

Parks Department Strategic Plan
Proposed Changes

Submitted by Park staff:

1. Vision Statement for Park System will be eliminated
2. Vision Statement for Parks Department will read: The Parks Department will be fiscally sustainable, well managed, continuously improving, with diverse and well-trained employees.
3. Global change of “Business Plans” to “Management Plans” – not sure if it was actually agreed to, but it made sense to us. It’s on the majority of the plan pages.
4. Page 4, near end of first paragraph – change recollection to recollections.
5. Page 14, #6 (and anywhere else it’s mentioned) – there was discussion at the meeting with the Ad Hoc Committee that the “business manager” function should actually be a “Contracts Manager” position.
6. Page 32, Amenities – add “Environmental Education Center.”
7. Page 36, third bullet point – change “registration” to “reservations.”
8. Page 37, Amenities – change “Red Bull Event Center” to “Red Bull Energy Center.”
9. Page 37, second paragraph and bullet points – Change to read as follows: “In addition to camping facilities, the Laguna Seca Recreation area is home to the world-famous Mazda Raceway Laguna Seca, as well as a number of special events that draw significant crowds. Events have included the following:
 - Sea Otter Classic Sports Festival (bicycling and outdoor sports festival)
 - Cherry’s Jubilee (car and motorcycle festival)
 - Spirit West Coast (Christian music festival)
 - Laguna Seca Days (music festival)
 - NorCal High School MTB Championship (bicycling event)
10. Page 37, 3rd paragraph – add “In addition, SCRAMP produces 5 major racing events per year.
11. Page 38, Strategic Issues, 6th bullet point – change Red Bull Event Center to Red Bull Energy Center.
12. Page 38, Considerations, 2nd bullet point – change Red Bull Center to Trackview Pavilion.
13. Page 47, Travel Camp Property – The property is currently rented by the Parks Department for small events on a regular basis.

Submitted by Parks Commission:

Chair Hertlein, Regarding Mission Statement:

The Monterey County Parks Department maintains stewardship over a system of county parks. These outdoor recreation resources will be managed in an entrepreneurial, financially sustainable way to preserve, promote, and interpret the natural environment, encourage healthy recreation activities, and inform people about the richness of Monterey County's history, and provide recreational opportunities that will create lifelong memories that will build family and communities.