

MASTER PLAN

**MEMORANDUM**  
**City of Guadalupe**

**DATE:** July 13, 2021  
**TO:** City Council, City of Guadalupe  
**Via:** Recreation and Parks Commission  
**FROM:** Michael Cash, Director of Public Safety  
Charlie Guzman, Recreation Coordinator  
**SUBJECT:** Summary and Recommendations – Park and Recreation Department -  
Establishing and Defining the Facility Rental, Financial Sustainability, and  
Facility Restoration Project.

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**Background:**

In FY 19-20, FY 20-21, the Guadalupe City Council Approved City- Wide Goals. The City Council “Overarching Goals” were,

I. Improve The City’s Financial Stability

Implementation Measures:

- Make balancing the budget and deficit elimination top priorities.
- Maintain essential services including Public Safety, Public Works and Library
- Pursue revenue augmentation including extension /increase of sales tax, franchise fees, Internet sales tax, and others.
- Update Financial Software

II. Re-establish Parks and Recreation as City Priority

Implementation Measures:

- Appoint the Recreation Commission
- Retain Recreation Coordinator
- Maintain current Parks Facilities.
- Assist in establishing Youth Programs and programs promoting the quality of life.
- Continue construction at LeRoy Park.
- Use Proposition 68/ other sources to add to Park facilities.

**Summary:**

The Parks and Recreation Department is to preserve, maintain, improve, and enhance natural resources, parkland, and recreational opportunities for Guadalupe’s citizens. The mission of the Guadalupe Recreation Department is to create and implement activities, programs, and events

that engage people of all ages, enriching lives through recreational pursuits. The Recreation Department is dedicated to building a strong, interconnected community and improving the quality of life for the residents of Guadalupe.

The Recreation Coordinator for the City of Guadalupe Park and Recreation Department is currently directed to coordinate and schedule the rental and use of all City of Guadalupe facilities and parks, in conjunction with the Public Works Department, to ensure maintenance of all parks and facilities, and ensure appropriate recreational programs are implemented.

**Area of Concern:**

The current status of City rental facilities and parks are needing attention and repair due to past lack of funding to support maintenance. City leaders have made correcting this situation a major goal and a priority.

**Staff Recommendation:**

The current staffing of (1) one employee to this Department is overwhelmed to accomplish all the task in a timely and efficient manner without proper planning, direction, cooperation, and a fiscal plan of operations. On a temporary basis, the incumbent will be reassigned to the Public Safety Department to share resources and operational planning capabilities.

The team will propose a three (3) phase program to develop, implement, and assess a more focused approach to enabling the Parks and Recreation Department to be fiscally sound, fiscally sustainable, and able to maintain recreational and entertainment facilities and develop, manage, and support recreational programs.

We will focus on these three areas of concern.

1. Facility Rentals
2. Facility Restoration
3. Financial Sustainability

Facility Rental – **Documentation and projects due July 29, 2021**

- Develop Facility Rental Check / Inspection List for Renters
- Develop and/or Revise written Policies and Procedures for Facility Rentals.
- Develop written Event Attendant check-off list of Duties and Expectations.
- Director of Public Safety or designee will be final signature of Rental Facility Form.
- Develop and Implement (Non-Refundable) Scale for Facility Rentals – *This includes usage fees, pre-post inspections, professional cleaning, Event Attendant fees*

Facility Restoration – **Documentation and projects due August 10, 2021**

- Three City facilities and two parks available for rentals,
  - a. City Hall - Auditorium
  - b. Senior Center
  - c. Veterans Building

- d. O'Connell Park
- e. Leroy Park

- Develop list for each facility of assessment for repairs.
- Develop estimative work schedule for each facility.
- Develop priority list of restoration of projects from each facility.
- Work with Public Works to develop a scope of work and priority of each restoration project.
- Develop timeline for each project for completion.
- Provide written reports to City Council and Recreation Council of restoration project schedules.

Financial Sustainability - *Documentation and projects due bet. August 10 – November 16, 2021*

- Finance Department set-up - Use of Non-Refundable monies from Facility Rentals to return to Parks and Recreation Department Budget for expenses.
- 2021/2022 - Mid-Year Budget Adjustment - Use of Non-Refundable monies to decrease dependency on General Fund monies
- 2021/2022 - Mid-Year Budget Adjustment - Use of Non-Refundable monies to assist with maintenance of recreational facilities.
- 2021/2022 - Mid-Year Budget Adjustment - Use of Non-Refundable monies to support recreational programing.
- 2021/2022 - Mid-Year Budget Adjustment - Use of Non-Refundable monies to support Event Attendant, cleaning and supplies, and security concerns.

The team will report back to the Guadalupe City Council and Recreation Council on status of projects and their implementation. Staff will complete a yearly Assessment Report on the status of the Park and Recreation Department for analysis.

Michael Cash  
Chief of Police

Charlie Guzman  
Recreation Coordinator

