



## AGENDA

### REGULAR MEETINGS OF THE PARKS, RECREATION AND ARTS COMMISSION

**February 14, 2018**

**TIME: 6:00 PM**

**PLACE: City of Rocklin Council Chambers**

[www.rocklin.ca.us](http://www.rocklin.ca.us)

### MANNER OF ADDRESSING THE COMMISSION

Citizens may address the Commission on any item on the agenda at the time the item is considered. Citizens wishing to speak may request recognition from the Chairperson by raising their hand and stepping to the lectern when requested to do so. Speakers will usually be allowed five (5) minutes; however, the Chairperson may set shorter time limits. Speakers are asked to identify themselves by stating their name and the city they reside in for the official record.

### STANDARDS OF DECORUM

Any person who disrupts the meeting of the Commission, may be barred by the presiding commissioner from further audience before the Commision during that meeting, unless permission to continue be granted by majority vote of the Commission.

All remarks shall be addressed to the Commission as a body and not to any member thereof, or to staff, or to the public. No person, other than a member of the Commission, and the person having the floor, shall be permitted to enter into any discussion without the permission of the presiding commissioner.

For items not on the agenda, and for non-hearing items on the agenda the person addressing the Commission shall be limited to five minutes, unless the time is adjusted by the presiding commissioner.

Whenever any group of persons wishes to address the Commission on the same subject matter, it shall be proper for the presiding commissioner to request that a spokesman be chosen by the group to address the Commission and, in case additional matters are to be presented at the time by any member of the group, to limit the number of persons so addressing the Commission, so as to avoid unnecessary repetition.

As a courtesy to all, please turn off cell phones and other electronic devices during the meeting.

### WRITINGS RECEIVED AFTER AGENDA POSTING

Any writing related to an agenda item for the open session of this meeting distributed to the Parks, Recreation and Arts Commission less than 72 hours before this meeting is available for inspection at City Hall, 3970 Rocklin Road, Rocklin, during normal business hours. These writings will also be available for review at the Parks and Recreation Department Building located at 5460 5<sup>th</sup> Street, Rocklin. If you have questions related to this agenda, please call 916-625-5200.

## AMERICANS WITH DISABILITIES ACT

In compliance with the Americans with Disabilities Act, the City of Rocklin encourages those with disabilities to participate fully in the public hearing process. If you have a special need in order to allow you to attend or participate in our public meeting and public hearing processes, including receiving notices, agendas, and other writings in appropriate alternative formats, please contact our office at (916) 625-5200 well in advance of the public meeting or public hearing you wish to attend so that we may make every reasonable effort to accommodate you.

## ELECTRONIC PRESENTATIONS

All persons with electronic presentations for public meetings will be required to bring their own laptop or other form of standalone device that is HDMI or VGA compatible. It is further recommended that presenters arrive early to test their presentations. The City is not responsible for the compatibility or operation of non-city devices or the functionality of non-city presentations.

## POSTING OF AGENDA

In accordance with Government Code Section 54954.2(a) this agenda was posted on the City's bulletin board at City Hall, 3970 Rocklin Road, Rocklin, and City of Rocklin website at [www.rocklin.ca.us](http://www.rocklin.ca.us).

## AGENDA

### INTRODUCTION

1. **Meeting called to order at:**

2. **Pledge of Allegiance:**

3. **Roll Call:**

A. Commissioners:

B. City Personnel:

### AGENDA REVIEW

4. **Agenda Modifications**

### CONSENT CALENDAR

The following routine matters can be acted upon by one motion. Individual items may be removed by Commission for separate discussion. The title is deemed to be read and further reading waived of any ordinance listed on the Consent Calendar for introduction or adoption.

**5. Minutes**

- A. Minutes for January 10, 2018 meeting

**CITIZENS ADDRESSING THE COMMISSION**

Members of the public may address the Commission at this time on any item of business of interest to the public that is not on the agenda. Speakers are limited to five minutes unless the time is extended by the presiding commissioner. Commissioners may briefly respond to statements made or questions asked by the speaker, but may not make any decisions or take action on any item not on the agenda.

**6. NAME AND CITY**

**REPORTS FROM CITY OFFICIALS/DICUSSION AND POTENTIAL ACTION ITEMS**

- 7. Ore Cart Artist Application review
- 8. Quarterly Venue Rentals Report - Updated
- 9. Director's Report
- 10. Parks Manager Report
- 11. Sunset Whitney Recreation Area - Outreach Plan
- 12. Parks, Trails, and Open Space Communication Plan

**COMMISSION REPORTS**

- 13. Reports from Committees
- 14. Commission Comments

**FUTURE AGENDA ITEMS**

**ADJOURNMENT**

- 15. Meeting Adjourned at



January 31, 2018

Kylene Draper

City of Rocklin

Kylene.draper@rocklin.ca.us

RE: Grant # 2018-002

Dear Kylene,

The Arts Council of Placer is pleased to award City of Rocklin with a 2018 Community Arts Grant in the amount of \$5,000. Funds will be used to support the ***Ore Cart Project in the Rocklin Quarry District*** in 2018.

Please provide recognition for this grant to the ***Arts Council of Placer County Community Arts Grants***. You have our permission to use the Art Council's name and logo on any brochures, posters, banners, programs, press releases, or to the media in association with this grant.

Attached is a copy of your Community Arts Grant Agreement. Please review and return your signed copy to [executivedirector@placerarts.org](mailto:executivedirector@placerarts.org) as soon as possible. Upon receipt of your signed agreement and a copy of your W-9 form, we will present you with your check. Also attached is a Grantee Final Report, which is due no later than 60 days from the last day of the activity or program, or December 14, 2018 at the latest, regardless of the date of the activity or program. If you have any questions about this report, please feel free to call Jim Crosthwaite at (916) 209-6778, or email [executivedirector@placerarts.org](mailto:executivedirector@placerarts.org)

The Arts Council of Placer County is pleased to provide funding for your organization and is here to provide any additional services in support of the Arts in Placer County. On behalf of our Board of Trustees, and both Placer County and the California Arts Council, who have recognized the Arts Council of Placer County as their local Arts partner and thereby have provided financial support for these Community Grants, we wish you success.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Crosthwaite".

Jim Crosthwaite  
Executive

# “Off the Rails” Public Art Project

## 2018 Artist Packet

Supported by the City of Rocklin &  
the Arts Council of Placer County

## Attention All Artists!

### PROJECT SCOPE

ALL Artists – please read this entire packet and please submit all the required forms.

We are relying on the creative minds that we know exist right here in our own community, and we can hardly wait to see the incredible artwork that will be created.

Please complete and submit the artist packet before the deadline so that you can become eligible to decorate one of the “Historic Mining Carts.”

Your participation in “Off the Rails!” public art project can be a great way to gain public recognition. All artists will be promoted in digital print and social media.

Artists who wish to participate must create colored sketches of their designs for a three (3) dimensional, fiberglass Ore Cart that is approximately 3 feet tall x 3.75 feet long x 2.25 feet high. This packet includes an outline of the mining cart for use as a design template. The decorated mining cart and rail will be mounted with the appropriate hardware displayed throughout the Quarry District. Make sure your sketch/design is nicely detailed so that the deciding members have a good idea of what the finished product will look like.

We ask that you submit no less than two designs with your application on or before April 27<sup>th</sup>, 2018.

*Once the design has been approved by the Art Task Force, you will be invited to attend the Parks, Recreation, and Arts Commission meeting where the final designs will be selected. The Parks, Recreation, and Arts commission will be held at the City of Rocklin Council Chambers on May 9<sup>th</sup>, 2018 starting at 6pm. You are not required to attend for your design to be selected. After the meeting, city staff will notify you if your design was selected. Commission members will select 5 designs. The mining carts will be available for pick up on May 21<sup>st</sup> thru June 1<sup>st</sup> at the Parks and Recreation Department (5460 5<sup>th</sup> Street), if you need assistance transporting the sculpture please schedule the transport as soon as possible. Parks and Recreation Department (916)625-5200*

## Selection & Approval Process

- 1) The Art Task Force will review all submitted packets for inclusion in the project.
- 2) Designs that are approved by the ATF will be presented to the Parks, Recreation, and Arts Commission. The commission will make the final selection of the design for all five (5) mine carts.
- 3) All artists will be informed whether or not their design has been selected by **May 11<sup>th</sup>, 2018**.
- 4) To help with the cost of decorating materials and supplies, each artist whose design has been chosen will receive \$1000 compensation when their cart is picked up. Once the mining cart is completed and returned to the City of Rocklin, artist will receive their \$1500 **stipend**.

**\*\*\*Please note:** Artist will be **required** to submit 2 progress reports including pictures within the duration of the 3+ months given to complete the sculpture. Failure to do so will result in potential loss of stipend. \*\*\*

## These Items Must Be Submitted

- Artists Agreement (must be signed) Page 7
- Copyright Assignment – two pages (must be signed) Pages 8 and 9
- A color sketch/design of your mining cart on 8½" x 11" paper (One design per page) An outline has been provided - keep a good copy of your design for your reference
- Your artist bio or short resume – this helps us promote you and your mining cart design. Don't know what to say? Tell us a bit about yourself, your art experience (or life experience & desire to try something new) ...include some information on your design! Everyone has something interesting to say about herself or himself, and the evolution of their designs.

**\*\* Submit your design and ALL completed forms \*\***

Mail to:

5460 5<sup>th</sup> Street Rocklin, CA 95677

Email:

Public.Art@rocklin.ca.us

Drop off:

Parks and Recreation Department

5460 5<sup>th</sup> Street Rocklin, CA 95677

## Artist's Timeline

**Feb. 23<sup>rd</sup>, 2018**

**Artist Packets available for pick up or online**

**www.rocklin.ca.us/....**

**April 27<sup>th</sup>, 2018**

**Deadline for Artist Submission – this date is FIRM**

**May 9<sup>th</sup>, 2018**

**Parks, Recreation, and Arts Commission Meeting**

**\*Final selection of Artists for all 5 mine carts – Artists are not required to be present**

**May 11<sup>th</sup>, 2018**

**Notify Selected Artists**

**May 21th – June 1<sup>st</sup>, 2018** **Artists pick up fiberglass Mining Cart with rail**

**Sept. 7<sup>th</sup>, 2018**

**Completed mine cart returned to Parks and Rec. Dept.**

**Sept. 23<sup>rd</sup>, 2018**

**Mine Cart unveiling at FAM Fest @ Quarry Park**

**\*\*\* Once the schedule of events is completed we will notify all artists as to the location their Ore Cart will reside within the Quarry District, which will include the timeframe as to when it will be placed at designated location.\*\*\***

## Art Theme / Background

In Celebration with the City of Rocklin's 125<sup>th</sup> Birthday Celebration, it has been decided that the Rocklin Historical theme would be a perfect fit for this project.

In the heart of Rocklin lives the Quarry District. The Quarry District is generally defined as the "old town" area of Rocklin. A little history, according to the Sacramento Union of March 28<sup>th</sup>, 1864 the Central Pacific's first paid freight was three (3) mine cart loads of granite from Rocklin for a building project in San Francisco. This became the start to Rocklin granite being distributed to help build many historical projects such as the State Capital in 1871.

This is just a little bit of information as to why the mining cart is relevant to the City of Rocklin and the Quarry District.

We encourage you to use your own design techniques and ideas to incorporate what you think is important to Rocklin's history and what would be a good fit for a public art display within the Quarry District.

## Technical Notes & Design Criteria

- 1) Artists may alter the basic mine cart form but cannot compromise its structural integrity. The contact points by which the cart is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic mine cart form must be carried out under the direct supervision of an auto body shop or fiberglass fabricator.
- 2) The artist may paint, sculpt, transform or adorn the cart, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the cart, vandalism may and unfortunately does occur. Any object that is affixed must be attached in a way that it cannot easily be removed and must be weather resistant.
- 3) The carts will be placed in outdoor areas fully accessible to the public. Artists should consider the weather and other elements, including sun, rain, wind and dirt. Artists must develop designs, and choose materials, that will not absorb water and that can withstand the weather.
- 4) Icon Poly, the company producing the Mining Carts, recommends using Acrylic Paint. Artists should be mindful that not all acrylic paints or all colors are lightfast (colorfast) and could possibly fade in strong sunlight. Oil-based enamels, whether from an aerosol can, brushed or applied with professional spray equipment, can be used, but can be more difficult to work with. Primers typically used for drywall are NOT recommended, and latex paints are NOT recommended.
- 5) Regarding adhesives, we have had success with epoxy. Polystyrene body fillers such as Bondo and Evercoat are excellent for use both as an adhesive and as a material for sculpting shapes and textures. Liquid nails and other such construction adhesives may be used as well, although the drying time is longer. Please assure that decoupage surfaces are secure and will withstand the elements.
- 6) After the Artists have finished their cart, they should apply a varnish to protect it until it receives professionally applied automotive clear coat. Artists must determine the compatibility of their varnish with the particular paints they have used. It is extremely important to follow the recommendations of the respective manufacturers. We cannot overemphasize the risk of paint failure that can result if instructions are not followed. An exterior grade of sealer that is non-reactive, non-toxic, UV resistant and waterproof is strongly recommended. A minimum of two coats of varnish is required. Either a matte or gloss finish is acceptable. Please read Page 5.
- 7) "Off the Rails" is a public art exhibit. The carts will be placed in highly public, accessible locations where the public can touch the designs. Public safety is a significant concern. Designs should be created with durability AND safety in mind.
- 8) Designs must be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Corporate logos and advertising are not permitted. A review panel will evaluate all designs. This review panel has the sole discretion to accept or reject any design.

## PREP & PAINTING TIPS

Icon Poly (308) 468-9411

### Preparation

Lightly sand entire surface with 100-220 grit prior to painting. This sanding is more to clean the surface, not to remove the primer. Do not over sand. Wear plastic gloves when doing this, and when touching the raw sculpture after sanding. This will keep oils from your hands off the surface which could cause an adhesion problem when painting. Do not wear powdered latex gloves because powder residue will remain in the sculpture. If any primer flakes off when sanding, sand back to where the primer is stuck, abrading the raw resins. Then re-prime that area. We suggest using any brand of Gesso and almost all paint manufacturers have a primer that will work.

### Paint and Varnish

Using acrylic paints is recommended. Recommend acrylics are by Golden, Windsor-Newton, Daler-Rowney, Pebeo, Lascaux, Liquitex and other professional-grade paint. We recommend staying away from oil paints if you do not have a lot of experience with them. Avoid latex wall paint. Read your paint labels carefully and avoid paints that do not have a high colorfast rating. You don't want your design to disappear in the sunlight!

**It is vital that you protect your artwork before the form leaves your studio by varnishing with two coats of Lascaux UV-1 gloss varnish. It is the best.** Order one 250 ml bottle from Jerry's Artarama Catalog (800-827-8478) or Dick Blick Art Supply ([www.dickblick.com](http://www.dickblick.com)) Two coats of Lascaux, diluted 3 parts varnish to 1 part water, will protect your work until it is clear-coated. An alternative to Lascaux is Ronan's Aquathane (call 800-247-6626 to find your nearest retailer). **DO NOT USE GOLDEN UVLS GLOSS VARNISH. IT IS NOT RECOMMENDED FOR OUTDOOR USE.**

### Clear-Coat

The City of Rocklin will arrange for a final finish with an auto-body clear coat, which will create a hard-shell high-gloss finish with a UV-protection component. Clear-coat will not be applied over mosaic or mirrored surfaces.

### Additions and Extensions

Remember that anything you add to the mining cart will be vulnerable. Vandals (and the weather) will try to remove add-ons, so think "permanence" when planning and executing your design. If an artist plans to cover the entire surface with materials other than paint, such as tile or mosaic work, it may be necessary to remove as much primer as possible. When attaching items with adhesive, be sure to sand or rasp down into the material of the sculpture. Gluing direct to the primed surface may not yield the best results. If attaching items, we recommend using physical attachment (i.e. screws, bolts) in conjunction with adhesives. If you wish to sculpt forms onto your fiberglass form, use epoxy putty. Go to [www.magicsculp.com](http://www.magicsculp.com) and/or [www.restorersupplies.com](http://www.restorersupplies.com) for epoxy putty and product tech support. To glue stuff onto your creature, use liquid nails or jewelers cement, epoxy adhesives or Bond 527 multi-purpose cement. We do NOT recommend that you add hats, bags and other items made of fabric. We also do NOT recommend that you use paper or photocopies due to the reaction between inks and strong light. Fabric items will deteriorate outside, and ink and paper will fade.

## Acknowledgement of Artists

Artists participating in “Off the Rails” public art project will be acknowledged in the following ways:

- 1) The name of the artist, title of the mining cart.
- 2) The artist, title, listed on the City of Rocklin website.
- 4) The cart, along with its artist, will be featured in digital print and social media.
- 5) Artists and cart will all be revealed at the F.A.M. Fest on September 23<sup>rd</sup>, 2018 at Quarry Park.

## Resources for Artists

The mining carts were produced by Icon Poly of Gibbon, Nebraska. The folks at Icon Poly are happy to talk with artists regarding materials, adhesives, or other technical questions that might arise. Icon Poly maintains a website listing programs for which they supply forms [www.iconpolystudio.com](http://www.iconpolystudio.com). Their phone number is (308) 468-9411 and hours are Monday through Friday 9 – 5, Central Time.

## Contact

Please feel free to contact us, at the email address or phone number below, with questions and concerns.

Contact:

Kylene Draper

Email:

Public.Art@Rocklin.ca.us

Phone:

(916)625-5200

Website - [www.rocklin.ca.us/...](http://www.rocklin.ca.us/)

Facebook XXXXXXXX

Instagram XXXXXXXX

# **“Off the Rails” Artists Agreement**

PLEASE PRINT CLEARLY      Deadline for submission – April 27<sup>th</sup>, 2018

**Artist Name:** \_\_\_\_\_  
**(Exactly as you want it to appear on the plaque and in print)**

**Mailing Address:** \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **Evening Phone:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Title of Your Ore Cart:** \_\_\_\_\_

(Exactly as you want it to appear in print)

**(Exactly as you want it to appear in print)**

**Design Statement:** Describe your design, what materials you plan to use, and what inspired you and/or how the design will be executed.

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**Biography (or attach short resume):**

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**Assurances:** I have completely read the 2018 Public Art, Artist Packet and agree to its contents in full. I acknowledge that all application materials will become the property of the City of Rocklin and no materials will be returned to the artist. I agree to all terms of the Artist's Agreement.

**Artist's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Information on where to submit the design and forms is on Page 3

**Copyright Assignment – ONCE WE GET A NAME FOR THE PROJECT WE CAN UPDATE THIS -**

WHEREAS, \_\_\_\_\_ (artist's name), an individual having an address at \_\_\_\_\_ is the Author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Parks and Recreation Department on the same date of this assignment;

WHEREAS, the Artist understands and acknowledges that, as part of the application process, it is intended that the City of Rocklin, with an address of 5460 5<sup>th</sup> Street Rocklin CA 95765, owns the entire right, title and interest in and to the Design;

WHEREAS, the Artist understands and acknowledges that he/she will be notified in writing by the City of Rocklin, Parks and Recreation department whether his/her design has been approved and selected;

WHEREAS, the Artist understands and acknowledges that, upon the artist's receipt of written notification that his/her design has been selected and approved, he/she shall apply that design to a mining cart sculpture provided by the City of Rocklin, thereby creating a "Finished mining cart with rail" ready for outdoor display.

WHEREAS, the Artist desires to transfer all of his/her right, title and interest in and to the Design, including but not limited to, all derivative works which are based on the Design to the Parks and Recreation department;

WHEREAS, the Artist understands and acknowledges that the City of Rocklin shall continue to be the sole and exclusive owner of the entire right, title and interest in and to the Design, including, but not limited to, all derivative works based on the Design of the "finished mine cart" is approved for exhibition as described in detail in the Artists Packet for "Off the Rails!" 2018 Public Art Project and that in such case the City of Rocklin, along with the help from a public art grant provided by the Arts Council of Placer County will pay the artist a stipend of a total of \$2500 to help defray the cost of materials used in the decoration of the mining cart chosen for exhibition plus the time spent on each piece.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Artist hereby assigns to the City of Rocklin all his/her right, title and interest in and to the Design and to any derivative works based on the Design including but not limited to any rights it may have in the Finished mine cart, together with all copyright application and registrations therefore.

The Artist acknowledges and agrees that, due to the nature of the public display of the finished Mine Cart, the City of Rocklin shall not be liable for any distortion, mutilation, modification or destruction of the finished Mine Cart by accident, act of God or person. The Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. 106A, as against the City of Rocklin in the event of such distortion, mutilation, modification or destruction.

The Artist further acknowledges and agrees that if the Finished Mine Cart is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, the City of Rocklin shall have the right to make, or have made, such repairs, even if the repairs would constitute distortion, mutilation or modification under VARA. The Artist hereby waives his/her rights under VARA in the event and to the extent the City of Rocklin deems such repair necessary. The Artist represents to the City of Rocklin that he/she is the sole author of

the Design and that the Design is an original work of authorship which does not infringe upon the copyright rights or on intellectual property rights of others, and that he/she has the unencumbered right to make this assignment.

In the event the Design is not approved or selected for exhibition, as described in the Artist Packet, the City of Rocklin shall assign (and hereby does assign) back to the Artist all its right, titles and interest in and to the Design.

Artist Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Ore Cart Title: \_\_\_\_\_

Date: \_\_\_\_\_



# Venue Rental Report - Oct-Dec 2017

Rental Usage	General	Weddings	Instructors	MOU/Contract	Churches	Seniors	City Use	RUSD	Total
Event Center Ballroom	22	18					4	2	46
EC Garden Room	32	3					8		43
EC Alpine Room	3	19	9				1		32
EC Beverage Room									-
EC Buffet Room	22	17					4	2	45
EC Bridal Suite	2	19							21
EC Room 101	1		46			5	4		56
EC Room 102	1		17				1		19
EC Room 105	4		11				1		16
EC Room 107	15		2			2	7		26
Community Center	71		3	29				1	104
Parks & Rec Building	28	1	124						153
Picnic Pavilions	34				2			3	39
<b>Total Usage</b>	<b>235</b>	<b>77</b>	<b>212</b>	<b>29</b>	<b>2</b>	<b>7</b>	<b>30</b>	<b>8</b>	<b>600</b>

	Oct-Dec 2016	Oct-Dec 2017	16-17 Year to Date	17-18 Year to Date
Event Center	81,411.25	77,885.00	149,512.50	172,130.00
Community Center	14,370.00	12,077.00	28,455.00	35,249.50
Parks & Rec Building	3,522.50	7,037.00	8,547.50	11,692.50
Picnic Pavilions	600.00	2,800.00	8,300.00	9,800.00
<b>Total Revenues</b>	<b>99,903.75</b>	<b>99,799.00</b>	<b>194,815.00</b>	<b>228,872.00</b>

	17-18 Budget	Fiscal Year to Date
2017 - 2018 Venue Rental Revenues	353,800.00	228,872.00



## Parks, Recreation, and Arts Commission Report

**Subject:** Director's Report – Item 9

**Submitted by:** Karen Garner, Director

**Date:** February 14, 2018

**Department:** Parks & Recreation

- **Staff Recommendation:**
  - Informational Only. No Action necessary.

### Strategic Planning Session

The next Strategic Planning Session of the City Council is scheduled for Friday, February 19, starting at 8:30 a.m. in the City Council Chambers. The first item to be discussed will be the park tax. Commissioners are encouraged to attend.

### 125<sup>th</sup> Anniversary

For the latest information including events, historic timeline and merchandise, go to <https://www.rocklin.ca.us/125th-anniversary-celebration>

### New Agenda and Meeting Management System/Video Streaming

The City's IT Division will be rolling out a new agenda and meeting management system, including streaming of video. This new system was the result of council direction. Tentative roll-out dates is as follows;

- February - Finish refining configuration and testing software.
- March – Train users and City Council members. Allow users time to test, ask questions, and submit configuration change requests. Make any necessary configuration changes and test.
- April 10<sup>th</sup> – Go live with NovusAGENDA for City Council meetings. Make additional configuration changes as needed.
- April - May – Install, configure, and test video streaming system in Council Chambers. Go live with indexed video streaming for City Council meetings.
- June - July – Configure system, train users and commission members, and go live with NovusAGENDA and indexed video streaming for Planning Commission Meetings.
- August - September - Configure system, train users and commission members, and go live with NovusAGENDA and indexed video streaming for Parks, Recreation & Arts Commission Meetings.

### Pollstar Conference

This week we have two staff at the Pollstar Conference in Los Angeles. The Pollstar conference brings together top names in the music entertainment industry. In addition to educational sessions about making the most of our venue, this conference will be a great opportunity to introduce and promote the Platinum Living Amphitheater at Quarry Park to high-level professionals that book entertainment. Sessions include "How to Turn Consumer Intel into Ticket Sales", "Stage Management 101 – Cracking the Code on Multi-Act Productions" and "How to Make Your Venue a Favorite Stop on the Route"

*Parks and Recreation Report – Director’s Report*

September 13, 2017

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## Parks, Recreation, and Arts Commission Report

**Subject:** Manager's Report

**Submitted by:** Sarah Novo, Parks Manager

**Date:** February 14, 2018

**Department:** Parks & Recreation

- **Staff Recommendation:**
  - Informational Only. No Action necessary.

**Park Phase II:**

- Though funding has not been identified for the construction of undeveloped park space adjacent to some of our parks, the goal was to build out these parks in phases. An inventory and potential uses of undeveloped park land is underway, and a more formal report will be prepared and distributed to the Parks, Recreation and Arts Commission once available.

**Corral Alva phase III:**

- Phase III of Corral Alva park is complete and consists of bark, trees, plants, drainage, irrigation and cobble.

**Chris Anderson Park and Sierra Pine naming:**

- Both park names were heard and approved by council on 1/23. At the Christine Anderson park, all elements with exception to the play structure have been installed. The play structure is on site, and crews are waiting for the ground to sufficiently dry for installation. It is anticipated that the Christine Anderson park grand opening will be held in March, 2018. The Sierra Pine park opening is unknown at this time, although it is anticipated to open consistent with the construction of the Sierra Pine development site.

**Park Volunteers:** Information can be found at Rocklin.ca.us/parks

- A volunteer day will be scheduled in the near future in order to coordinate removal of the fence bordering the golf course property and clean-up of the frontage landscape

**Sunset Whitney Recreation Area Outreach Plan Updates:**

- Public Community Workshop is scheduled for February 28<sup>th</sup>, 2018 6 P.M. at the Rocklin Event Center.
- The website (<https://www.rocklin.ca.us/sunset-whitney-recreation-area>) is active and features the Park, Recreation and Arts Commission adopted guiding principles for the Sunset Whitney Recreation Area, as well as most recent updates, volunteer opportunities, and contact information for staff so that comments, questions and suggestions may be fielded and addressed.





## Parks, Recreation, and Arts Commission Report

**Subject:** Deer Creek Park Property Donation

**Submitted by:** Sarah Novo, Parks Manager

**Date:** February 14, 2018

**Department:** Parks & Recreation

- **Informational Only. No Action Necessary.**

Staff presented the following information on February 13, 2018 to the Rocklin City Council for consideration of accepting donation of the Deer Creek Park property as park land.

### BACKGROUND:

The land commonly referred to as Deer Creek Park faces Pacific St., just North of Farron St. and West of the railroad tracks. The parcel initially included the lot that Good Year Tires currently occupies on (Pacific St) and extends to include a large quarry and variety of rock outcroppings which are currently privately owned. Current ownership has since decided to survey the land and perform a lot line adjustment, creating a separate parcel and preparing it for donation to the City as park land. The site includes a myriad of boulders tucked inside a grove of oak trees, and features a large quarry, which according to historic documents, is known as 'Brigham and Hawes' and may have been Rocklin's first quarry opened in 1861. Stone from the Brigham and Hawes Quarry was used in construction work on the Southern (then Central) Pacific Railroad and also helped to construct the State Capitol at Sacramento. After changing hands several times, this property came into possession of Degan & Brady, who removed stone from the quarry for the construction of Hibernia Bank and the Crocker Building in San Francisco, CA.\* (\* Historical information furnished by A. W. Grindell of Rocklin.)

Years later and immediately South of the quarry, Gene and Pete Geick operated the Deer Creek Lumber Company for many years until it closed approximately 10 years ago. The Geick family owned property and a source of lumber on Deer Creek - a stream in Nevada County, CA. which serves as the namesake for both the Deer Creek Lumber Yard and the adjoining park. Most recently, this property has become a natural, privately owned recreational space sought after by locals and those in the region looking for a central location to practice rock-climbing techniques. The Deer Creek name is well recognized in association with this space and has been featured in multiple rock-climbing publications as well as web searches. As this property remains highly used by rock-climbers, a local rock-climbing group has approached staff to explore opportunities for a potential use and maintenance partnership. The NorCalCrags group has entered into agreements with several other agencies with natural spaces which resemble this land - the goal being to become a steward of the space - maintaining, cleaning, and protecting the historical and environmental heritage that are unique to the property in exchange for use of the site. Staff is currently in discussions with NorCalCrags and any potential maintenance and use agreements would return to council for approval at a later date.

*Deer Creek Park Property Donation*

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**FINDINGS:**

- **History** - This property offers a snapshot of the history of Rocklin quarries to the public for educational purposes as well as enjoyment of natural elements.
- **Unique Amenities** -This property serves as a natural playground as well as a serene nature area for both passive and active outdoor recreational opportunities, and offers unique amenities not captured in Rocklin's existing parks.
- **Donation** - The owner is interested in donating this property to the City.
- **Deer Creek park history** - According to historic documents, this land was known as Brigham and Hawes Quarry and may have been Rocklin's first quarry opened in 1861. Stone from this quarry was used in construction work on the Southern (then Central) Pacific Railroad. Brigham & Hawes operated this same quarry later and took out stone for the State Capitol at Sacramento. This quarry, after changing hands several times, came into possession of Degan & Brady, who removed stone for the construction of Hibernia Bank and the Crocker Building, San Francisco. It was named after Deer Creek in El Dorado County, CA. which was also the namesake for Deer Creek Lumber Company operated just South of the quarry.
- **Partnership** –Preliminary conversations with NorCalCrags has revealed substantial interest by the group regarding stewardship of this site. This group serves to provide educational opportunities for those interested in the sport of rock-climbing, but also actively maintains and preserves nature spaces by removing blight such as trash or graffiti. Should this space be used for rock climbing or training purposes, NorCalCrags will provide liability insurance.
- **Site size and features** – This property features 1.059 acres of granite rocks, oak trees and native vegetation.



## Parks, Recreation, and Arts Commission Report

**Subject:** Sunset Whitney Recreation Area—Outreach Plan - Item 11

**Submitted by:** Karen Garner, Director & Sarah Novo, Parks Manager

**Date:** February 14, 2018

**Department:** Parks & Recreation

- **Staff Recommendation:**
  - Provide staff direction on workshop format and components.

### BACKGROUND:

Council has directed the Parks, Recreation and Arts Commission to solicit ideas and feedback from the community on the Sunset Whitney Recreation Area. This includes potential uses, priorities, funding sources and partnerships.

### Actions To Date:

- In January, Commission adopted Guiding Principles and Objectives for outreach and planning of the SWRA and approved the working name, Sunset Whitney Recreation Area.
- Commission also selected the date of February 28<sup>th</sup> for the first community workshop.
- A webpage for SWRA was created on the city website. [www.rocklin.ca.us/sunsetwhitneyrecreationarea](http://www.rocklin.ca.us/sunsetwhitneyrecreationarea) Information will be added as it becomes available.

### Community Workshop Format for 2/28

At the last meeting, Commission indicated a preference for an interactive workshop format that would allow participants to be “hands on” and spend time on topics of particular interest. This type of format also allows participants to come and go based on their schedule. Staff has forwarded some example from other cities that have utilized this type of format. Based on commission feedback to date, staff has the following recommendations;

### Outreach

- Target students as soon as possible due to RUSD February break (Feb. 19-23); also Sierra College and William Jessup University.
- Use social media to outreach to all Rocklin residents; website; media outlets.

### Workshop Format

- Tables/areas representing different topics. Some tables may be hosted by a commissioner or staff to facilitate discussion.
- Kiosks for participants to sign up for volunteer and noticing opportunities. Volunteer sign-up will include ability to list interests and skills.
- Large citywide map that allows participants to place a dot on where they live (will give a quick visual of who participated).
- Hands-on/interactive activities that solicit ideas, preferences and/or priorities, such as;
  - “Dot” map/lists – use of dot stickers for participants to indicate preferences

- Examples with checklists – allows participants to note what they do/don't like, such as style of landscape
- Maps to draw on – participants can make notes directly on maps about things that are important to them.
- "Question" posters – ask for ideas on a particular topic and allow people to write their answers.
- Ask for funding & partnerships ideas – give some examples (i.e., park foundation, volunteer groups, etc. and allow participants to provide ideas).
- Photos of existing conditions – ask how "problems" can be turned into opportunities.
- Educational Components
  - Information on cost of elements including maintenance and desired amenities using actual examples where possible (Farron Street bridge, resurfacing JSP tennis courts, play structure, cost of maintaining a golf course, reality of grant funding)
  - Basic park budget & information about park growth
  - Clean-up costs (the "have to do's") including asbestos removal, utilities up to standard, drainage improvements, mower costs, ADA standards.
  - Factors that affect cost for a city – prevailing wage, bidding process, permits, state & federal requirements.
- History of golf course site and parks
- Take-aways – "I love Rocklin Parks" stickers for participants.
- Commission & Staff Interaction. Commission and Parks and Recreation staff in attendance should wear identifying tags and interact with the crowd, answering and asking questions. Notepads can be provided to allow commission and staff members to take notes from their conversations. One-on-one conversations outside of a formal meeting setting often produce great insight and ideas.

This workshop will be noticed as a public meeting to allow all commissioners to attend as well as any councilmembers that may be interested. Invitations will be sent to the council members.



## Parks, Recreation, and Arts Commission Report

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**Subject:** Parks, Trails and Open Space Communication Plan – Item 12

**Submitted by:** Karen Garner, Director

**Date:** February 14, 2018

**Department:** Parks & Recreation

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- **Staff Recommendation:**
  - No Action Necessary. For Information Only.

### **BACKGROUND:**

#### Steps Completed to Date

- Online park survey with over 1,000 respondents plus approximately 20 phone surveys. Bamboo Creative reported out on the survey finding and developed possible messaging.
- Testing of potential marketing messages conducted through Facebook
- Draft concepts prepared by Bamboo Creative

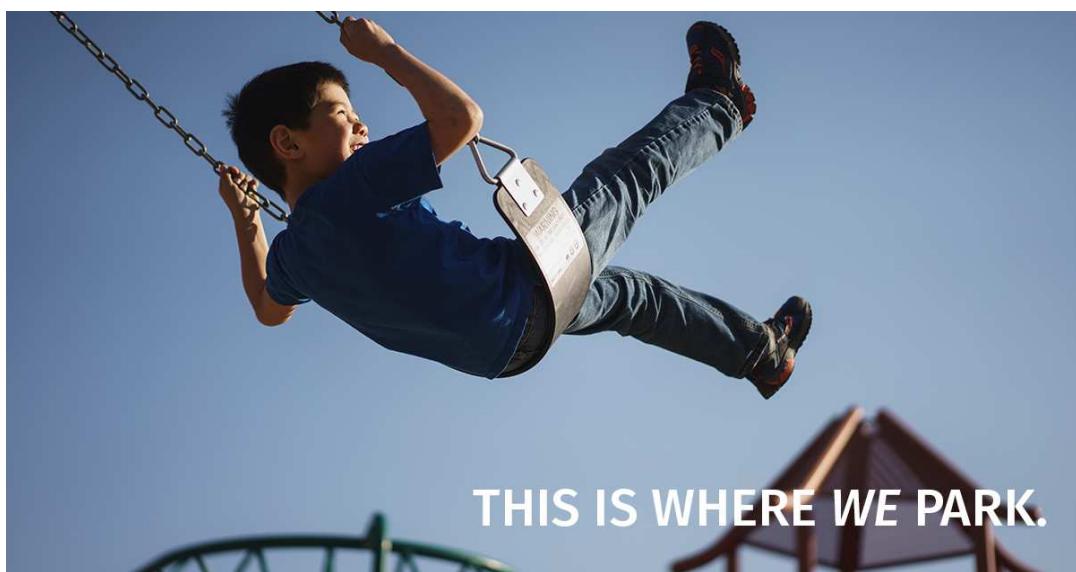
Staff is meeting with Bamboo Creative staff on Wednesday morning and will have updates for the Commission on the concepts presented. Staff will update the Commission at the regular Commission meeting.

## Campaign Testing for Rocklin Parks and Recreation

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## Ad Set 1 - This is Where We Park

**Text:** Imagine having a ten-acre backyard. In Rocklin, the possibilities are right around your corner.



**Headline:** Come park with us.

**Subheadline:** Find the Rocklin park nearest you and expand your playground!

**Link:** <https://www.rocklin.ca.us/parks>

## Ad Set 2 - Your Life. Here.

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**Text:** You've got your phone and laptop, and not a minute goes by that you aren't connected... but are you still lonely?



**Headline:** Do your life here, and truly plug in.

**Subheadline:** Find a Rocklin park near you and connect!

**Link:** <https://www.rocklin.ca.us/parks>

**Ad Set 3 - Your Park. Your Perk.**

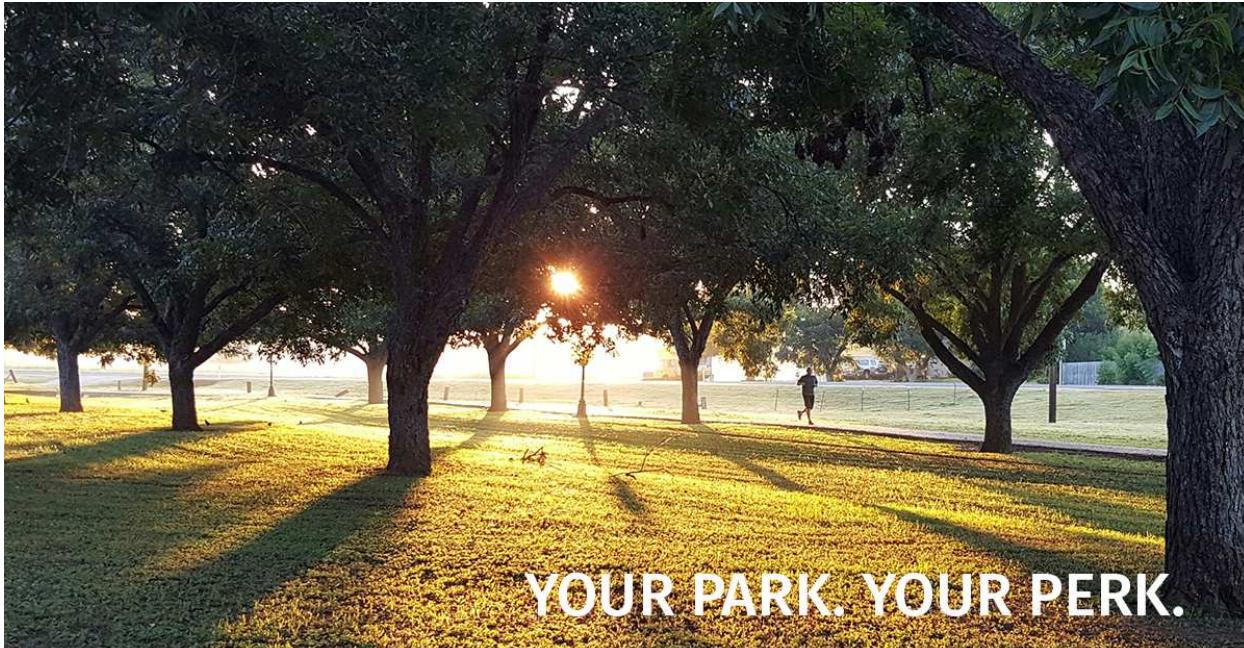
Parks, Trails and Open Space Communications Plan

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**Text:** Did you know your property value might be 20% higher because of what you have around the corner?



**Headline:** Your home. Your city. Your park.

**Subheadline:** With over 30 parks to choose from, do you know which Rocklin Park is nearest you? Click to find out and discover how your park can benefit you!

**Link:** <https://www.rocklin.ca.us/parks>