

# City of La Quinta

COMMUNITY SERVICES COMMISSION MEETING: May 9, 2016

## STAFF REPORT

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### AGENDA TITLE:

COMMUNITY SERVICES COMMISSION WORK PLAN FOR FISCAL YEAR 2016/17

### RECOMMENDATION:

Approve the Community Services Commission Work Plan for Fiscal Year 2016/17.

### EXECUTIVE SUMMARY:

The Annual Work Plan serves as direction for the activities of the Community Services Commission. The plan outlines the general services that the Commission will embark on during the next fiscal year.

### FISCAL IMPACT:

None at this time. The financial elements of the Plan will be approved by City Council during the annual budget process.

### BACKGROUND/ANALYSIS:

The Municipal Code provides the Commission shall annually prepare a Plan for City Council consideration. If approved, the projects and programs are then incorporated in the annual City Operating Budget. Page 2 of the Plan presents a listing of the Commission responsibilities which include the following:

#### **Marketing Plan**

Reviews Community Resources marketing plan and identifies recreation program effectiveness based on participation levels, class cancellation rates and surveys, then suggests improvements to the plan. This plan is a segment of the City's Marketing Plan and promotes the Healthy Eating Active Living Campaign, recreation programs, events, and the Wellness Center.

#### **Planning and Development**

Reviews proposed park and recreation facility development and renovation, and analyzes City-wide recreation program and facility needs.

#### **Liaison to the Community**

Invites non-profit service providers and recipients of Community Service Grants to meetings to inform them of available City supported programs and services.

### **Community Events**

Attends community events and makes suggestions for improvements. Community events include: Nature Hikes, Wellness Center Health Fair, Zombie Run, Christmas Tree Lighting Ceremony, Wellness Events, La Quinta Talent Showcase, Better Together Cancer Event, Desert Youth Olympics, Easter Egg Hunt, Community Picnic and Birthday Party, Moonlight Movies and Veteran and Resident Acknowledgements.

### **Park Management Program**

Provides input on existing park conditions and appraises staff of ongoing park and trail management, maintenance and repair and replacement.

### **Advisory Body to the City Council**

Reviews issues related to parks and recreation, takes action as directed from City Council, maintains communications, and provides 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 for Fiscal Year 2016/17 with modifications.

Report prepared and submitted by: Tustin K. Larson, Community Resources Manager

Attachment: Work Plan for Fiscal 2016/17

# COMMUNITY SERVICES COMMISSION

# PLAN WORK

2016/17

*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.

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## 2016/2017 Specific Goals and Objectives

<b>ASSIGNMENT ITEMS</b>	<b>GOALS AND OBJECTIVES</b>
<b>Marketing Plan</b>	Review and update the Community Resources Marketing Plan for implementation by staff.
<b>Planning and Development</b>	Review proposed park and recreation capital improvements.
<b>Liaison to Community</b>	Invite local service providers to attend Commission meetings to describe services available to residents.
<b>Community Events</b>	Host citywide events at various locations throughout the year. Collaborate with other community groups and non-profit organizations to maximize resources.
<b>Park Management Plan</b>	Monitor the park management plan for preventive maintenance and management of existing public park facilities.
<b>Advisory Body to City Council</b>	Reviews 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.
<b>Art in Public Places</b>	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.

<b>Task:</b>	<b>Marketing Plan</b>
<b>Completion Date:</b>	September 2016
<b>Participants:</b>	Commissioners and City staff
<b>Suggested Resources:</b>	2016/17 City Marketing Strategies
<b>Steps to Completion:</b>	The Commission will review the Community Resources Department marketing plan and identify effectiveness based on participation levels, 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 services offered at the La Quinta Wellness Center, and other locations around the City. Collaborate with sports associations to reach north area residents.
<b>Staff Time:</b>	60 hours during marketing plan development and implementation.
<b>Fiscal Commitment:</b>	\$38,000 plus staff time, if approved by City Council.
<b>Staff Role:</b>	Provide information and implement the plan.
<b>City Council Role:</b>	Provide direction to Commission to fulfill this assignment.
<b>Reference:</b>	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.

<b>Task:</b>	<b>Planning and Development</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners. Staff and User Groups, if needed.
<b>Suggested Resources:</b>	La Quinta Comprehensive General Plan and Community Services Master Plan.
<b>Steps to Completion:</b>	The Commission will review proposed park and recreation facility development or renovation. The Commission may review plans for renovations or improvements to various City parks.
<b>Staff Time:</b>	30-40 hours per project depending on scope of project.
<b>Fiscal Commitment:</b>	Dependent upon the park or recreation project.
<b>Staff Role:</b>	Provide support and liaison to the City Council.
<b>City Council Role:</b>	Include the Commission in the design and development process and conduct public hearings. Review and consider Commission recommendations.
<b>Reference:</b>	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.

<b>Task:</b>	<b>Liaison to the Community</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners
<b>Suggested Resources:</b>	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, La Quinta Arts Foundation, and Old Town Artisan Studio.
<b>Steps to Completion:</b>	<p>Invite service provider representatives to the Commission meetings to inform the Commission of available services to the community.</p> <p>Invite recipients of Community Service Grants to attend Commission meetings to communicate about City supported programs and services.</p>
<b>Staff Time:</b>	Two hours bi-monthly.
<b>Fiscal Commitment:</b>	None.
<b>Staff Role:</b>	Provide support and liaison to the City Council.
<b>City Council Role:</b>	Provide Commission with specific methods as to how to best represent the City Council.
<b>Reference:</b>	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.

<b>Task:</b>	<b>Community Events</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners
<b>Suggested Resources:</b>	Community resources and local businesses and non-profit agencies.
<b>Steps to Completion:</b>	Host citywide events throughout the year. Special Events for 2016/17 include: Nature Hikes, Wellness Center Health Fair, Zombie Run, Christmas Tree Lighting Ceremony, Wellness Events, La Quinta Talent Showcase, Better Together Cancer Event, Desert Youth Olympics, Easter Egg Hunt, Community Picnic and Birthday Party, Moonlight Movies and Veteran and Resident Acknowledgements.
<b>Staff Time:</b>	30 - 40 hours per event.
<b>Fiscal Commitment:</b>	\$20,000 for event development with financial support from outside sponsorships and partners including local businesses and non-profits, if approved by City Council.
<b>Staff Role:</b>	Provide support and liaison to the City Council.
<b>City Council Role:</b>	Provide Commission with direction/comments.
<b>Reference:</b>	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.

<b>Task:</b>	<b>Park Management Program</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners
<b>Suggested Resources:</b>	Various public agencies in the community.
<b>Steps to Completion:</b>	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.
<b>Staff Time:</b>	15 - 20 hours per week.
<b>Fiscal Commitment:</b>	None.
<b>Staff Role:</b>	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.
<b>City Council Role:</b>	Provide approval for Commission to fulfill this assignment.
<b>Reference:</b>	Chapter 2.95.040 (10): Review parks maintenance standards and quality.

<b>Task:</b>	<b>Advisory Body to City Council</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners
<b>Suggested Resources:</b>	To Be Determined.
<b>Steps to Completion:</b>	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. Communicate with the City Council and share items of importance with citizens.
<b>Staff Time:</b>	4 - 6 hours per month.
<b>Fiscal Commitment:</b>	None.
<b>Staff Role:</b>	Provide support and liaison to the City Council.
<b>City Council Role:</b>	Provide Commission with specific direction as to how to better assist the City Council. Provide opportunities to meet with City Council through joint meetings.
<b>Reference:</b>	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.

<b>Task:</b>	<b>Art in Public Places</b>
<b>Completion Date:</b>	On-going
<b>Participants:</b>	Commissioners and staff
<b>Suggested Resources:</b>	Commissioners, City Council, Developers and La Quinta Arts Foundation and Residents.
<b>Steps to Completion:</b>	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.
<b>Staff Time:</b>	20 - 30 hours per project.
<b>Fiscal Commitment:</b>	Funds appropriated from the Art in Public Places account.
<b>Staff Role:</b>	Consider site, art piece, and appropriation of funds.
<b>City Council Role:</b>	Art placement subject to final City Council approval.
<b>Reference:</b>	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.