
MINUTES

Regular Meeting of the San Marcos Parks & Recreation Commission Wednesday, June 20, 2018 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

FRANKLIN	(5/6)	80%
HERNANDEZ(ALT)	(1/1)	100%
MOCKUS	(6/6)	100%
SMITH	(6/6)	100%

Commissioners Absent

CRAIN	(4 /6)	80%
LINDSAY	(4 /6)	80%
SENSMEIER (ALT)	(4 /6)	80%
TOWSLEY	(5 /6)	100%

ALSO PRESENT: Director Buck Martin, Senior Management Analyst Darren Chamow,

Program Manager Holly Malan, Recreation Supervisor Ron Vinluan, and Commission Secretary Vanessa Martinez.

ORAL COMMUNICATIONS

Lauren Pallasgui and Jessica Perales with Vista Community Clinic Presented to the San Marcos Parks & Recreation Commission an observation study regarding smoking in San Marcos public parks. The study was conducted at Woodland Park, Jack's Pond Park, Hollandia Park, Mission Sports Park, Bradley Park, and Double Peak Park (No Smoking allowed at Double Peak). They also reported results from a public opinion poll conducted with over 250 participants at San Marcos parks. Letty Robles of San Marcos Prevention Coalition and San Marcos Middle School Club Live students presented to the commission on park clean up findings as well as requested that the Parks & Recreation Commission ask City Council to adopt and approve a smoke free parks policy in San Marcos.

Commissioner Mockus thanked the students for coming in front of the commission twice to advocate change and improvements in their community.

Chair Franklin welcomed Commissioner Hernandez to the commission and passed out Robert's Rules.

CONSENT CALENDAR

**NO QUORUM TO APPROVE CONSENT CALENDAR ITEM 1 – APPROVAL OF MAY 16, 2018
MINUTES CHAIR FRANKLIN REQUESTED IT TO BE MOVED TO NEXT MONTH'S MEETING.**

**COMMISSIONER SMITH MOVED TO APPROVE CONSENT CALENDAR ITEM 2 & 3-APPROVAL OF
STATS AND GENERAL FACILITY USE SCHEDULING, SECONDED BY COMMISSIONER MOCKUS
AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE**

REPORTS AND OTHER BUSINESS

4. Annual Youth Sports Group Presentation–

Kelly Breihan with San Marcos youth Lacrosse organization reported on last year's participation numbers and team statistics. Last season there were 186 participants, with over 70 percent San Marcos residents. Kelly also reported on program season schedules as well as field use challenges.

5. Annual Staff Report, Parks & Trails, PPT Shown -

Supervisor Ron Vinluan presented on the Parks and Trails program to the San Marcos Parks & Recreation Commission. Ron gave an overview on the ranger, caretaker, and volunteer ranger programs. He reported on items including newly hired part time rangers, new equipment recently acquired, and changes made to the Nature Center staff and caretaker job descriptions. Ron also reported on challenges the ranger program faces including limited staff for the increasing number of parks, trails, and events. Ron gave a summary of events over the last year and upcoming events as well as the San Diego County Parks and Recreation Champions Award with finalist Commissioner Travis Lindsay.

Chair Franklin informed staff that there are Federal Grant Opportunities for National Trails Day.

6. Smoke Free Parks –

Holly Malan Parks & Recreation Program Manager presented to the Commission a report of a one year review of smoking in designated areas only ordinance passed by City Council in 2008-09. The discussion in the report was based on the reduction of litter; the conclusion of the report was that the NO Smoking in Parks Except in Designated Areas education of park users proved to be working. Holly also provided a list showing the designated smoking areas at parks.

Director Buck Martin stated that the City of San Marcos is one of six other cities in the County that still allows smoking in the parks and says it's a challenge for other cities as well. If the Parks & Recreation Commission would like to make a recommendation to City Council to make San Marcos parks completely smoke free, a report will be made and presented to the City Manager and then reported to City Council. Buck Martin stated that the Department has recently added more rangers to make more of a presence and they will need to go through the enforcement program

before they can start giving citations. Internally, staff will be more aggressive on the enforcement side.

7. Youth Sports Council, June 5, 2018 -

Chair Franklin was present at the Youth Sports Council meeting and reported items discussed.

Chair Franklin first commended Eric Leichliter and Taylor Oshinski for doing an awesome job organizing and keeping the YSC meeting on task.

He also reported a discussion about bait stations and other pest control in parks and asked who is responsible for that. The YSC minutes note that any request for pest control must go through the City who will then coordinate and approve any requested pest control services.

Also SM United stated they were not satisfied with Tegriscap services during a tournament. Director Buck Martin and James Daza have been in touch with the sports group and will contact Public Works to get more information to find a remedy for the situation.

8. Trails Advisory Committee Meeting, June 6, 2018 -

Isaac Hernandez and Chair Franklin were present at the Trails Advisory Committee meeting and reported on items discussed.

Chair Franklin touched on the Trails Day attendance numbers and federal grant opportunities for trails day that was also discussed in Ron Vinluan's report.

He also had concerns on Item 2 trail markers – New Way Finding signs, and kiosk designs. QR codes are proposed to be used on trails where there might not be internet connections, making this ineffective.

9. Special Events List & Social Media Posts – Chair Franklin moved to item 7

Program Manager Holly Also gave a quick update on the Fourth of July fundraising efforts. She thanked Commissioners for participating in the fundraising efforts and invited Commissioner Hernandez to the next fundraising meeting. Holly reported the Go Fund Me donations of \$3,585 and a total amount of \$23,378 as of this afternoon.

Darren Chamow explained the change in statistics for social media posts. In the past the Communications Department had been compiling social media post statistics by hand which was time consuming for staff. The Parks & Recreation Department and Office of Communications found a solution to still get the information needed without consuming too much staff time. The most popular posts from Facebook, Instagram, and or Twitter will be printed and presented to Commission at the monthly meetings. It will show the actual post along with the amount of likes and or comments or shares.

ORAL COMMUNICATIONS

Parks & Recreation Director Buck Martin provided an update on items including:

- Parks Make Life Better month is in July and will be presented to Council on the 10th of July. A staff member will accept the proclamation.
- The recruitment for Parks & Recreation Program manager closed on Monday and the first round of interviews will begin on June 26, 2018 and the final interview will be on July 2, 2018.
- San Diego County Parks and Recreation Champions Award finalist nominee is Travis Lindsay and will be announced at Wednesday July 11, 4-6 pm in Old Town at Heritage Park.
- Mini Music Festival will be held on June 30, 2018 at Woodland Park. Doors open at 1pm, music performances 2pm – 8pm.
- World's largest swim lesson will be held tomorrow at Woodland and Las Posas Pools. Starts at 1:30pm.
- Double Peak Challenge now has 233 registrants and will be held on September 30, 2018.

COMMISSIONER COMMENTARY

- Commissioner Mockus reported that a sports clinic at Mulberry Park had bright signs posted along Mulberry Road and wondered if signage is allowed at our parks. Holly Malan said it might be directional signage for a new class that may have started; she would look into it further.
- Commissioner Smith said Trails Day was fun, especially Bunny the Pony was awesome and her daughter loved it.
- Chair Franklin thanked staff for all their hard work and for the new badges.

WRITTEN COMMUNICATIONS

Commissioners Towsley & Sensmeier emailed that they would not be able to make it to tonight's meeting.

ADJOURNMENT

CHAIRPERSON FRANKLIN ADJOURNED THE JUNE 20, 2018 SAN MARCOS PARKS & RECREATION COMMISSION MEETING AT 7:40 P.M.

ATTEST:

Jay Franklin, Chairperson
Parks & Recreation Commission
City of San Marcos

Vanessa Martinez, Commission Secretary
Parks & Recreation Commission
City of San Marcos

MINUTES

Regular Meeting of the San Marcos Parks & Recreation Commission Wednesday, July 18, 2018 City Council Chambers, 1 Civic Center Drive

CALL TO ORDER: Chairperson Jay Franklin called the meeting to order at 6:03 pm.

PLEDGE OF ALLEGIANCE: Led by Chairperson Jay Franklin

ROLL CALL:

Commissioners Present

CRAIN	(5/7)	70% (6:07)
FRANKLIN	(6/7)	90%
MOCKUS	(7/7)	100%
TOWSLEY	(6/7)	90%

Commissioners Absent

HERNANDEZ (ALT)	(1/2)	50%
LINDSAY	(4/7)	60%
SENSMEIER (ALT)	(4/7)	60%
SMITH	(6/7)	90%

ALSO PRESENT:

Director Buck Martin, Senior Management Analyst Darren Chamow,
Program Manager Holly Malan, Program Manager Andrea Gonzalez and Commission Secretary Vanessa Martinez.

ORAL COMMUNICATIONS

Volunteer Recognition Awards - None

Speaker slips were received in response to item #6 Smoking in Parks Policy. Chairperson Franklin moved Oral Communications to be heard after agenda item Smoking in Parks Policy.

CONSENT CALENDAR

COMMISSIONER MOCKUS MOVED TO APPROVE CONSENT CALENDAR ITEM 1-APPROVAL OF MAY 16, 2018 MINUTES AS PRESENTED, SECONDED BY COMMISSIONER TOWSLEY AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE

NO QUORUM TO APPROVE CONSENT CALENDAR ITEM 1 – APPROVAL OF JUNE 20, 2018 MINUTES, CHAIR FRANKLIN REQUESTED TO MOVE ITEM TO NEXT MONTH’S MEETING.

COMMISSIONER TOWSLEY MOVED TO APPROVE CONSENT CALENDAR ITEM 2 - APPROVAL OF STATS, SECONDED BY COMMISSIONER MOCKUS AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE

COMMISSIONER MOCKUS MOVED TO APPROVE CONSENT CALENDAR ITEM 3 – APPROVAL OF GENERAL FACILITY USE SCHEDULING, SECONDED BY COMMISSIONER TOWSLEY AND CARRIED UNANIMOUSLY. ABSTENTIONS: NONE

REPORTS AND OTHER BUSINESS

4. Annual Youth Sports Group Presentation–

Stephanie Walker with San Marcos Youth Baseball reported on items including season schedules, the introduction of Shetland for 5-6 year olds, hosted events, travel team successes and participation statistics. She stated there were 800 players this spring season and of that more than 80% were San Marcos residents. Some events that SMYBB will host this year include the Wood Bat tournament, Halloween tournament and Home Run for Chelsea event. San Marcos Youth Baseball is focused on league unity by eliminating the North and South divisions. A challenge they face is to stay competitive with other local leagues that offer more travel teams.

She also thanked the City and staff for their support and field maintenance. She gave a special thanks to the following staff; James Daza, Eric Lechlitter, Taylor Oshinski, Krystal Mainprize, Art Sotelo and Stew Rutledge for their efforts.

5. Annual Staff Report, 4th of July Fireworks Fundraiser – Slideshow

Program Manager Holly Malan reported on the Fourth of July Fundraising totals. The goal was to raise \$30,000 this year, which was \$5,000 more than previous years. The committee was very diligent in getting new donors this year that helped contribute to our goal. The total amount received was \$28,134. The Go Fund Me goal was set at \$5,000 and the total reached was \$4,350. Youth Ambassadors collected the highest ever in cash donations, at the event collecting \$970. A new Snap Chat geo filter was added this year and there were 10,438 views, 1400 swipes and 240 uses. Holly thanked the committee for their commitment and contributions.

Commissioner Mockus thanked all staff and volunteers. She also requested to have more trash receptacles around the snack bar and restrooms for next year.

Commissioner Towsley said that everyone did a fantastic job. She also requested that the committee focus on promoting the VIP areas for next year.

Chair Franklin thanked Holly Malan and staff for a job well done. He gave a special thanks to Commissioner Towsley for her marketing expertise and fundraising efforts. He requested to have more speakers added around the stage; there were several people at the event who could not hear the announcements.

Chair Franklin stated he saw drones in the area and that it's a safety concern if a drone crashes or gets hit by fireworks. He also thanked the Youth Ambassadors for doing a great job.

6. Smoking in Parks Policy – Moved to item 5

Director Buck Martin summarized community concerns presented by Club Live at the May and June Commission meeting, current city policy regarding smoking in designated areas, staff response to the concerns, and follow up plans. Mr. Martin sent a memo to City Manager Jack Griffin, outlining the presentations provided by Club Live as well as a brief history of the smoking in parks issue. The memo also listed the steps staff planned to take over the next six months:

- Increase enforcement of the current smoking ordinance via Rangers and other Parks and Recreation Staff.
- Work with the Office of Communications to develop an outreach plan aimed at encouraging proper use of public parks and adherence to rules, including designated smoking areas.
- Monitor the results of these steps for approximately six months and then return to the Commission with further recommendations.

Speaker Letty Robles with the San Marcos Prevention Coalition reported information gathered from a survey conducted in San Marcos. The results of the survey showed the main concern of community members is with under aged drinking and smoking/vaping in public areas. Youth and community members support removal of designated smoking areas in the parks as well as the majority surveyed support 100% smoke free parks.

Speaker K.C. Strang, father, San Marcos resident and soccer coach, Executive Director of the San Marcos Prevention Coalition, member of the County of San Diego Behavioral Health Advisory Board, and chairperson of the San Marcos Palomar Health Community Action Council, voiced his support to make all parks in San Marcos smoke free.

He stated that the County of San Diego has a Live Well Initiative that attributes 3 behaviors that result in four diseases that cause over 50% percent of deaths in San Diego. Tobacco use is one of those behaviors. The City of San Marcos is a Live Well Partner and removing the designated smoking areas from our parks fits into this partnership. He is also proud of San Marcos Middle School youth for being brave and bringing this issue forward.

Mr. Strang displayed an example of an electronic cigarette called a "jewel", that is popular with young people. It is used to vape liquid nicotine, but can also be used to vape drugs.

Speaker Jessica Perales with the Vista Community Clinic stated that middle and high school students are purchasing electronic cigarettes in local stores, online and via Snap Chat.

Chair Franklin requested staff to reassess the designated smoking areas and to investigate how other cities are enforcing No Smoking in the parks and what has been working for them.

7. Special Events List & Social Media Posts –

Commissioner Mockus asked for San Marcos Family Camp Out registration totals. They were not available and would be reported at the next commission meeting. Commissioner Towsley likes the new format of social media stats.

ORAL COMMUNICATIONS

Parks & Recreation Director Buck Martin provided an update on items including:

- Foundation for Senior Well Being held at Heritage Park in Walnut Grove Park on August 3 from 5-8pm.
- 3rd annual Double Peak Challenge on September 20, 2018
- San Marcos Fall Festival Sunday October 14, 2018
- Mini Music Festival was very successful and Andrea Gonzalez did a great job
- Andrea Gonzalez has been promoted to Parks & Recreation Program Manager
- Summer Concert is Saturday July 21 and gates open at 6pm
- Senior Activity Center Fitness Zone – August 13, 2018 construction will start
- City Blood Drive on Thursday, July 26, 2018 from 9am-3pm
- The Parks & Recreation Department is starting the CAPRA Accreditation process. CAPRA stands for Commission for Accreditation of Park & Recreation Agencies and accredits park and recreation agencies for excellence in operation and service.

COMMISSIONER COMMENTARY

- Commissioner Crain stated San Marcos Youth Baseball is doing a great job.
Commissioner Towsley – Cannot make Trails Advisory Commission Meeting in August and asked if anyone was available to take her spot.

WRITTEN COMMUNICATIONS

Commissioners Hernandez, Lindsay, Sensmeier and Smith emailed that they would not be able to make it to tonight's meeting.

ADJOURNMENT

CHAIRPERSON FRANKLIN ADJOURNED THE JULY 18, 2018 San Marcos PARKS & RECREATION COMMISSION MEETING AT 7:01 P.M.

ATTEST:

Jay Franklin, Chairperson
Parks & Recreation Commission
City of San Marcos

Vanessa Martinez, Commission Secretary
Parks & Recreation Commission
City of San Marcos

Community Services Department Monthly Statistics - JULY 2018

Program Areas	July 2018 Participation Totals	Actual # of Participants	Sessions	July 2017 Participation Totals	Monthly Participant Variance	Current FY 18/19	Prior FY 17/18	Annual Participant Variance*	NOTES
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AQUATICS

Las Posas Pool	3,803	3,803	60	7,461	-49%	3,803	19,901	19.11%	1
Woodland Pool	5,301	5,301	70	4,805	10%	5,301	14,054	37.72%	

CLASSES

Adult	292	73	32	441	-34%	292	5,255	5.56%	2
Youth	2,652	554	241	3,491	-24%	2,652	22,354	11.86%	

EVENTS

City Sponsored	5,200	5,200	3	5300	-2%	5,200	15,450	33.66%	
Partner Events	-	-	-	-	#DIV/0!		1,200	0.00%	

FACILITY RENTALS

Indoor	3,604	3,114	64	5,098	-29%	3,604	66,990	5.38%	3
Outdoor	3,787	3,127	106	3,825	-1%	3,787	30,631	12.36%	

HIKES	-			22	-100%		430	0.00%	4
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NATURE CENTER	100	100	5	368	-73%	100	3,814	2.62%	5
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SENIOR ACTIVITY CENTER

Activites/Classes	3,882	285	323	4,665	-17%	3,882	43,506	8.92%	
Meals	976	39	26	913	7%	976	11,991	8.14%	
Resources & Services	359	35	20	315	14%	359	4,542	7.90%	
Transportation	701	28	75	575	22%	701	7,922	8.85%	

SPORTS

Adult	11,570	3,456	447	12,678	-9%	11,570	111,361	10.39%	
Youth	3,605	627	102	3,725	-3%	3,605	102,092	3.53%	

YOUTH

Adventure Camp	4,256	228	86	4058	5%	4,256	10,931	38.94%	
Family Activities	362	322	2	413	-12%	362	2,493	14.52%	
Preschool	2,250	358	42	1,824	23%	2,250	37,992	5.92%	

DEPARTMENT TOTALS	52,700	26,650	1,704	59,977	-12%	52,700	514,130	10.25%	
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Community Services Department Monthly Statistics - JULY 2018

Program Areas	Total volunteer hours July 2018	Actual # of Volunteers	Sessions	Total volunteer hours July 2017	Monthly Participant Variance	Current FY 18/19	Prior FY 17/18	* Annual Participant Variance	NOTES
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VOLUNTEER HOURS

Special Events/other	98	18	3	90	9%	98	795	12.33%	
Rangers & Nature Center	204	29	41	238	-14%	29	2,001	1.45%	
Senior Activity Center	1,031	116	151	819	26%	1,031	16,828	6.13%	
TOTALS	1,333	163	195	1,147		1,158	19,624	5.90%	

NOTES FOR +/- 20% CHANGES

1. Las Posas Pool restrooms are under construction. Tentative date for reopen is August 17.
2. Some classes that were offered last year aren't being offered this year.
3. Currently there isn't a Church group using the Senior Center.
4. There wasn't a hike in July - Due to the Extreme Heat Advisory.
5. Junior Ranger Day was in July last year.

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

Current FY 18/19 calculated by
actual participants

Facility Use List
San Marcos Community Center
August 16- September 19, 2018

Date	Day	Start - End Time	Facility	Event	Attend
Aug 16, 2018	Thursday	10:00 AM - 07:00 PM	Dining Room	Broadway Theater Camp Show	10
Aug 16, 2018	Thursday	10:00 AM - 07:00 PM	Main Hall	Broadway Theater Camp Show	200
Aug 16, 2018	Thursday	06:00 PM - 08:00 PM	Small Rec Room	SM Youth Baseball	15
Aug 17, 2018	Friday	07:30 AM - 01:30 PM	Main Hall	Small Business Expo	200
Aug 17, 2018	Friday	07:30 AM - 01:30 PM	Dining Room	Small Business Expo	50
Aug 17, 2018	Friday	05:00 PM - 10:00 PM	Main Hall	Eroica Players	280
Aug 18, 2018	Saturday	02:00 PM - 07:00 PM	Main Hall	Eroica Players	200
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Main Hall	Mission 316 Church Service	100
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Large Rec Room	Mission 316 Church Service	10
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Fitness Room	Mission 316 Church Service	10
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Dining Room	Mission 316 Church Service	10
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Dance Room	Mission 316 Church Service	10
Aug 19, 2018	Sunday	08:00 AM - 01:00 PM	Small Rec Room	Mission 316 Church Service	10
Aug 20, 2018	Monday	08:30 AM - 12:30 PM	Main Hall	SMUSD Child Nutrition Services	160
Aug 20, 2018	Monday	05:30 PM - 08:30 PM	Conference Room	SMPW Football	10
Aug 20, 2018	Monday	06:00 PM - 08:00 PM	Dining Room	Grove Park HOA	10
Aug 23, 2018	Thursday	06:00 PM - 08:00 PM	Main Hall	San Diego Food Bank	75
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Main Hall	Mission 316 Church Service	100
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Fitness Room	Mission 316 Church Service	10
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Large Rec Room	Mission 316 Church Service	10
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Small Rec Room	Mission 316 Church Service	10
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Dance Room	Mission 316 Church Service	10
Aug 26, 2018	Sunday	08:00 AM - 01:00 PM	Dining Room	Mission 316 Church Service	10
Aug 27, 2018	Monday	10:00 AM - 12:00 PM	Dining Room	Thrivent	50
Aug 29, 2018	Wednesday	04:00 PM - 09:00 PM	Main Hall	Start Smart Class	150
Aug 29, 2018	Wednesday	05:00 PM - 09:00 PM	Dining Room	Start Smart Class Spanish	40
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Large Rec Room	Mission 316 Church Service	10
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Fitness Room	Mission 316 Church Service	10
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Dining Room	Mission 316 Church Service	10
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Dance Room	Mission 316 Church Service	10
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Small Rec Room	Mission 316 Church Service	10
Sep 2, 2018	Sunday	08:00 AM - 01:00 PM	Main Hall	Mission 316 Church Service	100
Sep 5, 2018	Wednesday	04:00 PM - 07:30 PM	Dining Room	COSM Family Night	30
Sep 5, 2018	Wednesday	06:00 PM - 09:00 PM	Conference Room	Trails Advisory Committee	12
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Fitness Room	Mission 316 Church Service	10
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Large Rec Room	Mission 316 Church Service	10
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Main Hall	Mission 316 Church Service	100
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Small Rec Room	Mission 316 Church Service	10

Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Dance Room	Mission 316 Church Service	10
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Dining Room	Mission 316 Church Service	10
Sep 10, 2018	Monday	05:00 PM - 08:00 PM	Main Hall	Broadway Theater West Audition	50
Sep 10, 2018	Monday	06:00 PM - 08:00 PM	Small Rec Room	SM Youth Baseball	15
Sep 10, 2018	Monday	06:00 PM - 09:00 PM	Dining Room	SMYS Ref & Team Parent Training	40
Sep 12, 2018	Wednesday	04:00 PM - 09:00 PM	Main Hall	Start Smart Class	150
Sep 13, 2018	Thursday	06:30 PM - 08:30 PM	Dining Room	AARE Meeting	50
Sep 14, 2018	Friday	06:45 PM - 08:45 PM	Large Rec Room	Susie Dance Party	30
Sep 15, 2018	Saturday	04:30 PM - 08:30 PM	Main Hall	Indian Cultural Performance	200
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Large Rec Room	Mission 316 Church Service	10
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Fitness Room	Mission 316 Church Service	10
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Main Hall	Mission 316 Church Service	100
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Small Rec Room	Mission 316 Church Service	10
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Dining Room	Mission 316 Church Service	10
Sep 16, 2018	Sunday	08:00 AM - 01:00 PM	Dance Room	Mission 316 Church Service	10
Sep 17, 2018	Monday	05:30 PM - 08:30 PM	Dining Room	SMPW Football	20
Sep 18, 2018	Tuesday	06:30 PM - 08:30 PM	Conference Room	Victoria Ranch HOA	10
Sep 18, 2018	Tuesday	07:00 PM - 08:30 PM	Dining Room	Free College Planning Wkshp	40
Sep 19, 2018	Wednesday	06:00 PM - 08:00 PM	Dining Room	Rancho Santalina Board Meeting	12

Facility Use List
Senior Activity Center
August 16- September 19, 2018

Date	Day	Start - End Time	Facility	Event	Attend
Aug 16, 2018	Thursday	06:00 PM - 08:00 PM	Craft Room	Greenwood HOA	15
Aug 16, 2018	Thursday	07:00 PM - 09:00 PM	Horizon Rooms 1,2,3	Palomar RC Flyers	40
Aug 21, 2018	Tuesday	07:00 PM - 09:30 PM	Horizon Room 1	Palomar Pacific Music Men	20
Aug 24, 2018	Friday	09:00 AM - 04:00 PM	Community Room	Huntington Rare Coins	20
Aug 25, 2018	Saturday	09:00 AM - 04:00 PM	Community Room	Huntington Rare Coins	20
Aug 28, 2018	Tuesday	07:00 PM - 09:30 PM	Horizon Room 1	Palomar Pacific Music Men	20
Aug 29, 2018	Wednesday	06:30 PM - 09:00 PM	Horizon Rooms 1,2,3	SD Church of Christ	100
Sep 4, 2018	Tuesday	07:00 PM - 09:30 PM	Horizon Room 1	Palomar Pacific Music Men	20
Sep 5, 2018	Wednesday	06:30 PM - 09:00 PM	Horizon Rooms 1,2,3	SD Church of Christ	100
Sep 10, 2018	Monday	06:00 PM - 08:00 PM	Horizon Room 1	CWONC	45
Sep 10, 2018	Monday	06:00 PM - 08:30 PM	Community Room	SD Aces Disc Golf Club	15
Sep 10, 2018	Monday	06:30 PM - 09:00 PM	Craft Room	Vallecitos HOA	10
Sep 11, 2018	Tuesday	07:00 PM - 09:30 PM	Horizon Room 1	Palomar Pacific Music Men	20
Sep 12, 2018	Wednesday	06:30 PM - 09:00 PM	Horizon Rooms 1,2,3	SD Church of Christ	100
Sep 18, 2018	Tuesday	06:00 PM - 08:00 PM	Community Room	Educational Workshop	15
Sep 18, 2018	Tuesday	07:00 PM - 09:30 PM	Horizon Room 1	Palomar Pacific Music Men	20
Sep 19, 2018	Wednesday	06:30 PM - 09:00 PM	Horizon Rooms 1,2,3	SD Church of Christ	100
Sep 19, 2018	Wednesday	06:00 PM - 09:00 PM	Recreation Room	SD Cymbidium Society	25

Facility Use List

Williams Barn

August 16- September 19, 2018

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 18, 2018	Saturday	04:00 PM - 10:00 PM	Williams Barn	De La Cruz wedding	170
Aug 19, 2018	Sunday	12:00 PM - 04:00 PM	Williams Barn	Shofu Dental	60
Aug 24, 2018	Friday	06:30 PM - 10:30 PM	Williams Barn	Whirlaways Square Dance	75
Aug 25, 2018	Saturday	05:30 PM - 09:30 PM	Williams Barn	Scablaske Wedding	100
Aug 26, 2018	Sunday	10:00 AM - 02:00 PM	Williams Barn	Vallecitos Spurs Award Banquet	100
Sep 8, 2018	Saturday	05:00 PM - 09:00 PM	Williams Barn	Ray of Sunshine Equestrian	170
Sep 14, 2018	Friday	06:30 PM - 10:30 PM	Williams Barn	Whirlaways Square Dance	75
Sep 15, 2018	Saturday	04:00 PM - 10:00 PM	Williams Barn	Ramos Quincenera	170
Sep 16, 2018	Sunday	01:00 PM - 05:00 PM	Williams Barn	Dancing Shadows	40

Facility Use List
San Elijo Rec Center & Wood House
August 16- September 19, 2018

Date	Day	Start - End Time	Facility	Event	Attendance
Aug 16, 2018	Thursday	08:00 AM - 09:00 PM	Wood House & Garden	American Red Cross CPR Class	15
Aug 18, 2018	Saturday	08:00 AM - 03:00 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Aug 20, 2018	Monday	06:30 PM - 08:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Aug 23, 2018	Thursday	08:00 AM - 09:00 PM	Wood House & Garden	American Red Cross CPR Class	15
Aug 25, 2018	Saturday	08:00 AM - 10:00 PM	Wood House & Garden	Concert in the Gardens	100
Aug 28, 2018	Tuesday	06:30 PM - 08:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Aug 30, 2018	Thursday	08:00 AM - 09:00 PM	Wood House & Garden	American Red Cross	15
Sep 4, 2018	Tuesday	06:30 PM - 08:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Sep 5, 2018	Wednesday	05:30 PM - 09:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Sep 6, 2018	Thursday	08:00 AM - 09:00 PM	Wood House & Garden	American Red Cross CPR Class	15
Sep 6, 2018	Thursday	05:30 PM - 09:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40
Sep 8, 2018	Saturday	08:30 AM - 05:00 PM	Wood House & Garden	Red Cross CPR Class	15
Sep 13, 2018	Thursday	08:00 AM - 09:00 PM	Wood House & Garden	American Red Cross CPR Class	15
Sep 15, 2018	Saturday	08:00 AM - 10:00 PM	Wood House & Garden	Concert in the Gardens	100
Sep 17, 2018	Monday	06:30 PM - 08:30 PM	San Elijo Terrace Room	AYSO Coach Meeting	40

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Aug 16, 2018	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	City Event/Meeting	4065	75
Aug 16, 2018	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	City Event/Meeting	4065	75
Aug 16, 2018	Thursday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	City Event/Meeting	4065	75
Aug 16, 2018	Thursday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 16, 2018	Thursday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 17, 2018	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	City Event/Meeting	4065	75
Aug 17, 2018	Friday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	City Event/Meeting	4065	75
Aug 17, 2018	Friday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	City Event/Meeting	4065	75
Aug 17, 2018	Friday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 17, 2018	Friday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 18, 2018	Saturday	10:00 AM - 03:00 PM	Discovery Lakeview Park	Jolie's first birthday	Park Shelter w/o jump house	R5081	60
Aug 18, 2018	Saturday	11:00 AM - 02:00 PM	Woodland Park Pepper	Birthday	Park Shelter with jump house	R5242	50
Aug 18, 2018	Saturday	12:00 PM - 04:00 PM	Sunset Park East Shelter	birthday	Park Shelter w/o jump house	R5217	50
Aug 18, 2018	Saturday	01:00 PM - 06:00 PM	Sunset Park West Shelter 1 & 2	Birthday	Park Shelter w/o jump house	4923	50
Aug 18, 2018	Saturday	02:00 PM - 07:00 PM	San Elijo Gazebo	Birthday Party	Park Shelter w/o jump house	R5192	48
Aug 18, 2018	Saturday	02:00 PM - 05:30 PM	Woodland Park West	Birthday	Park Shelter with jump house	R5162	100
Aug 18, 2018	Saturday	03:00 PM - 06:00 PM	Woodland Park Open Area	Hula in the Park	Commercial Park Use	4227	15
Aug 19, 2018	Sunday	10:00 AM - 01:00 PM	Discovery Lakeview Park	Third birthday party	Park Shelter w/o jump house	R5200	23
Aug 19, 2018	Sunday	12:00 PM - 04:00 PM	San Elijo Gazebo	Korrina's 1st Birthday	Park Shelter w/o jump house	R5144	30

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Aug 19, 2018	Sunday	12:00 PM - 03:00 PM	Sunset Park East Shelter	Ambers birthday party	Park Shelter w/o jump house	R5043	50
Aug 20, 2018	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Corral	Adventure Day Camp	City Event/Meeting	4065	75
Aug 20, 2018	Monday	07:00 AM - 06:00 PM	Jack's Pond Park East Shelter	Adventure Day Camp	City Event/Meeting	4065	75
Aug 20, 2018	Monday	07:00 AM - 06:00 PM	Jack's Pond Park Open Area	Adventure Day Camp	City Event/Meeting	4065	75
Aug 20, 2018	Monday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 20, 2018	Monday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 21, 2018	Tuesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 21, 2018	Tuesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 21, 2018	Tuesday	01:00 PM - 03:00 PM	Parking Lot	San Diego Food Bank-	SAC Reservations	3930	50
Aug 22, 2018	Wednesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 22, 2018	Wednesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 22, 2018	Wednesday	05:00 PM - 07:00 PM	Double Peak Amphitheater	Youth Group Meeting	Park Shelter w/o jump house	R5220	40
Aug 23, 2018	Thursday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 23, 2018	Thursday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 23, 2018	Thursday	05:00 PM - 07:00 PM	Sunset Park West Shelter 1	Allred Dental	Park Shelter w/o jump house	R5203	30
Aug 23, 2018	Thursday	05:00 PM - 07:00 PM	San Elijo Gazebo	Football Dinner	Park Shelter w/o jump house	R5214	50
Aug 24, 2018	Friday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 24, 2018	Friday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 25, 2018	Saturday	08:00 AM - 02:00 PM	San Elijo Gazebo	Cyrus's 3rd Birthday	Park Shelter with jump house	R5219	50

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Aug 25, 2018	Saturday	11:30 AM - 02:30 PM	Sunset Park East Shelter	Birthday party	Park Shelter w/o jump house	R9001738	35
Aug 25, 2018	Saturday	12:00 PM - 04:00 PM	Woodland Park Pepper	Birthday	Park Shelter w/o jump house	R5246	75
Aug 25, 2018	Saturday	02:00 PM - 04:00 PM	Sunset Park West Shelter 1	JULIOS BIRTHDAY	Park Shelter w/o jump house	R5231	50
Aug 25, 2018	Saturday	03:00 PM - 06:00 PM	Sunset Park East Shelter	kids bday party	Park Shelter w/o jump house	R5223	50
Aug 25, 2018	Saturday	03:00 PM - 06:00 PM	Woodland Park West	Birthday Party	Park Shelter with jump house	R5243	49
Aug 25, 2018	Saturday	03:00 PM - 07:00 PM	San Elijo Gazebo	Andrea's 3 birthday	Park Shelter with jump house	R4967	50
Aug 26, 2018	Sunday	12:00 PM - 02:00 PM	Sunset Park East Shelter	3rd Birthday	Park Shelter w/o jump house	R5170	50
Aug 26, 2018	Sunday	12:00 PM - 04:00 PM	Woodland Park West	Church Picnic	Park Shelter with jump house	R5128	100
Aug 26, 2018	Sunday	02:00 PM - 06:00 PM	Woodland Park East	TRWE Summer Picnic	Park Shelter w/o jump house	R5161	26
Aug 26, 2018	Sunday	02:30 PM - 05:30 PM	Sunset Park East Shelter	Birthday	Park Shelter w/o jump house	R5244	49
Aug 27, 2018	Monday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 27, 2018	Monday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 28, 2018	Tuesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 28, 2018	Tuesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 29, 2018	Wednesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 29, 2018	Wednesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 30, 2018	Thursday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 30, 2018	Thursday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 31, 2018	Friday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Aug 31, 2018	Friday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Sep 1, 2018	Saturday	01:00 PM - 06:00 PM	Woodland Park West	Baby shower	Park Shelter w/o jump house	R9001760	1
Sep 1, 2018	Saturday	01:30 PM - 04:30 PM	San Elijo Gazebo	Baby shower	Park Shelter w/o jump house	R5175	35
Sep 1, 2018	Saturday	02:00 PM - 06:00 PM	Woodland Park East	Party	Park Shelter w/o jump house	R5191	75
Sep 3, 2018	Monday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 3, 2018	Monday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 4, 2018	Tuesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 4, 2018	Tuesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 5, 2018	Wednesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 5, 2018	Wednesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 6, 2018	Thursday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 6, 2018	Thursday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 7, 2018	Friday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 7, 2018	Friday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 8, 2018	Saturday	10:00 AM - 01:00 PM	Sunset Park East Shelter	Birthday	Park Shelter w/o jump house	R5235	40
Sep 8, 2018	Saturday	11:00 AM - 03:00 PM	Connors Park Shelter	Birthday Party	Park Shelter w/o jump house	R5204	50
Sep 8, 2018	Saturday	01:30 PM - 04:30 PM	Discovery Lakeview Park Gazebo	Belen's Birthday	Park Shelter w/o jump house	R5187	30
Sep 8, 2018	Saturday	02:00 PM - 06:00 PM	Sunset Park West Shelter 1 & 2	Baptism	Park Shelter w/o jump house	R5179	80
Sep 8, 2018	Saturday	02:00 PM - 04:00 PM	Woodland Park Pepper	Birthday	Park Shelter with jump house	R5222	40

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Sep 8, 2018	Saturday	02:30 PM - 04:30 PM	San Elijo Gazebo	Birthday	Park Shelter w/o jump house	R5241	50
Sep 9, 2018	Sunday	07:00 AM - 07:00 PM	Walnut Grove Park Horse Arena	Vallecitos Spurs Horse Show	Commercial Park Use	3696	100
Sep 9, 2018	Sunday	08:00 AM - 01:00 PM	Sunset Park West Shelter 1 & 2	SMPW Picture Day #5238	Park Shelter w/o jump house	5238	200
Sep 9, 2018	Sunday	10:30 AM - 02:30 PM	Jack's Pond Park Corral	Kids Birthday Party	Park Shelter with ponies, petting zoo	R5234	35
Sep 9, 2018	Sunday	01:00 PM - 05:00 PM	Woodland Park West	Sweet Pea Birthday	Park Shelter w/o jump house	R5226	40
Sep 10, 2018	Monday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 10, 2018	Monday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 10, 2018	Monday	06:00 PM - 09:00 PM	Walnut Grove Park Open Area	San Marcos Historical Society	Commercial Park Use	4215	10
Sep 11, 2018	Tuesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 11, 2018	Tuesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 12, 2018	Wednesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 12, 2018	Wednesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 12, 2018	Wednesday	06:00 PM - 09:00 PM	Walnut Grove Park Open Area	San Marcos Historical Society	Commercial Park Use	4215	10
Sep 13, 2018	Thursday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 13, 2018	Thursday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 14, 2018	Friday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 14, 2018	Friday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15

PARK RESERVATIONS FACILITY USE LIST
AUGUST 16, 2018 - SEPTEMBER 19, 2018

Date	Day	Start - End Time	Facility	Event	Event Type	Permit#	Attendance
Sep 15, 2018	Saturday	11:00 AM - 03:00 PM	Woodland Park Pepper	Birthday Party	Park Shelter with jump house	R5113	50
Sep 15, 2018	Saturday	11:00 AM - 07:00 PM	San Elijo Gazebo	First Birthday	Park Shelter with jump house	R5178	100
Sep 15, 2018	Saturday	03:00 PM - 06:00 PM	Woodland Park Open Area	Hula in the Park	Commercial Park Use	4227	15
Sep 16, 2018	Sunday	10:00 AM - 03:00 PM	San Elijo Gazebo	Birthday	Park Shelter with jump house	R5168	20
Sep 17, 2018	Monday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 17, 2018	Monday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 18, 2018	Tuesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 18, 2018	Tuesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 18, 2018	Tuesday	01:00 PM - 03:00 PM	Parking Lot	San Diego Food Bank-Distribution	SAC Reservations	3930	50
Sep 19, 2018	Wednesday	09:00 AM - 10:00 AM	Hollandia Park Open Area	Stroller Strides	Commercial Park Use	4218	15
Sep 19, 2018	Wednesday	09:00 AM - 10:00 AM	San Elijo Park Open Area	Stroller Strides	Commercial Park Use	4218	15



Senior Activity Center

Andrea Gonzalez | August 15, 2018

SAN MARCOS
DISCOVER LIFE'S POSSIBILITIES



Senior Activity Center

Andrea Gonzalez

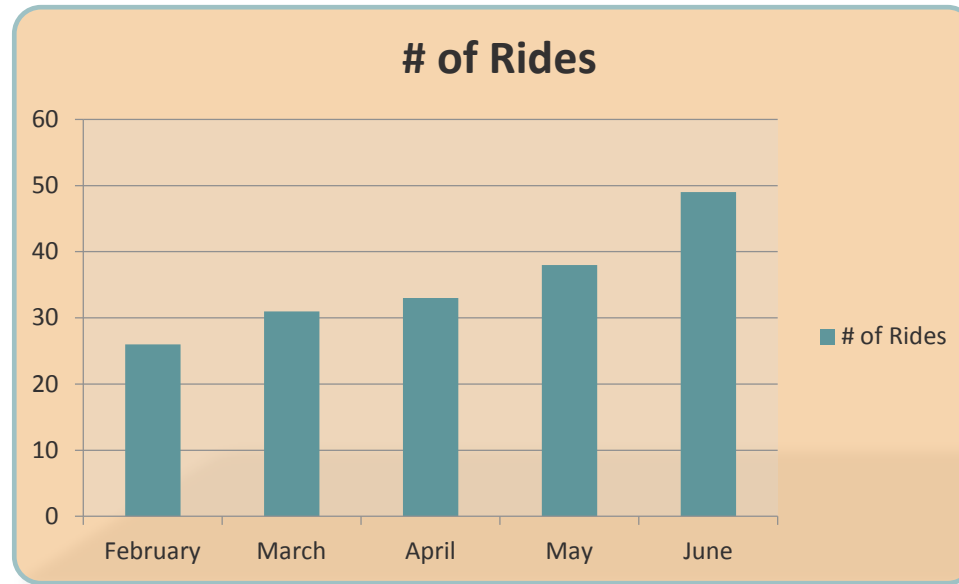
August 15, 2018

Overview

New *Catch a Ride!* Transportation Program

- New ride service option added to transportation program for senior residents 60+.
- Rides provided by FACT seven days a week anywhere in San Marcos for \$2.50 per one-way trip.
- Rides for medical appointments outside of San Marcos up to 20 miles for \$5.00 per one way trip.
- 79 residents currently enrolled in the program.
- Supplemented by the lunch shuttle and taxi scrip.

- CAR Number of Rides since program launch in February



Democracy In Action Project with CSUSM

- Collaborated with Cal State University San Marcos in the spring semester to improve the volunteer program.
- Students analyzed five areas and made recommendations for five deliverables including;
 - Volunteer application and intake process ✓
 - Offerings and opportunities ✓
 - Orientation ✓
 - Recruitment
 - Software

Volunteer Program

- Currently hosting active volunteers that provide services for;
 - Nutrition Program
 - Admin/Front Desk
 - Volunteer Led Activities
 - Special Events
 - Custodial Help
 - Intergenerational Programs
- Number of monthly volunteers: 79
- Number of volunteer hours YTD: 727
- Number of student volunteers YTD: 73
- Number of student volunteer hours YTD: 736

Lunch Program

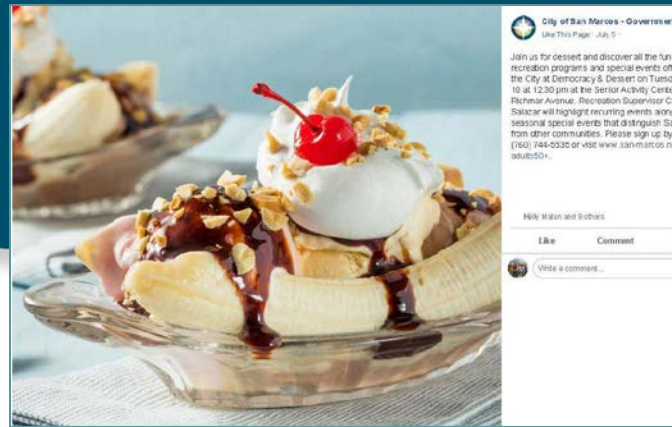
- Challenges

- Working closely with caterer, Kitchens For Good, to bring up food quality
- Some patrons do not like the Federal guidelines governed by the Older American Act, which was established to encourage seniors to gather in a community setting to avoid home isolation, but restricts patrons from taking food with them as they leave.

- Innovations

- Taking the lead in the County Initiative to reduce raw food waste
- Incorporating produce from the IG garden into nutrition program
- Collaborating with other City nutrition program partners for best practices
- Nutrition program hosts 40+ special events each year that attract an average of 100 lunch guests

Marketing



Mix & Mingle Summer Bash

Friday, August 3
5:30 to 7:30pm
3 Civic Center Drive

The Luau will feature food and adult beverages, with dancing to beach music by Band Diego. Hawaiian dress is encouraged and festive leis will be provided upon entry. Presale tickets are \$7, and \$10 at the door. Two drinks and dinner provided with the cost of admission.



- Re-vamped monthly Newsletter gets sent out to 927 patrons via email
- 1000 Newsletter hard copies are printed and distributed each month
- Constant Contact invitations are now being sent out for special events, which led to a 100% increase in participation for the last Mix & Mingle event.
- All special events are posted on the City's social media channels
- Upcoming special events are posted on the SAC's homepage

Classes, Activities and Events

- New Classes

- Conversational Spanish
- Chair Dance
- Chair Yoga
- Oil Painting and Drawing A-Z
- Paint Crafts
- Restore Your Energy

- New Activities

- Hawaiian Hula Dance
- Music Appreciation
- Backgammon, Mah Jong and Bridge sessions

- Events

- IG Games - April 4th
- Volunteer Appreciation Breakfast - April 13th
- Mothers Day Tea - May 10th
- Mix & Mingle Summer Bash- August 3rd
- Re-Occuring Events
 - Parking Lot Sale (Spring and Fall Sales)
 - Craft Fairs (Every other month)
 - Monthly Movie Matinees

Upcoming SAC Events

- Over Nineties Party - August 28th
 - Comedy and Candy themed party celebrating the era of the silver screen
- Parking Lot Sale - October 6th
- Holiday Open House - November 30th
 - A performance by the San Marcos Sisterhood Theatre

City Wide Events Summary

- San Marcos Mini-Music Fest
 - Changed location to The Woodhouse at Woodland Park
 - 4 bands between 2-8 pm
 - 485 in attendance, including 43 volunteers
- San Marcos Summer Concerts in the Garden
 - July 21st-The Detroit Underground 350 in attendance
 - Added a food truck this season
- Upcoming Events
 - Summer Concerts in the Garden
 - August 25th - Tony Suraci and The Highwayman Band
 - September 15th - Sully and the Blue-Eyed Soul Band
 - Veterans Day Event
 - November 11th

**CITY OF SAN MARCOS
SPECIAL EVENTS PERMITS**

EVENT DATE	PERMIT #	PERMIT TYPE	LOCATION	DESCRIPTION	APPLICANT NAME	ESTIMATED ATTENDANCE	ROAD CLOSURE
08/11/2018	SE18-00063	SPECIAL EVENT	Jack's Pond Park	Jr Ranger Day	San Marcos Park Rangers	100	
08/17/2018	SE18-00055	SPECIAL EVENT	Bradley Park south field	League Family Fun Night	San Marcos Girls Softball	150	
08/25/2018	SE18-00060	SPECIAL EVENT	San Elijo Hilltop Field and Upper Softball Field	Fall Season Opening Day Event	AYSO Region 1505 (San Elijo)	350	
09/06/2018 and 09/16/2018	SE18-00059	SPECIAL EVENT	Discovery Lake & Lakeview Park	5K Cross Country Meet Sept 6 and Sept 12	High Tech High North County Cross Country Team	400	
09/08/2018	SE18-00064	SPECIAL EVENT	North City Drive	Taste of San Marcos	San Marcos Chamber of Commerce	600-750	North City Drive
09/09/2018	SE18-00065	BLOCK PARTY	Palmac Street cul de sac	BBQ	Rene Ruiz	70	387-393 Palmac St
09/14/2018	SE18-00061	SPECIAL EVENT	parking lot of 327 S RSF Rd	Patient Appreciation - Movie Night	Kidmazing Dental	150	
09/14/2018	SE18-00068	SPECIAL EVENT	292 E Barham Dr	Outdoor Concert	The Crux at Summit Church	200	
09/15/2018	SE18-00062	SPECIAL EVENT	parking lot of 109 S. RSF Rd.	BBQ	San Marcos Village c/o Newmark Merrill Companies	150	
09/22/2018	SE18-00024	SPECIAL EVENT	Woodland Park	Staff Appreciation Picnic	Mountain Shadows Support Group	80+	
09/22/2018	SE18-00058	SPECIAL EVENT	San Elijo Town Square	Family Fall Festival	Ambient Communities/SEH Lifestyle Center LLC	200-300	
09/29/2018	SE18-00066	SPECIAL EVENT	San Elijo Park	Double Peak Challenge & Expo	Friends of San Marcos Parks and Recreation	1,500	
10/14/2018	SE18-00040	SPECIAL EVENT	San Elijo Park lower softball field	Oktoberfest	San Elijo Hills Community Association	2,000	
10/26/2018	SE18-00032	SPECIAL EVENT	San Elijo Town Square	Movie Night in the Town Square	San Elijo Hills Community Association	300	

**CITY OF SAN MARCOS
SPECIAL EVENTS PERMITS**

EVENT DATE	PERMIT #	PERMIT TYPE	LOCATION	DESCRIPTION	APPLICANT NAME	ESTIMATED ATTENDANCE	ROAD CLOSURE
09/01/2018	SE18-00067	BLOCK PARTY	Petunia Court	Pentunia Court Block Party	Erin Saxon	75	210-218 Petunia Ct
11/11/2018	SE18-00069	SPECIAL EVENT	Helen Bougher Memorial Park	Veterans Day Celebration	Parks & Recreation Department	300	

Top Social Media Posts— July





City of San Marcos

Communications and Marketing Tools - Special Event, Recurring
Jack's Pond Halloween Spooktacular
2018 3CMA Savvy Awards

PROBLEM/OPPORTUNITY STATEMENT

The City of San Marcos' annual Halloween celebration is the stuff good childhood memories are made of. The barn at Jack's Pond Nature Center is transformed into a "spooktacular" wonderland, complete with crafts, games and of course, goodies.

The event is free, to boot. In a city brimming with young families, it should be packed every year. Only it wasn't.

In fact, in 2016 only 61 people showed up.

That was especially disappointing considering that of the city's 95,000 residents, nearly 15 percent are children under the age of 10.

Realizing there was a disconnect, the parks and recreation staff looked to the city's communications officer for some much-needed publicity help.

INTENDED GOALS OR OUTCOMES

With disappointing outcomes from previous years, the city's communications and parks and recreation departments teamed up to set ambitious goals, including:

- 50% increase in event attendance
- Develop public outreach tools for event
- Stay within \$500 budget
- Reach at least 20,000 residents on social media

RESEARCH, PLANNING & IMPLEMENTATION

As a first step, the communications office together with Parks and Recreation event team analyzed past attendance patterns. The team saw that nobody came during the later half of the event--perhaps because it competed with bedtime routines. To fix that, the event was bumped up an hour earlier.

In past years, there were show-and-tell nature exhibits. Realizing kids enjoy more hands-on activities, the city worked to make the event more interactive. This was done by creating nature display stations where kids could also trick-or-treat to give fun interaction along the way.

Staff also beefed up the offerings, with more crafts, games and learning activities--each of which provided kids with a few candies and prizes. They also added a photo station, free popcorn and hot chocolate, and enhanced the festive decorations.

Because families were the target audience, the event team began by reaching out to the local school district, which has more than 20,000 students. The district was provided with event information that could easily be passed along to the parents of all those students.

The event team also helped create a staff street team to promote the Halloween celebration at other city events. Naturally, they focused on five of the city's top family-friendly events that would hit their target audience.

For example, the team had a table at a community 10K expo--and this race event featured a kids' fun run where schools were competing for the most attendance, so it was an ideal opportunity to reach those young families. The team was also at the fire department open house, an annual event that draws more than 10,000 people, many of them children and their parents.

Promotional flyers were created to be handed out during all these events. Center median street banners were also placed in the city's major thoroughfares and ads were placed in the city's recreation guide and quarterly newsletter, which is distributed to 30,000 residents.

As a final step, the communications office went directly where thousands of local mothers and fathers go everyday: Facebook.

By creating a Facebook event page and a series of playful posts, the communications team was able to hook the target audience. The Facebook event page was viewed nearly 2,000 times and more than 500 people submitted an online RSVP.

In addition, Facebook posts promoting the event reached more than 13,000 people. And Instagram posts promoting the event reached nearly 700 people--which is especially significant considering the city only has a total of 1,500 Instagram followers.

RESULTS & EVALUATION

As the Halloween celebration neared, parks and recreation staff was hopeful they might double--maybe even triple--their attendance.

On the big day, people started coming. And they kept coming.

Ultimately 346 people joined the celebration. That is a staggering 467 percent growth in attendance, far surpassing goals set. The event also exceeded social media reach and engagement goals by 118 percent (see page 5.)

Understandably, parks and recreation staff was highly impressed with the power of publicity.

"By working together, rethinking the event and upping our outreach game, the event was a huge hit this year," said the event's coordinator Kylee Wideman. "Running out of candy would be my worst fear but fortunately, I was prepared for the masses."

"This event is a perfect example the success that is possible when departments work together" said Parks and Recreation Director Buck Martin. "Not only did we work together to make the event more exciting for our residents but we made sure they knew about a free opportunity to have some Halloween fun right in their own community."

What's more, the experience proved to be a powerful a-ha moment for city staff. Now seeing the undeniable success of public outreach, more have started to seek out the communications officer for help.

It is safe to say that thanks to well executed communications strategy, Jack's Pond Halloween Celebration is now on the fast track to becoming a fall-time favorite in San Marcos, and rightfully so.

BUDGET AND USE OF OUTSIDE RESOURCES

Sarah Macdonald, City of San Marcos communications officer served as project manager for the outreach campaign and Parks and Recreation staff oversaw event logistics, including innovating activities and restructuring event times. All work for this project was completed in-house. No outside resources were used.

The total event budget was \$500, including supplies and Facebook promotions. With 346 attendees, the cost breaks down to approximately \$1.44 per person.

OUTREACH SAMPLES



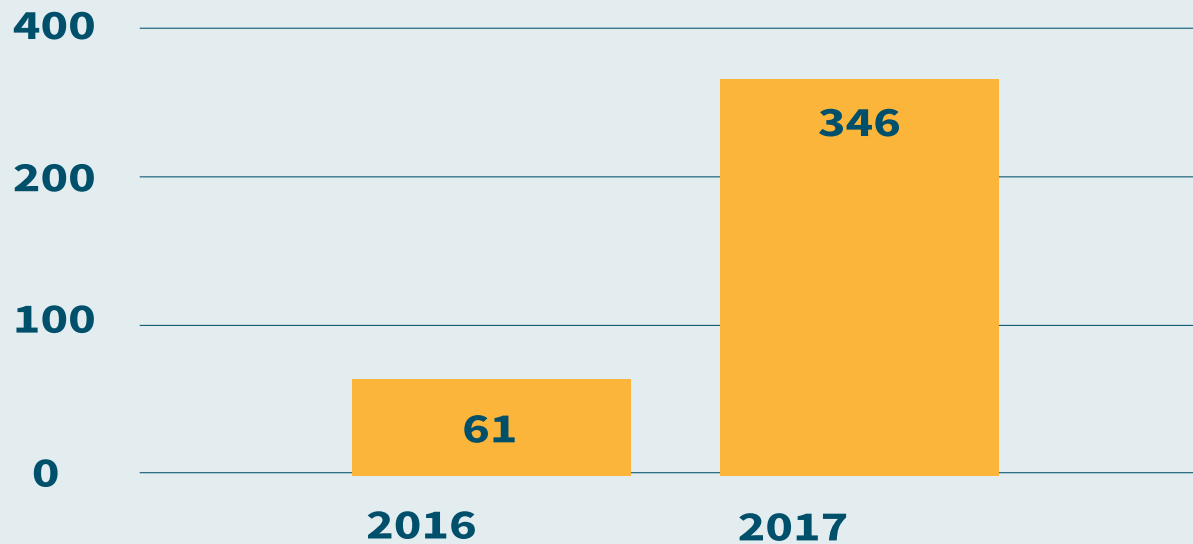
RESEARCH & RESULTS

More than
43,700
people reached

2,000+
event page
reviews

512 event responses
actions indicating
event interest

**JACK'S POND HALLOWEEN SPOOKTACULAR
EVENT ATTENDANCE**
467 percent increase from 2016 to 2017



2017 EVENT IMAGES





Thank you!

City of San Marcos

Communications and Marketing Tools - Special Events, Recurring

Jack's Pond Halloween Spooktacular

2018 3CMA Savvy Awards