



CITY OF SANTA BARBARA

PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: October 25, 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:

National Public Lands Day

On Saturday, Sept. 30, the Department coordinated National Public Lands Day at Lower Tunnel Trail. The volunteer trail maintenance event included cutting back and clearing brush to widen and re-expose the trail, as well as cleaning and reestablishing water control features in preparation for the wet season. Eighteen community volunteers supported the day, providing 90 hours of work, alongside three City staff and two County staff. Volunteers are led by experienced crew leaders, provided tools, helmets, gloves and a post-work lunch, drink and dessert. Though coordinated through the City, the County of Santa Barbara and Forest Service co-sponsor these events. National Public Lands Day is one of three annual volunteer events the City coordinates. The other two are State Trails Day in April and National Trails Day in June. In 2017, these events were supported by a total of 90 volunteers providing 360 hours of trail work.

Community Clean-Up Day

The October 14, 2017, Looking Good Santa Barbara work day in the Westside neighborhood included weeding and mulching parkways at the San Andres and Micheltorena intersection, painting out graffiti on a wood fence at the Micheltorena underpass, removing litter, and cleaning up Old Mission creek. In addition, parkways near Eastside Neighborhood Park were weeded and mulched, the Yanonali Community Garden cleaned up, and litter removed along Soledad and Indio Muerto streets.

Santa Barbara Golf Club

The Santa Barbara Golf Club has a number of new programs designed to grow the game of golf and increase community engagement. Some of these include a program for 4-6 year olds, called Mighty-Might golf; a women's introductory five-week group lesson program; and, partnerships with Girls Inc. In addition, four local schools practice and compete with their golf teams, the Santa Barbara Police Activities League operates its First Tee program, and over 100 7-17 year-olds learn the game of golf and other skills as part of the year-round Russ Morrison Junior Golf Program.

The new very popular "Glowball" event includes up to 40 golfers teeing off in the dark with glowing golf balls aiming to greens lit up with LED flag poles. These events are scheduled to occur once a month over the winter months, when daylight hours are shorter.

In addition to golf programming, the Golf Club held an Easter egg hunt in April, and in September held a free community event with more than a hundred people enjoying free popcorn while watching the Disney movie, Moana, from the first tee box.

Cabrillo Pavilion Renovation Campaign

The Cabrillo Pavilion Renovation Campaign continues to move forward. Formation of the Campaign Leadership Team, outreach materials and the development of funding guidelines and naming opportunities will be complete at the end of October. A Community Leaders breakfast is scheduled for October 26, and the City Council will consider the funding guidelines and naming opportunities on October 31. A Communications Committee provided guidance in the development of the campaign logo, tag line and campaign case statement. Additional outreach activities include building tours, development of a campaign website, and presentations to business and community service organizations.

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