



## **Your Parks, Your Future**

### **Advisory Committee Meeting #2**

### **ACTION MINUTES**

**Date:** November 14, 2018

**Time:** 5:30 – 7:30 pm

**Location:** City Hall, 3<sup>rd</sup> floor conference room

**Project Background:** The City has initiated a planning process to update the Civic Park & Heather Farm master plans and assess the future programming of Heather Farm Community Center, Clarke Swim Center, Civic Park Community Center and Shadelands Art Center. This may include the rebuilding and/or consolidation of the community centers and swim center. The purpose is to ensure that these parks, community facilities, and programs best serve the community 10 – 15 years into the future. Members of the Advisory Committee have been selected by the City Council.

**Meeting Objectives:**

1. to provide an update and summary of the community input received and project analysis conducted to date, and
2. to receive direction on the evaluation criteria to be used to assess the future arts and recreation programming of Heather Farm Community Center, Clarke Swim Center, Civic Park Community Center and Shadelands Art Center.

**Agenda Items:**

- A. Call to Order
- B. Approve Advisory Committee Meeting #1 Action Minutes
- C. Welcome and introductions
- D. Public Comment Period A - Items not on the Agenda  
No members of the public spoke on this item.
- E. Public Comment Period B – Items on the Agenda  
No members of the public spoke at this time.
- F. Report on September 25<sup>th</sup> City Council Study Session  
The project team briefly summarized the purpose and topics of the Study Session. The primary point was to communicate that the Project Assumptions, Goals, and Objectives were refined based on City Council comments. The City Council previously accepted the Public Outreach Strategy as well.



#### G. Presentation of Public Outreach Summary

The project team presented a summary of the public outreach activities and tasks completed to date, including stakeholder interviews, Pop-up mini workshops, the Initial Kick-off Open House workshop, and an online survey. The presentation highlighted Key Themes of the public input for Civic Park and Heather Farm, as well as the Arts and Rec programs and building Facilities including Shadelands. Following the presentation, the committee members discussed the outreach process and made observations including:

- a. The committee was satisfied with the level of public participation and results of the outreach efforts
- b. The outreach process has been broad, rigorous and extensive
- c. They heard positive feedback from the public
- d. The engagement process and input appear to be reflective of the broader community
- e. The quantity of public input on the equestrian facility was unexpected
- f. The input regarding the Swim Center was expected and the project team should consider past studies and conclusions
- g. The input on parks seems to reflect a desire for un-programmed, informal places to “hang out”

#### H. Status Report and Discussion on Arts & Recreation Programming Analysis

The project team presented the results of the analysis of the regional demographic data and the trends for arts and recreation programs nationally and locally. Following the presentation, the committee members discussed the criteria that should be used to evaluate future program offerings in Walnut Creek, and what additional data would be needed to perform the evaluation. Below is a summary of the input received:

- a. *What are the evaluation criteria the project team should use to determine which arts and recreation programs will be offered moving forward? (not in order of priority)*
  - i. Cost recovery
  - ii. Usage/demand/trends locally and nationally
  - iii. Diversity of users, e.g. age and location
  - iv. Programs and activities unique and special to Walnut Creek
  - v. Facility flexibility
  - vi. Cost of facilities
  - vii. Legacy programs
  - viii. Declining programs
  - ix. Potential for combining classes with low attendance throughout the region
  - x. Resource availability to offer the program, e.g. space, equipment instructors
  - xi. Are there other providers in the region of that program
  - xii. Variety of programs
  - xiii. Multi-generational programs
  - xiv. Location of programs





- b. February 6, 2018 – Advisory Committee Meeting #3- review of Draft Arts and Recreation Programming document.
  
- L. Adjourn – The Chair adjourned the meeting at 7:20pm.