



Special Board Meeting

Minutes

March 19, 2015

The special meeting of the Board of Directors was convened by Chair Mae Cendaña-Torlakson at 6:30 p.m. at the Ambrose Community Center, 3105 Willow Pass Road, Bay Point, CA.

1. **Opening Ceremonies:**

Roll Call: Board Members Present: Garcia, Dawson, Cendaña-Torlakson, Hudson, Mason
Staff Present: Long, Rodrigues
Audience Present: Approx. 6

2. **Pledge of Allegiance:**

The Pledge of Allegiance was led by Chair Cendaña-Torlakson.

At this point Chair Cendaña-Torlakson read her a quote from the Dalai Lama, "In order to carry a positive action, we must develop here a positive vision".

3. **Approval of Agenda:**

Director Mason asked that under Item 5b a fourth item be included "Roles of the Board".

Motion: Add item 5b iv. titled "Roles of the Board".

Motion: Mason **Second:** Hudson

Action: **Roll Call Vote:** 5 ayes/Motion Passed

Motion: Approve the Agenda with change

Motion: Mason **Second:** Garcia

Action: **Roll Call Vote:** 5 ayes/Motion Passed

4. **Public Communications:**

None

4. **Visioning Workshop:**

Chair Cendaña-Torlakson read his resume and introduced Mr. John De Lorenzo as the facilitator.

A. **Ambrose Recreation & Park District**

i. Mission Statement

Reviewed current Mission Statement and agreed it need to be re-worked. Possibly changing phrasing to read:

"Ambrose Recreation and Park District is committed to providing park facilities, programs and activities for all ages to serve the diverse recreational needs of individuals and families and to enrich the quality of life for all residents."

ii. Core Values/Guiding Principles

1. Emphasize diversity

2. Outreach to all segments of the community

iii. Review 5-year Goals (2010-2015)

Mr. Long and Board Members gave their ideas of what has been accomplished.

iv. Roles of the Board

1. Community Leaders

2. Set direction, policy and vision
3. Support staff with resources, tools, encouragement, training and empowerment.
4. Ensure accountability

B. What are the strengths and the accomplishments of the Ambrose Recreation & Park District since the 2010 Visioning Workshop?

1. Staff
 - a. Working and collaborating together
 - b. Years of experience
 - c. Commitment/ownership/invested
2. Community
 - a. Talent and resources
 - b. Good location
 - c. Recreation programs and special events meeting community's needs
 - d. Reasonable costs for services and facilities
 - e. Community partnerships
 - f. New Board member
 - g. Parks (also weakness)

C. Weaknesses/Challenges

1. Lack of follow through
 - a. Measurable outcomes
 - b. Goals
 - c. Accountability from Board and staff
2. Board needs to be more proactive
3. Communication/outreach to community
4. Financial health/limited fundraising
5. Partnership with school district (use of parks for school activities)
6. Aging infrastructure
7. Need to enhance recreation programs to accommodate community needs
8. Small staff
9. Need more adult programs to generate revenue
10. No customer database
11. No formal volunteer program/policies
12. Safety concerns in parks
13. Lack of facility space for programs
14. No opportunity for youth employment

D. External Factors/Trends (e.g. economic, political, environmental, technological, demographics) that will/might have an impact on the District in the next 5 years.

1. Positives (Opportunities)
 - a. Development of waterfront
 - b. Support and partnership with County Supervisor and other government agencies
 - c. Good relationship with Sheriff's Dept. to help with safety
 - d. Adult programs
 - e. Youth and adult soccer
 - f. New Park Bond on 2016 ballot
 - g. Large grants
 - h. Establish foundation or partner with existing foundations to support the District
 - i. Expand database and reach beyond Bay Point
 - j. Connect with businesses and community groups
2. Negatives (Threats)
 - a. Volatility of tax base
 - b. No more space for development and revenue
 - c. Drought
 - d. Competition with other park and recreation providers
 - e. Potential loss of revenue from loss of County lease
 - f. Lack of understanding of community's true park and recreation needs
 - g. Competition for grants
 - h. Lack of and condition of facilities

E. Ambrose Recreation and Park District Vision Statement

1. Vision Concepts

- a. Enhance lives of constituents
- b. Be responsive to citizens
- c. Emphasis on citizens needs
- d. Beautiful parks
- e. Mentor and employ citizens
- f. Broad spectrum of programs
- g. Reasonably priced services
- h. Sense of community
- i. Local leader in recreation and parks
- j. State of the art facilities
- k. Educating community on District services and promote services to the community

Director Mason's draft of the Vision Statement:

"The vision for Ambrose Recreation and Park District is to be a recognized local leader in parks and recreation and to be the community's primary source of leisure activity."

After some discussion and input from other Board members this was agreed to for the draft of the Vision Statement to be finalized at a later date:

"Ambrose Recreation and Park District enhances lives and is the primary source of leisure activity in the community."

F. Identify three 5-year goals to define the District's vision

1. Brainstorm

2. By consensus there were three 5-year goals defined:

- a. Identify who the community is and what they want in terms of recreation and park services – strategy: community need assessment
- b. Enhance the District's facilities, amenities and recreation programs
- c. Ensure financial sustainability – strategy: revenue producing programs and use partnerships and other sources.

G. Review and revise, if needed, (to be sure they are consistent with the vision), the 5-year goals (what needs to be accomplished).

H. Board Members: Brainstorm one year action steps for each of the three 5-year goals as possible one year objectives.

I. Summary of the Workshop and closing remarks

Director Mason said this is great and the Board has not done this in a long time. He also stated that staff and the Board need to be held accountable to complete these ideas.

Director Dawson suggested a regular agenda item to update the Board on these items.

Director Hudson stated that she had felt a sense of uncertainty in the Board in the past and this process made her more comfortable that we will get some things done.

Director Garcia stated that we have accomplished a lot with limited resources.

Director Dawson said it is easier when it is all laid out and everyone agrees.

Director Cendaña-Torlakson stated that accountability and timelines are important and quoted "goals are dreams with deadlines." She said there should be regular reports on the status of the goals.

Director Hudson asked what the next step is and Mr. De Lorenzo said it is to identify goals (specific, measurable and accountable) and a Strategic Planning Workshop.

13. Closing Ceremonies:

a. Adjournment.

Motion: Move to adjourn the meeting.

Motion: Garcia **Second:** Dawson

Action: Roll Call Vote: 5 ayes/Motion Passed

Approved by the Board of Directors on _____

Signature of Board Member

