

MONTEREY COUNTY PARKS COMMISSION

Board Chambers
168 W. Alisal St., Salinas, CA
Wednesday, April 15, 2015
5PM

DRAFT **MINUTES**

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair Joe Hertlein at 5:17 p.m.

II.

<u>Commissioners Present</u>	<u>Commissioners Absent</u>	<u>Staff</u>
Ken Husby Joe Hertlein, Chair Ruben Zurita	Brian Contreras Roger Soell	Mark Mariscal Lynnette Beardsall

APPROVAL OF MINUTES – March 23, 2015

Commissioner Ken Husby made a motion to approve the March 23, 2015 meeting minutes. Commissioner Ruben Zurita seconded and they were unanimously approved.

III. PUBLIC COMMENT

Jay Donato, SEIU, thanks the Parks Commission for making the agenda and meeting packets accessible online.

Joyce Stevens, Monterey Pine Forest Watch, spoke regarding the potential Regional Park acquisition of Jacks Peak Park.

Mary Pendlay, Chair of Friends of Jacks Peak spoke regarding the Jacks Peak Park portion of the Monterey County Parks Strategic Plan.

In response to the comments, Mr. Mark Mariscal, Monterey County Director of Parks and Recreations stated that he will be meeting with Rafael Payan, General Manager of the Monterey Peninsula Regional Park District at the end of May.

IV. ACTION ITEMS

- a. Provide final approval of the Monterey County Parks Department Strategic Plan; and
- b. Provide final approval of the implementation priority plan as related to the Monterey County Parks Department Strategic Plan.

Chair Hertlein reviewed the process the Parks Commission has undergone in relation to reviewing the Strategic Plan including that the final comments regarding content were received at the March 23rd Commission meeting. The Commission identified action plan priorities and staff also provided proposed verbiage changes to the Strategic Plan and those changes were given to the Commission for review at today's meeting.

Mr. Mariscal reported that on the Parks Commission's priority action plan that the department would have a can-do attitude and work towards the goals outlined in years one, two, and three. Mr. Mariscal gave an overview of the proposed verbiage changes which clean-up some of the language in the Strategic Plan and noted that a management plan would be done in conjunction with community groups, users, and interested parties.

Mr. Mariscal reported that there were no changes to the Implementation Plan as discussed in March.

Commission Husby asked if everyone was comfortable with the word "entrepreneurial" in the department's Mission Statement.

Chair Hertlein stated that he would like to see that term appear somewhere in the document because it constitutes more of a strategic way to accomplish tasks; doing more with less. The word is used in a more creative sense than a revenue generating sense.

Mr. Mariscal stated that less than 2% of parks in the country can be completely self-sufficient. Strategically, moving forward, it is important to understand the baseline costs to bring in new revenues. The term "entrepreneurial" reminds us that we operate in a business environment as well as a customer service environment.

PUBLIC COMMENT

Carl Anderson, Director of Mazda Laguna Seca, spoke regarding the Strategic Plan.

Motion: Commissioner Ken Husby made a motion to approve the Strategic Plan as amended by the proposed changes for submission to the Board of Supervisors with a recommendation for approval. Commissioner Ruben Zurita seconded the motion and it was unanimously approved.

V. ADJOURNMENT

Chair Hertlein adjourned the meeting at 5:45 p.m.

Prepared by: Lynnette Beardsall, Secretary