

**CITY OF ANTIOCH
PARKS & RECREATION COMMISSION
TOUR & STUDY SESSION**

**Park Tour
8:00 a.m.**

**October 26, 2007
City Council Chambers**

1. CALL TO ORDER

Chairman Lieder called the meeting to order at 8:00 a.m. on Friday, October 26, 2007 in the City Hall Parking Lot.

2. ROLL CALL

Present: Commissioners Bonwell, Davis, Hayes, Immekus and Chairman Lieder
Absent: Commissioner Scoble
Staff: Park Superintendent Palmeri
Deputy Director Leisure Services Sanderson

3. PUBLIC COMMENTS

None.

4. BUSINESS

A. Park Tour

Visited the City Park, Prewett WaterPark, Diablo West Park, Meadow Park and Markley Creek Park. Reviewed portent place rubber matting; protection of the burrowing owls; proposed location of the new community center next to Prewett WaterPark; and discussed the pros and cons of quality and fall zones.

B. Discuss the Community Center Project at the Nick Rodriguez Community Center – Discussion, D. Sanderson

Commissioner Gene Davis and Park Superintendent Palmeri were unable to attend the Study Session. Matt Pfeifer, Recreation Supervisor and Brenda Perry, Senior Recreation Specialist joined in the Study Session.

Deputy Director Leisure Services (DDLS) Sanderson asked that the group brainstorm to get ideas on how to best outreach to the community to receive support for the new community center. There will be decision makers that will decide how much space will be dedicated to the Library and how much space to a community center. The police substation is pretty much set. What steps can we take to make the public aware of the need for a community center?

Senior Recreation Specialist Brenda Perry discussed the impact to the Seniors. They do not want to move to Southeast Antioch, but would benefit from programs that could be offered at the new location. They currently have 2700 members and offer 12,000 senior services per month. The majority of their members live North of Hwy. 4. They would like to expand their existing location. Most of the senior members are politically active and would be good proponents of what services should be offered. The Senior Newsletter which is distributed each month would be a good source of promoting a new community center. The seniors have a great story to tell – there are 160 members in the 90 plus age range. They do need more space for the classes they would like to offer. They currently utilize the Senior Center and the Nick Rodriguez Community Center (NRCC) for their classes, but sometimes have long wait lists for popular classes, such as computer classes, due to limited space access.

Dave discussed the multi-use concept. Once the new community center is built, we may want to transfer classes currently held at NRCC to the new location to fully utilize the new space. This would allow us to make more space available for the Seniors at NRCC.

Brenda advised that we need to assure our seniors that they will not be uprooted from their family element. There are plans for a new senior residence community in Southeast Antioch that will increase the need for services offered in that area in the near future. Brenda advised that there are 85 million baby boomers born in 1946 to 1960 that are becoming senior citizens. They will be more health conscious and looking for more and different activities to be offered.

Dave stated that the seniors can be our biggest advocates. There is no space allocated in the current plans for a senior center in the new community center. Brenda advised that the City of Brentwood is building a new Senior Center and has asked her advice on what they offer since our members really like what is offered and how it is run. Brentwood's will be different because it is city sponsored.

Dave stated that we have an established relationship between Seniors and Leisure Services and that we can build on that. Brenda suggested we put information in the Senior Newsletter about the community center project. Brenda left the meeting at the conclusion of her presentation at 12:45pm.

Dave stated that Leisure Services makes over one million customer contacts per year and offers over 300 instructional classes in the summer, not including senior programs or sports.

Dave spoke to the group asking who we could best target for a list of supporters for the community center. This effort will not overlap with Lonnie Karste as his role is support for the entire project and ours is for the community center. Gerald Lieder advised that he has a lot of experience with public speaking and suggests that any presentations that are given to a group should be limited to five minutes. He feels the first questions that will be asked are how much is the project going to cost and when will it be done. We need to be prepared to answer their questions factually. Dave advised that there is \$21 million for the project remaining. He believes that there will either be a library with a

police substation or a community center with a police substation, unless funding becomes available for the entire project.

Commissioner Jim Bonwell suggested that we should be lobbying for the entire project. Dave explained that some Mello-Roos participants want the original plan that was agreed upon and some participants do not want to extend payments to cover the entire project. We need to educate them on the value of having a community center. Dave suggests that we find out who the Mello-Roos supporters for a community center are and use them. There are 11,300 Mello-Roos participants and the only ones we hear from are the five – fifteen members that are against the additional funding of the project as they are the ones that attend the meetings and are speaking out. Mello-Roos participants had originally committed to pay until 2024. Full funding of the project would extend their payments from an estimated 2017 to 2019.

Commissioner Roy Immekus stated that a lot of the Mello-Roos participants feel that they have paid all this money in and only received a swimming pool. We need to re-educate them and show them exactly what their dollars have paid for thus far, including all the new schools. We should take a two-prong approach – why we need a new community center and find supporters and make sure all are educated. We need speakers from local organizations such as Kiwanis, Lions, Moose and the Seniors. We need to have them speak to the Mello-Roos Board.

Commissioner Anita Hayes stated that a lot of the Mello-Roos participants feel that all of Antioch should be paying for the project, not just them. She also stated that most of the people in Antioch are now commuting and are not members of the organizations we may target for support. Most of them do, however, have children and would have their best interests at heart.

Commissioner Roy Immekus stated that the Mello-Roos participants would not have been able to move to Southeast Antioch if the schools had not been built, so they had to have been built first. Dave stated that we need to be sure and offer programs that will interest all age groups and schedules to accommodate commuters to make sure we have supporters from all areas of Antioch. Roy advised that they have approximately 2600 kids in their soccer program and receive 100,000 hits on the website per year (15,000 per mo.). They target the kids by sending flyers to the schools.

Dave reiterated that our goal is not to have a community center instead of a library, but to have both. We just need to show support for the community center as the library already has their support groups. Roy suggested printing the facts and information for a community center in the Antioch Press. Put out a fact sheet with bullets instead of paragraphs listing true facts. We should put out a PR piece that tells our story how we want it told. We will have control over how it reads, then get the information out to the community. Anita stated we should make sure it clearly states our vision. Jim feels it should be brief and factual.

Dave discussed other cities' successes with their community center projects and explained that they had funding available. The East Bay Regional Park District has been successful with bond grants. The City of Antioch has not been able to pass a bond

measure in over 30 years. We need to seek advice if going after bonds that are available to us for possible funding.

Roy suggested getting our own website that ties into the City of Antioch website that we can post support information on. We may be able to have it as a Parks & Recreation website.

Dave would like to arrange a site visit to the Woodland and Elk Grove community centers. They have beautiful and functional facilities and have maximized their dollars when built to meet their needs. Gerald will e-mail the Parks & Rec Commissioners that are not present and see what best meets their schedules for an off-site visit. Roy asked if they could do the visit on the regularly scheduled meeting date for the Parks & Rec Committee. Dave believes that would work, but will advise.

The first line of business is to prepare the fact sheet; secondly to state our vision and thirdly to develop a list of speakers that can represent us and deliver our message to different groups. Dave would like to put out a survey. Anita suggested putting out school flyers with the fact sheet on one side and the survey on the other. Matt advised that we currently have a survey that we put out for Leisure Services classes that we may be able to modify to meet our needs.

ADJOURNMENT:

Commission Chair Gerald Lieder adjourned the meeting at 1:45pm to be continued at the regularly scheduled Parks & Recreation meeting on Thurs., 11/8/07 at 7:00pm or at the off-site visit.

Submitted by:

Jeanette Turner
Leisure Services Secretary

Minutes Approved 12/13/07