clark, Davis Center/Spencer Adams/Twelve 35 Teen Center, MacKenzie, Shoreline, La Mesa, Leadbetter, Chase Palm, and East Beach. To date, Hunt Design has concluded their survey and initial sign layout plans, matched current signs with the new Sign Master Plan style, shape, font, symbols and color scheme, and resized all art files to full size working templates. Staff and Hunt Design are currently in the revision stage, simultaneously revising the layout and messaging. Considerations include balancing the number of signs, respecting viewpoints, creating positive messaging and utilizing internationally recognized symbols, and reducing signage overall. A key component to park signage is a Welcome Sign with an opportunity to present an orientation map, historic photos, or other special feature of the park, plus a brief description of the park's history and year it was founded. At completion, the Parks and Recreation Department will have full size artwork files for these 12 parks. The files will be the working templates to complete the remaining park system, though many of the signs can be directly used in other parks without alteration.

Smoking Ordinance Update

At the first public hearing on November 22, 2016, the Ordinance Committee expressed interest in banning smoking in the following locations: Stearns Wharf, parks, beaches, trails, community centers, outdoor recreation facilities and library areas, and public parking structures and lots. On January 31, 2017, the Ordinance Committee further considered potential changes to the City's Smoking Ordinance related to the harbor, golf course, public parking lots, sidewalks, paseos, entryways to public buildings, and outdoor patio areas for restaurants and bars.

Although the Department supports the recommendations for smoke-free parks, beaches, trails, community centers and outdoor recreation facilities, the Department recommended that the Ordinance Committee consider an exception for designated smoking areas of the Municipal Golf Course. Smoking is currently prohibited on the driving range, practice area, restaurant and around the pro shop building. A golf course is a large, programmed and monitored space where typically groups of no more than four people are playing any one hole at a time and are often hundreds of yards from any other group of golfers as they progress through the course. This limited proximity to others and the nature of the open space limit the effect on non-smokers. Cigarette butt litter is not prevalent and the course is not considered a high fire hazard area. Cities

such as Victorville, Anaheim and Walnut Creek that prohibit smoking in parks allow smoking on their public golf courses.

Recommendations of the Ordinance Committee will be further considered by the City Council in April or May.

Upcoming Commission Agenda Items

March 22, 2017: Parks and Recreation Infrastructure Needs, PR Zoning and Open Space Designation for the Arroyo Burro Open Space.

April 26, 2017: Proposed FY 2018/2019 Operating Budgets for the General Fund, Golf Fund and Creeks Fund. IPM Annual Report.

Upcoming Commission Site Visits and Work Sessions

March 18, 2017: A Commission tour of key capital project locations is scheduled for Saturday, March 18, 2017 from 10 am to 2 pm. It will include lunch at a park location.

April 19, 2017: A Fiscal Year 2018/2019 Budget Work Session is scheduled for 6 p.m. on Wednesday, April 19, 2017.

PREPARED BY: Jill E. Zachary, Parks and Recreation Director