

DRAFT

DRAFT

CITY OF MANHATTAN BEACH
MINUTES OF THE PARKS & RECREATION COMMISSION

April 25, 2005
6:30 P.M.

CONTENTS

	Page
05/0425.1 – Staff Presentation – Department Vision and Mission in Action.....	2
05/0425.2 – Selection of 2005 Youth Services Award Recipient.....	3

ROLL CALL

Present: Commissioners Bohner, Cohen, Lamb, Lear and Weber

Absent: Commissioner Guirguis

Others Present: Parks and Recreation Director Richard Gill, Recreation Services
Manager Idris J. Al-Oboudi, Recreation Leader Keith Fulthorp and
Recording Secretary Jane Grace

AGENDA CHANGES

None

APPROVAL OF MINUTES

The minutes of the January 24, 2005 Commission were approved as written.

CEREMONIAL

Mr. Gill introduced the City’s new Park Services Enforcement Officer Brent Malatesta. Mr. Malatesta reported that his prior experience includes work with the Federal Reserve and Brinks, Inc. and he served in the Gulf War in the Army Tank Corps. Mr. Malatesta, as the Park Services Enforcement Officer, wants to make sure that the parks are safe for everybody and that rules are obeyed.

AUDIENCE PARTICIPATION

None

GENERAL BUSINESS

05/0425.1 – Staff Presentation – Department Vision and Mission in Action

Mr. Gill introduced Recreation Services Manager Idris Al-Oboudi, who will be presenting “V.I.P. Strategies in Action” which he originally presented at a California Parks and Recreation Society (CPRS) Conference in March. Mr. Gill reported that, at the conference, Mr. Al-Oboudi was presented with the CPRS President’s Award, recognizing him as the outstanding Parks and Recreation Professional in the State of California; he was again recognized for the award at the April 21 City Council meeting. Mr. Gill reported that Mr. Al-Oboudi has been very active in the profession and served as Chair of last year’s conference, where he received the highest satisfaction survey results.

Mr. Gill reported that Mr. Al-Oboudi and the department is truly taking the vision and the mission of the California Parks and Recreation Society to heart as he continues to present “V.I.P. Strategies in Action.”

Mr. Al-Oboudi introduced Mr. Keith Fulthorp who will be assisting him with the presentation. Mr. Fulthorp is a counselor at Redondo Union High School and was previously a Recreation Coordinator for the Manhattan Beach Parks and Recreation Department.

Mr. Al-Oboudi reported that V.I.P. stands for Vision, Insight and Planning. A CPRS Committee looked into the idea of making the parks and recreation profession a major player in the decision making process in the State of California. Mr. Al-Oboudi indicated that “Vision is a vividly perceived idea, born out of imaginative insight resulting in a proactive foresight and wisdom and planning.” He suggested that we are trying to accomplish this in our department and should talk about the vision we have of ourselves, our community and our vision of service and impacting the quality of life in our community.

Mr. Al-Oboudi indicated that our Department Mission Statement is “We create community and quality of life through people, parks and programs.”

Core values of the department include:

- Inclusivity
- Accessibility
- Diversity of Experience
- Spirituality
- Lifelong Learning
- Service to Community
- Environmental Stewardship
- Personal Development
- Healthy Lifestyles
- Professional Growth
- Fun and Celebration

There are nine different mission statements that our profession encompasses:

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving
- Provide recreational experiences

The top three strategies of how to implement the V.I.P. are:

- Communicating the vision – place mission statements on all advertising – forming partnerships – internal and external
- Demonstrating results – make people aware of our results-based programs – evaluate events - service indicators

Other strategies include:

- Expanding professional competencies – department-wide training
- Strengthening the Park and Recreation ethic – attend local schools and functions and make people aware of the value and benefits of the recreation profession
- Documenting best practices – making sure that we have systems, standards and measures that document best practices in the parks and recreation profession
- Impacting public policy – make presentations to educate leadership on benefits of parks and recreation and how they affect quality of life
- Expanding resources – collaborations with organizations and schools

Mr. Al-Oboudi suggested that the Commissioners are the department's ambassadors to the community. If we continue following our vision, we continue to build support for parks and recreation in all of our communities.

05/0425.2 – Selection of 2005 Youth Services Award Recipient

Mr. Gill reported that in February, a letter from the Manhattan Beach Parks and Recreation Commission was sent to local organizations and the School District, as well as the Beach Reporter, Easy Reader and Daily Breeze, seeking nominees for the Annual Manhattan Beach Recreation and Youth Services Award. The purpose of the award is to honor an individual who has made significant contributions to youth services in Manhattan Beach. It allows local organizations an opportunity to publicly recognize the leadership qualities of volunteers, board members or professional staff.

Mr. Gill reported that since July is “Parks and Recreation Month” throughout California, the award was tentatively scheduled for presentation at a July City Council meeting. The deadline for nominations was April 15. To date we have not received any nominations. This is not unusual, as there have been times in the past when we have not received nominations. The guidelines listed in the Award Description and Criteria state that if no nominees are received, then no award will be presented.

During a discussion among the Commissioners, the following points were made:

1. Commissioner Weber indicated that in prior years, when we have not received nominations, we sent a follow-up letter.
2. Commissioner Bohner suggested that organizations are taking this nomination very seriously and only making nominations they feel strongly about.
3. Commissioner Lamb suggested that an organization has to be willing to take on the task of filling out the nomination forms.
4. Commissioner Lear questioned why organizations would not re-nominate past nominees that were not chosen for the award.
5. Commissioner Lear suggested that the award could be acknowledged in the city in such a way that is perceived as more prestigious. He suggested that a monetary sum could be added to the award.
6. Commissioner Bohner suggested that it is more important for the award to be a recognition of what a person has done rather than a contest.

Commissioner Weber indicated that he knows several deserving people and will make a few phone calls to the organizations and try to motivate them to submit nominations.

REPORTS

None

OTHER COMMISSION BUSINESS

None

ADJOURNMENT

The meeting was adjourned at 8:10 p.m. to the next scheduled meeting on May 23, 2005