



OFFICIAL

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W.C. Walker Senior Center
505 Sunset Avenue, Shafter, CA 93263

June 27, 2022

1. CALL TO ORDER:

The Special Board Meeting of the Shafter Recreation & Park District (SRPD) was called to order at 5:35 pm by Director Rodríguez.

2. FLAG SALUTE AND INVOCATION:

Chairman Rodríguez dispensed with the flag salute and invocation.

3. ROLL CALL:

BOARD MEMBERS PRESENT

Gary Rodríguez
Brent Cummings
Lorena Ayon

BOARD MEMBERS ABSENT

Antoinette Johnston

4. POSTING OF THE AGENDA:

The posting of the agenda was declared on Friday, June 24th, 2022, at 5:00 p.m.

5. PUBLIC COMMENTS: No public comments.

6. CONSENT OF THE AGENDA: **INFORMATION/ACTION ITEM**

Director Cummings **MOVED** to approve the Consent Agenda and Director Ayón **SECONDED** the motion.

AYES 3 (Ayón, Cummings, Rodríguez)

NAYS 0

ABSENT 1

ABSTAIN 0

MOTION CARRIED

7. OLD BUSINESS

A. SRPD CSC UPDATED RENDERINGS – **INFORMATION/ACTION ITEM**

(Mr. Jimenez) Joey Zasoski of Ordiz & Melby presented updated renderings of the CSC for Board viewing and approval. The Board discussed spectator seating areas for baseball/softball, soccer and flag football. They also discussed locations for sponsored benches or pavers and the width of walkways. Chairman Rodriguez mentioned shade structures he has seen in parking areas that were less plain/more artistic in nature. Ordiz & Melby will be supplying a site plan on paper that will help the Board with additional planning. There was discussion on the park signage and Mr. Zasoski offered to get the Board mockups of three possible layouts. He also noted that Ordiz & Melby will be sending over a site plan from the landscape architect showing the trees to be planted and where each will be located. The need for drought-resistant landscaping was discussed. Chairman Rodriguez mentioned that it

might be helpful to have a presentation from SRPD insurance representatives to discuss insurance costs and how specific park elements affect them. **NO ACTION TAKEN**

B. SRPD CSC REVISED TIMELINE – INFORMATION/ACTION ITEM

(Mr. Jimenez) Mr. Jimenez reviewed the current CSC Construction Timeline. Director Ayon raised concerns with conflicts between the timeline's proposed groundbreaking dates and area elections. Mr. Garcia noted that although the architects prefer to have the groundbreaking at a time when construction can ensue almost immediately, the Board can hold the event whenever they desire. Director Ayon mentioned the value of publicity from the groundbreaking helping with fundraising efforts. **NO ACTION TAKEN**

C. SRPD CSC SPONSORS – INFORMATION/ACTION ITEM (Mr. Jimenez) The Board reviewed a list of sponsorship opportunities. Chairman Rodriguez asked about how proceeds from sponsorships will be designated. Mr. Garcia mentioned the need for a board meeting focused exclusively on fundraising plans, sponsorships, naming rights, etc. It was noted that sponsorships can be time-limited as businesses can view it as a form of advertising that can be amortized over the duration of the sponsorship. **NO ACTION TAKEN**

8. NEW BUSINESS

A. CSC BRAINSTORMING SESSION – INFORMATION/ACTION ITEM

(Chairman Rodriguez) The board brainstormed other CSC issues that they would like to address. Chairman Rodriguez mentioned the need for staff training/preparation for park maintenance and asked about where to get that training. Mr. Jimenez . He asked about the placement of security cameras and where footage can be reviewed. Video cameras and technology for streaming games was also discussed. Director Cummings mentioned the possibility of using local students studying video production to assist with event streaming.

Chairman Rodriguez asked about seeking more public comment on park development through social media. Mr. Jimenez mentioned Wonderful Company's interest in a bypass between Highway 99 and Interstate 5 bypass potentially including Cherry Avenue which would bring traffic from other areas within a few blocks of the CSC. Chairman Rodriguez mentioned the need for an ongoing list of issues that could be available to board members. He asked about getting more detail on features and Mr. Jimenez commented that this could be addressed first in a Facilities committee meeting.

Chairman Rodriguez asked about hiring security guards. Director Cummings noted the need to create a policy related to security staff depending on attendance numbers, duration of events, makeup of crowds, etc. Director Ayon asked about renting out portions of the park for individual or organization events. Chairman Rodriguez noted that rates for park rentals should be included in the SRPD Business Plan. Chairman Rodriguez asked that all suggestions/park details be organized in a binder. He also asked that SRPD staff start the process of filling in detail on the potential donor/

sponsor files, adding phone numbers/contact persons and other information. The group added to that list as part of the discussion. **NO ACTION TAKEN**

9. FUTURE AGENDA ITEMS

Sponsorship Details

Marketing for the CSC

Groundbreaking

10. EXECUTIVE SESSION: No executive session required.

11. ADJOURNMENT: Chairman Rodriguez adjourned the meeting at 7:37 pm.