



City of La Quinta

CITY / SA / HA / FA MEETING DATE: June 3, 2014

AGENDA CATEGORY:

ITEM TITLE: APPROVE THE COMMUNITY SERVICES COMMISSION WORK PLAN FOR FISCAL YEAR 2014/15

BUSINESS SESSION:

CONSENT CALENDAR: 8

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Approve the Community Services Commission Work Plan for Fiscal Year 2014/15.

EXECUTIVE SUMMARY:

- The Community Services Commission's ("Commission") tasks are governed by the Municipal Code.
- Each year the Commission prepares a work plan to outline projects, programs and services to be focused on in the upcoming year.
- On April 14, 2014, the Commission approved the attached 2014/2015 Work Plan for City Council consideration (Attachment 1).

FISCAL IMPACT:

Fiscal implications are included in the proposed Fiscal Year 2014/15 budget. Commitments include \$30,000 for the Community Services Marketing Plan and \$40,000 for Community Events.

BACKGROUND/ANALYSIS:

The 2014/2015 Work Plan contains tasks that are aligned with the Commission's responsibilities designated in the Municipal Code. This plan ties into the programs and activities outlined in the proposed budget and is provided each year to obtain City Council feedback regarding Commission and staff efforts. The list of responsibilities is located on page two. The following is a summary of those responsibilities:

Marketing Plan

The Commission will review the Community Services marketing plan and identify program effectiveness based on participation levels, class cancellation rates,

surveys, and suggest improvements to the plan. This plan is a segment of the City's Marketing Plan and promotes the Healthy Eating Active Living Campaign, the Humana Well-Being Events, and the Opening and Dedication of the new Fitness and Wellness addition.

Planning and Development

The Commission will: 1) review proposed park and recreation facility development and renovation; and 2) analyze Citywide recreation program and facility needs.

Liaison to the Community

The Commission will invite non-profit service providers to their meetings to inform them of available community services. Recipients of Community Service Grants will be invited to attend Commission meetings to talk about City-supported programs and services.

Community Events

The Commission attends community events and makes suggestions for improvements. Community events include: Nature Hikes, Howl-O-Ween, Christmas Tree Lighting Ceremony, Humana Well Being Events and Fitness and Wellness Addition Opening, Tails on Trails, Desert Youth Olympics, Easter Egg Hunt, Y-Triathlon, Community Picnic and Birthday Party, Moonlight Movies, and Resident Acknowledgements.

Park Management Program

The Commission will provide input on existing park conditions and apprise staff of ongoing park and trail management, maintenance and repair and replacement. The Adopt-A-Park program will be continued and sports field maintenance will be evaluated.

Advisory Body to the City Council

The Commission will review issues related to Parks and Recreation and take action as directed from City Council, maintain communications and provide an annual work plan for Council review.

Art in Public Places

As outlined in the Art in Public Places Strategic Plan, the Commission will 1) review the proposed artwork in relationship to the site and scale with consideration given to diversity of artists, art work, and proposed budget; 2) continue the preventive maintenance program for public art based upon the maintenance requirements of each piece; and 3) support and promote cultural offerings held in the City.

ALTERNATIVES:

Approve the Community Services Commission Work Plan with modifications.

Report prepared by: Edie Hylton, Community Services Director

Report approved for submission by: Frank Spevacek, City Manager

Attachment: 1. Community Services Commission 2014/15 Work Plan

COMMUNITY
SERVICES
COMMISSION

WORK
PLAN

2014-2015



La Quinta

GEM of the DESERT



COMMUNITY SERVICES COMMISSION PHILOSOPHY

The general purpose of the Community Services Commission is to encourage the development of a planned and orderly approach to the delivery of leisure and community services in the City.

The objectives of the Commission are to:

- ◆ Serve in an advisory capacity to the City Council on identifying matters pertaining to recreation, cultural arts, and community services;
- ◆ Communicate the availability of services to citizens through both private and public resources to avoid duplication and conflict of effort;
- ◆ To evaluate the effectiveness of services provided.

ASSIGNMENT ITEMS:

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2014/2015 Specific Goals and Objectives

ASSIGNMENT ITEMS	GOALS AND OBJECTIVES
Marketing Plan	Review and update the Community Services Marketing Plan for implementation by staff.
Planning and Development	Review proposed park and recreation capital improvements.
Liaison To Community	Invite local service providers to attend Commission meetings to describe services available to residents.
Community Events	Host citywide events at various locations throughout the year. Collaborate with other community groups and non-profit organizations to maximize resources.
Park Management Plan	Monitor the park management plan for preventive maintenance and management of existing public park facilities.
Advisory Body to City Council	Review issues relating to Community Services and takes action as directed from City Council; maintain communication with City Council; and provide annual work plan for City Council review.
Art in Public Places	Identify and recommend appropriate projects and locations for the installation of public art. Support the preventative maintenance program based upon the specific needs of each art piece. Utilize the Artist's Registry from the La Quinta Arts Foundation in future projects.

Task:	Marketing Plan
Completion Date:	September 2014
Participants:	Commissioners
Suggested Resources:	Community Services staff.
Steps to Completion:	The Commission will review the Community Services Department marketing plan and identify effectiveness based on participation levels, class cancellation rates, surveys, and suggest improvements to the plan. This plan is in coordination with the City's Marketing Plan. Promote the Healthy Eating Active Living (HEAL) campaign, and city wide special events and programs. Promote the opening and services available offered in the La Quinta Fitness and Wellness addition.
Staff Time:	60 hours during marketing plan development and implementation.
Fiscal Commitment:	\$30,000 plus staff time
Staff Role:	Provide information and implement the plan.
City Council Role:	Provide direction to Commission to fulfill this assignment.
Reference:	2.95.040 (9): Make recommendations to the City Council on how to disseminate, publicize, and promote recreation programs and events to the citizens of La Quinta.

Task:	Planning and Development
Completion Date:	On-going
Participants:	Commissioners. Staff and User Groups, if needed.
Suggested Resources:	La Quinta Comprehensive General Plan and Community Services Master Plan.
Steps to Completion:	The Commission will review proposed park and recreation facility development or renovation. The Commission may review plans for renovation and expansion of the Fritz Burns Pool expansion project.
Staff Time:	30-40 hours per project depending on scope of project.
Fiscal Commitment:	Dependent upon the park or recreation project
Staff Role:	Provide support and liaison to the City Council.
City Council Role:	Include the Commission in the design and development process and conduct public hearings. Review and consider Commission recommendations.
Reference:	2.95.040 (5): Serve as a public forum and conduct public hearings. (11): Review individual park and facility plans for recommendation to City Council.

Task: **Liaison to the Community**

Completion Date: On-going

Participants: Commissioners

Suggested Resources: Collaborate with government agencies and area non-profits such as La Quinta Boys and Girls Club, Desert Recreation District, YMCA of the Desert, La Quinta Chamber of Commerce, and the La Quinta Arts Foundation.

Steps to Completion: Invite service provider representatives to the Commission meetings to inform the Commission of available services to the community.

Invite recipients of Community Service Grants to attend Commission meetings to communicate about City supported programs and services.

Staff Time: Two hours quarterly.

Fiscal Commitment: None.

Staff Role: Provide support and liaison to the City Council.

City Council Role: Provide Commission with specific methods as to how to best represent the City Council.

Reference: Chapter 2.95.040 (12): Aid in coordinating the park and recreation services with other governmental agencies and volunteer organizations. (13): Make recommendations to the City Council on community issues. Chapter 2.75.040(6): Work cooperatively with City Boards, Commissions and committees, and other public and private organizations promoting art and cultural activities within the City.

Task:	Community Events
Completion Date:	On-going
Participants:	Commissioners
Suggested Resources:	Community Resources and local Businesses and non-profit agencies.
Steps to Completion:	Host citywide events throughout the year. Special Events for Fiscal Year 2014-2015 include: Nature Hikes, HowlOWeen, Christmas Tree Lighting Ceremony, Humana Well Being Events, Tails on Trails, Desert Youth Olympics and the Y-Triathlon, Easter Egg Hunt, Community Picnic and Birthday Party, Moonlight Movies, Resident Acknowledgements, and the Opening of the new La Quinta Fitness and Wellness Center addition.
Staff Time:	30 - 40 hours per event.
Fiscal Commitment:	\$40,000 for event development with financial support from outside sponsorships and partners including Humana and local businesses and non-profits.
Staff Role:	Provide support and liaison to the City Council.
City Council Role:	Provide Commission with direction/comments.
Reference:	Chapter 2.95.040 (15): Recommend to the City Council and upon authorization conduct such programs as, in the opinion of the commission, will increase goodwill and participation among the residents of the community.

Task: Park Management Program

Completion Date: Summer 2014

Participants: Commissioners

Suggested Resources: Various public agencies in the community.

Steps to Completion: The Commission will provide staff input to existing park conditions and make comments regarding ongoing park management, maintenance, repair and replacement. Support and promote the Adopt-A-Park program and evaluate the annual sports field maintenance plan at the three sports facilities.

Staff Time: 15 - 20 hours per week.

Fiscal Commitment: None.

Staff Role: Utilize the Coachella Valley Water District water use assessment. Communicate with the local sports associations and residents regarding issues in City owned and maintained parks.

City Council Role: Provide approval for Commission to fulfill this assignment.

Reference: Chapter 2.95.040 (10): Review parks maintenance standards and quality.

Task: **Advisory Body to City Council**

Completion Date: On-going

Participants: Commissioners

Suggested Resources: To Be Determined.

Steps to Completion: The Commission will review issues relating to Parks and Recreation and take action as directed from City Council, maintain communications with City Council, and provide annual work plan for City Council review.

Staff Time: 4 - 6 hours per month.

Fiscal Commitment: None.

Staff Role: Provide support and liaison to the City Council.

City Council Role: Provide Commission with specific direction as to how to better assist the City Council. Provide opportunities to meet with City Council through joint meetings.

Reference: Chapter 2.95.020 (A): To serve in an advisory capacity to the City Council to identify community needs for recreation, healthy activities and social services; Chapter 2.95.040 (4): Receive and act on all assignments made by the City Council, and submit reports and recommendations to the city council on these assignments; (5): Serve as a public forum and conduct public hearings for recreation service concerns; Chapter 2.95.060 (C): The City Council shall periodically review the progress of the Commission.

Task:	Art in Public Places
Completion Date:	On-going
Participants:	Commissioners and staff
Suggested Resources:	Commissioners, City Council, Developers and La Quinta Arts Foundation and Residents.
Steps to Completion:	As outlined in the Art in Public Places Strategic Plan Identify potential locations where public art should be recommended. Review the proposed artwork in relationship to the site and appropriateness of scale with consideration to diversity of artists, art work, and proposed budget. Continue the art preventive maintenance program based upon the condition of each art piece. Support and promote cultural offerings held in the City.
Staff Time:	20 - 30 hours per project.
Fiscal Commitment:	Funds appropriated from the Art in Public Places Account.
Staff Role:	Consider site, art piece, and appropriation of funds.
City Council Role:	Art placement subject to final City Council approval.
Reference:	Chapter 2.75.040 (12): The Commission will submit to the City Council a recommendation for ratification of public art to be financed by the Art in Public Places program. (15): The Commission will make recommendations to the City Council for the commissioning of artworks, the purchase or lease of art sites, agreements for the purchase and display of artwork, or the repair, maintenance or servicing of artwork.

