

MINUTES

Regular Meeting of the San Marcos Community Services Commission

Wednesday, July 19, 2017

City Council Chambers, 1 Civic Center Drive

CALL TO ORDER: Chairperson Jay Franklin called the meeting to order at 6:04 pm.

PLEDGE OF ALLEGIANCE: Led by Chairperson Jay Franklin

ROLL CALL:

Commissioners Present

CRAIN	(5/7)	71%
FRANKLIN	(6/7)	86%
MAAS	(7/7)	100%
MOCKUS	(7/7)	100%
SENSMEIER (ALT)	(5/7)	71%
SMITH	(7/7)	100%
TOWSLEY	(7/7)	100%

Commissioners Absent

LINDSAY	(6/7)	86%
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ALSO PRESENT: Community Services Program Manager Holly Malan, Program Manager Brenda Sylvia and Commission Secretary Vanessa Mendivil.

ORAL COMMUNICATIONS

Volunteer Recognition Awards –

Commissioner Maas acknowledged, her mother-in-law, Marlyn Maas for her volunteer efforts contributed to San Marcos over the past 4 years. She was recognized for serving on the Helping Hands Committee and First Responders Team of Palomar Estates East in San Marcos.

Chairperson Franklin presented Marlyn Maas with a plaque and also thanked her for her service and countless hours of volunteerism.

CONSENT CALENDAR

COMMISSIONER MAAS MOVED TO APPROVE CONSENT CALENDAR ITEM 1, SECONDED BY COMMISSIONER CRAIN AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE

Commissioners requested the following additions to be made on consent calendar item 2, the Community Services Department Monthly Statistics report. The Target Achievement column was requested to be named Annual Participant Variance with a note *This is a year to date over last year's total. The Participant Variance column was requested to be named Monthly Participant Variance.

COMMISSIONER MOCKUS MOTIONED TO APPROVE CONSENT CALENDAR ITEMS 2- 3 WITH THE RECOMMENDATIONS MADE, SECONDED BY COMMISSIONER TOWSLEY AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE

REPORTS AND OTHER BUSINESS

4. Fourth of July Fundraiser Update -

Program Manager Holly Malan reported the Fourth of July donations comparison by date, PowerPoint with photos and a video of this year's event. She reported the donations received this year totaled \$26,613 including the Go Fund Me donations of \$2,990. All gifts and "Thank you's" will be mailed out by the end of this week. The Fourth of July committee recommends raising the gift minimum for next year from \$25 to \$30 and the total goal to \$30,000. A comment made on the Citizen Response Module from Carol Pilmer of R. Dental Ceramics gave a positive testimonial about the San Marcos Fireworks display.

Chairperson Franklin thanked staff and fellow commissioners for their efforts on a great show. Commissioner Towsley requested to use the testimonial for next year's Fourth of July marketing.

5. Annual Youth Sports Group Presentation, SMY Baseball-

Molly Carpenter, President of San Marcos Youth Baseball thanked the Public Works department for the work they put in to keeping the sports park maintained and the fields playable. She stated SMYB pays about \$80,000 a year for lights and \$20,000 a year in player fees. The spring season runs from January to June with 800-900 players during the primary season. The fall season runs from August to November with 300-400 players. 80% are San Marcos residents. SMYB offers competitive teams for the 11, 12, and 13 year old levels. Fourteen teams made it to all star tournaments this year and two teams will be in the World Series. SMYB hosts several tournaments a year including this weekend's World Series event and the Home Run for Chelsea Invitational in September.

Chairperson Franklin thanked Molly for her years of service.

Commissioner Crain thanked her for her service and said San Marcos baseball facilities are first class, and some of the best facilities in California. He appreciates the fact that kids from San Marcos are playing on San Marcos fields.

6. Proposed Name Change "Parks & Recreation"

Program Manager Holly Malan said there is no additional information regarding the upcoming name change to Parks & Recreation Department along with the Community Services Commission will be called the Parks & Recreation Commission. More information will be given at the next meeting.

ORAL COMMUNICATIONS

Community Services Program Manager Holly Malan, updated commissioners on items such as:

- Reminded Commissioners to complete the online ethics training that is due tomorrow.
- San Marcos has a new branding campaign in effect. A new logo has been created and will be displayed on vehicles, cards, forms, and uniforms. Communications Manager, Sara Macdonald will come to the next CS meeting to give a presentation about the new branding process.
- Program Manager Brenda Sylvia displayed a sample sunscreen dispenser and mentioned the parks where these will be installed. "Play Safe in the Sun" is the campaign for the new dispensers.

WRITTEN COMMUNICATIONS

Special Events List

Commissioner Lindsay emailed that he would be absent at tonight's meeting.

COMMISSIONER COMMENTARY

Commissioner commentary included:

Chairperson Franklin said PBS posted an article about sunscreen. Some school districts across the country need doctor's notes to apply sunscreen. He recommended this content to be posted on our website. Sunscreen is banned from many schools. State Legislators are working to change that.

- Commissioner Maas accepted a proclamation from City Council on July 25, 2017 recognizing San Marcos Parks & Recreation for Parks & Rec month.
- Commissioner Mockus commended all of the volunteers and city staff for their hard work at the Fourth of July event.
- Commissioner Smith commented that the Fourth of July event was amazing and thanked all the volunteers and staff for their efforts.
- Commissioner Maas said she would be sending an email about missing next month's meeting. She also mentioned the some trails at Rancho Tesoro are now open.
- Commissioner Towsley will be representing the CS Commission at the Youth Commission Summit on Friday morning. She asked fellow commissioners if they had any talking points they would like mentioned to please email her.
- Chairperson Franklin thanked Commissioner Towsley for representing the CS Commission at the Youth Commission summit and Commissioner Maas for representing at City Council.
- Commissioner Maas notified commissioners she will be absent from the August meeting.

ADJOURNMENT

CHAIRPERSON FRANKLIN ADJOURNED THE JULY 19, 2017 SAN MARCOS COMMUNITY SERVICES COMMISSION MEETING AT 7:32 P.M.

ATTEST:

Jay Franklin, Chairperson
Community Services Commission
City of San Marcos



Vanessa Mendiola, Commission Secretary
Community Services Commission
City of San Marcos

Community Services Department Monthly Statistics - JULY 2017

Program Areas	July 2017 Participation Totals	Actual # of Participants	Sessions	July 2016 Participation Totals	Monthly Participant Variance	Current FY 17/18	Prior FY 16/17	Annual Participant Variance*	NOTES
AQUATICS									
Las Posas Pool	7,461	2,861	611	4,374	71%	7,461	20,226	36.89%	1
Woodland Pool	4,805	3,799	419	5,910	-19%	4,805	17,879	26.88%	
CLASSES									
Adult	441	108	63	512	-14%	441	5,415	8.14%	
Youth	3,491	681	306	2,856	22%	3,491	25,071	13.92%	
EVENTS									
City Sponsored	5,300	5,300	2	5000	6%	5,300	12,618	42.00%	
Partner Events		-	-			-	1,101		
FACILITY RENTALS									
Indoor	5,098	4,229	68	4,191	22%	5,098	55,834	9.13%	
Outdoor	3,825	3,825	69	3,600	6%	3,825	28,258	13.54%	
HIKES									
	22	22	1	18	22%	22	954	2.31%	
NATURE CENTER									
	368	40	11	264	39%	368	3,095	11.89%	2
PERFORMING ARTS									
	446	1	446	620	-28%	446	6,919	6.45%	3
SENIOR ACTIVITY CENTER									
Activites/Classes	4,665	251	271	4,585	2%	2,753	36,030	12.95%	
Meals	913	905	21	914	0%	913	9,755	9.36%	
Resources & Services	315	231	22	322	-2%	630	9,475	3.32%	
Transportation	599	29	63	911	-34%	599	3,961	15.12%	4
SPORTS									
Adult	12,678	3,552	456	12,590	1%	12,678	94,482	13.42%	
Youth	3,725	714	140	3,375	10%	3,725	79,716	4.67%	
YOUTH									
Adventure Camp	4,058	229	82	4060	0%	4,058	11,008	36.86%	
Family Activities	138	69	2	141	-2%	138	1,871	7.38%	
Preschool	1,824	214	40	1,728	6%	1,824	36,115	5.05%	
DEPARTMENT TOTALS									
	60,172	14,311	1,692	55,971	8%	58,575	459,783	13.09%	

Community Services Department Monthly Statistics - JULY 2017

Program Areas	Total volunteer hours July 2017	Actual # of Volunteers	Sessions	Total volunteer hours July 2016	Monthly Participant Variance	Current FY 16/17	Prior FY 15/16	* Annual Participant Variance	NOTES
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VOLUNTEER HOURS

Special Events/other	28	10	2	22	27%	22	909	2.42%	
Rangers & Nature Center	238	34	40	224	6.25%	1,426		#DIV/0!	
Senior Activity Center	1,647	82	387	1,075	53%	14,172	12,300	101.83%	
TOTALS	1,913	126	429	1,321		16,458	13,209	110.11%	

SOCIAL MEDIA, CS DEPT.	Total Followers 2017**	% Increase of new followers*	# of Likes	# of Comments	# of Shares	Total Postings 2017			NOTES
Facebook	4,900	94%	475	55	37	9			*** Post clicks: 1,079
Instagram	1,140	69%	480	12	0	9			
Twitter	4,185	42%	46	0	14	6			
TOTALS	10,225	68%	1001	67	51	24			

** City wide social media totals

*** Post Clicks: Photo views, link clicks, other, i.e. clicks not on the content of the post such as page title clicks or clicks to "see more."

NOTES FOR +/- 20% CHANGES

1. The consistent schedule, pricing and management has led to increased customer satisfaction and more return customers.
2. Junior Ranger day was in July this year.
3. Only one concert was held in July this year.
4. Lower participation in transportation can be attributed to losing a few of our regular bus riders due to declining health and moving out of the area.

* This is year to date over last year's total.

Totals combined last year, this is an estimate separation of historical data

Current FY 17/18 calculated by actual participants

Facility Use List
 San Marcos Community Center
 August 17 - September 20, 2017

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 17, 2017	Thursday	06:00 PM - 08:30 PM	Dining Room	SMPW	50
Aug 17, 2017	Thursday	06:30 PM - 08:30 PM	Conference Room	HOA Meeting	10
Aug 20, 2017	Sunday	10:00 AM - 12:00 PM	Conference Room	Mission 316 Church	10
Aug 20, 2017	Sunday	10:00 AM - 12:00 PM	Dining Room	Mission 316 Church	10
Aug 20, 2017	Sunday	10:00 AM - 12:00 PM	Arts & Crafts	Mission 316 Church	10
Aug 20, 2017	Sunday	10:00 AM - 12:00 PM	Main Hall	Mission 316 Church	109
Aug 20, 2017	Sunday	10:00 AM - 12:00 PM	Meeting Room	Mission 316 Church	10
Aug 21, 2017	Monday	08:30 AM - 12:30 PM	Main Hall	SMUSD Staff Meeting	160
Aug 21, 2017	Monday	08:30 AM - 12:30 PM	Dining Room	SMUSD Staff Meeting	40
Aug 21, 2017	Monday	06:00 PM - 08:00 PM	Dining Room	Grove Park HOA	10
Aug 22, 2017	Tuesday	06:00 PM - 08:00 PM	Dining Room	Twin Oaks Valley HOA	20
Aug 23, 2017	Wednesday	08:00 AM - 05:00 PM	Dining Room	North County Health Svrs	54
Aug 24, 2017	Thursday	08:30 AM - 03:30 PM	Arts & Crafts	American Red Cross CPR Class	12
Aug 26, 2017	Saturday	08:30 AM - 05:00 PM	Arts & Crafts	American Red Cross CPR Class	12
Aug 27, 2017	Sunday	10:00 AM - 12:00 PM	Meeting Room	Mission 316 Church	10
Aug 27, 2017	Sunday	10:00 AM - 12:00 PM	Main Hall	Mission 316 Church	109
Aug 27, 2017	Sunday	10:00 AM - 12:00 PM	Arts & Crafts	Mission 316 Church	10
Aug 27, 2017	Sunday	10:00 AM - 12:00 PM	Conference Room	Mission 316 Church	10
Aug 27, 2017	Sunday	10:00 AM - 12:00 PM	Dining Room	Mission 316 Church	10
Aug 30, 2017	Wednesday	06:00 PM - 08:00 PM	Conference Room	Volunteer Ranger Meeting	12
Aug 31, 2017	Thursday	06:30 PM - 07:30 PM	Main Hall	Charlene's Dance	100
Sep 3, 2017	Sunday	10:00 AM - 12:00 PM	Dining Room	Mission 316 Church	10
Sep 3, 2017	Sunday	10:00 AM - 12:00 PM	Conference Room	Mission 316 Church	10
Sep 3, 2017	Sunday	10:00 AM - 12:00 PM	Arts & Crafts	Mission 316 Church	10
Sep 3, 2017	Sunday	10:00 AM - 12:00 PM	Main Hall	Mission 316 Church	10
Sep 3, 2017	Sunday	10:00 AM - 12:00 PM	Meeting Room	Mission 316 Church	10
Sep 5, 2017	Tuesday	06:00 PM - 08:30 PM	Dining Room	San Marcos Youth Baseball	20
Sep 6, 2017	Wednesday	04:00 PM - 09:00 PM	Main Hall	Sherriff's Smart Start	100
Sep 6, 2017	Wednesday	06:30 PM - 09:00 PM	Conference Room	Trails Advisory Committee	12
Sep 8, 2017	Friday	05:00 PM - 09:00 PM	Main Hall	Boy Scout Court of Honor	110
Sep 9, 2017	Saturday	08:30 AM - 05:00 PM	Arts & Crafts	American Red Cross CPR Class	12
Sep 10, 2017	Sunday	10:00 AM - 12:00 PM	Meeting Room	Mission 316 Church	10
Sep 10, 2017	Sunday	10:00 AM - 12:00 PM	Main Hall	Mission 316 Church	109
Sep 10, 2017	Sunday	10:00 AM - 12:00 PM	Arts & Crafts	Mission 316 Church	10
Sep 10, 2017	Sunday	10:00 AM - 12:00 PM	Conference Room	Mission 316 Church	10
Sep 10, 2017	Sunday	10:00 AM - 12:00 PM	Dining Room	Mission 316 Church	10
Sep 11, 2017	Monday	07:00 PM - 09:00 PM	Dining Room	SM Youth Soccer	25
Sep 12, 2017	Tuesday	04:30 PM - 08:30 PM	Dining Room	Broadway Theater West	50
Sep 12, 2017	Tuesday	04:30 PM - 08:30 PM	Main Hall	Broadway Theater West	50

Sep 17, 2017	Sunday	10:00 AM - 12:00 PM	Dining Room	Mission 316 Church	10
Sep 17, 2017	Sunday	10:00 AM - 12:00 PM	Conference Room	Mission 316 Church	10
Sep 17, 2017	Sunday	10:00 AM - 12:00 PM	Arts & Crafts	Mission 316 Church	10
Sep 17, 2017	Sunday	10:00 AM - 12:00 PM	Main Hall	Mission 316 Church	109
Sep 17, 2017	Sunday	10:00 AM - 12:00 PM	Meeting Room	Mission 316 Church	10
Sep 19, 2017	Tuesday	06:30 PM - 08:30 PM	Conference Room	HOA Meeting	10
Sep 20, 2017	Wednesday	06:00 PM - 08:00 PM	Dining Room	Rancho Santalina HOA	20

Facility Use List
Senior Activity Center
August 17 - September 20, 2017

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 17, 2017	Thursday	06:00 PM - 07:30 PM	Craft Room	HOA Meeting	10
Aug 17, 2017	Thursday	06:00 PM - 08:00 PM	Community Room	Greenwood Park HOA	10
Aug 17, 2017	Thursday	07:00 PM - 09:00 PM	Horizon Rooms 1,2,3	Palomar RC Flyers	50
Aug 20, 2017	Sunday	07:30 AM - 11:30 AM	Craft Room	Crossing Church Service	20
Aug 20, 2017	Sunday	07:30 AM - 11:30 AM	Community Room	Crossing Church Service	20
Aug 20, 2017	Sunday	07:30 AM - 11:30 AM	Horizon Rooms 1,2,3	Crossing Church Service	100
Aug 22, 2017	Tuesday	10:00 AM - 11:30 AM	Community Room	Alzheimer's Support Group	10
Aug 22, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 1	Music Men	30
Aug 22, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 2	Music Men	30
Aug 27, 2017	Sunday	07:30 AM - 11:30 AM	Community Room	Crossing Church Service	20
Aug 27, 2017	Sunday	07:30 AM - 11:30 AM	Craft Room	Crossing Church Service	20
Aug 27, 2017	Sunday	07:30 AM - 11:30 AM	Horizon Rooms 1,2,3	Crossing Church Service	100
Aug 29, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 2	Music Men	30
Aug 29, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 1	Music Men	30
Aug 30, 2017	Wednesday	07:30 PM - 09:30 PM	Horizon Rooms 1,2,3	SD Church of Christ	150
Sep 3, 2017	Sunday	07:30 AM - 11:30 AM	Craft Room	Crossing Church Service	20
Sep 3, 2017	Sunday	07:30 AM - 11:30 AM	Community Room	Crossing Church Service	20
Sep 3, 2017	Sunday	07:30 AM - 11:30 AM	Horizon Rooms 1,2,3	Crossing Church Service	100
Sep 5, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 1	Music Men	30
Sep 5, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 2	Music Men	30
Sep 6, 2017	Wednesday	07:30 PM - 09:30 PM	Horizon Rooms 1,2,3	SD Church of Christ	80
Sep 10, 2017	Sunday	07:30 AM - 11:30 AM	Craft Room	Crossing Church Service	20
Sep 10, 2017	Sunday	07:30 AM - 11:30 AM	Horizon Rooms 1,2,3	Crossing Church Service	100
Sep 10, 2017	Sunday	07:30 AM - 11:30 AM	Community Room	Crossing Church Service	20
Sep 11, 2017	Monday	06:00 PM - 08:00 PM	Horizon Room 1	Contemporary Women of	30
Sep 11, 2017	Monday	06:00 PM - 08:00 PM	Horizon Room 2	Contemporary Women of North County	30
Sep 11, 2017	Monday	06:00 PM - 08:00 PM	Community Room	SD Aces	10
Sep 11, 2017	Monday	06:45 PM - 08:45 PM	Craft Room	Vallecitos HOA	15
Sep 12, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 2	Music Men	30
Sep 12, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 1	Music Men	30
Sep 13, 2017	Wednesday	07:30 PM - 09:30 PM	Horizon Rooms 1,2,3	SD Church of Christ	80
Sep 17, 2017	Sunday	07:30 AM - 11:30 AM	Craft Room	Crossing Church Service	20
Sep 17, 2017	Sunday	07:30 AM - 11:30 AM	Community Room	Crossing Church Service	20
Sep 17, 2017	Sunday	07:30 AM - 11:30 AM	Horizon Rooms 1,2,3	Crossing Church Service	100
Sep 19, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 1	Music Men	30
Sep 19, 2017	Tuesday	07:00 PM - 10:00 PM	Horizon Room 2	Music Men	30
Sep 20, 2017	Wednesday	06:30 PM - 08:30 PM	Craft Room	Vallecitos Ridge HOA	15
Sep 20, 2017	Wednesday	07:30 PM - 09:30 PM	Horizon Rooms 1,2,3	SD Church of Christ	150

Facility Use List
 Williams Barn
 August 17 - September 20, 2017

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 19, 2017	Saturday	05:00 PM - 09:00 PM	Williams Barn	Owsley Reception	170
Aug 25, 2017	Friday	06:30 PM - 10:15 PM	Williams Barn	Whirlaways	120
Aug 26, 2017	Saturday	04:00 PM - 10:00 PM	Williams Barn	Silverio Quince	160
Aug 31, 2017	Thursday	09:00 AM - 06:00 PM	Williams Barn	Yoga Workshop	170
Sep 1, 2017	Friday	09:00 AM - 06:00 PM	Williams Barn	Yoga Workshop	170
Sep 2, 2017	Saturday	09:00 AM - 06:00 PM	Williams Barn	Yoga Workshop	170
Sep 3, 2017	Sunday	09:00 AM - 06:00 PM	Williams Barn	Yoga Workshop	170
Sep 8, 2017	Friday	06:30 PM - 10:15 PM	Williams Barn	Whirlaways	120
Sep 9, 2017	Saturday	06:00 PM - 12:00 AM	Williams Barn	Navarro Wedding	170
Sep 16, 2017	Saturday	05:30 PM - 09:30 PM	Williams Barn	SE Hills Womens Club Dinner	120
Sep 17, 2017	Sunday	10:00 AM - 02:00 PM	Williams Barn	Vallecitos Spurs Awards Banquet	120

Facility Use List
San Elijo Rec Center & Wood House
August 17 - September 20, 2017

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 26, 2017	Saturday	7:30PM	Wood House & Garden	Summer Concert in the Garden	100
Aug 29, 2017	Tuesday	06:30 PM - 09:30 PM	San Elijo Terrace Hall	AYSO	25
Sep 5, 2017	Tuesday	06:00 PM - 09:00 PM	San Elijo Terrace Hall	AYSO	25
Sep 11, 2017	Monday	06:00 PM - 10:00 PM	San Elijo Terrace Hall	AYSO	25
Sep 12, 2017	Tuesday	06:00 PM - 10:00 PM	San Elijo Terrace Hall	AYSO	25
Sep 16, 2017	Saturday	7:30 PM	Wood House & Garden	Summer Concert in the Garden	100
Sep 16, 2017	Saturday	06:00 PM - 10:00 PM	San Elijo Terrace Hall	Sweet 16	70
Sep 18, 2017	Monday	07:00 PM - 09:00 PM	San Elijo Terrace Hall	SEAYSO	20
Sep 20, 2017	Wednesday	07:00 PM - 09:00 PM	Wood House & Garden	San Marcos Woods HOA	10

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Jul 20, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 20, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 20, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 20, 2017	Thursday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 20, 2017	Thursday	12:00 PM - 03:00 PM	Hollandia Park Open Area	KOC Park Day	3149	100
Jul 21, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 21, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 21, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 21, 2017	Friday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Jul 21, 2017	Friday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 22, 2017	Saturday	02:00 PM - 06:00 PM	Walnut Grove Park Large West Shelter	1st birthday party	3433	100
Jul 22, 2017	Saturday	02:00 PM - 04:00 PM	Las Posas Park Shelter	basketball party	3455	50
Jul 22, 2017	Saturday	02:00 PM - 07:00 PM	Sunset Park West Shelter 1 & 2	Baby shower	3510	50
Jul 23, 2017	Sunday	07:00 AM - 05:00 PM	Walnut Grove Park Horse Arena	Vallecitos Spurs Rain Date	2596	100
Jul 23, 2017	Sunday	01:00 PM - 05:00 PM	San Elijo Gazebo	summer party	3454	50
Jul 23, 2017	Sunday	02:00 PM - 05:00 PM	Sunset Park West Shelter 1 & 2	Birthday	3511	50
Jul 24, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 24, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 24, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 24, 2017	Monday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Jul 24, 2017	Monday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Jul 24, 2017	Monday	04:15 PM - 06:45 PM	San Elijo Gazebo	6th birthday party	3521	40
Jul 25, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 25, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 25, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 25, 2017	Tuesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 25, 2017	Tuesday	05:00 PM - 08:00 PM	Walnut Grove Park Open Area	Summer Nights @ Heritage Park	3377	50
Jul 26, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 26, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 26, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 26, 2017	Wednesday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Jul 26, 2017	Wednesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 27, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 27, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 27, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 27, 2017	Thursday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 28, 2017	Friday	12:00 AM - 11:59 PM	Walnut Grove Park Large West Shelter	San Marcos Family Campout	2880	200
Jul 28, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 28, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 28, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 28, 2017	Friday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Jul 28, 2017	Friday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Jul 29, 2017	Saturday	12:00 AM - 11:59 PM	Walnut Grove Park Large West Shelter	San Marcos Family Campout	2880	200
Jul 29, 2017	Saturday	08:00 AM - 12:00 PM	Walnut Grove Park Horse Arena	Escondido Mounted Posse	3256	10
Jul 29, 2017	Saturday	12:00 PM - 06:00 PM	Discovery Lakeview Park Gazebo	BABY SHOWER	3362	100
Jul 29, 2017	Saturday	12:15 PM - 06:15 PM	Sunset Park East Shelter	Alexzander's 1st Birthday	3470	50
Jul 29, 2017	Saturday	03:00 PM - 05:00 PM	Sunset Park West Shelter 1 & 2	White Dragon Summer Picnic	3300	50
Jul 30, 2017	Sunday	12:00 AM - 12:00 PM	Walnut Grove Park Large West Shelter	San Marcos Family Campout	2880	200
Jul 30, 2017	Sunday	02:00 PM - 06:00 PM	Jack's Pond Park East Shelter	Birthday Party	3494	50
Jul 31, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Jul 31, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Jul 31, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Jul 31, 2017	Monday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Jul 31, 2017	Monday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 1, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 1, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 1, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 1, 2017	Tuesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 1, 2017	Tuesday	04:00 PM - 07:00 PM	San Elijo Gazebo	National Night Out	3286	100

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Aug 1, 2017	Tuesday	05:00 PM - 08:00 PM	Walnut Grove Park Open Area	Summer Nights @ Heritage Park	3377	50
Aug 2, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 2, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 2, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 2, 2017	Wednesday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 2, 2017	Wednesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 3, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 3, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 3, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 3, 2017	Thursday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 4, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 4, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 4, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 4, 2017	Friday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 4, 2017	Friday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 5, 2017	Saturday	09:30 AM - 12:30 PM	Discovery Lakeview Park Gazebo	Birthday Party	3486	30
Aug 7, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 7, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 7, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 7, 2017	Monday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Aug 7, 2017	Monday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 7, 2017	Monday	05:00 PM - 08:00 PM	Walnut Grove Park Open Area	Summer Nights @ Heritage Park	3377	50
Aug 8, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 8, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 8, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 8, 2017	Tuesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 9, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 9, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 9, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 9, 2017	Wednesday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 9, 2017	Wednesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 10, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 10, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 10, 2017	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 10, 2017	Thursday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 11, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 11, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 11, 2017	Friday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 11, 2017	Friday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 11, 2017	Friday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10

PARK RESERVATIONS FACILITY USE LIST

JULY 20 - AUGUST 16

Date	Day	Start - End Time	Facility	Event	Permit#	Attendance
Aug 12, 2017	Saturday	12:00 PM - 07:00 PM	San Elijo Gazebo	Birthday	3446	75
Aug 12, 2017	Saturday	02:00 PM - 06:00 PM	Connors Park Shelter	Birthday	3445	30
Aug 13, 2017	Sunday	10:00 AM - 04:00 PM	Sunset Park East Shelter	Birthday	3232	50
Aug 14, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 14, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 14, 2017	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 14, 2017	Monday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 14, 2017	Monday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 15, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 15, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 15, 2017	Tuesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 15, 2017	Tuesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10
Aug 16, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	2980	65
Aug 16, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	2980	65
Aug 16, 2017	Wednesday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	2980	65
Aug 16, 2017	Wednesday	08:30 AM - 10:30 AM	Hollandia Park Open Area	Stroller Strides	3065	10
Aug 16, 2017	Wednesday	09:00 AM - 11:00 AM	San Elijo Park Open Area	Stroller Strides	3065	10

COMMISSION REPORT

Meeting Date: Wednesday, August 16, 2017

Subject: ACTIVE ADULTS 50+ annual report

The Senior Activity Center (SAC) continues to be a busy, vibrant recreation center dedicated to serving adults 50+. The SAC is a place where seniors connect, learn, and participate in a variety of activities such as classes, games, special events, hobbies and lunch. Senior services and resources are also made available including transportation, support groups, food and housing options, and assistance with tax prep, veteran matters, etc.

LUNCH PROGRAM

Kitchens for Good began their tenure as the caterer for the senior lunch program on July 1, 2016. The new meals were extremely well received by customers and participant numbers increased from an average of 39 to 48 meals served daily (23% increase). At the end of 2016, we experienced a decline in food and service provided by Kitchens for Good, which resulted in a drop in lunch participation numbers (down to 35 meals per day on average). We learned that Kitchens for Good was selected to be the caterer for the City of Vista senior lunch program (in addition to San Marcos and Encinitas) and that staffing shortages were adversely affecting their operations. Kitchens for Good has since hired and trained additional staff to fulfill their growing obligations. To help combat potential issues and conflicts, we started collaborating with the City of Vista and Encinitas to create monthly menus and meal favorites. These efforts have contributed to improvement in productivity, food quality and service from Kitchens for Good. Our lunch participant numbers are up – averaging 45 meals per day and we established a great working partnership with our neighboring cities. The next featured lunch event is the 'Over 90's celebration' on Tuesday, August 29 from 11am-12:30pm. The celebration is a red carpet gala with Rat Pack Trio entertainment. We invite commissioners to help serve lunch to the seniors and/or join us for a meal.

MARKETING

The Communications Department recently assumed production of the monthly SAC newsletter - 'The Discovery'. The newsletter continues to positively evolve with the September issue debuting a fresh look consistent with new city branding. Additionally, the SAC is submitting 3+ social media posts per month highlighting adult 50+ classes, services and events. Other marketing efforts include updating and monitoring the city website (SAC page), issuing Constant Contact emails to distribution lists,

press releases and ads submitted to local news/information outlets, public presentations, word of mouth, etc.

These added marketing efforts have contributed in part to a significant increase in sponsorship revenue. FY16-17 estimated revenue was \$3500 - actual revenue was \$6013. The average monetary donation was \$120-250 from businesses and organizations whose services and products target, benefit and support the aging population. The SAC also received many in-kind sponsorships including dessert purchases for socials, entertainment for events, and raffle prizes, etc.

CLASSES, ACTIVITIES & EVENTS

We continue to analyze current offerings and gaps in adult 50+ programming using customer feedback, surveys, regional and industry trends, etc. We also make conscience efforts to target the younger senior who may still be in the workforce or have other obligations during the day. We recently added Tai Chi on Mondays at 7:30am and Wednesdays at 7pm. The monthly Movie Matinee, featuring current box office hits, is a favorite activity with an average of 40 participants. To change things up a bit, the recent MeetUp Mingle event (which averages 50 attendees) was held at the July summer concert. And the 2017 Intergenerational Games were held on Wednesday April 5th at Walnut Grove Park. We had 50 senior volunteers participate which almost outnumbered the 60 youth participants!

SERVICES

To satisfy the service needs of our seniors, we added meetings and congregates to address a variety of challenges they face. This includes a suicide loss support group, bereavement support group and a series of Alzheimer workshops which provide information and support for caregivers, as well as onsite respite care for the adult suffering from Alzheimer's. The average attendance at an Alzheimer's workshop is 20 caregivers and 3 adults in respite care. There is also a monthly Saturday Food Distribution at the SAC facilitated by the church who rents the facility. Many of our senior customers reportedly take advantage of this helpful offering.

In June, 2017 we launched the revamped senior excursion program called the Trailblazer Partner Program. The program is a partnership with local travel vendors whereby all excursions are planned and implemented by the travel providers. The SAC serves as an information hub where customers can get trip destinations, costs, and details, etc. For booking and payments, customers contact the travel vendors directly. Program partners include Daytrippers and Full Circle Tours. There are currently 15+ trips scheduled to depart SAC.

We are also working to expand our taxi voucher program to offer more transportation options for seniors. Taxi vouchers unfortunately do not provide tracking information or statistics which would



DISCOVER LIFE'S POSSIBILITIES

City of San Marcos
1 Civic Center Drive
San Marcos, CA 92069

help us make improvements. We are exploring Uber, Lyft, FACT and other providers to create a more comprehensive, efficient and tailored senior mobility program.

SPECIAL EVENT PERMITS

APPROVED AND ISSUED

2.EVENT_DATE	Permit Numbe	2.LOCATION	DESCRIPTION	APPLICANT_NAME	STATUS
08/25/2017	SE17-00053	San Elijo Park lower field	San Elijo Movie Night Aug 25	San Elijo Hills Community Association	ISSUED
09/08/2017	SE17-00054	San Elijo Town Square	San Elijo Party in the Town Square Sept 8	San Elijo Hills Community Association	ISSUED
10/21/2017	SE17-00055	San Elijo area	Charity Bike Ride Oct 21	National MS Society	ISSUED
09/23/2017	SE17-00057	Woodland Park	Mountain Shadows Staff Picnic 9/23/17	Mountain Shadows Support Group	ISSUED
11/03/2017	SE17-00065	Hike to Double Peak Park	CSUSM Moon Lit Hike Nov 3	CSUSM Outdoor Adventures	ISSUED
09/24/2017	SE17-00069	Walnut Grove Park South	Company Picnic Sept. 24	Stone Brewing	ISSUED
09/07/2017	SE17-00070	400 Mission Hills Court	Sponsor 3rd World Children Sept 7-11	Mission Hills Church	ISSUED
08/26/2017	SE17-00074	185 Bosstick Blvd	Business Promotion/Open House Aug. 26	Baia Designs	ISSUED
10/05/2017	SE17-00075	Walnut Grove Park	Cross Country Meet Oct 5 Walnut Grove Park	Boys and Girls Club of Vista	ISSUED
10/22/2017	SE17-00076		Giro di San Diego GranFondo fun bike ride Sun.	Giro di San Diego	ISSUED
11/11/2017	SE17-00077	Helen Bougger Park	Veteran's Day Celebration Sat Nov 11	CITY OF SAN MARCOS	APPLIED

BEING REVIEWED

2.EVENT_DATE	Permit Numbe	2.LOCATION	DESCRIPTION	APPLICANT_NAME	STATUS
10/28/2017	SE17-00056	Rock Church on SM Blvd	Pumpkin Fest 10/28/17	Rock Church San Marcos	APPLIED
09/02/2017	SE17-00064	Sunset Park	Soccer Tournament Sunset Park Sept 2-3 event date is being rescheduled to Nov or	Legendary Event Management	APPLIED
10/15/2017	SE17-00071	San Elijo Park lower softball field	Oktoberfest Sun Oct 15 lower softball field	San Elijo Hills Community Association	APPLIED
09/30/2017	SE17-00078	San Elijo Park lower field and trails	Double Peak Challenge & Expo Sept 30	Friends of San Marcos Parks & Recreation	APPLIED
09/23/2017	SE17-00079	North City Drive and Redel Road	Taste of San Marcos Sept 23	Chamber of Commerce	APPLIED
09/10/2017	SE17-00080	387 Palmac St	Block Party Permit - Family Event Sept 10. 2017	Rene Ruiz	APPLIED
09/02/2017	SE17-00081	1780 La Costa Meadows Dr #104	Grand Opening Sept 2	Quick Charge Power LLC	APPLIED
09/14/2017	SE17-00082	292 Barham Drive	parking lot concert Sept 14	The Crux at Summit Church	APPLIED