



CHAIR JASON HAYES
VICE CHAIR VACANT
COMMISSIONER NINA HERRERA
COMMISSIONER SAYDITH NAVARRO
COMMISSIONER JOE PONCE

PARKS, WELLNESS, AND RECREATION COMMISSION

REGULAR MEETING NOTICE AND AGENDA

AUGUST 10, 2021 – 6:30 PM

TELECONFERENCE – PER GOVERNOR’S EXECUTIVE ORDER

SPECIAL NOTICE REGARDING COVID-19

On March 4, 2020, Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N-29-20 (superseding the Brown Act-related provisions of Executive Order N-25-20 issued on March 12, 2020), which allows a local legislative body to hold public meetings via teleconferencing and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that the San Fernando Parks, Wellness, and Recreation Commission will participate in meetings telephonically.

PUBLIC PARTICIPATION OPTIONS TO HELP REDUCE THE SPREAD OF COVID-19

- 1. WATCH THE MEETING:** Pursuant to the Executive Order and given the current health concerns, members of the public can access meetings live on-line, with audio and video via YouTube Live, at: <https://www.youtube.com/c/CityOfSanFernando>
- 2. SUBMIT PUBLIC COMMENT VIA EMAIL:** Members of the public may submit comments by email to LMoreno@sfcity.org no later than **4:00 p.m. the day of the meeting**, to ensure distribution to the Parks, Wellness, and Recreation Commission prior to consideration of the agenda. Comments received via email will be distributed to the Parks, Wellness, and Recreation Commission, read into the record, limited to three minutes, and made part of the official public record of the meeting.
- 3. CALL-IN TO PROVIDE PUBLIC COMMENT LIVE AT THE MEETING:** Members of the Public may **call-in between 6:30 p.m. and 6:45 p.m.** Comments will be heard in the order received, and limited to three minutes. If necessary, the call-in period may be extended by the Chair.

Call-in Telephone Number: (669) 900-6833

Meeting ID: 986 1620 1615

Passcode: 988843

When connecting to the Zoom meeting to speak, you will be placed in a virtual “waiting area,” with your audio disabled, until it is your turn to speak and limited to three minutes.
Note: This is audio only and no video.

PARKS, WELLNESS, AND RECREATION COMMISSION

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CALL TO ORDER/ROLL CALL

Chair Jason Hayes
Vice-Chair Vacant
Commissioner Nina Herrera
Commissioner Saydith Navarro
Commissioner Joe Ponce

PLEDGE OF ALLEGIANCE

Led by Chair Jason Hayes

APPROVAL OF AGENDA

DECORUM AND ORDER

City Commissioners are appointed by City Council and must be free to discuss issues confronting the city in an orderly environment. Public members attending City Commission meetings shall observe the same rules of order and decorum applicable to the City Council ([SF Procedural Manual](#)). Any person making impertinent derogatory or slanderous remarks or who becomes boisterous while addressing a City Commission or while attending a City Commission meeting, may be removed from the room if the Presiding Officer so directs the Sergeant-At-Arms and such person may be barred from further audience before the City Commission.

PUBLIC STATEMENTS – WRITTEN/ORAL

Members of the public may submit comments by email to LMoreno@sfcity.org no later than **4:00 p.m. the day of the meeting**, to ensure distribution to the Parks, Wellness, and Recreation Commission prior to consideration of the agenda. Comments received via email will be distributed to the Parks, Wellness, and Recreation Commission, read into the record, limited to three minutes, and made part of the official public record of the meeting. Callers interested in providing a [live public comment](#) may [call-in between 6:00 p.m. and 6:15 p.m.](#) and will be limited to three minutes. The call-in period may be extended by the Chair.

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SELECTION OF VICE-CHAIR

CULTURAL ARTS LIAISONS REPORT

CONSENT CALENDAR

Items on the Consent Calendar are considered routine and may be disposed of by a single motion to adopt staff recommendation. If the Parks, Wellness, and Recreation Commission wishes to discuss any item, it should first be removed from the Consent Calendar.

- 1. REQUEST TO APPROVE THE MINUTES OF THE JUNE 8, 2021, PARKS, WELLNESS AND RECREATION COMMISSION MEETING**

ADMINISTRATIVE REPORTS

- 2. BEAUTIFICATION PROGRAM REVIEW**
- 3. CONSIDERATION TO APPROVE ART MURAL PERMIT PR 2021-070**
- 4. DISCUSSION REGARDING THE SAN FERNANDO MESOAMERICAN BALLGAME ASSOCIATION**

DEPARTMENT PROGRAM UPDATES

- 5. VIRTUAL PROGRAMMING**
- 6. DEPARTMENT'S RESPONSE TO COVID-19**
- 7. REOPENING EFFORTS**
- 8. LAYNE PARK REVITALIZATION PROJECT**
- 9. TUTCINT YOUTH EMPOWERMENT PROGRAM**
- 10. COMMUNITY THEATRE PROGRAM**

PARKS, WELLNESS, AND RECREATION COMMISSION

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GENERAL COMMISSION COMMENTS

STAFF COMMUNICATION

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.

Linda Bowden-Moreno, Administrative Assistant

Signed and Posted: August 6, 2021 (5:00 pm)

Agendas and complete Agenda Packets (including staff reports and exhibits related to each item) are posted on the City's Internet Web site (www.sfcity.org). These are also available for public reviewing prior to a meeting at the Recreation and Community Services Department Public Counter. Any public writings distributed by the Parks, Wellness, and Recreation Commission to at least a majority of the Commissioners regarding any item on this regular meeting agenda will also be made available at the Recreation and Community Services Department Public Counter located at 208 Park Avenue, San Fernando, CA, 91340 during normal business hours. In addition, the City may also post such documents on the City's Web Site at www.sfcity.org. In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification/ accommodation to attend or participate in this meeting, including auxiliary aids or services please call the Recreation and Community Services Department Office at (818) 898-1290 at least 48 hours prior to the meeting.

**CITY OF SAN FERNANDO
PARKS, WELLNESS & RECREATION COMMISSION
MEETING MINUTES**

**June 8, 2021
ZOOM MEETING STREAMED ON YOUTUBE**

THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE PARKS, WELLNESS & RECREATION COMMISSION. VIDEO AND AUDIO OF THE ACTUAL MEETING ARE AVAILABLE FOR LISTENING AT: <https://www.youtube.com/c/CityOfSanFernando>.

CALL TO ORDER/ROLL CALL

Chair Jason Hayes called the meeting to order at 6:31 p.m.

The following persons were recorded as present:

PRESENT:	Chair Jason Hayes
	Vice-Chair Sandie Richards
	Commissioner Nina Herrera
	Commissioner Joe Ponce

ABSENT:	Commissioner Saydith Navarro
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ALSO PRESENT:	Director of Recreation and Community Services Department, Julian Venegas Admin. Assistant, Linda Bowden-Moreno
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PLEDGE OF ALLEGIANCE

Vice-Chair Sandie Richards led the Pledge of Allegiance.

APPROVAL OF AGENDA

Commissioner N. Herrera motioned to approve the agenda for the June 8, 2021 regular meeting of the Parks, Wellness & Recreation Commission. Commissioner J. Ponce seconded the motion. The motion carried with the following vote:

PARKS, WELLNESS AND RECREATION COMMISSION

Regular Meeting Minutes –June 8, 2021

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AYES: J. Hayes, S. Richards, N. Herrera, J. Ponce

NOES:

ABSENT: S. Navarro

ABSTAIN:

PUBLIC STATEMENTS – WRITTEN/ORAL

None

CULTURAL ARTS LIASON REPORT

Cultural Arts Liaison, Javier Verdin, thanked the Commission for all their hard work and wished Vice-Chair Richards the best. Mr. Verdin was previously a Cultural Arts Commissioner for the City of San Fernando for 13 years.

APPROVAL OF MINUTES

Commissioner J. Ponce motioned to approve the minutes for the May 11, 2021, Parks, Wellness & Recreation Commission meeting. Commissioner N. Herrera seconded the motion. The motion carried with the following vote:

AYES: J. Hayes, N. Herrera, J. Ponce

NOES:

ABSENT: S. Navarro

ABSTAIN: S. Richards

ADMINISTRATIVE REPORT

DEPARTMENT PROGRAM UPDATES

1. **VIRTUAL PROGRAMMING** –J. Venegas provided an update on the Department’s virtual programming such as Lunchtime Trivia, Crafts for Senior, Bingo, Loteria, and Zumba classes. J. Venegas reported that May was Older Americans Month and this year’s honoree was Gilbert Gomez. Mr. Gomez has volunteered with various programs over the years such as the Food Distribution and the Elderly Nutrition Program to name a few. The Los Angeles County Board of Supervisors held a virtual recognition for this year’s honorees on May 27th.

The MMAP is currently holding virtual practice and rehearsals. Approximately 70 participants are currently registered.

Commissioner Jason Hayes had questions regarding virtual programming for children. Staff

provided information regarding various activities offered on the City website. Registration is available online.

2. **DEPARTMENT’S REPONSE TO COVID-19**—J. Venegas reported that Round 7 of the Residential Food Program was the final distribution and was held on Saturday, May 22nd. The program served 627 households who were provided with non-perishable food items and PPE. The City continues to collaborate with LA Food Bank to distribute food kits on the first Monday of each month for seniors age 60 and over. Approximately 150 seniors are served monthly.

Staff continues to partner with Providence, L.A. County and L.A. City to offer COVID-19 vaccinations and testing at Recreation Park, Las Palmas Park and other locations. Several pop up vaccine clinics have been held at Las Palmas Park. Recreation Park is holding a pop up clinic targeting youth. Information is available on the City website at www.sfcity.org.

Vice-Chair S. Richards and Chair J. Hayes thanked RCS staff for stepping up and making these services available to the public.

3. **REOPENING EFFORTS**— J. Venegas reported that the Department is waiting for updates on changes to the current guidelines provided by the DPH. Protocols will be followed in offering the Department’s activities. Pickleball will be introduced and tennis courts are currently open at Pioneer Park. Current outdoor fitness classes will eventually transition to indoor once restrictions are lifted.

Several clinics for basketball, baseball and soccer will be offered this summer for children. Information and details will be available on the City’s website.

Adult soccer has returned to Recreation Park. Veteran Recognition Banners are now displayed on Maclay Ave. through November. Summer Day Camp will run June 21 through July 30 at Las Palmas Park.

4. **LAYNE PARK REVITAILZATION PROJECT**—J. Venegas reported that a Community Meeting was held on June 2nd. Community input has been gathered on the Layne Park Project. MIG will propose a design to Council based on the feedback from the community. Once approved by Council, a request for bid will go out to select a contractor for this project.

Commissioner Sandie Richards requested that the Layne Family be invited to participate in the ground-breaking ceremony for the project. Staff will be sure to invite the Layne Family.

5. **YOUTH REINVESTMENT GRANT PROGRAM (TUTCINT YOUTH EMPOWERMENT PROGRAM)** –

Per J. Venegas, this program is currently in their fourth cohort offering youth services on various themes and topics. The group recently visited Malibu Lagoon Museum for an educational seminar on nature and stewardship. There are approximately 30 youths currently enrolled in the program who are benefiting from various programs and activities. This program connects families with many resources and services. Anyone interested in this program can obtain more details on the City website.

6. **COMMUNITY THEATRE PROGRAM**—Chair J. Hayes discussed setting up a meeting toward the end of June to invite all interested parties to attend. Tentatively a meeting will be scheduled for June 23rd. Emails will go out to invite interested individuals.

GENERAL COMMISSION COMMENTS

Commissioner N. Herrera inquired about scheduled park clean-ups coming up for Rudy Ortega Park. J. Venegas reported that the City has a partnership with the Tataviam Tribe to assist with clean-ups at this park. Staff will reach out to Rudy Ortega Jr. to reinstate clean-up services. Staff will also reach out to PD to ensure the park is locked up in timely manner each evening.

Commissioner J. Hayes wished a Happy Pride Month to all LGBTQ+ friends and family out there. Also, a big thank you to Vice-Chair Richards for her service on this Commission, in the Church and to this Community. Commissioner Hayes requested that Vice-Chair Richards adjourn this meeting, as it is her last meeting as a Parks, Wellness and Recreation Commissioner.

Commissioner S. Richards thanked everyone and expressed gratitude for the opportunity to serve on this Commission and the Community. She also thanked the City Council for appointing her on this Commission.

Commissioner J. Ponce and Commissioner N. Herrera thanked Commissioner Richards as well and wished her well.

STAFF COMMUNICATION

Staff informed the Commission that Las Palmas Park held a pop up vaccine clinic today where 14 people received the Pfizer vaccine.

Staff thanked Vice-Chair Richards for all her work on this Commission and her support to the Department and wished her well on her new venture.

ADJOURNMENT

Vice-Chair Richards called the meeting adjourned at 7:10 p.m.



AGENDA REPORT

To: Chair Jason Hayes and Commissioners

From: Nick Kimball, City Manager

Date: August 10, 2021

Subject: Consideration to Review and Provide Feedback Regarding the Proposed Scope of the City Council Beautification Ad Hoc Committee and San Fernando Beautification Program Concept

RECOMMENDATION:

It is recommended that the Parks, Wellness and Recreation Commission receive a presentation and provide feedback on the proposed scope of the City Council Beautification Ad Hoc Committee and San Fernando Beautification Program concept.

BACKGROUND:

1. City Council Ad Hoc Committees consist of either one or two Councilmembers, have a clear and definite scope, and dissolve upon completion of the scope, unless otherwise extended by the City Council with a new scope. Ad Hoc committees are less formal than standing committees and are therefore not subject to the requirements of the Ralph M. Brown Act.
2. On June 21, 2021, the City Council received and filed an informational report on the creation of a San Fernando Beautification Program (Attachment "A"). Following City Council discussion, an ad hoc committee was formed to develop the scope of a citywide beautification program. Councilmembers Cindy Montañez and Celeste Rodriguez were appointed to the "Beautification Program Ad Hoc Committee."
3. On July 27, 2021, the City Council discussed the proposed scope of the Beautification Program Ad Hoc Committee and related Beautification Program concept. After a robust discussion, City Council unanimously passed the following motion:

"Motion by Councilmember Pacheco, seconded by Councilmember Montañez, to approve the City Manager's recommendation to take the paragraph as listed in Consent Calendar Item 1, regarding the proposed Scope of the San Fernando Beautification Program Ad Hoc Committee and present the Scope to the Planning and Preservation and Parks, Wellness, Recreation Commissions seeking recommendations on the elements of the Beautification Plan; and bring back the feedback on the Scope to the City Council for consideration at a later date."

Consideration to Review and Provide Feedback Regarding the Proposed Scope of the City Council Beautification Ad Hoc Committee and San Fernando Beautification Program Concept

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ANALYSIS:

The description for the Beautification Ad Hoc Committee, as listed in Consent Calendar Item 1 referenced in the City Council motion, is as follows:

The Beautification Ad Hoc Committee will develop recommendations to City Council related to establishing a community beautification program, including, but not limited to, engaging residents, community groups, local schools, funding sources, and any available resources to provide the community with clean streets, parks, trails, public parking facilities, etc. within the City. The committee will identify program costs, staff resources needed, and program guidelines for at minimum quarterly cleanup events. The Committee will work with staff to provide education to the community, identify high-need areas to address through community clean-up events, and identify policy and program recommendations to address blight and maintain neighborhoods, public spaces and commercial corridors clean and free of trash and debris.

The City Council has directed the Planning and Preservation Commission and Parks, Wellness and Recreation Commission to review the proposed scope of the Beautification Ad Hoc Committee, as well as elements included in the San Fernando Beautification Program concept (Attachment "A"), and provide feedback. The City Council will discuss and consider feedback from the Commissions at a future City Council meeting.

ATTACHMENT:

- A. City Council Agenda Report re: San Fernando Beautification Ad Hoc and Beautification Program Concept



AGENDA REPORT

To: Mayor Sylvia Ballin and Councilmembers

From: Nick Kimball, City Manager
By: Matt Baumgardner, Director of Public Works

Date: July 27, 2021

Subject: Consideration to Approve the Community Clean-up Project within the Mission City Bike Trail and Downtown Mall Area in August 2021 and Authorize the San Fernando Beautification Program Ad Hoc Committee to Develop a List of Additional Beautification Projects

RECOMMENDATION:

It is recommended that the City Council:

- a. Approve a Community Clean-up Project within the Mission City Bike Trail and in the Downtown mall area in August 2021; and
- b. Authorize the San Fernando Beautification Program Ad Hoc Committee to explore additional Community Clean-up efforts, identify a list of potential projects, including in residential neighborhoods, and develop public education materials to the City Council by September 2021.

BACKGROUND:

1. On June 21, 2021, the City Council received and filed an informational report on the creation of a San Fernando Beautification Program (Attachment "A"). Following City Council discussion, an ad hoc committee was formed to develop the scope of a citywide beautification program. Councilmembers Cindy Montañez and Celeste Rodriguez were appointed to the committee.
2. On July 6, 2021, the San Fernando Beautification Program Ad Hoc committee met to discuss a scope for the citywide beautification program, develop a description of purpose for the Ad Hoc and identify potential clean-up projects in the City.
3. On July 19, 2021, the City Council continued this item to a special meeting date uncertain.

Consideration to Approve the Community Clean-up Project within the Mission City Bike Trail and Downtown Mall Area in August 2021 and Authorize the San Fernando Beautification Program Ad Hoc Committee to Develop a List of Additional Beautification Projects

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ANALYSIS:

As a first step at its meeting of July 6, 2021, the Ad Hoc committee developed the following description of the committee's purpose:

The Beautification Ad Hoc Committee will develop recommendations to City Council related to establishing a community beautification program, including, but not limited to, engaging residents, community groups, local schools, funding sources, and any available resources to provide the community with clean streets, parks, trails, public parking facilities, etc. within the City. The committee will identify program costs, staff resources needed, and program guidelines for at minimum quarterly cleanup events. The Committee will work with staff to provide education to the community, identify high-need areas to address through community clean-up events, and identify policy and program recommendations to address blight and maintain neighborhoods, public spaces and commercial corridors clean and free of trash and debris.

Following the discussion on the Ad Hoc committee's purpose, potential clean-up projects were discussed including those that could be undertaken within shared areas like parks, parking lots, and the bike trail, as well as neighborhood clean-up events similar to those conducted in the early 2000's. It was determined that resources could be mobilized quickly and efficiently for a proposed clean-up of the Mission City Bike Trail adjacent the Metrolink railway track. This project would involve bringing in volunteers on a Saturday in August 2021 to help clear weeds, litter, and to repaint some of the signs. Clean up and repainting of signs would also be addressed within the downtown San Fernando Mall area. The color scheme of the sign painting would be consistent with the Mission color-palette similar to the one completed as part of the recent community clean-up at Parking Lot No. 4 at the corner of Brand Boulevard and Truman Street.

The Ad Hoc committee also began to explore the logistics of residential neighborhood clean-up events. Staff will research the methods that were utilized during past events and meet with the Ad Hoc committee to develop proposed methods for identifying key neighborhoods, bilingual educational materials, outreach to residents, required volunteer and staff resources, and partnership with the City's current waste hauler, Republic Services, to complete these clean-up events successfully. The Ad Hoc committee will report to the City Council in September 2021 on the next round of proposed clean-up events to include both publicly-owned areas and residential neighborhoods.

In addition to existing staff, these beautification efforts will receive support from the new maintenance and code enforcement positions approved in the Fiscal Year 2021-2022 budget.

Consideration to Approve the Community Clean-up Project within the Mission City Bike Trail and Downtown Mall Area in August 2021 and Authorize the San Fernando Beautification Program Ad Hoc Committee to Develop a List of Additional Beautification Projects

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BUDGET IMPACT:

The cost estimate for conducting the Mission City Bike Trail and Downtown mall area clean-up in August 2021, would be approximately \$600 for staffing of two maintenance workers to assist with gathering the litter and weeds cleared during the event and disposing of those at the City's maintenance yard. Funding is available for this project in the Facilities Management wages account 043-390-0000-4103.

CONCLUSION:

It is recommended that the City Council approve a community clean-up event within the Mission City Bike Trail and Downtown mall area to take place during August 2021 and to authorize the committee to explore and report to City Council by September 2021 on a list of potential clean-up events in shared areas and residential neighborhoods.

ATTACHMENT:

A. San Fernando Beautification Program



SAN FERNANDO BEAUTIFICATION PROGRAM

Presented By:

Cindy Montañez
Councilmember

Celeste Rodriguez
Councilmember

Dave Bernal
Planning Commissioner

Yvonne Mejia
Planning Commissioner

SAN FERNANDO BEAUTIFICATION PROGRAM

PLAN OF ACTION

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**"IF WE HAD
CLEAN STREETS,**

**ALOT OF
OTHER THINGS,
WOULD
TAKE CARE OF
THEMSELVES
EFFORTLESSLY."**



BEAUTIFICATION GOALS

The City of San Fernando will pride itself on having clean streets, parks, trails, parking lots, storm drains, and public facilities. We know this investment will result in safer and healthier streets for our kids, senior citizens, businesses, visitors and all our residents.

GOALS

The City will lead by example by keeping our streets, parks, parking lots, trails, storm drains and other publicly-owned property free of trash and debris.

.....

Organize quarterly neighborhood cleanups to help residents and property owners keep their properties free of trash and debris.

.....

Establish daily public parking lot clean up.

.....

Establish a text and online beautification response hotline.

.....

Re-institute a Neighborhood Action Response Team to coordinate Police Department, Community Preservation and other department responses around challenging properties.

TEAM APPROACH



The City's Public Works director will designate a Public Works employee to oversee the schedule, budget, outreach and assessment for the San Fernando Beautification program. We will implement a team approach to engage as many people as possible.

BEAUTIFICATION TEAM

Public Works
Residents
Community Volunteers
Business Community
Waste Hauler
Sweeper

TEAM UP TO CLEAN UP

.....

All residents, businesses and volunteers are invited to join our San Fernando Beautification Team to eliminate trash on our streets, storm drains, parks, trails and parking lots.

Residents can organize block clean ups or beautification events and receive support from the city for trash bags, trash pickers, disposal, etc.

NEIGHBORHOOD CLEAN UPS



The city will organize **quarterly neighborhood clean ups** in collaboration with the city's waste hauler and the Neighborhood Beautification Team. Waste hauler will provide trash bins per clean up for disposal of large items.



The city will provide 2-3 week notification to residents in the predetermined Clean Up Zone. **Volunteers will walk door-to-door** to help with disposal of items, providing special help to seniors and disabled residents.



The **Community Preservation team** will revisit **Clean Up Zone** to address any remaining concerns or violations. Additional priority and follow up through the **Neighborhood Action Task Force** will be assigned to a challenging property.



The city can give residents, businesses or community-based organizations the opportunity to '**Adopt-a-Piece of San Fernando**'. A thank you sign can be installed in honor of the adopter who will help maintain key public areas clean.

"Our neighborhood between Glenoaks and 8th and Maclay and the Pacoima Wash positively changed when the City organized its first Clean Up here 20 years ago"

*-Susan LLamas,
Resident, Teacher &
Commissioner*



OUR PARKS AND TRAILS

CLEAN. SAFE. BEAUTIFUL

Our parks and trails are one of our community's most important assets and often the only place kids, families and individuals can be in natural open spaces, so these places must be kept clean, safe and beautiful.

.....

The city should maintain a maintenance schedule for each park and trail and identify four Beautification Projects annually that can involve community volunteers, such as painting the picnic benches at Las Palmas Park and cleaning the Mission City Trail/Bike Path.

.....

The city can partner with the Fernandeño-Tataviam Tribe to replant the native landscapes at Rudy Ortega Heritage Park; TreePeople to restore and maintain the Pacoima Wash Natural Park and sports leagues and other nonprofits for other parks.



PARKING LOT CLEAN UP



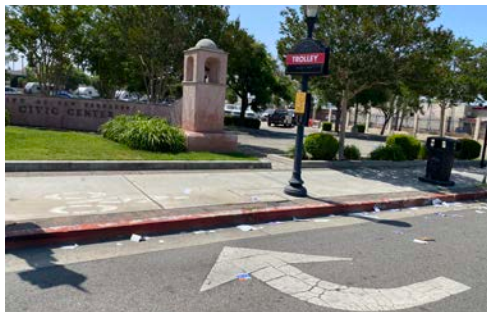
Improve Parking Lot Sweeping and Trash Pickup

The city should work with the business community to establish a daily parking lot cleaning schedule, sidewalk pressure washing and improve trash bin pick up in commercial areas.

.....

Enforce No Overnight Parking

The city should enforce no overnight parking in its public parking lots unless a business has a short-term permit provided on a limit basis.



Improve signage and lighting

The city should develop a maintenance plan for its signage and lighting at public parking lots.

.....

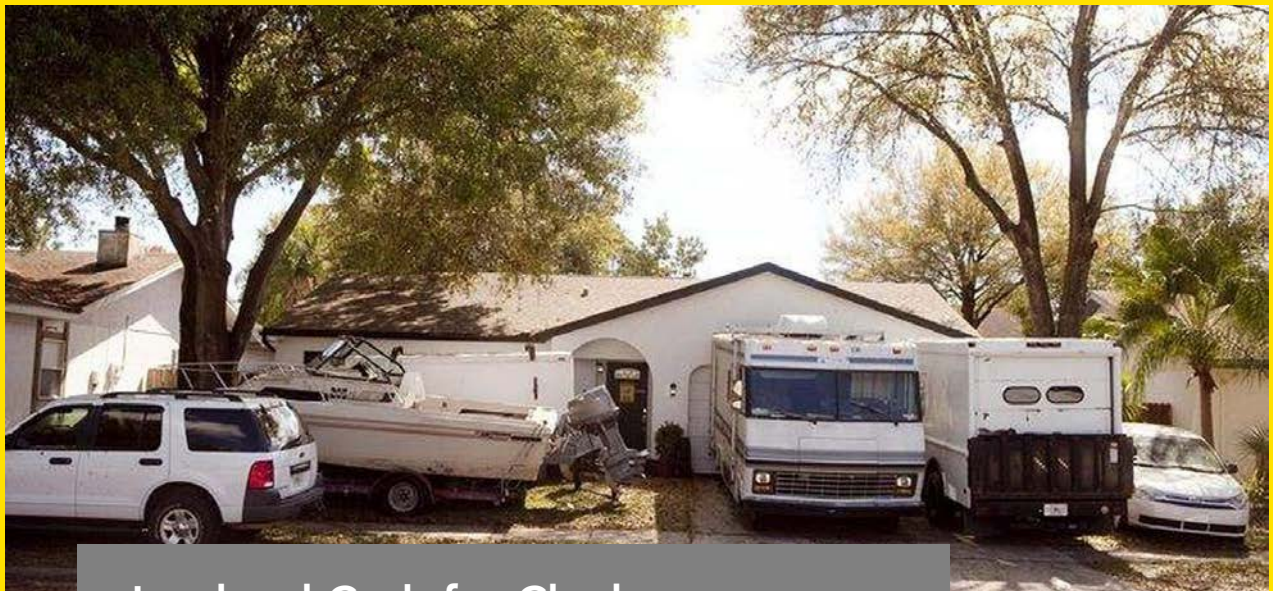
Develop schedule for parking lot resurfacing

The city should develop a plan for parking lot resurfacing and re-stripping.



INOPERABLE VEHICLES

There are numerous inoperable or unregistered vehicles located on public and private property. The city can provide a financial incentive for inoperable vehicles registered in San Fernando prior to 2021 to incentivize vehicle owners to dispose of those vehicles. After a 6-12 month period, Code Enforcement will enforce its rules and regulations, including financial penalties.



Is a local Cash for Clunkers program
feasible?



TEXT AND ONLINE BEAUTIFICATION RESPONSE HOTLINE

Easy Reporting

The city will establish a 24-hour text and online response line for people to report a public works problem or request public works service; including but not limited to: illegal dumping and debris, dirty parks or streets, potholes, fallen trees, bike path cleanliness, graffiti, public lighting repair, etc.

Fast Response. Happy Residents and Businesses

Public Works will designate individuals who will receive direct text and online requests and have authority to assign personnel or Beautification Team members to respond immediately.

COMMUNITY FIRST

ALIGN WITH CURRENT CITY STRATEGIC GOALS AND EFFORTS

In order to maximize the efficient use of taxpayer dollars, the city will coordinate its San Fernando Beautification Program with current efforts to improve city services, prioritize public safety, invest into making San Fernando more walkable and pedestrian-friendly, and green our neighborhoods by planting and caring for 2,000 trees over the next five years.

In addition, the City Council and City Manager should re-establish an internal **Neighborhood Action Response Team** to coordinate all city departments to identify and resolve problems with the most challenging properties.



What we do matters



CALLES VERDES TREE PLANTING

2,000 street trees

In partnership with TreePeople, the city will plant and care for 2,000 trees over the next 5 years. The trees will increase tree canopy by 33% and beautify streets. *Calles Verdes* also includes improvements to Lot 4: Brand/Truman and Carlisle Street.



SAFE AND ACTIVE STREETS

8 Street Designs

The city hired Toole Design to help identify and design safety and green improvements for 8 high-priority streets with heavy use by pedestrians and cyclists. In addition, the city will initiate a Safe Routes to School planning process in 2021-22 to get kids in public schools safe to school.



GET TO ZERO: HOMELESS RESPONSE

0 People Living on the Streets

The city hired LeSar & Associates to develop a Homeless Action Plan to get people off the streets or vehicles and into safe places to live. In addition, the City should establish a Homeless Command Center to address these issues on a daily basis.

WE ARE READY TO CLEAN UP!



BASIC, FUN AND NECESSARY

Several residents, some local businesses and nonprofit partners have offered to volunteer.

.....

We are happy to take the lead in organizing the San Fernando Beautification Team and inviting residents, business leaders, schools and nonprofit partners to volunteer as we put together Clean Up events and work to maintain our city clean.

.....

This is an investment that will have long-term results and physically change the quality of life for our residents, businesses and visitors.

It's our time to lead by example.

A photograph of a suburban street with trees and cars, partially obscured by a red overlay. The red overlay covers the upper two-thirds of the image, with a vertical yellow-green translucent strip on the right side. The text "SAN FERNANDO DESERVES THE BEST!" is written in white, bold, sans-serif capital letters across the red area. A thin yellow horizontal line is positioned below the text.

**SAN FERNANDO
DESERVES THE BEST!**

To: Chair Hayes and Commissioners

From: Julian Venegas, Director of Recreation and Community Services
Prepared by: Gerardo Marquez, Associate Planner

Date: August 10, 2021

Subject: Consideration to Approve Art Mural Permit PR 2021-070

RECOMMENDATION:

It is recommended that the Parks, Wellness, and Recreation Commission:

- a. Review and approve the proposed Art Mural Permit PR 2021-070, allowing a mural to be painted at 465 S. Brand Blvd San Fernando, CA 91340.

BACKGROUND:

1. On December 7, 2020, City Council adopted Ordinance No. 1700 that was introduced for first reading at the City Council meeting of November 16, 2020, amending Chapter 22 (Businesses) of the San Fernando Municipal Code by the addition of a new Article IX (Art Murals on Private Property).
2. Prior to Ordinance No. 1700, the San Fernando Municipal Code did not include an approval process for reviewing and approving art murals on private property. Murals were treated as “painted signs”, which were prohibited.
3. Ordinance No. 1700 charges the Parks, Wellness, and Recreation Commission (PWRC) with the review process and making a decision (approval or denial) regarding the Art Mural application. An artist will have ten (10) days to appeal a denial of an application.
4. On January 12, 2021, PWRC formed an Ad Hoc Committee composed of two PWRC members (Hayes and Ponce) and one Cultural Arts Liaison (Herrera) to review the Art Mural applications and make a recommendation to the PWRC.
5. On May 5, 2021, The Ad Hoc Committee met to review the mural application PR 2021-070. Also in attendance, Gerardo Marquez, Associate planner and Julian Venegas, Director of Recreation and Community Services.

6. The Mural Ad Hoc Committee had three additional meetings to discuss the application (June 22, July 26 and August 9). The applicant agreed to change out the flower that the Ad Hoc Committee felt was culturally insensitive.

ANALYSIS:

Proposal:

The proposed mural project request of application PR 2021-070 would allow a 100 feet (width) by 12 feet (height) detailed drawing of an educational mural on a property's building wall facing Hollister Street. The subject site is on a 4,682 square foot building located at 465 S. Brand Boulevard, within the C-1 (Limited Commercial) Zone.

The subject site sits on the northwestern corner of Brand Boulevard and Hollister Street and is within the C1 – Limited Commercial Zone. The proposed project meets the intentions of the recently established ordinance and facilitates the realization of the General Plan's goals to create pedestrian-oriented streetscapes, promote the economic viability of commercial areas, retain the small-town character of San Fernando, and maintain an identity that is distinct from neighboring cities.

The surrounding community features a combination of commercial and residential uses that are readily accessible by local transit and walking distance from the San Fernando Downtown District. In addition, the proposed project enhances the intent of its land use designation, which is to provide immediate access to shopping opportunities for nearby residents.

The proposed mural features a hummingbird hovering next to a purple Columbine flower, a symbolic image that demonstrates an educational component. The 1200 square foot mural is painted on a local convenience market's wall abutting a parking lot and facing residential properties using a combination of spray paint and house exterior paint.

Noticing Requirement:

Before any action by the Commission, the applicant shall post an 11" by 17" color rendering of the proposed mural on-site for no less than ten (10) days before the scheduled public meeting at which the proposed mural is to be considered by the Commission.

Discussion:

The PWRC Ad Hoc committee discussed the proposed mural and requested information regarding the application process. Mr. Marquez and Mr. Venegas explained that an applicant's proposal needs to meet a series of requirements before it can be presented to the Ad Hoc

Committee for review. The Community Development Department processes the applications to ensure those requirements are met.

Discussion regarding the cultural relevance of the flower depicted (purple Columbine) in the mural was a concern for Mr. Herrera, Cultural Arts Liaison. The apprehension was that the flower is a major feature of the mural and Mr. Herrera expressed that there should be a cultural tie to the City and not just an artistic element.

Commissioner Hayes and Mr. Venegas researched to provide the significance of the flower. According to an article in Daves Garden (www.davesgarden.com), "Native Americans were said to have used infusions from different parts of the plant for a variety of diseases ranging from heart problems to fever, and even to help relieve the pain of poison ivy [2]. Additionally, columbine was often used symbolically in the arts to represent the dove of peace or the Holy Spirit [3]."

According to Tree Symbolism.com, flower symbolism has been in existence for a very long time and they have proven to be essential in conveying meaning. The meaning of the Columbine flower varies from culture to culture. The flower has been attributed to signs of love, success, faith, hope, and strength. The color of the flower also conveys meaning, the purple columbine is an important flower. It is used to depict a devotion that we have towards a goal even when faced with difficulties.

Raul Herrera, Cultural Arts Liaison, voiced concerns regarding the Columbine flower, in particular that the flower was culturally insensitive and not native to the San Fernando region. The Ad Hoc Committee decided to table making a decision regarding the mural application until the artist had an opportunity address the Ad Hoc Committee regarding the significance of the Columbine flower.

At the August 9th meeting, the artist discussed the proposed mural and the significance of the imagery represented in the mural. The Committee suggested a different flower be incorporated into the mural. The artist agreed.

RECOMMENDATION:

It is recommended that the Parks, Wellness, and Recreation Commission approve the Art Mural Permit Application PR 2021-070.

ATTACHMENTS:

- A. Permit application of the mural.
- B. Photos of the proposed mural.

To: Chair Jason Hayes and Commissioners

From: Julian J. Venegas, Director of Recreation and Community Services
By: RCS Staff

Date: August 10, 2021

Subject: Discussion Regarding the San Fernando Valley Mesoamerican Ballgame Association

RECOMMENDATION:

It is recommended that the Park, Wellness, and Recreation Commission:

- a. Discuss the San Fernando Valley Mesoamerican Ballgame Association's potential collaboration with the Department of Recreation and Community Services (RCS); and
- b. Provide staff guidance or recommendations, as appropriate.

BACKGROUND:

1. On June 20, 2019, The San Fernando Valley Mesoamerican Ballgame Association was inducted into the California Delegation of Mesoamerican Ballgame Association and in turn became part of the international Asociación Juego De Pelota Mesoamericano or AJUPEME. Mr. Raul Herrera was appointed the California State Delegate and was named Vice-President of AJUPEME USA.
2. Between May 2019 and August 2020, Mr. Herrera has promoted the Mesoamerica Ballgame sport known as ULAMA by participating in tournaments, cultural workshops and demonstrations. At the Belize International Tournament, the San Fernando/California Delegation placed third. Mr. Herrera has been recognized at the state, local and tribal level of government for his activism and promotion of the game.

ANALYSIS:

The objective of the San Fernando Valley Mesoamerican Ballgame Association (SFVMBA) is to preserve and demonstrate the rich and traditional ancestral sport ULAMA. The game still thrives in the United States and is culturally relevant to the many Latin-American and Native American decedents living in the San Fernando Valley.

The game is offered to all age groups and can be played by women, children and men. SFVMBA offers four categories of play. There is a men's, a woman's, a teen's and a children's' team in the San Fernando Delegation. Pre-Covid-19, SFVMBA would practice at Las Palmas Park in the gym or an open space as long as the area is not occupied by a Department activity or permitted for private party use. League play or an ULAMA tournament has never been host in the City due to lack of an area to accommodate play, and currently no use agreement exist between the City and SFVMBA.

SFVMBA wishes to engage the PWRC members to engage in a discussion regarding the feasibility of establishing a home court in a park or open space within the boundaries of the City of San Fernando. A home court would involve building a playing court that can accommodate the levels of play of all four team categories. The design and materials of the court would be consistent with courts throughout Latin American.

BUDGET IMPACT:

There is no budget impact for discussing a potential collaboration with SFVMBA. However, neither the Commission nor any person connected with the Commission shall incur any financial liability in the name of the City.

Any projects, programs special events or cultural activity recommended to City Council shall be accompanied by identified outside funds subject to City Council approval for implementing the Commission's recommendation.

CONCLUSION:

It is recommended that the Parks, Wellness and Recreation Commission form an Ad Hoc Committee to discuss the San Fernando Valley Mesoamerican Ballgame Association's potential collaboration and provide staff guidance or recommendations, as appropriate.

To: Chair Jason Hayes and Commissioners

From: Julian J. Venegas, Director of Recreation and Community Services
By RCS Staff

Date: August 10, 2021

Subject: Department Programming, Services, Activity and Business Updates

RECOMMENDATION:

It is recommended that the Park, Wellness, and Recreation Commission:

- a. Receive and file a report updating the programs, services, activity, and business conducted by the Recreation and Community Services Department; and
- b. Provide staff guidance or recommendations, as appropriate.

BACKGROUND:

1. The mission of the Recreation and Community Services Department (RCS) is to develop and implement enriching community, cultural and recreational opportunities that foster the overall well-being and personal development of our community.
2. The Department conducts a wide array of programs, services, activities, and business throughout the year. Staff provides a monthly update on items discussed at the Parks, Wellness and Recreation Commission (PWRC) meeting and welcomes any guidance or recommendations regarding the items presented.

DEPARTMENT UPDATES:Virtual Programming

Staff is slowly transitioning from virtual to in-person programming. Beginning in mid-June, the Department started offering activities in-person as well as online to ease the opening of the park facilities. This hybrid approach provides those who are comfortable venturing out, a place to congregate while still engaging individuals who prefer the online platform. The health/wellness videos and fun family activities will remain on the website until a full opening of our facilities

occurs. Visit SFCITY.ORG/SFRecreation for more information regarding the Department's activities. The table below lists the programs held for the month of July/August of 2021:

Activity	Online / In-Person	July /August
Bingo Night	In-person	25 / 21
Chair Zumba via zoom	Online	28 / 17
Father's Day Kit Distribution	In-person	18
Senior craft	Online	11 / 9
Bubbles Workshop	In-person	12
Living Trust Workshop	In-person	5
Taller De Depresión	In- Person	10
Loteria with Regal	Online	7 / 21
Senior Craft - Dog Toy	In-person	8
Senior Zumba via zoom	Online	60 / 34
Walkable Wednesday	In-person	27 / 38
Wellness Wednesday with Harry	In-person	14

Department's Response to Covid-19

The Department is scaling down its involvement and response to the Covid-19 mitigating measures.

- The Los Angeles Fire Department's Covid-19 testing and Vaccination Hub at Recreation Park ended on July 31st. CORE (Community Organized Relief Effort) expressed interest in collaborating with the City to provide Pop Up vaccine clinics. The Dates and Times for the clinics still need to be determined.
- The Los Angeles Regional Food Bank provides free food kits containing nutritious items such as meats, canned fruits, vegetables, cereals, and grains. The distribution was held on Monday, August 2, 2021, at Las Palmas Park. The program serves seniors age 60 and over and distributes an average of 150 meals kits monthly. For more information on food assistance programs, please contact Las Palmas Park at 818-898-7340.

Reopening Efforts

The park facilities are fully open to the public; the hours of operation are Monday through Friday, between 9:00 am and 5:00 pm at both Las Palmas Park and Recreation Park. There is not much traffic yet, as programming and activities are slowly being reintroduced.

The Department is anticipating the issuance of the Department of Public Health (DPH) "Best Practices" for reopening recreational facilities and programs. The Best Practices will replace many of the safety protocols the DPH had in place during the height of the pandemic. Based on these Best Practices and Department resources, staff will program activities to ensure the safety of participants.

Current Programs:

Youth Sports

- Summer Sports Clinics will be conducted between July 13 to September 13: The sports offered include Soccer, Basketball, and Baseball. The number of children who registered for each clinic is as follows:
 - Baseball Clinic: 14
 - Basketball Clinic: 39
 - Soccer Clinic: 25

The combined total for all three clinics was 208 participants in the month of July.

SUMMER DAY CAMP - The City offered a limited Summer Day Camp this summer, which ran from June 21, 2021 - July 30, 2021, and operated Monday through Friday, from 7:30 am to 5:30 pm. A total of 51 children registered for the program and over the course of the six week program, the attendance for the Summer Day Camp totaled 890 children.

Forthcoming Programs

- Johnny Allen Tennis at Pioneer Park
 - Fall Session: September 25 – December 18
 - Children ages 3-17
 - Saturdays: 8: 15 am – 11 am
- Roller Derby Classes
 - RCS is partnering with Valley Community Rollers (VCR) to provide lessons on how to skate and learn the sport of roller derby
 - Sessions are held on Wednesday evenings from 6:00 pm to 7:30 pm at Las Palmas Park
- Mission City Youth Baseball League
 - Fall Ball 2021: September 2021 through November 2021
 - Ages 3 – 14, both individual and team registrations are being accepted
 - League play will be held at Las Palmas Park

Visit the City's website for more information and registration link: SFCITY.ORG/SFRecreation

Layne Park Revitalization Project

The City Council approved MIG's proposed design at the July 19, 2021 City Council meeting. The design incorporates the feedback gathered from residents who participated in the community workshops held between April 21, 2021 and June 3, 2021. The next phase of the project is for staff to circulate a Notice Inviting Bids for the construction of the project.

Tutcint Youth Empowerment

- On Saturday, August 21, 2021, Tutcint Youth Empowerment will hold a Virtual Culmination for our current group, Cohort 4, who have completed a six-month program (from March to August of this year).
- The Program will also be enrolling youth, ages 12-17, into Cohort 5, which runs from September 2021 through February 2022. The program offers academic support, cultural programming, environmental stewardship, and case management services.

- Cultural/Community engagement, and outdoor activities such as trips to California state parks, beaches and recreational areas. Visit our website for more information and for online referrals at: <https://www.pukuu.org/tutcint/>

Community Theatre Program

A meeting to revitalize interest in the program was held on July 7, 2021. Unfortunately, there was a very low turnout. Discussion on how to recruit participants ensued. The ideas will be presented at the next Parks, Wellness, and Recreation meeting.

BUDGET IMPACT:

The programs, services, activity, and business updates in this report are part of the Department's work plan and funds have been allocated for such work in the Fiscal Year 2021-2022 budget.

CONCLUSION:

It is recommended that the Parks, Wellness, and Recreation Commission Receive and File the Department update report and provide any guidance or recommendations as appropriate.