



# Agenda

## MEETING OF THE COMMUNITY SERVICES COMMISSION

Wednesday, July 15, 2015, 6:00 P.M.  
Community Services Commission Meeting

**City Council Chambers**  
1 Civic Center Drive  
San Marcos, CA 92069

\*\*\*\*\* JAY FRANKLIN, CHAIR \*\*\*\*\*

IT IS THE DUTY OF THIS COMMISSION TO ADVISE AND MAKE RECOMMENDATIONS TO THE CITY COUNCIL PERTAINING TO THE CREATION, OPERATION, MAINTENANCE, AND MANAGEMENT OF COMMUNITY PROGRAMS AND FACILITIES. THE SEVEN MEMBERS ARE APPOINTED AND EMPOWERED BY THE CITY COUNCIL TO HAVE JURISDICTION OVER PUBLIC PARKS, PLAYGROUNDS, AND RECREATIONAL FACILITIES OPERATIONS.

PUBLIC SPEAKERS SHALL HAVE THE RIGHT TO ADDRESS THE COMMISSION ON ANY AGENDA ITEM BEING CONSIDERED.

NO ACTION WILL BE TAKEN ON ANY ITEM UNTIL PLACED ON AN AGENDA AND DUE NOTICE GIVEN.

\*\*\*\*\*

**CALL TO ORDER**  
**PLEDGE OF ALLEGIANCE**  
**ROLL CALL**

STAFF RECOMMENDATION

ORAL COMMUNICATIONS

COMMUNITY LEADERSHIP

Recognition of individuals and/or groups that positively impact San Marcos' recreational and social services.

**RECOGNIZE**

CONSENT CALENDAR (Items 1-3)

1. APPROVAL OF MINUTES

Commission Meeting of June 17, 2015.

**APPROVE**

2. PROGRAM STATISTICS

Consider participation statistics for June 2015.

**APPROVE**

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**3. GENERAL FACILITY SCHEDULING**

Use Requests – General Scheduling

Consider representative slate of activities for  
July 16 – August 19, 2015 facility and park use.

**APPROVE**

**REPORTS AND OTHER BUSINESS**

4. San Marcos Youth Baseball	<b>NOTE &amp; FILE</b>
5. 4 <sup>th</sup> of July Fundraising Report	<b>NOTE &amp; FILE</b>
6. Drones and Aircraft Report	<b>UPDATE</b>
7. Committee Rotation Schedule	<b>NOTE &amp; FILE</b>
8. Trail Committee Meeting Notes for July	<b>NOTE &amp; FILE</b>
9. Open Space at Orchid & Santa Barbara	<b>DISCUSS &amp; ADVISE</b>
10. Turkey Trail Trot	<b>DISCUSS &amp; ADVISE</b>

**ORAL COMMUNICATIONS**

Report from the Community Services Director

**NOTE & FILE**

**WRITTEN COMMUNICATIONS**

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**ADJOURNMENT**

STATE OF CALIFORNIA)  
COUNTY OF SAN DIEGO)ss.  
CITY OF SAN MARCOS)

**AFFIDAVIT OF POSTING**

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Date: July 9, 2015



Krystal Mainprize-Sawyer

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**CITY OF SAN MARCOS  
COMMUNITY SERVICES  
COMMISSION MINUTES  
1 Civic Center Drive  
Wednesday, June 17, 2015**

**CALL TO ORDER**

Chair Franklin called the meeting of the San Marcos Community Services Commission to Order at 6:05 pm.

Chair Franklin led the Pledge of Allegiance to the Flag.  
Krystal Mainprize-Sawyer took Roll Call.

<b>Members Present</b>			<b>Members Absent</b>		
FRANKLIN	(6/6)	100%	CRAIN	(4/6)	67%
LINDSAY	(6/6)	100%	WALTER	(3/6)	50%
MAAS	(6/6)	100%			
MOCKUS	(5/6)	84%			
TOWSLEY	(5/6)	84%			
SMITH (Alt)	(6/6)	100%			

**STAFF PRESENT**

DAZA, MAINPRIZE-SAWYER, MALAN, WARNER.

**ORAL COMMUNICATIONS**

**COMMUNITY LEADERSHIP**

Holly Malan recognized Lori Elder who is an active volunteer in our community. Lori is a board member on the Friends of San Marcos Parks and Recreation board, she is an artist and owner of Studio 5 Design with over 25 years experience as a metal smith. Eight years ago Lori began doing her own website design and continues to do that with her second business of Studio 5 Website Design and she designed the website for the Friends of San Marcos Parks and Recreation. One of Lori's passions and hobbies is to get involved in the community and she likes to incorporate supporting arts and family fun. All the different cities she has lived in she has somehow benefited by her organizing events, serving on tourism and chamber of commerce boards and more. She grew up with a grandfather who was a lifelong YMCA camp director and a fellow Rotarian which is where getting involved in her community gene came from. In Lori's spare time she trains and competes in fly ball tournaments with her border collie Sadie.

Chair Franklin recognized Lori for her volunteer efforts and noted she really has accomplished a lot with her time. Franklin presented Lori with a recognition award.

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Lori told the Commission it is very fun for her to be involved in the community and the Friends of San Marcos board are all so involved and passionate about the community that it makes it easy to put in those extra volunteer hours.

**CONSENT CALENDAR**

Commissioner Mockus found a typo on page 2 of the minutes in the motion "center" was spelt wrong.

Commissioner Lindsay requested that the park reservation report be more consistent and uniform for all the reservations. Staff noted we will speak with all the staff and have a system for inputting the information.

**MOVED BY COMMISSIONER TOWSLEY, SECOND BY MOCKUS, AND  
CARRIED TO UNANIMOUSLY APPROVE CONSENT CALENDAR ITEM 1-3  
WITH THE MENTIONED AMENDMENT.**

**REPORTS AND OTHER BUSINESS**

**4. 4<sup>th</sup> of July Fundraising Report**

Holly Malan updated the Commission on the fundraising to date. Every two weeks the funding is calculated and with the in house donations we have \$8,000 in and we have another \$4,500 pledged. We have links to donate on our ActiveNet website and we also have a GoFundMe page which is new this year.

Commissioner Towsley noted we elected to go with GoFundMe which is an online crowd funding platform and they are based out of San Diego. Many departments within the City worked together to make this happen. Commissioners can share the hyperlink on their Facebook or Twitter feed and it will allow people to donate online. Any donations received offline can be input and it will show online. Towsley noted this is a great milestone for the City to use such a high tech tool for our campaign. Commissioner Towsley noted the Share publication is going to put a article about the GoFundMe campaign once it is up and running.

**5. Youth Sports Council Meeting Minutes**

Commissioner Towsley was in attendance at the meeting and can address any questions. Towsley noted the meeting went really well and the Council was put together for the purpose of multiple bodies to act as one and it is working.

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Towsley noted of course there are some difficult discussions but are handled very well through the Council and through James Daza's leadership and they cover a lot of information in sixty minutes.

Commissioner Mockus asked if they settled on the minimum number of participants. Commissioner Towsley noted because there was several organizations absent from the meeting they differed it to the next meeting. Staff noted that one point they made was if a group was to drop below the number they choose they would not be kicked out they would be put on warning or hold so they can build their organization.

Commissioner Towsley noted some of the restaurants were inundated because of the tournament and one thing that was brought up was implementing a better communication system for the local restaurants and vendors.

**6. Trails Advisory Committee Minutes**

Commissioner Maas attended the meeting on June 2<sup>nd</sup> and they had a GIS presentation by City staff that showed a very detailed map of the trail system, planned developments and in progress developments. The goal was for the committee to look at possible opportunities to work with developers to continue the trail development.

The committee is interested on applying for grants and will invite City staff to speak on how to find available grants. The next meeting will be on July 7<sup>th</sup>.

Commissioner Lindsay asked if this IT tool can be used to mark high priority connectivity areas to be passed on to the Planning Commission so it can be a factor in the approval process. Commissioner Maas noted that is the goal and they have already started looking at some focus areas to work with Planning on to get ahead of the actual development being started.

**7. Field Use Fee Schedule**

James Daza spoke first about the residency comparison chart included in the packet. 8 different cities are listed and 4 out of the 8 cities have a 70% residency rate requirement. 2 of the 8 have a 50% residency rate requirement and the other two are higher at 80% and 90% and those two are based off of school district boundaries. Based on the survey of the other cities we would recommend approving the Youth Sports Council's lowering of the residency rate from 80% to 70%.

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James noted the sports field classification and facility charges for the sports field was approved in December 2011 by the Community Services Commission and it was to run through January of 2015. James provide a comparison chart of surrounding cities fees and San Marcos falls pretty much in the middle in line with most cities and some cities are a little more expensive. Based on the survey James recommends retaining our current fee schedule and revisit the fees if needed in January of 2018.

Commissioner Maas asked with group G & H several cities don't have those categories but the description is very similar to group D and asked James to elaborate on that. James noted other cities have different fee structures and are categorized differently so we listed it as it was presented to us. James noted the last group is usually a non-resident commercial use rate.

Commissioner Lindsay asked about the lighting fees and some cities charge a flat rate or a scaled rate and besides the high rate for non-residents it looks like we are on the upper end for the light charges. James noted that Jim Chafe in Public Works did a study to determine the light cost and maintenance cost for the lighting and that is the hourly rate he calculated. Commissioner Lindsay asked how the light usage is monitored? James noted each Youth Sports Council member with a log in for Musco Lighting and they can turn off the lights to save money. For a public rental the lights are scheduled 5 minutes before and after their scheduled event time.

**MOVED BY TOWSLEY, SECOND BY LINDSAY AND CARRIED UNANIMOUSLY TO APPROVE AND SUPPORT THE YOUTH SPORTS COUNCILS RECCOMENDATION TO DECREASE THE RESIDENCY RATE FROM 80% TO 70%.**

**MOVED BY MAAS, SECOND BY LINDSAY AND CARRIED UNANIMOUSLY TO ACCEPT THE SPORTS FACILITY AND FIELD CHARGES STRUCTURE WITH NO CHANGES.**

**8. Aquatic Fee Schedule**

Karen Warner, Recreation Supervisor in charge of Aquatics reviewed the fee structure that is in motion currently at the pools. Karen noted we have touched every single program in Aquatics this year. Since 2001 the pool fees have been static and we have been absorbing the cost of everything that has come our direction to keep the fees low during the recession. We need to catch up because the fees and overhead is turning us into a sinking pool instead of a pool holding water.

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Karen noted in 1999 the conducted fee structure survey showed that San Marcos fees were 60% higher than any other community around us. Karen noted it may seem as if the fees are a lot higher now but we are offering many discounts now. We offer an early enrollment discount, we offer a resident discount, a season pass holder discount, and we also offer a continuing enrollment discount so lessons could be as low as \$5.00 per lesson or as high as \$10 per lesson for a non-resident who only signed up for one class. Karen noted our fees are a good deal in comparison to a number of our neighbors.

Commissioner Mockus asked for the 25% increase in the pool membership fee this makes our fee a lot higher than our neighbors so the concern is that all the splash pads are turned off and with a 25% increase where will these families go. Karen noted with the pool pass they are able to get 5 passes and we are lenient on who those 5 people can be so it could be a nanny or a grandparent rather than just immediate family members. We have also made the pool membership good for one full year from the date of purchase where before it was just a seasonal membership. With the City of Carlsbad you get a three month membership no matter when you start for the same amount of money as ours. We have incentives when you have the pool pass such as discounts on absolutely everything, free enrollment during the family swim nights, movie nights and when the inflatable is up and running those dates have free admission for members. Commissioner Mockus asked what is the balance between the income on pool reservations versus pool memberships. Karen noted the revenue from the pool memberships is around 100 families and the pool rentals and open rec swim is thousands of people.

Commissioner Lindsay can't follow the logic of why we would increase the family memberships when we have fewer enrollments in that program. Karen noted it's a service we do for the community. Lindsay noted if it is a small percentage of people buying the pass maybe we are pricing ourselves out. Karen noted we do a number of water safety events at the pool and in the community such as at the 4<sup>th</sup> of July and at Santa's Magical Village and the memberships are sold at half the cost.

Commissioner Towsley asked based on other cities what is the caliber of our facilities. Karen noted it is hard to compare facilities because they are all very different. Our pools have a homey feel to them as if you are in someone's backyard. Karen noted both pools are very nice but they are aging and Woodland is almost aged out. The City is looking at ways to convert Woodland to a competitive facility or possibly a recreational facility that has more amenities that are important to families today.

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Las Posas is a comfortable facility and has the elements that people like. We would love to have four times the bathroom space because that is normally what the complaints are about.

Chair Franklin thanked Karen for her report during her annual review and this evening.

Vice Chair Lindsay the objective is to increase the overall pricing for the aquatics programs. Karen noted yes because we need to recover the costs for example chlorine has increased 60% in the last two years.

**MOVED BY TOWSLEY, SECOND BY SMITH AND CARRIED TO APPROVE THE FEE SCHEDULE AS PRESENTEND. COMMISSIONER LINDSAY ABSTAINED.**

**CURRENT PARK PROJECTS**

**1. Richmar Park**

Staff noted that in July the selected architect will make a presentation on two preferred alternatives to review and select a favorite.

Commissioner Lindsay asked if we will be able to see the playground equipment at that meeting. Staff noted the actual playground structure is not yet picked out. Lindsay knows there is financial constraints but the playground equipment does have a impact on usage.

Staff noted the architect will cover the phasing of the park in his presentation.

**ORAL COMMUNICATIONS**

**Report from the Community Services Director:**

Staff noted we will have a more accurate account of the Blues Fest numbers next month. The attendance was slower on Friday and it was a little cool that evening so that could have had something to do with it. Saturday had great attendance and was a fun event. Last year we offered a Groupon for the event which brought in more people than this year but monetarily it ended up being about the same because the Groupon price was so cheap. Next year we thinking of possibly having the event on a Saturday and Sunday and possibly incorporate a car show or other activity to bring in more people.

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Holly thanked the many volunteers who helped at the event and each two hour shift was worth \$20 dollars for their organization or charity. The Boys and Girls Club, Charity Wings, Soccer, Rugby, Senior Foundation and Friends of San Marcos all netted money for their groups. Staff noted the volunteer rangers did a great job directing traffic into the park.

Commissioner Lindsay feels the City may reconsider the price point of the concert because cars were pulling in and then driving away. Possibly a half day or after a certain time the cost is half price. Commissioner Lindsay noted it was a great event.

Commissioner Mockus thinks holding the event on Sunday rather than Friday might draw a bigger crowd and possibly making it more of a family event. Staff noted kids 12 and under were free but we didn't want the event to be an event with tons of kids and bounce house in the back and the bands in the front.

Commissioner Towsley said it was a great event and her and her son attended to see the Beach Boys band and she wanted her son to experience the Beach Boys live and it was a wonderful experience.

Commissioner Towsley noted the Youth Sports Council is addressing the containers in Bradley Park and Public Works has provided each organization with the color to paint their containers.

Commissioner Lindsay noted the next Master Plan Park meeting will be held at the Community Center on June 23<sup>rd</sup>.

Chair Franklin reminded the Commission that the September 16<sup>th</sup> meeting will be cancelled for Commissioners to attend the SMUSD Educational Forum at St. Augustine at 6pm.

Chair Franklin noted Commissioner Walter will be truly missed and we will need to cover any meeting dates he was signed up to attend.

Chair Franklin thanked Holly Malan for the invitation for the interviews for the Youth Ambassadors and it was a delight to see San Marcos Youth step up their game and give back to the community.

**WRITTEN COMMUNICATIONS**

Commissioner Patrick Walter resigned from the Commission and he is sorry he could not attend tonight.

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ADJOURNMENT

MOVED BY COMMISSIONER FRANKLIN, SECOND BY MAAS AND CARRIED UNANIMOUSLY TO ADJOURN THE JUNE 17, 2015 SAN MARCOS COMMUNITY SERVICES COMMISSION MEETING AT 7:28 P.M.

APPROVED:

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JAY FRANKLIN, CHAIR  
COMMUNITY SERVICES COMMISSION

ATTEST:

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KRYSTAL MAINPRIZE-SAWYER, SECRETARY  
COMMUNITY SERVICES COMMISSION

## Community Services Monthly Program Statistics June 2015

Service Areas/Division	Estimated # of Different Participants	Number of Meetings	Total Number of Entrances 2015	Total Number of Entrances 2014	Total Entrances % Variance	Notes
<b>Aquatics- Woodland Pool</b>	5539	73	7074	9462	-25%	1
<b>Las Posas Pool</b>	4326	121	5407	6868	-21%	2
<b>Special Events</b>	1169	1	1169	2015	-42%	3
<b>Sports- Adult</b>	3532	419	9907	10000	-1%	
<b>Youth</b>	2903	188	5424	5450	0%	
<b>Classes- Adult</b>	168	104	804	601	34%	4
<b>Youth</b>	561	230	2522	1880	34%	5
<b>Music/Performing Arts</b>	417	11	1662	1530	9%	
<b>Youth- Preschoolers</b>	380	40	3800	2649	43%	6
<b>Camps</b>	200	9	1800	2535	-29%	7
<b>Special Events</b>	77	6	1033	974	6%	
<b>Seniors- Services &amp; Meals</b>	289	82	3722	4531	-18%	
<b>Programs/Classes</b>	608	357	7158	8539	-16%	
<b>Trips</b>	127	14	127	520	-76%	8
<b>Indoor Facility Use</b>	4475	75	5086	5696	-11%	
<b>Outdoor Facility Use</b>	3067	55	3067	2422	27%	9
<b>Nature Center/Hikes</b>	256	12	256	314	-18%	
<b>Total</b>	28,094	1,797	60,018	65,986	-9%	

### Comments

1. Woodland totals are down because we are offering minimal swim lessons at Woodland Pool this year.
2. Las Posas totals are down because we are not offering as many swim lessons because we are short staffed.
3. Blues Festival attendance on Friday was unusually low due to cold weather.
4. We are offering three new adult fitness classes new this year and our prenatal yoga class is highly attended.
5. We are offering 11 additional youth classes this year compared to last June.
6. Raggedy Ann & Andy Preschoolers program had 10 more session days this year and an additional 25 students.
7. Adventure Camp has the same amount of children but school ended later so we only had 9 days of camp this June compared to 13 days last June.
8. The trips were not well attended this month.
9. We had 9 more park reservations this June from last June.

Facility Use List  
Representative List  
July 16 – August 19, 2015

**Community Center**

Date	Event	Time	Room
Thursday, July 16	Premiere for Kids	10:00 a.m. – 7:00 p.m.	Main Hall & Dining
Friday, July 17	Tribal Chairmans Assoc.	11:00 a.m. – 3:30 p.m.	Main Hall & Dining
Friday, July 17	Susie Dance	6:15 – 9:00 p.m.	Meeting
Tuesday, July 21	Victoria Ranch HOA	6:30 – 8:30 p.m.	Dining
Wednesday, July 22	San Marcos Library	10:00 – 11:30 a.m.	Main Hall
Wednesday, July 22	First time home buyers	6:00 – 8:30 p.m.	Dining
Thursday, July 23	American Red Cross	5:00 – 9:00 p.m.	Dining
Thursday, July 23	SDG&E Prep	8:00 a.m. – 12:00 p.m.	Main Hall
Thursday, July 23	Chamber of Commerce	4:30 – 7:30 p.m.	Amphitheater
Saturday, July 25	American Red Cross	8:30 a.m. – 5:00 p.m.	Arts & Crafts
Wednesday, July 29	San Marcos Library	10:00 – 11:30 a.m.	Main Hall
Saturday, August 1	Hula Luau	12:00 – 10:00 p.m.	Main Hall
Thursday, August 6	San Marcos Library	6:00 – 7:30 p.m.	Hearth
Friday, August 7	Susie Dance	6:15 – 9:00 p.m.	Meeting
Saturday, August 8	SM Youth Soccer	8:00 a.m. – 5:00 p.m.	Dining
Sunday, August 9	Father's House	4:00 – 9:00 p.m.	Main Hall
Tuesday, August 11	Elizabeth Hospice Meeting	7:30 a.m. – 6:00 p.m.	Main Hall
Thursday, August 13	San Marcos Soccer Train	5:00 – 8:00 p.m.	Main Hall
Saturday, August 15	MHHS Football Luau	3:30 – 11:00 p.m.	Main Hall
Thursday, August 18	Start Smart	5:00 – 9:00 p.m.	Main Hall

**Barn**

Date	Event	Time	Room
Friday, July 17	Dart Aerospace	10:15 a.m. – 4:15 p.m.	Barn
Saturday, July 18	Serivi Rugby	8:00 a.m. – 7:00 p.m.	Barn
Sunday, July 19	Dancing Shadows	1:30 – 5:00 p.m.	Barn
Friday, July 24	NC Youth Sports	1:00 – 4:00 p.m.	Barn
Friday, July 24	Whirlaways	6:30 – 10:30 p.m.	Barn
Saturday, July 25	San Dieguito Reunion	3:00 p.m. – 12:00 a.m.	Barn
Saturday, August 1	Palafox Wedding	2:00 – 11:00 p.m.	Barn
Sat/Sun, August 8 & 9	SM Campout	4:00 p.m. – 9:00 a.m.	Barn
Wednesday, August 12	COSM BBQ	8:00 a.m. – 3:00 p.m.	Barn
Friday, August 14	Weber Wedding	5:00 – 11:30 p.m.	Barn
Saturday, August 15	Mowry Wedding	3:00 p.m. – 12:00 a.m.	Barn
Monday, August 17	McCaghren Wedding	12:00 p.m. – 12:00 a.m.	Barn

### Senior Center

Date	Event	Time	Room
Thursday, July 16	Palomar RC Flyers	7:00 – 9:15 p.m.	Main Room
Thursday, July 16	Greenwood HOA	6:00 – 7:30 p.m.	Crafts
Thursday, July 16	Gardens of SM	6:00 – 7:30 p.m.	Community
Sunday, July 18, 25 August 1, 8, 15	<b>Mission 3:16 Church*</b>	8:00 a.m. – 1:00 p.m.	All Rooms
Sunday, July 19 & 26, August 1, 9, 16	Scoot n Weavers	1:00 – 4:00 p.m.	Fitness
Tuesday, July 21	San Elijo Hills HOA	6:00 – 8:00 p.m.	Community
Tuesday, July 21, 28, August 4, 11, 18	<b>Music Men*</b>	6:00 – 10:00 p.m.	Horizon Room 3
Tuesday, July 21, 28, August 4, 11, 18	<b>Bridge</b>	6:00 – 9:00 p.m.	Main Room
Tuesday, July 21, 28, August 4, 11, 18	<b>Quilting</b>	11:00 a.m. – 9:00 p.m.	Crafts Room
Wednesday, July 22	Vallecitos Ridge HOA	6:30 – 8:00 p.m.	Community
Wednesday, June 22, 29 August 5, 12, 19	<b>San Diego Church*</b>	7:00 – 9:00 p.m.	Main Room
Tuesday, July 28	Twin Oaks HOA	5:45 – 8:00 p.m.	Community
Thursday, August 6	Scoot n Weavers	7:00 – 9:00 p.m.	Fitness
Monday, August 10	Grove Park HOA	5:30 – 8:30 p.m.	Community
Monday, August 10	CWONC	6:00 – 8:30 p.m.	Main Room
Monday, August 10	Vallecitos Prop	7:00 – 8:30 p.m.	Crafts
Tuesday, August 11	Girls Softball	6:00 – 9:00 p.m.	Community
Wednesday, August 12	Autumn Heights HOA	6:00 – 8:30 p.m.	Crafts
Wednesday, August 12	Belleza HOA	5:45 – 8:00 p.m.	Community
Wednesday, August 19	Glenpark HOA	6:30 – 8:30 p.m.	Crafts

### Wood House

Date	Event	Time	Room
Saturday, July 18	Tea Party	12:00 – 4:00 p.m.	Jennylind
Thursday, July 23	Concert	6:30 p.m.	Jennylind & Grounds
Saturday, July 25	Concert	7:30 p.m.	Jennylind & Grounds
Thursday, August 13	Concert	6:30 p.m.	Jennylind & Grounds

\*On-Going Facility Use

**Reservation**Reservation Date  
Facility Type: Am2015  
helter, Picnic AreaJul 7, 2015  
10:53 AM

Date / Start - End Time	Ready Time / End Time	Facility / Equipment / Type / Center	Event / Event Type / Schedule Type	Notes
Jul 18/2015 9:30 AM - 11:30 PM	Saturday 10:00 AM - 1:00 PM	Jack's Pond Park East Park Picnic Shelter Jack's Pond Park	 Picnic without jump house, ponies, etc.	634 50
10:00 AM - 3:00 PM	10:30 AM - 2:30 PM	Hollandia Park Gazebo Park Picnic Shelter Hollandia Park	birthday party #654 Picnic w/jump house	654 50
11:30 AM - 7:30 PM	12:00 PM - 7:00 PM	Sunset West 1 & 2 Park Picnic Shelter Sunset Park	Baby Shower #635 Picnic without jump house, ponies, etc.	635 50
1:00 PM - 4:00 PM	1:30 PM - 3:30 PM	Woodland Park West Park Picnic Shelter Woodland Park	birthday #653 Picnic w/jump house	653 50
1:30 PM - 7:30 PM	2:00 PM - 7:00 PM	Woodland Park Schoolside Park Picnic Shelter Woodland Park	birthday #647 Picnic without jump house, ponies, etc.	647 50
Jul 19, 2015 8:30 AM - 1:30 PM	Sunday 9:00 AM - 1:00 PM	Woodland Park Pepper Park Picnic Shelter Woodland Park	birthday #632 Picnic without jump house, ponies, etc.	632 50
1:30 PM - 6:30 PM	2:00 PM - 6:00 PM	Sunset East Park Picnic Shelter Sunset Park	 Picnic #577 Picnic without jump house, ponies, etc.	577 70
Jul 20, 2015 9:00 AM - 2:00 PM	Monday	Connor's Park Park Picnic Shelter Connor's Park	Activity: Coast to Coast Irish Soccer Camp @ CP - CTCSU1	25
Jul 21, 2015 9:00 AM - 2:00 PM	Tuesday	Connor's Park Park Picnic Shelter Connor's Park	Activity: Coast to Coast Irish Soccer Camp @ CP - CTCSU1	25
Jul 22, 2015 9:00 AM - 2:00 PM	Wednesday	Connor's Park Park Picnic Shelter Connor's Park	Activity: Coast to Coast Irish Soccer Camp @ CP - CTCSU1	25
Jul 23, 2015 9:00 AM - 2:00 PM	Thursday	Connor's Park Park Picnic Shelter Connor's Park	Activity: Coast to Coast Irish Soccer Camp @ CP - CTCSU1	25

Reservatio

Reservation Day  
Facility Type: A

Jul 7, 2015  
10:53 AM

8, 2015  
c. Shelter, Picnic Area

Permit#	Attnd/Qty	Notes
25		
630	60	
628	50	
518	75	
9000604	0	
567	50	
000606	50	
640	75	
410	70	

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# AGENDA REPORT

**MEETING DATE:** July 15, 2015

**SUBJECT:** 4<sup>th</sup> of July Special Event Wrap Up

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## **Recommendation**

Review and provide comments on the 4<sup>th</sup> of July event.

## **Introduction**

The 4<sup>th</sup> of July has been an important family-friendly event in San Marcos for over 32 years. People gathered for games, picnics, live music, spending time with family and friends and of course, fireworks. Back then, the first fireworks show was \$1,000!

The cost of having the professionally done fireworks show is now \$20,000. Approximately \$5,000 in additional funds must be raised to help cover additional expenses including advertising, security, permits and law enforcement on the day of the event. A volunteer committee made up of the CS Commissioners along with CS Department staff meets every other week for the two months leading up to the 4<sup>th</sup>. This group has been raising the needed funds annually. Letters of request are sent out to the previous donors and the list is divided up for committee members to make reminder calls to those who haven't donated in a timely manner. Through natural attrition, finding new donors is always important to keep pace with the need.

## **Discussion**

In order to recruit and inform donors of the fundraising campaign to raise \$25,000 each year, the committee has utilized the following: newspaper articles, an ad in the SM 360 Magazine, making personal donations and requesting the same to their contacts, soliciting city council members and staff, contacting new businesses and developers working in San Marcos as well as vendors doing business with the City, putting collection boxes in stores, asking other organization to put the donation link on their website; offering online donations by credit card through ActiveNet, doing an email blast to current ActiveNet users and adding a donation link on the city webpage. Recently, a Facebook page was created and new this year a *GoFundMe* Campaign was instituted. \$700 was raised through this with \$600 of that coming from new donors! Overall, each donor who gives \$25 or more receives a commemorative gift.

To date, \$23,357 has been raised plus pledges totaling \$3,655 for a grand total of \$27,012.

**AGENDA ITEM NO.** \_\_\_\_\_



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### Fiscal Impact

Staff from Public Works, Fire, Storm Water, Communications and Community Services work together to make the 4<sup>th</sup> of July event happen. The Sheriff's Department also plays a big part in keeping everyone safe and providing street closures and crowd control. Each department above covers their own staff costs except for the Sheriff's Department who bills the city for this special event coverage.

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### Attachment(s)

Budget

Prepared by:



Holly Malan, Assistant Director

Approved by:



Buck Martin, Director

AGENDA ITEM NO. \_\_\_\_\_

City of San Marcos

## TRAIL COMMITTEE MEETING NOTES

DATE: TUESDAY July 7, 2015; TIME: 6:30 PM – 7:30PM

1. Lodge pole railing openings: *Committee is drafting a letter to ask the Commission for assistance to have openings in the lodge pole fencing along La Cieniga, Sycamore & Mulberry Road. The openings would allow the trail user/equestrian to move to the other side if other users are occupying the whole trail.*
2. Grant process: *Gina Williams from Community Service Dept., explained the grant process to the committee.*
3. Projects to fund-*the committee will be researching upcoming city projects to find out the status, and the order of development. This info will help them select types of grants to apply for.*
4. Bradley Park possible site for AMA club-*"Internal Environmental Review Form" was submitted to the City's Planning Dept. We're waiting for the feedback/results of the review.*