

I declare under penalty of perjury that I am employed by the Town of Yucca Valley, in the Community Services Department, and that I posted this Agenda at the designated locations in the Town of Yucca Valley on Friday

10/18/14 Maureen S. Randall  
Date Signature

MEETING AGENDA

**TOWN OF YUCCA VALLEY**  
**PARKS, RECREATION & CULTURAL**  
**COMMISSION**

TUESDAY, OCTOBER 14, 2014

4:00 PM

JOSHUA TREE ROOM

YUCCA VALLEY COMMUNITY CENTER COMPLEX

57090 TWENTYNINE PALMS HIGHWAY

YUCCA VALLEY, CALIFORNIA 92284

**PARKS, RECREATION & CULTURAL COMMISSION**

**Jeff Evans, *Chair***

**Dan Harman, *Vice Chair***

**Laurine Silver, *Commissioner***

**Meredith Jones, *Commissioner***

**Edith A. Jones-Poland, *Commissioner***

**Curtis Yakimow, *Town Manager***

**Maureen S. Randall, *Secretary***

COMMUNITY SERVICES OFFICE 760-369-7211

[www.yucca-valley.org](http://www.yucca-valley.org)

**AGENDA**

**TOWN OF YUCCA VALLEY  
PARKS, RECREATION & CULTURAL COMMISSION  
TUESDAY, OCTOBER 14, 2014**

*The Town of Yucca Valley complies with the Americans with Disabilities Act of 1990.  
If you require special assistance to attend or participate in this meeting,  
please call the Town Clerk's office at 369-7209 at least 48 hours prior to the meeting.*

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

Led by \_\_\_\_\_

**ROLL CALL** Commissioner Silver, Commissioner Jones, Commissioner Jones-Poland, Vice Chair Harman, Chair Evans

**APPROVAL OF AGENDA**

**1. Parks, Recreation & Cultural Commission Agenda**

Action            Motion: **Move to approve the agenda of the October 14, 2014  
Parks, Recreation & Cultural Commission meeting.**

Motion \_\_\_\_\_

Move \_\_\_\_\_<sup>2<sup>nd</sup></sup> \_\_\_\_\_ Vote \_\_\_\_\_

**CONSENT AGENDA**

1-5    **2. Minutes of the Parks, Recreation & Cultural Commission meeting of  
September 9, 2014**

Recommendation: **Move to approve minutes as presented.**

**AGENDA  
TOWN OF YUCCA VALLEY  
PARKS, RECREATION & CULTURAL COMMISSION  
TUESDAY, OCTOBER 14, 2014**

6-8     **3. Museum Report**

Recommendation: **Move to receive and file the Hi Desert Nature Museum Monthly Reports for September 2014.**

9-11     **4. Recreation Report**

Recommendation: **Move to receive and file the Recreation Monthly Reports for September 2014.**

*All items listed on the consent calendar are considered to be routine or non-controversial matters. The items listed on the consent calendar may be enacted in one motion. There will be no separate discussion of specific consent calendar items unless a member of the Parks, Recreation and Cultural Commission or Town Staff requests such discussion at the beginning of the meeting.*

Recommendation: **Approve Consent Agenda item 2-4**

Move \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Vote \_\_\_\_\_

**PUBLIC COMMENTS**

*In order to assist in the timely conduct of the meeting, the Parks, Recreation & Cultural Commission will usually not respond to citizens' comments or inquiries during this part of the meeting. The Parks, Recreation & Cultural Commission is prohibited by state law from taking action on items not included on the printed agenda. Are there any public comments on items not on the printed agenda?*

**AGENDA  
TOWN OF YUCCA VALLEY  
PARKS, RECREATION & CULTURAL COMMISSION  
TUESDAY, OCTOBER 14, 2014**

**STAFF REPORTS**

**12-14 5. 2014-15 Youth Commission Appointments**

**Recommendation: Review the applications and move to recommend appointment of the selected applicants to the 2014-15 Youth Commission.**

Action          Motion \_\_\_\_\_

Move \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Vote \_\_\_\_\_

**15-21 6. Park Signage and Monument Review**

**Recommendation: That the Commission review typical monumentation used for town park facility and provide a recommendation to the town council for preferred monumentation and location at selected town facilities.**

Action          Motion \_\_\_\_\_

Move \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Vote \_\_\_\_\_

**22-36 7. Fee waiver / Reduction policy**

**Recommendation: Consider the issue and make a determination regarding the appropriate level of fee waiver/reduction for qualified user groups, and consider the staff recommendation of:**

- a) For qualified athletic groups, a field fee reduction of 50%**
- b) For qualified non-profit groups, a facility fee reduction of 75%**
- c) Annual staff review and report of the fiscal impact of fee reductions**

Action          Motion \_\_\_\_\_

Move \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Vote \_\_\_\_\_

**AGENDA  
TOWN OF YUCCA VALLEY  
PARKS, RECREATION & CULTURAL COMMISSION  
TUESDAY, OCTOBER 14, 2014**

**37-55 8. Hi Desert Nature Museum 2014-2016 draft strategic plan**

**Recommendation: Receive and file the Hi Desert Nature Museum's draft strategic plan, and review for future comment at the December Commission meeting.**

Action            Motion \_\_\_\_\_  
Move \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ Vote \_\_\_\_\_

**STAFF INFORMATION ITEMS**

**COMMISSIONER REPORTS AND COMMENTS**

1. Commissioner Silver
2. Commissioner Jones
3. Commissioner Jones-Poland
4. Vice Chair Harman
5. Chair Evans

**FUTURE AGENDA ITEM**

**ANNOUNCEMENTS**

The next meeting of the Parks, Recreation and Cultural Commission is scheduled for December 9, 2014 at 4:00pm in the Joshua Tree Room of the Yucca Valley Community Center.

**ADJOURNMENT**

**TOWN OF YUCCA VALLEY  
PARKS, RECREATION & CULTURAL COMMISSION  
MINUTES**

**TUESDAY, SEPTEMBER 9, 2014**

**CALL TO ORDER** by Chair Evans at 4:00 p.m.

**PLEDGE OF ALLEGIANCE** led by Vice Chair Harman

**ROLL CALL** Commissioners present: Commissioner Silver, Commissioner Jones-Poland, Vice Chair Harmon and Chair Evans. Commissioner Jones was excused

**APPROVAL OF AGENDA**

1. Action                      Motion: **Move to approve the agenda of the September 9 2014 Parks, Recreation and Cultural Commission meeting.**

Move: Jones Poland                      2nd:Silver      Vote: 4-0-0-1

**CONSENT AGENDA**

**2. MINUTES OF PARKS, RECREATION & CULTURAL COMMISSION MEETING JUNE 10, 2014**

Recommendation:    **Approve minutes as presented.**

**3. MUSEUM REPORT**

Recommendation: **Move to receive and file the Hi Desert Nature Museum Monthly Reports for June, July and August 2014**

**4. Recreation Report**

Recommendation: **Move to receive and file the Recreation Monthly Reports for May, June, July and August 2014**

*All items listed on the consent calendar are considered to be routine or non-controversial matters. The items listed on the consent calendar may be enacted by one motion and a second. There will be no separate discussion of the consent calendar items*

*unless a member of the Parks, Recreation and Cultural Commission or Town Staff requests discussion on specific consent calendar items at the beginning of the meeting.*

Action                    Motion: **Move to approve Consent Agenda items 2-4 .  
move item 5 to staff report**

Move: Harmon            2<sup>nd</sup> Jones Poland            Vote: 4-0-0-1

## **PUBLIC COMMENTS**

None

## **STAFF REPORTS**

### **5. Fee waiver Request Tender Loving Christmas (TLC)**

Town Manager Curtis Yakimow opened discussion on Tender Loving Christmas facility use request. The organizer has requested a waiver of facility use fees for the annual Christmas event. Based on previous Town Council direction and Commission action the request is well within the facility use policy guidelines. Mara Cantelo the founder of the event stated that they serve at least 2,200 each Christmas. The event is free to all Morongo Basin residents. The request is for December 22 through December 28. They are also requesting the use of a small meeting room for 2 hour planning meeting on specified weeknights during the months of September, October November and December.

Chair Evans stated he appreciates what Mara has done for the community. Town Manager Yakimow stated he attended the event last year and was impressed.

Action                    Motion: **Move to approve the waiver request for  
Tender Loving Christmas 2014 event**

Move: Silver            2<sup>nd</sup> Jones Poland            Vote: 4-0-0-1

### **6. Veterans' Tribute 2014**

Administrative Assistant, Maureen Randall, gave a verbal update on the Morongo Basin Veterans Tribute to be held on Tuesday, November 11, 2014. The event will consist of a community gathering at 10:00am with a formal tribute program to commence at 11:00am and ending at 12:00pm. The event will include displays of military and public safety equipment, musical entertainment, a community barbecue and a flag folding ceremony performed by the local Young Marines. The Young Marines will also put on a breakfast to veterans, current military and public safety personnel starting at 8:00am in the Yucca Valley Senior Center.

**7. Fall / Winter Schedule of Activities – Community Services Department**

Recreation Supervisor Sue Earnest reviewed the events in the current Experience Yucca Valley guide. This guide is a new layout as it covers six months September through February. Ms. Earnest reviewed the highlights of the guide. Chair Evans stated he thinking this new layout is great. He also inquired if staff has worked with the National Park to put on programs. Stefanie Ritter Museum Supervisor reported there has been a working relationship with the park.

Action                    Motion: **Move to receive and file the information regarding Fall/ Winter 2014-15 Community Services Department programs and events**

Move: Harmon            2<sup>nd</sup> Jones Poland            Vote: 4-0-0-1

**8. Town of Yucca Valley Five Year Capital Improvement Program**

Town Manager Yakimow distributed the Five Year Capital Improvement Program binder. The Capital Improvement Program (CIP) is the official plan of major infrastructure repair and construction project for the next five years in Yucca Valley. Mr. Yakimow reviewed some of street project with the commissioners.

**9. Discussion on Parks, Recreation and Cultural Commission future meeting dates**

Administrative Assistant Maureen Randall open discussion on the Parks, Recreation and Cultural Commissions meeting calendar for fiscal year 2014-15. Proposed was October 14, December 9 2014. February 10, April 14, May 12 and June 9, 2015. After discussion the calendar was approved.

Action                    Motion: **Move to approve the proposed meeting dates for fiscal year 2014-15.**

Move Harmon            2<sup>nd</sup> Jones Poland            Vote 4-0-01



## STAFF INFORMATION

Town Manager Yakimow reported that the Dumosa Senior Housing to coming along good. The desired move in date is in October. Staff and the Yucca Valley Foundation are working on the agreement for Brehm 2.

There are nine contenders for the three seats on town council.

There will be formal action for Paradise Park Improvements. The neighborhood is being polled to get input of what improvements they would desire.

Museum Supervisor Stefanie Ritter reported that the exhibit Hatching the Past will be removed this week and replaced with Art Tours Collective Show, which will run through November 29, 2014. The exhibit reception at the Museum will be Friday, October 3<sup>rd</sup> and is free to the public.

Recreation Supervisor Earnest reported that there are 22 softball teams registered for the fall league. The deadline for Youth Commission applications is October 2<sup>nd</sup>. Youth basketball registration begins on September 23.

## COMMISSIONER REPORTS AND COMMENTS

1. **Commissioner Silver:** Commissioner Silver congratulated Curtis Yakimow for taking on the Town Manager position. She also thanked Sue Earnest and Stefanie Ritter for working on senior activities. Stated she is glad there is more improvement at Paradise Park.
2. **Commissioner Jones:** was excused
3. **Commissioner Jones-Poland:** Commissioner Jones Poland stated that the Town looks good, she loves the sidewalks. Glad Curtis is Town Manager. The Senior Housing Project looks great.
4. **Vice Chair Harman:** Nothing to report
5. **Chair Evans:** Chair Evans reported that he attended the Sports Council meeting. Was disappointed at the low attendance level. He inquired on a sign at Essig Park. Town Manager Yakimow stated staff is working on the sign.

## FUTURE AGENDA ITEMS

### ANNOUNCEMENTS

The next regular scheduled meeting of the Parks, Recreation and Cultural Commission will be Tuesday, October 14, 2014 at 4:00 p.m. in the Joshua Tree Room at the Yucca Valley Community Center.

**ADJOURNMENT**

The meeting was adjourned at 5:00pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Maureen S. Randall". The signature is written in dark ink and is positioned above the printed name.

Maureen S. Randall PRCC Secretary  
Community Services Department



## Museum Revenues

The museum received \$100.50 through the museum's donation box, \$35 for membership, and \$145 for educational programs in September 2014.

## Upcoming Programs and Special Events

Thur. October 2, Brown Bag Lunch Lecture, "Civil War" with Dr. Chris Hunt

Fri. October 3, Exhibit Opening Reception

Wed., October 8, MBHS presents "Mark Harrington" with Dr. John Hale

Sat., October 18, Kids EdVentures 'Be a Sculptor'

Sat., October 25, Halloween Spooktacular

## Advertising and Promotion:

During the month of September the Hi-Desert Nature Museum sent press releases regarding programs and special events to the following media outlets: Copper Mountain Broadcasting, Desert Entertainer, Desert Post Weekly, Desert Sun, Desert Trail, Hi-Desert Star, KESQ, KNEWS, KVCR, Palm Springs Desktop, Press Enterprise, San Bernardino Sun, Sun Runner, and Z107.7.

The museum's web site, [www.hidesertnaturemuseum.org](http://www.hidesertnaturemuseum.org) and Facebook page are continually updated with current exhibits, events, and programs. The museum can be followed on Twitter and Instagram.

The electronic newsletter, "Tortoise Tales," was sent to 1391 recipients on September 27.

The image is a screenshot of a web browser displaying the Facebook page for the Hi-Desert Nature Museum. The browser's address bar shows the URL 'facebook.com/hidesertnaturemuseum'. The page header includes the museum's name and navigation options like 'Like', 'Home', and 'Find Events'. The main content area features a large photo of the museum building with a sign that reads 'Hi-Desert Nature Museum'. Below the photo, there are buttons for 'Liked', 'Following', and 'Message'. On the right side, a 'THIS WEEK' summary shows 21 likes, 260 posts, 3 unread items, and 0 comments. At the bottom, a 'Spooktacular' event poster for Saturday, October 25, is visible. A white text box with a black border is overlaid on the page, containing the text: 'The museum's Facebook site reached 808 likes.' The page footer shows the number of likes (808) and a 'Reach People Nearby' button.

Museum Progress on Projects and Programs in August:

<b>Project/Program</b>	<b>Status</b>	<b>Notes</b>
Conducted one MBHS lecture	Completed	September 10, "Local Legend Bill Keys" with Laureen Lentz Attendance: 40
Conducted one Kid EdVentures	Completed	September 20, "Be a Paleontologist" Attendance: 19
Conducted one Brown Bag Lunch Lecture	Completed	September 11, "Gold Mining in the Desert" With Dr. D.D. Trent Attendance: 35
Conducted one Fieldtrip	Completed	September 17 Joshua Springs 3 <sup>rd</sup> grade "Desert Ecology" Attendance: 30 students
De-installed "Hatching the Past" Exhibit	Completed	The exhibit was a great success this summer and an increase in visitation was recorded.
Exhibit Maintenance	Completed	Exhibit cases in Room 3 have been cleaned. 20 taxidermy specimens have received freezer treatment before reintroducing them into the displays
Address visitor inquiries regarding desert ecology and local history	Ongoing	
Continue developing partnerships with local agencies and community organizations	Ongoing	

**Reviewed by:** Staff



**Town of Yucca Valley**  
**Community Services Department - Recreation Division**  
**Monthly Report - Events & Programs - September 2014**

<b>SPECIAL EVENTS</b>	<b>Ages</b>	<b>Fee</b>	<b>Day/Date</b>	<b>Participation</b>	<b>Status / Issues / Comments</b>
Holiday Craft Faire	All	\$25 per table for vendors, admission is free to public	12/6	Vendor Registration Underway 47 of 52 vendor tables sold	Registration is nearly sold out for this popular event. Most vendor tables were sold on the first day of registration. The event takes place at the community center on Saturday, December 6th.
Healthy Hearts 5K Run & 2K Walk	All	Adult \$20/\$18 Senior/Child \$18/\$13	2/21	Registration Underway	This popular run takes place in the neighborhood surrounding Essig Park.
Adult Excursion Riverside Mission Inn	Adults	\$85 per person	12/11	Registration Underway	This trip to the Mission Inn features a guided tour, transportation and dinner.
<b>SPORTS</b>	<b>Ages</b>	<b>Fee</b>	<b>Season</b>	<b>Participation</b>	<b>Status / Issues / Comments</b>
Youth Basketball League	1-8 Grade (Age 6-14)	\$60 per child	Dec - Mar	TBD Registration Underway	Registration is underway for Youth Basketball and will continue until November 21st. Draft Day Clinic takes place on November 22, followed by team picks December 1-4th. Practices begin December 8th with games starting in January. Seven divisions are being offered; 1-2nd Grade Coed, 3-4th Grade Girls, 3-4th Grade Boys, 5-6th Grade Girls, 5-6th Grade Boys, 7-8th Grade Girls, and 7-8th Grade Boys.
Fall Adult Softball Leagues	18 up	\$400 per team	Season 9/8 - 11/20	22 Teams 352 Participants	Season underway. Enrollment is strong: Ladies League 6 teams (full), Mens League 4 teams, Traditional Coed 5 teams, Casual Coed 6 teams (full). 21 of 24 spots filled (22 teams in fall 2013). Mon-Thurs nights at the CC.
<b>YOUTH PROGRAMS</b>	<b>Ages</b>	<b>Fee</b>	<b>Session</b>	<b>Participation</b>	<b>Status / Issues / Comments</b>
Youth Commission	Grades 7-12	none	Nov-June	TBD Applications being accepted through 10/2	Applications are being accepted for the 2014-15 Youth Commission. The deadline has been extended to 10/2/14 with appointments scheduled for 10/14/14.

**Town of Yucca Valley**  
**Community Services Department - Recreation Division**  
**Monthly Report - Enrichment Activities - September 2014**

	Ages	Fee	Meeting Days	# of meetings	Participation last month	Participation this month	Change + / -	Status / Issues / Comments
Open Art Studio	18 & over	\$2/meeting	Thurs 9a-12p	2	45	21	-24	
Bellydance, Beginning	10 & over	\$35/6 meetings	Wed. 7-8p	3	6	8	2	pre registration required
Bellydance, Intermediate	10 & over	\$35/6 meetings	Wed 7-8pm	3	6	6	0	pre registration required
Yucca Valley Bridge Club	18 & over	\$2/meeting	Fri 12:30-4p	3	42	36	-6	
Beginning Guitar	14 & over	\$40/6meetings	Tues 7-8p	n/a	n/a	n/a	0	n/a
Gymnastics, Beginning	6 & over	\$35/month	Mon 4-4:55p	4	15	15	0	pre registration required
Gymnastics, Intermediate	10 & over	\$35/month	Mon 5-5:55p	4	4	8	4	pre registration required
Kinder Gym	3-5 yrs	\$25/month	Mon 3:30-4p	4	8	11	3	pre registration required
Gymnastics, Rhythmic	6 & over	\$35/month	Mon 6-6:55p	4	3	7	4	pre registration required
Thursday Bridge	18 & over	\$2/meeting	Thurs 12 -3p	3	27	30	3	
Knit & Crochet	16 & over	\$2/meeting	Thurs. 9:15a -12:15p	2	59	33	-26	
Mom, Dad & Me	2-5 yrs	\$2/meeting	Mon 10:30-11:30a	2	14	7	-7	
Pinochle	18 yrs & over	\$2/meeting	Fri. 1-5p	3	47	29	-18	
Stretch N' Tone	All	\$2/meeting	Mon-Fri 9-10a	12	164	118	-46	
Table Tennis	14 & over	\$2/meeting	Fri. 3-5pm	3	32	15	-17	
Open Table Tennis	18 & over	\$2/meeting	Wed 2-5p	2	41	13	-28	
Tai Chi Chuan	All	\$30/month	Wed 6-7:30p	2	8	6	-2	pre registration required
Adv. Dog Obedience	16 & over	\$135/6 weeks	Fri 5:30-7p	4	n/a	4	4	pre registration required
Woodcarving	16 & over	\$2/meeting	Tues 5-8p	3	27	24	-3	
Western Line Dance -Social	18 yrs & over	\$2/meeting	Mon 5-7p	3	38	26	-12	
Line Dance - Instructional	18 yrs & over	\$3/meeting	Thurs 1-3p	3	22	29	7	
Senior Wii	18 yrs & over	no charge	W12:30-3:30p	4	15	16	1	



**PARKS, RECREATION, CULTURAL COMMISSION STAFF REPORT**

**To:** Members of the Parks, Recreation, Cultural Commission  
**From:** Sue Earnest, Recreation Supervisor  
**Date:** October 10, 2014  
**For Commission Meeting:** October 14, 2014

**Subject:** 2014-15 Youth Commission Appointments

**Prior Commission Review:** None.

**Recommendation:** Review the applicants and move to recommend appointment of the selected applicants to the 2014-15 Youth Commission.

**Summary:** The Town Council established the Youth Commission to be appointed annually to serve as an advisory group to provide recommendations on youth related issues in Yucca Valley. The Council has appointed the Parks, Recreation and Cultural Commission to make recommendations for appointment and to oversee the activities of the Youth Commission.

**Order of Procedure:**

- Request Staff Report
- Request Public Comment
- Commission Questions
- Motion/Second
- Discussion on Motion
- Call the Question


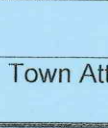


**Discussion:**

The Yucca Valley Youth Commission was established in 1995. The commission consists of young people in grades 7 through 12 who attend school in Yucca Valley. The Council established the Youth Commission to serve as an advisory group to provide recommendations on youth related issues.

As the Council-appointed overseers of the Youth Commission activities, the Parks, Recreation and Cultural Commission has traditionally reviewed the Youth Commission applications and made a recommendation for appointment.

On April 20, 2010 the Town Council approved a recommendation from the Parks, Recreation and Cultural Commission amending Chapter 4.12 of the Town of Yucca Valley Municipal Code limiting the number of Youth Commissioners to a maximum of 20 members. The Council also directed staff to work with the PRCC to develop equitable procedures for the selection of Youth Commissioners.

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Reviewed By:	 Town Manager	 Town Attorney	 Mgmt Services	 Dept Head
<input checked="" type="checkbox"/> Department Report	<input type="checkbox"/> Ordinance Action	<input type="checkbox"/> Resolution Action	<input type="checkbox"/> Public Hearing	
<input type="checkbox"/> Consent	<input type="checkbox"/> Minute Action	<input type="checkbox"/> Receive and File	<input type="checkbox"/> Study Session	

On July 13, 2010, the PRCC approved the staff recommendation for amending the Youth Commission selection process. The adopted selection process included the following criteria:

- Applications will be accepted beginning August 1 each year for appointment to the Youth Commission for the subsequent school year.
- Youth Commission applications will require a supplemental 300 word narrative detailing the candidate's interest in serving on the Commission, and two letters of recommendation from teachers, coaches, or other responsible adults.
- Returning Youth Commissioners must be recommended for re-appointment by CS Department staff. The candidate's prior service will be the basis for such recommendation.
- Every effort shall be made to establish a representation of the most schools and grades in recommending Youth Commission appointees,
- Youth Commissioners will be limited to serving no more than three consecutive terms if the number of applicants exceeds the number of authorized seats.

The Commission is requested to review the following recommended appointments and to forward a recommendation to the Town Council. The following candidates are recommended for appointment to the Youth Commission based on staff's interpretation of the Youth Commission selection process.

Applicant name	Grade	School	YC Service
1. Rachel Green	12 <sup>th</sup> Grade	Yucca Valley High School	3 yrs
2. Francisco Gonzalez	11 <sup>th</sup> Grade	Yucca Valley High School	2 yrs
3. Miranda Green	10 <sup>th</sup> Grade	Yucca Valley High School	1 yr
4. Aaron Ahmadi	10 <sup>th</sup> Grade	Yucca Valley High School	2 yrs
5. Tyler Geeson	10 <sup>th</sup> Grade	Yucca Valley High School	2 yrs
6. Courtney Linzner	9 <sup>th</sup> Grade	Yucca Valley High School	1 yr
7. Nicole Caguioa	9 <sup>th</sup> Grade	Joshua Springs Christian School	1 yr
8. Katie Young	11 <sup>th</sup> Grade	Hope Academy	
9. Joshua Pringle	11 <sup>th</sup> Grade	Joshua Springs Christian School	
10. M. Cole Baldwin	9 <sup>th</sup> Grade	Joshua Springs Christian School	
11. Emily Sheckler	9 <sup>th</sup> Grade	Yucca Valley High School	
12. Rachel Kee	8 <sup>th</sup> Grade	La Contenta Middle School	
13. Madison Tuttle	8 <sup>th</sup> Grade	La Contenta Middle School	
14. Sarah Rodriguez	8 <sup>th</sup> Grade	La Contenta Middle School	
15. Aurora Valdes	8 <sup>th</sup> Grade	La Contenta Middle School	
16. Tommy Cruz	8 <sup>th</sup> Grade	La Contenta Middle School	
17. Zoie Gianforte	8 <sup>th</sup> Grade	La Contenta Middle School	

18. Vianne Militar	8 <sup>th</sup> Grade	La Contenta Middle School
19. Taysha Boyas	7 <sup>th</sup> Grade	La Contenta Middle School
20. Angel Rodriguez	7 <sup>th</sup> Grade	La Contenta Middle School

The following candidates are recommended for selection as Youth Commission Alternates based on staff's interpretation of the Youth Commission selection process. These candidates are eligible to fill vacancies that may arise during the term and will be selected on a case by case basis.

Jesse Sheckler	7 <sup>th</sup> Grade	La Contenta Middle School
Cassidy Pittner	8 <sup>th</sup> Grade	La Contenta Middle School
Angelina Quirante	8 <sup>th</sup> Grade	La Contenta Middle School
Emillie Griffith	8 <sup>th</sup> Grade	La Contenta Middle School

**Attachments:**

Youth Commission applications and supplemental materials are available for review at the Community Services office or upon request.

**PARKS, RECREATION, CULTURAL COMMISSION STAFF REPORT**

**To:** Member of the Parks, Recreation, Cultural Commission  
**From:** Curtis Yakimow, Town Manager  
Maureen Randall, Admin Asst. III

**Date:** October 10, 2014

**For Meeting:** Commission October 14, 2014

**Subject:** Park Signage and Monument Review

**Prior Commission Review:** None.

**Recommendation:** That the Commission review typical monumentation used for Town Park facilities, and provide a recommendation to the Town Council for preferred monumentation and location at the selected Town facilities.

**Order of Procedure:**

- Request Staff Report
- Request Public Comment
- Council Discussion / Questions of Staff
- Motion/Second
- Discussion on Motion
- Call the Question



**Discussion:** At the September 2014 Commission meeting, the Commission requested a review of the current monumentation signage used at the Town's parks. Specifically, the Commission inquired as to what, if any, signage was currently in place at the Town's primary park facilities, including the Town's newest park, Essig Park.

Attached for the Commission's review are photos of the Town's current monumentation signage in place at Paradise Park and at Jacobs Park. There is no monumentation signage at Essig Park, Machris Park, or the Town's Community Center Park at this time.

Town Parks and Recreation Master Plan Consistency

The Town's Parks and Recreation Master Plan (PRMP) is an implementation tool of the Town's General Plan, and provides strategies for addressing the General Plan's goals and policies, specifically as it relates to the plan's Open Space and Conservation Element.

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Reviewed By:	 Town Manager	Town Attorney	 Mgmt Services	Dept Head
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<input checked="" type="checkbox"/> Department Report	<input type="checkbox"/> Ordinance Action	<input type="checkbox"/> Resolution Action	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Consent	<input type="checkbox"/> Minute Action	<input checked="" type="checkbox"/> Receive and File	<input type="checkbox"/> Study Session

One of the guiding principles in the PRMP is the need for consistent review and improvement to the Town's parks and recreation facility. Uniform signage of Town park facilities leads to easy identification, consistency and orderly development of Town recreation assets.

#### Existing Monumentation

The Town's current monumentation signage consists of a concrete sign with the park name and the Town of Yucca Valley name and logo. Examples of current signage can be seen on the attached photos. This design provides clear identification of facilities while remaining consistent with the natural landscape of the park facilities. These sign monuments are available at an approximate cost range of \$5,000 - \$7,000 including installation.

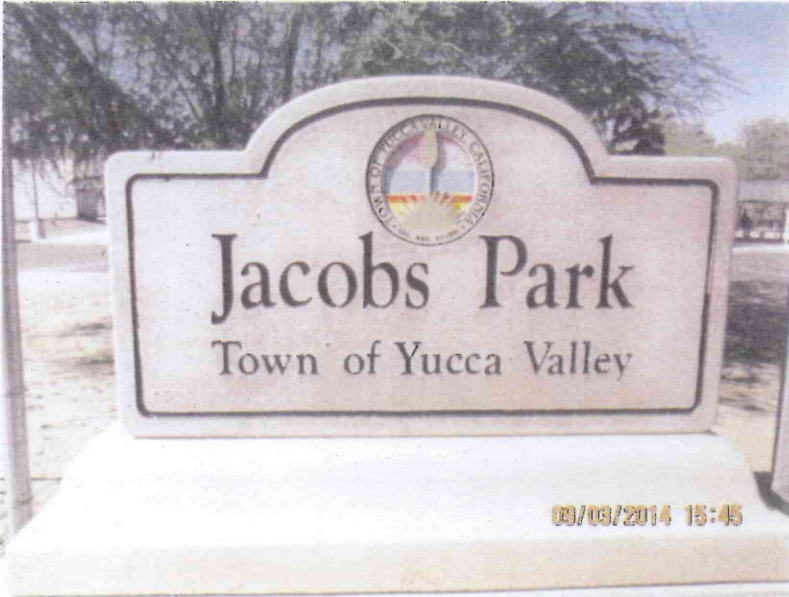
#### Staff Review and Recommendation

Based on an initial review of the Town's existing park facilities, similar signage is recommended at Essig Park and Machris Park. The sign is not recommended at the Town's Community Center Park at this time due to space constraints and circulation patterns around the park. If the Commission agrees, a recommendation of the signage installation to the Town Council is appropriate.

**Alternatives:** Decline to install signage; request alternative design concepts.

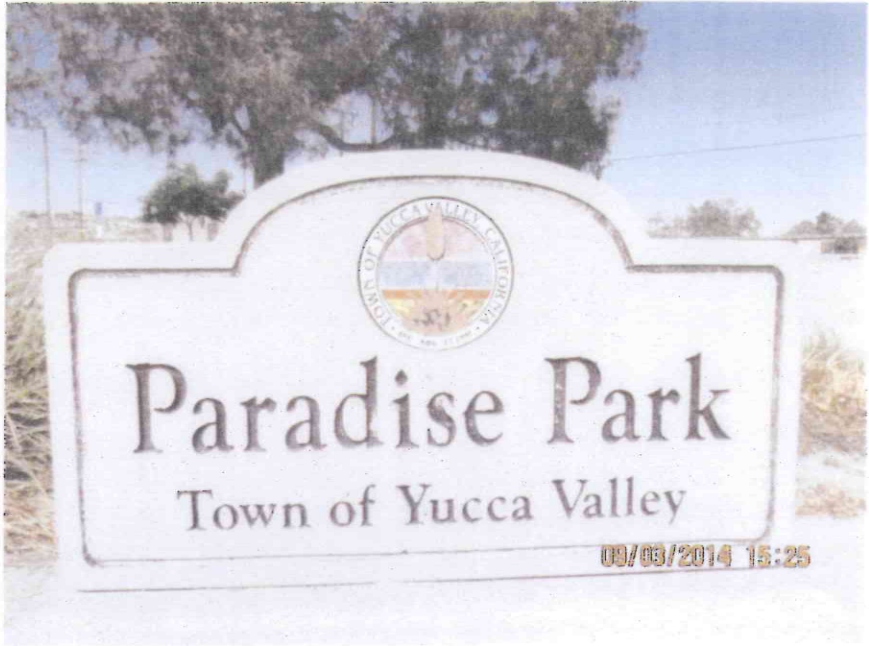
**Fiscal Impact:** Purchase and installation of the recommended monuments is estimated at \$12,000. Funding for the project would be allocated from the Town's FY 2014-16 Capital Projects Fund (800) contingency line item budget of \$50,000.

**Attachments:** Signage Photos



Existing Signage  
at Jacobs Park

Existing Signage at  
Paradise Park





Northward View  
of Essig Park  
Entrance

Essig Park  
Center Island View





Essig Park  
Potential Sign  
Location Views







Machris Park  
Existing Signage





Machris Park  
Potential Sign  
Location Views



**PARKS, RECREATION AND CULTURAL COMMISSION STAFF REPORT**

**To:** Members of the Parks, Recreation and Cultural Commission  
**From:** Curtis Yakimow; Town Manager  
Maureen Randall; Administrative Assistant III  
**Date:** October 1, 2014  
**For Commission Meeting:** October 14, 2014

**Subject:** Fee Waiver/Reduction Policy

**Prior Commission Review:** The Commission has previously approved a fee waiver/reduction policy in October 2013, whereby qualified athletics groups received a 75% waiver, and qualified non-profit groups received a 90% waiver through the current athletic season.

**Recommendation:** That the Commission:

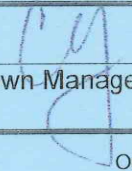

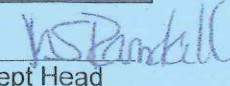
- Consider the issue and make a determination regarding the appropriate level of fee waiver/reduction for qualified user groups, and consider the staff recommendation of:
  - a) For qualified athletic groups, a field fee reduction of 50%
  - b) For qualified non-profit groups, a facility fee reduction of 75%
  - c) Annual staff review and report of the fiscal impact of fee reductions

**Order of Procedure**

Request Staff Report  
Request Public Comment  
Commission Discussion / Questions of Staff  
Motion/Second  
Discussion on Motion  
Call the Question

**Discussion:** The rental and use of public facilities and equipment is regulated by the Town's adopted Facility Use Policy. The Council has made provision for user groups to request a waiver or reduction in fees, and has established guidelines under which such requests should be favorably considered. The Council has delegated authority to the Parks, Recreation and Cultural Commission to interpret the guidelines and rule on waiver requests.

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Reviewed By:	 Town Manager	_____ Town Attorney	 Mgmt Services	 Dept Head
<input checked="" type="checkbox"/> Department Report	_____ Ordinance Action	_____ Resolution Action	_____ Public Hearing	
_____ Consent	<input checked="" type="checkbox"/> Minute Action	_____ Receive and File	_____ Study Session	

The Council has approved the following specific criteria for consideration in dealing with waiver requests.

1. The activity or event is conducted by a local organization and the primary purpose of the activity or event is to provide services for the youth of the community , or
2. The activity or event is of large scale community-wide interest or benefit, is conducted by a local organization and will be open free of charge to all members of the local community who wish to participate.
3. If the activity or event does not clearly meet either of the first two guidelines, it must be demonstrated that the service provided replaces the need for the Town to provide such services, or provides other substantial and significant community benefits to the Town as determined by the Director and/or Commission. Fee waivers in excess of \$2,500 must be approved by the Commission.

In cases where the request does not fall clearly within the Council's guidelines for a waiver, the Parks, Recreation and Cultural Commission is authorized by Council to make a final decision on the request.

#### Non-Profit/Community Groups Facility Fee Structure

Since the fall of 2013, a waiver of 90% of calculated fees has been granted to the requesting non-profit/community groups for facility (non-athletic field) use.

By implementing this initial step, the Commission accomplished the following:

- Equitable treatment of user groups.
- Beginning of phased in approach of fee recovery for both Town and user groups.
- Monetary value associated with responsible programming requests.
- Ability for user-groups to develop models for their internal fee structures prior to full implementation of the revised Facility Use Policy.

In the initial implementation of this policy over the course of the past year, there has been a general positive acceptance of such a fee proposal, and staff has received little negative feedback.

At this time, staff is recommending that the policy be modified to a fee waiver of 75%. Implementation of this policy would provide resident rental rates of \$3.75/hour for small rooms and \$6.25/hour for the large rooms. This approach will provide for a greater amount of cost recovery while continuing the Council's support of qualified programs by ensuring that facility use fees charged do not place a significant burden on the users.

### Athletic Fields Fee Structure

Since the fall of 2013, a waiver of 75% of calculated fees has been granted to the requesting qualified community athletic groups for field use.

By implementing this initial step, the Commission accomplished the following:

- Equitable treatment of user groups.
- Beginning of phased in approach of fee recovery for both Town and user groups.
- Monetary value associated with responsible programming requests.
- Ability for user-groups to develop models for their internal fee structures prior to full implementation of the revised Facility Use Policy.

In the initial implementation of this policy over the course of the past year, there has been a general positive acceptance of such a fee proposal. Staff initially received some resistance to an increase in fees primarily due to participant user fees already being collected based on prior costs. To respond to such concern, the Commission extended the 75% reduction for a two-year term, so as to allow athletic groups the ability to build their costs structures over a two-year period, and prepare for an increase in fees. As part of the field application process this year, staff provided a written reminder to the user groups that there would likely be a fee increase affecting the 2015-16 sport seasons, and user fees should be established in the current year to accommodate future increases.

At this time, staff is recommending that the policy be modified to a fee waiver of 50%. Implementation of this policy would provide field rental rates of \$5.00/hour for field with no lighting, and \$10.00/hour for field usage with lights. This approach will provide for a greater amount of cost recovery while continuing the Council's support of qualified programs by ensuring that facility use fees charged do not place a significant burden on the users.

The primary difference in waiver percentage between facility use (buildings and rooms) and field use is the amount of variable costs involved based on usage. The ongoing maintenance costs of athletic fields is substantially higher compared to our facility costs, and as such, additional recovery of those costs is required to ensure long-term financial stability of the Town's recreation programming.

**Alternatives:** Approval of staff recommendation; modification of staff recommendation.

**Fiscal impact:** Fee waivers/reductions vary based on facility usage; total waivers generally range anywhere from \$12,000 to \$20,000 annually. Part of the staff recommendation includes a requirement for staff to provide the Commission with an annual report summarizing fee revenue and waiver impacts. Upon approval of the recommendation, staff will develop the required report.

**Attachments:** Facility Use Policy

Town of Yucca Valley  
Community Services Department

Facility Use Policy  
(Amended by the YV Town Council March 18, 2014)

**1. Authority**

- a. In May, 2003, the Yucca Valley Town Council directed the Parks, Recreation and Cultural Commission to review the Town's facilities use policy.
- b. History: A Commission recommendation for policy revision was forwarded to the Council in November, 2003. The revised policy was adopted by the Town Council in December, 2003. Subsequent revisions were recommended by the Commission and adopted by the Council in April 2006, May 2007, October 2008, March 2011, and March 2014.

**2. Policy Statement**

- a. The Town of Yucca Valley's public parks and buildings are used for Town-sponsored recreational, cultural, civic and social activities and programs. Additionally, the Town makes use of public facilities for conducting the business of the Town Council and its appointed commissions, committees and work groups. The Town also makes certain facilities available to the public for meetings, activities, events and services that meet similar needs and interests of the community. The Director or his/her designee is authorized to interpret and implement the policies and regulations contained herein.

**3. Definitions**

- a. Applicant – in a transaction involving the reserved use of Town facilities, the individual or organization that will be responsible for all rental fees, deposits, and compliance with facility use requirements.
- b. Building – refers to public buildings owned, leased and/or managed by the Town of Yucca Valley
- c. Commission – the Parks, Recreation and Cultural Commission appointed by the Yucca Valley Town Council.

- d. Council – the elected Town Council of the Town of Yucca Valley.
- e. Department – unless otherwise specified, refers to the Town of Yucca Valley’s Community Services Department.
- f. Director – the Director(s) of Community or Administrative Services of the Town of Yucca Valley or his/her designee.
- g. Facility – Refers to parks, buildings and the rooms and other spaces within the buildings, common areas, and parking lots owned and/or operated by the Town of Yucca Valley.
- h. Non-resident – individuals whose primary residence is outside of Yucca Valley’s town limits; organizations or enterprises with a primary business address outside of Yucca Valley’s town limits.
- i. Park – any developed or undeveloped areas owned or leased by the Town of Yucca Valley and designated for recreational purposes or conserved for scenic or historical interest, to include the landscaping and recreational elements of such facilities.
- j. Town – the municipality known as the Town of Yucca Valley.
- k. User group – the applicant, whether an organization, agency or individual(s).

**4. Hours of Use**

- a. Parks – Town of Yucca Valley Parks are open daily from 6:00 am until 11:00 pm. Unless the hours are specifically extended by the Town to accommodate a special event, no person shall remain in any Park between the hours of 11:00 pm and 6:00 am without written permission from the Director. Town of Yucca Valley Municipal Code 11.60.040(c)
- b. Buildings – Except for public meetings and special events conducted by the Town of Yucca Valley, Town buildings are available for use from 9:00 am until 8:00 pm Monday through Thursday, and from 9:00 am until 10:00 pm Friday and Saturday. For the purpose of determining facility use fees, weekend rates apply from Friday at 5:00 pm until Monday at 7:00 am. Town Buildings are not available for rented or reserved use on Sundays, Holidays, or closed hours unless specifically authorized by the Director and/or Commission acting on behalf of the Council.

**5. General Rules and Regulations**

With respect to the Town's public Parks and Facilities, the following activities are not permitted:

- a. Storage – to store personal property, including camping gear.
- b. Bulletin Boards – to affix flyers or posters of any kind to bulletin boards or display areas within or attached to Town facilities. Unless specifically designated otherwise, such areas are for Town use only to provide public information or to promote Town-sponsored meetings, events or activities. The Town may, but is not required to, provide a community bulletin board where outside events and meetings may be noticed. Final determination of allowable postings shall be made by the Director.
- c. The throwing or other use of rice, birdseed, glitter, confetti in relation to the approved use of Town facilities.
- d. Fire – to make or kindle a fire with wood or any material other than charcoal (in designated areas only) without written approval from the Department.
- e. Alcohol – to possess any can, bottle or other receptacle containing any alcoholic beverage that has been opened, a seal broken, or the contents partially removed, without a permit issued by the Department.
- f. Bathing – to bathe in any facility not designated for that purpose.
- g. Refuse – to leave garbage, cans, bottles, papers or other refuse at any park or facility other than in the receptacles provided. If no receptacle is provided, patrons are responsible to remove all waste and dispose of it in an appropriate manner.
- h. Animals – to hitch, ride or let loose any animal or fowl without the written approval of the Department. This shall not apply to dogs at Town Parks when led by a leash or chain no more than six feet long. Owners of said animals and pets are responsible for the conduct of the animal and for the proper disposal of all waste and fecal matter. Pets are not permitted in Town buildings or in the softball field area of the Town's Summer Music Festival or at other similar events. Seeing eye dogs and other properly designated service animals are not subject to these restrictions.
- i. Camping – to camp in or upon any Town Park without written permission from the Director.
- j. Smoking – to smoke in, or within 20 feet of the entrance to, any Town building, area designated for children's play, or athletic activities, or to discard any lighted or unlighted cigar, cigarette or tobacco-related litter in said areas.



- k. Reckless Operation – to ride or use any roller skates, scooters, skateboards, or bicycles at any Town park or facility in a reckless manner or with disregard for the safety of persons or property, or to cause such items to be ridden in such a manner.

**6. Priority use of Town Facilities**

- a. Reasonable attempts will always be made to avoid scheduling conflicts, however, if clarification is needed, the following prioritization will apply to the use of Town Facilities:
  - i. Town-sponsored meetings, activities and events
  - ii. Meetings, events and activities sponsored by governmental or other agencies working jointly with the Town
  - iii. Local non-commercial user groups
  - iv. Local commercial enterprises and concerns
  - v. Out of town user groups
  - vi. User groups whose facility use fees have been waived or reduced

**7. Reserved Use of Town Facilities**

- a. The following Town of Yucca Valley Facilities are available for rental or reserved use, in accordance with established procedures and rental rates:

	<b>Location</b>	<b>Capacity Dining/Conference</b>
Yucca Room	Community Center	250/350
Joshua Tree Room	Community Center	32/45
Cholla Room	Community Center	65/80
Ocotillo Room	Community Center	44/50
Mesquite Room	Community Center	18/30
Senior Center	Community Center	180/250
Soccer Fields	Community Center	-
Softball Field	Community Center	-
Snack Bar	Community Center	-
Community Room	Machris Park	54/75
Softball Field	Machris Park	-
Snack Bar	Machris Park	-
Community Room	Jacobs Park	54/75
Tennis Courts	Jacobs Park	-
Swimming Pool	Yucca Valley High School	-
Parking Lots	Various	-

- b. Arrangements may be made with the Department for reserved use of other areas of Town parks, facilities, or amenities not listed in section a. In such cases, the Director and/or Commission will determine appropriate parameters and fees for use.
- c. Individuals 18 years of age or older may apply for reserved use of Town facilities at least fourteen days and no more than thirteen months prior to the proposed event.
- d. To obtain reserved use of available Town facilities, individuals or organizational representatives must complete and return a current Facility Use Application/Agreement and submit all required diagrams, deposits, permits, contracts and appropriate insurance documents to the Community Services Office at least fourteen days prior to the requested date(s) of use. Requests received within fourteen days of the event date will be accommodated as available, at the discretion of the Department.
- e. Town staff will make a reasonable effort to accommodate each application, and will provide written confirmation of approval or denial within three working days of receipt of all required materials.
- f. User groups are not entitled to place signs, banners or other such materials on Town Facilities without written permission from the Director.
- g. Under no circumstances is any approved user group authorized to share access with other groups or individuals, to sublet or permit another group or individual to use Town facilities before, during or after the approved time of use, or to duplicate facility keys; doing so will result in cancellation of the approved use and forfeiture of all deposits.
- h. The Town reserves the right to deny the application of individuals, groups or organizations that have previously not complied with Town requirements or regulations.
- i. The applicant must notify the Department of cancellation at least 48 hours prior to the scheduled event or activity. Failure to give the required written notice of a cancellation may result in forfeiture of the applicant's deposit.
- j. The Town reserves the right to inspect any reserved rooms, snack bars, parks, or other areas at any time to ensure cleanliness and proper compliance with typical health and safety standards. Clutter, damage, vandalism, unsafe or unclean conditions will result in revocation of the approval to use the facility.

**8. Fees for use of Town Facilities**

- a. Fee Schedule. Fees for reserved use of Town Facilities will be charged for the entire time the user group requires access to the facility, including time for setting up the event, decorating, cleaning up, etc. Fees are charged in accordance with the Town's most recent adopted fee schedule (Appendix A).
- b. Deposits. When public Facilities are rented or reserved, a refundable deposit is required according to the following schedule. Payment of the deposit is required even if facility use fees are waived or reduced. Personal checks are not accepted for facility use deposits.

Small Rooms	\$200
Large Rooms	\$500
CC Courtyard	\$200
Kitchens	\$200
Community Rooms	\$200
Athletic Fields	\$200
Snack Bars	\$500
Swimming Pool	\$500
Parking Lot	\$200

- 1. If damage to Town property occurs during use or if excessive clean-up is necessary after the use, the actual cost of repairs or clean-up will be deducted from the deposit.
  - 2. If the cost of repairs and/or clean-up exceeds the deposit amount, the user will be billed for the difference.
  - 3. If the user group remains in the facility beyond the scheduled time, the deposit may be forfeited and additional fees may be charged for the additional time in the facility.
  - 4. If the user group misrepresents any material facts about the event (i.e., the serving of alcohol, etc.) the entire deposit will be forfeited.
  - 5. If any or all of the deposit has been forfeited, the full required deposit must be replenished prior to any subsequent use.
- c. Setup and Breakdown. When available, the use of tables and chairs is included in the facility rental fee. Town staff will arrange chairs and tables for indoor and outdoor assemblies as close to diagrams submitted by the applicant as possible.
  - d. User groups shall not obstruct any pathways or access routes inside or outside Town buildings, or otherwise interfere with the safety or convenience of the public or other facility users.

- e. Electrical & Water Service. If electrical and/or water service is requested and approved for any activity or event on Town Park areas, a minimum fee of \$25 will be charged for up to four hours of use. Additional hours will be charged at \$10/hr, up to a maximum daily rate of \$50.
- f. Fee Waivers or Fee Reductions. The Town Council has authorized the Director and the Commission to make a determination on all requests for fee waivers or fee reductions. Generally, no fee waivers or reductions will be granted for facility use on weekends or holidays. If a waiver or reduction is granted, the group's use will be accommodated on a space-available basis. Waivers or reduction requests will be considered if the applicant complies with all Town Facility use requirements and the proposed use meets one of the following conditions:
  - 1. The activity or event is conducted by a local organization and the primary purpose of the activity or event is to provide services for the youth of the community.
  - 2. The activity or event is of large scale community-wide interest or benefit, is conducted by a local organization and will be open free of charge to all members of the local community who wish to participate.
  - 3. If the activity or event does not clearly meet either of the first two guidelines, it must be demonstrated that the service provided replaces the need for the Town to provide such services, or provides other substantial and significant community benefits to the Town as determined by the Director and/or Commission. Fee waivers in excess of \$2,500 must be approved by the Commission.
- g. It is the intent of the Policy to apply any such waivers or fee reductions in an efficient, equitable and uniform manner. Accordingly, the Commission may implement specific fee reduction policies that apply to various categories of user groups (e.g. - athletic field users, non-profit community groups, etc.). Such policies must be formally adopted by the Commission on an annual basis.
- h. If the recipient of a waiver or fee reduction does not strictly comply with all conditions regulating the use of Town facilities, including adherence to approved entry and exit times, the user group will be responsible to pay all fees normally associated with such use.
- i. Recipients of waivers or fee reductions may be relocated or canceled without notice if the facilities are required by the Town for other purposes.

- j. Certain governmental agencies and governmental sponsored organizations shall be exempt from Facility Use Fees when requesting use of Town facilities for official meetings to conduct public business, providing that the space is available as requested. The list of exempt organizations is attached to this Policy as Appendix C, and may be modified only by the Commission.

**9. Use of Town Equipment Off-Site**

- a. The Town makes certain equipment available for rental and use off site. Deposits will only be refunded if the equipment is returned clean, on-time and undamaged. If the cost of repairs, replacement and/or clean-up exceeds the deposit amount, the user will be billed for the difference. Fees and deposits for equipment are listed in Appendix B, subject to availability.

**10. Alcohol Use in Public Facilities**

- a. The sale or use of alcoholic beverages at Town Parks and Facilities is not allowed without a permit issued by the Department. Permit information is available at the Department office. Permits will only be approved when the following conditions are met:
- b. The applicant shall ensure the full compliance with state and local laws regarding the consumption of alcohol during their facility use. The applicant will be held responsible for the behavior of all attendees.
- c. The applicant shall provide the Town with a liquor liability insurance policy endorsement in the amount of \$1,000,000 naming the Town, its officers, employees, agents and volunteers as additional insured for the date(s) of facility use. Proof of such insurance shall be on file in the Community Services Office at least seven days prior to the event.
- d. Any caterers or other concerns engaged in the sale of alcoholic beverages in or on Town Facilities shall provide the Town with a liquor liability insurance policy endorsement in the amount of \$1,000,000 naming the Town, its officers, employees agents and volunteers as additional insured for the date(s) of facility use. Proof of such insurance shall be on file in the Community Services Office at least seven days prior to the event.
- e. The applicant is required to provide a \$1,000 security deposit, refundable if the facility is left on time, clean and without damage. Actual costs for additional time, additional maintenance requirement, or damage will be deducted from the deposit. If the cost of repairs and/or clean-up exceeds the deposit amount, the user will be billed for the difference. Personal checks are not accepted for deposits.

- f. The applicant shall provide proof of compliance with insurance and security requirements at least seven days prior to the event.
- g. Whenever alcohol will be served or sold at the event, the applicant will be required to contract with the San Bernardino County Sheriff's Department or other approved security company for event security. The Director will confer with the Sheriff's Office to determine the specific security requirement for each event, but generally two officers will be required. Proof of the contract for security must be on file in the Community Services Department Office at least fourteen days prior to the event.

#### **11. Security Requirement**

- a. At times the Director or Commission deem appropriate, the applicant will be required to contract with the San Bernardino County Sheriff's Department or other approved security company for event security. The Director will confer with the Sheriff's Office to determine the specific security requirement for each event, but generally two officers will be required. Proof of the contract for security must be on file in the Community Services Department Office at least fourteen days prior to the event.

#### **12. Insurance Requirements**

- a. For one-time events (weddings, parties, large meetings, concerts, etc.), the Town requires that the applicant provide a certificate of insurance (from an insurance company admitted in California and rated "BBB" or better) in the minimum amount of \$1,000,000, or in a greater amount as determined by the Director, with an endorsement naming the Town, its officers, employees, agents and volunteers as additional insured.
- b. Organizations and agencies requesting reserved use of Town Facilities may be required to provide a certificate of insurance (from an insurance company admitted in California and rated "BBB" or better) in the minimum amount of \$1,000,000, or in a greater amount as determined by the Director, with an endorsement naming the Town, its officers, employees agents and volunteers as additional insured.
- c. All required insurance policies and endorsements are to be primary and non-contributory with any insurance or self insurance programs carried or administered by the Town.
- d. To assist user groups in compliance with the insurance requirements, the Town of Yucca Valley makes coverage available through Alliant Insurance Services.

## APPENDIX A

### Facility Use Fee Schedule (fee revision effective March 18, 2014)

<b>Small Rooms (Mesquite, Cholla, Joshua Tree, Ocotillo) 2 hr min</b>			
	Weekdays	Weekends	Holidays
Local resident or activities where no fees are charged	\$15 / hr	\$25 / hr	\$35 / hr
Non-resident, commercial group, or activity where fees are charged	\$25 / hr	\$45 / hr	\$65 / hr
<b>Large Rooms (Senior Center, Yucca Room) 2 hr min</b>			
	Weekdays	Weekends	Holidays
Local resident or activities where no fees are charged	\$25 / hr	\$45 / hr	\$65 / hr
Non-resident, commercial group, or activity where fees are charged	\$45 / hr	\$65 / hr	\$95 / hr
<b>Community Rooms (Jacobs Park, Machris Park) 2 hr min</b>			
	Weekdays	Weekends	Holidays
Local resident or activities where no fees are charged	\$15 / hr	\$25 / hr	\$35 / hr
Non-resident, commercial group, or activity where fees are charged	\$25 / hr	\$45 / hr	\$65 / hr
<b>Soccer Fields, Softball Fields – 2 hr min</b>			
Reserved use without lights	\$10 / hr (\$20/hr non-resident)		
Reserved use with lights	\$20 / hr (\$30/hr non-resident)		
<b>Concession Facilities</b>			
Machris Park Snack Bar	\$10 / day (\$20/day non-resident)		
Community Center Snack Bar	\$10 / day (\$20/day non-resident)		
Vendor fee Town events (concerts, etc.)	\$50 per day upon approval		
<b>Other Facilities</b>			
Community Center Courtyard	\$45 (\$55 nr) per hour		
YVHS Swimming Pool (2 hr min)	\$40 (\$50 nr) per hour		
Parking Lots	\$1 per space per day (20 space min.)		
<b>Miscellaneous facility charges</b>			
Kitchen Charge	\$30 (\$40 nr) + \$100 deposit		
Kitchen Only	\$30 (\$40 nr) per hour + \$100 deposit		
Electricity	\$25 (\$35 nr) flat fee (up to 4 hours)		
Tennis Court Key	\$5 annually – 3 year term		
Other Unlisted Facilities	TBD by Director and/or Commission		

## APPENDIX B

### Equipment Available for Off-site Rental (revised fees effective March 18, 2014)

	Daily Rental	Deposit
Mobile Band Stage	\$500	\$1,000
Tables	\$8	\$100 per 5 tables
Chairs	\$1.00	\$100 per 25 chairs
Hot dog cooker	\$25	\$100
Field chalker	\$10	\$100
Coffee pot, 100 cup	\$10	\$100



## APPENDIX C

The following governmental agencies and government sponsored organizations shall be exempt from Facility Use Fees when requesting use of Town Facilities for official meetings to conduct public business, providing that the space is available as requested.

California Highway Patrol  
Citizens on Patrol – Yucca Valley  
City of Twentynine Palms  
Community Emergency Response Team (CERT)  
Hi Desert Water District  
League of California Cities  
Mojave Water Agency  
Morongo Basin Transit Authority  
San Bernardino Associated Governments (SANBAG)  
San Bernardino County Fire Department  
San Bernardino County Food Distribution Program  
San Bernardino County – meetings  
San Bernardino County Registrar of Voters  
San Bernardino County Sheriff's Department  
San Bernardino County Superior Court  
YV Youth Accountability Board  
Yucca Valley Branch Library  
Yucca Valley Chamber of Commerce

**PARKS, RECREATION, CULTURAL COMMISSION STAFF REPORT**

**To:** Members of the Parks, Recreation, Cultural Commission  
**From:** Stefanie Ritter, Museum Program Supervisor  
**Date:** October 8, 2014  
**For Commission Meeting:** October 14, 2014

**Subject:** Hi-Desert Nature Museum 2014 – 2016 Draft Strategic Plan

**Prior Commission Review:** None.

**Recommendation:** Receive and file the Hi Desert Nature Museum’s draft strategic plan, and review for future comment at the December Commission meeting.

**Summary:** Staff recently completed the Hi-Desert Nature Museum’s 2014 – 2016 Draft Strategic Plan covering activities, programs, events, exhibits and improvements. The report will be submitted to the Parks, Recreation and Cultural Commission during the October 14, 2014 meeting, with review and comments sought for inclusion in the final review scheduled for December 2014.

**Order of Procedure:**


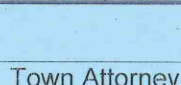
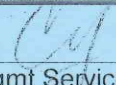

- Request Staff Report
- Request Public Comment
- Commission Questions
- Motion/Second
- Discussion on Motion
- Call the Question

**Discussion:**

Hi-Desert Nature Museum staff recently prepared the organization’s two year draft strategic plan for 2014 – 2016 which provides an overview of the activities, programs and updates planned for the next two years. The last strategic plan was completed in 2008 and was laid out for a four year timeframe. Since that time, the museum has undergone significant change.

The new strategic plan is structured to lay out programs and events that will be conducted within the next two years as well as addressing some necessary updates in the exhibits and facilities. The museum’s goal is to offer high quality programs, exhibits and events, and to align those activities with the resources allocated to the operation.

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Reviewed By:	 Town Manager	 Town Attorney	 Mgmt Services	 Dept Head
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<input checked="" type="checkbox"/> Department Report	<input type="checkbox"/> Ordinance Action	<input type="checkbox"/> Resolution Action	<input type="checkbox"/> Public Hearing
<input type="checkbox"/> Consent	<input type="checkbox"/> Minute Action	<input checked="" type="checkbox"/> Receive and File	<input type="checkbox"/> Study Session

### Plan Highlights

With the recent addition of the museum registrar, one of the main focuses will be museum collections. Projected activities are as follows:

- Regular maintenance of exhibit displays.
- Regular environmental, pest, and security monitoring of galleries and collections storage.
- A wall-to-wall inventory of the permanent collections.
- Artifact research and cataloging.

The permanent exhibit galleries have remained unchanged for a number of years and some of the proposed improvements are:

- Replacement of outdated lighting fixtures.
- Refurbishment of certain display cases.
- Assuring exhibits conformity with museum mission statement.
- Changes to the lay-out in exhibit room 3.

### Long-term Plan Challenges

One of the on-going goals is to maximize accessibility to the public. This cannot be achieved with the current level of resources. The proposed part-time position of a Museum Aide would allow the museum to be open one additional day per week, increasing museum access from three to four days per week. These needs will be part of the on-going dialog in the broader scope of Community Services Department service delivery, and the Museum's ability to increase economic and strategic partnerships.

### Next Steps

A copy of the strategic plan will be provided to each commissioner at the October 14, 2014 PRCC meeting. Staff is requesting that the Commission review the plan and identify questions, comments or suggestions that staff might be able to incorporate into the final plan draft scheduled for adoption in December 2014. The Commission can forward any such input to the Museum or Community Services staff. Any changes will then be incorporated into a redline version of the plan presented to the Commission for final adoption.

**Alternatives:** None recommended.

**Fiscal Impact:** None at this time.

**Attachments:** Hi Desert Nature Museum Draft Strategic Plan

**DRAFT**

# HI-DESERT NATURE MUSEUM STRAATEGIC PLAN

## 2014-2016

Hi-Desert Nature Museum  
57116 Twentynine Palms Highway  
Yucca Valley, CA 92284  
(760) 369-7212  
[www.hidesertnaturemuseum.org](http://www.hidesertnaturemuseum.org)

Museum Program Supervisor Stefanie Ritter  
Museum Registrar and Exhibit Coordinator Vanessa Cantu

## Civic Institutions

Museums, in the extraordinary variety of communities across the country that have created and cherished them, have a deeply rooted community connection that is uniquely its own.

- Americans from all income and education ranges visit museums. There are 2.3 million museum visits per day, adding up to 600 million visits per year to American museums.
- There are more than 17,500 museums in the United States and 9 out of 10 counties in America have at least one museum—75% of them considered to be small and 43% located in rural areas.
- More than one-third (35%) of museums are free to the public, and of those museums that do charge, 98% offer special discounts and nearly 62% have free admission days.
- Of Americans age 18 and older, one in 480 is a museum volunteer.

## Protectors of our Artistic, Historic, Scientific and Cultural Heritage

Organized as public trusts, American museums are grounded in the tradition of public service and hold their collections and information as a benefit for those they were established to serve.

- Museums care for more than 750 million objects and living specimens.
- 93% of all museums have permanent collections.
- In a recent survey, after their families, Americans rank authentic artifacts in history museums and historic sites most significant in creating a strong connection to the past.





## MUSEUMS WORKING IN THE PUBLIC INTEREST

Public education, in its broadest sense, is best served not only by our schools and libraries, but also by museums. As community centers, they offer people of all ages and future generations access to our nation's cultural and natural heritage. Their special role in public education is centered on the capacity of museums to provide the public an interactive, object based place to better understand its community, its nation, and its world. From art museums to zoos, museums are gathering places for people to meet and spend time with families and friends.

The public benefits from the many services a museum provides to its community.

### Centers of Learning

The educational role of museums is at the core of their service to the public. People of all ages and backgrounds come to learn from the collections, exhibits and programs created by museums through their research and scholarship.

- A recent national survey indicates that Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information.
- Museums provide more than 18 million instructional hours for educational programs such as professional development for teachers, guided field trips, staff visits to schools, and traveling exhibits in schools.
- Nearly 11,000 American museums provide K-12 educational programming. Most museums offering educational programs in math, science, art, and history use local and state curriculum standards to shape their educational programs. Almost 9 out of 10 Americans (87%) find museums to be the most trustworthy or a trustworthy source of information among a wide range of choices, including 38% who see museums as one of the most trusted sources.



## Key Partner in Travel and Tourism

Museums provide a common experience that families share across generations and create memories. They are national treasures that allow grandparents, parents and children together to see history come alive, make a scientific discovery, or wonder at a work of art.

- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips.
- Museums rank in the top three family vacation destinations.
- One-third of Americans say they have visited an art museum, a history museum, an aquarium, zoo, botanical garden, or science and technology center within the past six months.

*Statistics provided by the American Alliance of Museums, Washington, DC*



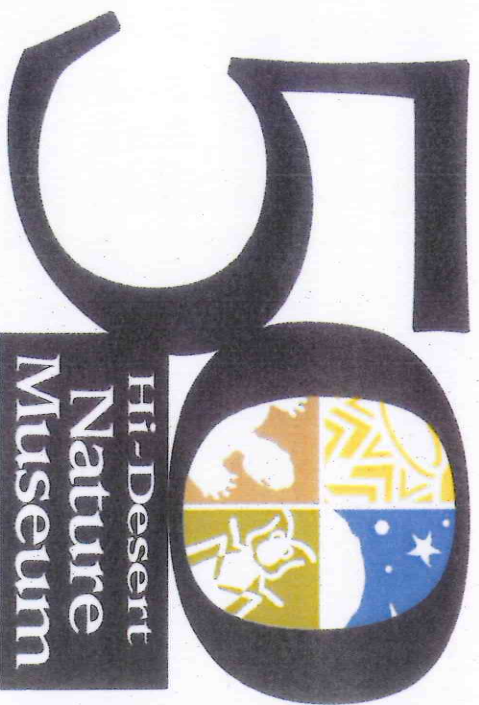


## OVERVIEW OF THE HI-DESERT NATURE MUSEUM

For 50 years the Hi-Desert Nature Museum has been dedicated to helping the citizens of the Morongo Basin and High Desert discover “with new eyes” the rich cultural heritage and natural history of this area. Generations of students, and museum visitors have relied on the museum to inform, inspire, interpret, and entertain. As the Hi-Desert Nature Museum looks to the future, it aspires to create an ever more inviting community gathering place to nurture life-long learning and reflection.

The Hi-Desert Nature Museum was founded in 1964 by Evelyn Conklin, her father, Percy Conklin, Camilla Hudson, a long-time resident, and Jerry Moore, Community Services Director of the Parks and Recreation District. With the incorporation of the Town of Yucca Valley in 1991, the museum became a division of the Community Services Department. The museum has always been a family-oriented facility whose original purpose was to display and educate residents and visitors about the desert environment. The original collections consisted primarily of gifts from the community-at-large.

The Hi-Desert Nature Museum holds collections that represent parts of the earth’s history and the art, culture and natural science of the Morongo Basin and High Desert. With its long and distinguished record of service to the community, the museum is poised to expand on its educational mandate and reach new levels of achievement. Through its public programs, the Hi-Desert Nature Museum seeks to bring the diversity of natural, artistic, and cultural history to life in relevant, dynamic, and engaging ways. The museum strives to make people stop and think. These goals can be better achieved with further facility development and additions to its staff.



## **MISSION STATEMENT**

The Hi-Desert Nature Museum is dedicated to the process of education by exploring the natural, artistic, and cultural heritage of the Morongo Basin and High Desert. The Museum seeks to inspire wonder, discovery, understanding, and responsibility in its community and visitors through exhibitions, programs and collections in the arts, history, and natural sciences.

## **VISION STATEMENT**

- To support and advance the museum's mission, the Hi-Desert Nature Museum will provide an educational and cultural center for residents and visitors to explore the unique and diverse natural, cultural, and artistic world of the Morongo Basin and the High Desert region of California. The Museum is dedicated to public service and shares a commitment to provide services and opportunities to its constituents.
- Collect, study, and interpret the region's natural, cultural, and artistic heritage.
- Preserve the museum's collections in trust for future generations.
- Engage a diverse audience and inspire inquiry through the development of relevant educational programs.
- Foster an understanding, appreciation, and stewardship of the area's environment and natural resources.
- Celebrate the Morongo Basin's native peoples and cultures.
- Provide an historic context for understanding how conditions and decisions of the past impact the region today and shape its future.
- Promote regional arts and artists through the display of art exhibitions that enrich the quality of life for residents and visitors of the Morongo Basin, and provide art education for children and adults.
- Face the challenges of the future by promoting knowledge and understanding of our ever changing world.
- Promote collaboration and partnerships with the community, affiliates, and educational institutions.
- Provide an educational environment that stimulates life-long learning.

## **CORE VALUES**

Core values drive an institution's strategy and decisions and contribute in a definitive manner to its success. The very culture of the organization is determined by its values and philosophy. These values are the ideals and inspiration that guide the decisions and actions taken by the Hi-Desert Nature Museum as an institution and by its individual employees.

### **Respect and Inclusiveness**

Fostering trust, collaboration, appreciation, diversity

### **Leadership and Excellence**

Promoting integrity, initiative, high standards, self-motivation

### **Scholarship and Professionalism**

Encouraging creativity, inquiry, analysis, documentation, communication, and upholding ethical standards and museum principles

### **Commitment and Responsibility**

Encouraging legal, ethical and fiscal responsibility, stewardship, accountability, institutional continuity

### **Accessibility and Responsiveness**

Furthering service, sharing resources, flexibility

### **Knowledge and Life-Long Learning**

Promoting curiosity, discovery, teaching

## SINCE THE LAST STRATEGIC PLAN

The last strategic plan for the Hi-Desert Nature Museum was completed in 2008. It laid out the museum's goals in six phases, to be completed by 2012. Based on the Parks & Recreation Master Plan Update from 2008, the strategic plan was directed towards the expansion of the museum's programming as well as the size of the facility.

Reviewing the objectives set in the previous strategic plan, the staff had accomplished or was in the process of accomplishing the defined goals. The 2008 recession forced the Town of Yucca Valley to redirect its focus. Because of funding reductions, some of the museum's accomplishments were negated, and it was forced to backtrack on its progress.

In times of financial crisis, cutting staff is one of the ways to save money. With reductions in Town staffing, museum staff had to take on duties outside museum functions, such as running the Youth Commission, producing the Recreation Guide, and assisting in general town planning procedures. Between 2010 and 2013 the museum lost 2.75 FTEs, a Registrar and a Museum Assistant, who also managed the gift shop, as well as a Museum Supervisor.

The elimination of the Registrar position in 2010 stopped all work on a collections inventory, as well as collections and exhibit maintenance. The Museum Assistant position was eliminated in April 2013. Consequently, the museum was forced to eliminate its gift-shop. Though not adding major funds, the gift-shop was very popular with visitors.

The Museum Supervisor took an early retirement offer and left the museum in May 2013. With that, the museum was left with 1.5 FTEs. Open hours were reduced from five days per week to three days per week, and programming had to be adjusted accordingly. The Starry Nights Festival was cancelled along with one Family Fun Day and all off-site educational services. The popular lecture series was shortened.

Recently, the museum was able to recover the full-time Registrar and Exhibit Coordinator position.



# FUNDING

The museum is anticipating to accomplish as many of the set objectives as possible on the two year budget set by the town council. The museum does not plan on adding any major fundraising events. The only event already planned is the Yucca Valley's Got Talent Variety Show on January 31, 2015. Grant-writing is not feasible with the very limited staff available at this point.

# MEMBERSHIP

Since the dissolution of the Hi-Desert Nature Museum Association the Hi-Desert Nature Museum itself offers a membership program. The program was developed offering membership benefits that included discounts in the museum gift shop, as well as special member programs.

The visitors are very supportive of the museum and like to show their support in purchasing a membership. Since most of the original benefits can not be offered any longer the museum will have to rethink its membership benefits to make it attractive again for visitors to join the museum.



## Goal

Update the Museum Membership Program and gain more Members

## Strategies

- Identify membership benefits for Hi-Desert Nature Museum members.
- Research and evaluate successful membership programs from other museums.

## Key Performance Indicators

- Have a successful membership program in place.
- Increase membership by 20%.

## Facility and Exhibit Spaces

The museum started in an 800 square foot building in a local park. In 1973, it moved to its present location in the Yucca Valley Community Center Complex. In 1989, an expansion was added to house taxidermy specimens in diorama settings. The museum is currently housed in a 5,300 square foot, one-story, reinforced concrete block and masonry building (see the museum floor plan in the following page). The physical size of the museum limits its ability to display collections and conduct educational programs. An expansion plan for the museum is needed to enable the museum to continue to provide high-quality services to its visitors. However, due to financial restraints, an expansion is not feasible at this point.

In accordance with its previous strategic plan, the museum has been working on updating exhibit spaces and exhibit cases. In 2010, three custom museum quality exhibit cases were purchased and installed in Room 3, which now houses the museum's Native American collection. Some of the older exhibit cases were refurbished and painted to match the new vitrines. The gallery space in Room 1 had exhibit panels installed that expand the hanging space, making the installation of temporary exhibits much easier. Track lighting was installed, as well. The Kids Corner was repainted with nature murals on its walls to make it look more inviting for children.

Still, some of the museum's interior is unaltered and appears dated. The exhibit cases that house the museum's popular Gem & Mineral Collection are at least 30 years old and even though the exhibit has been updated, the exhibit cases need to be restored to comply with today's collection standards. The 1989 expansion, Room 3, still has the original light fixtures as well as the built in dioramas. Even the Kids Corner could profit from some upgrades in furniture and new educational toys and interactive features.

### Goal

**Update exhibit spaces, Kids Corner, and display cases.**

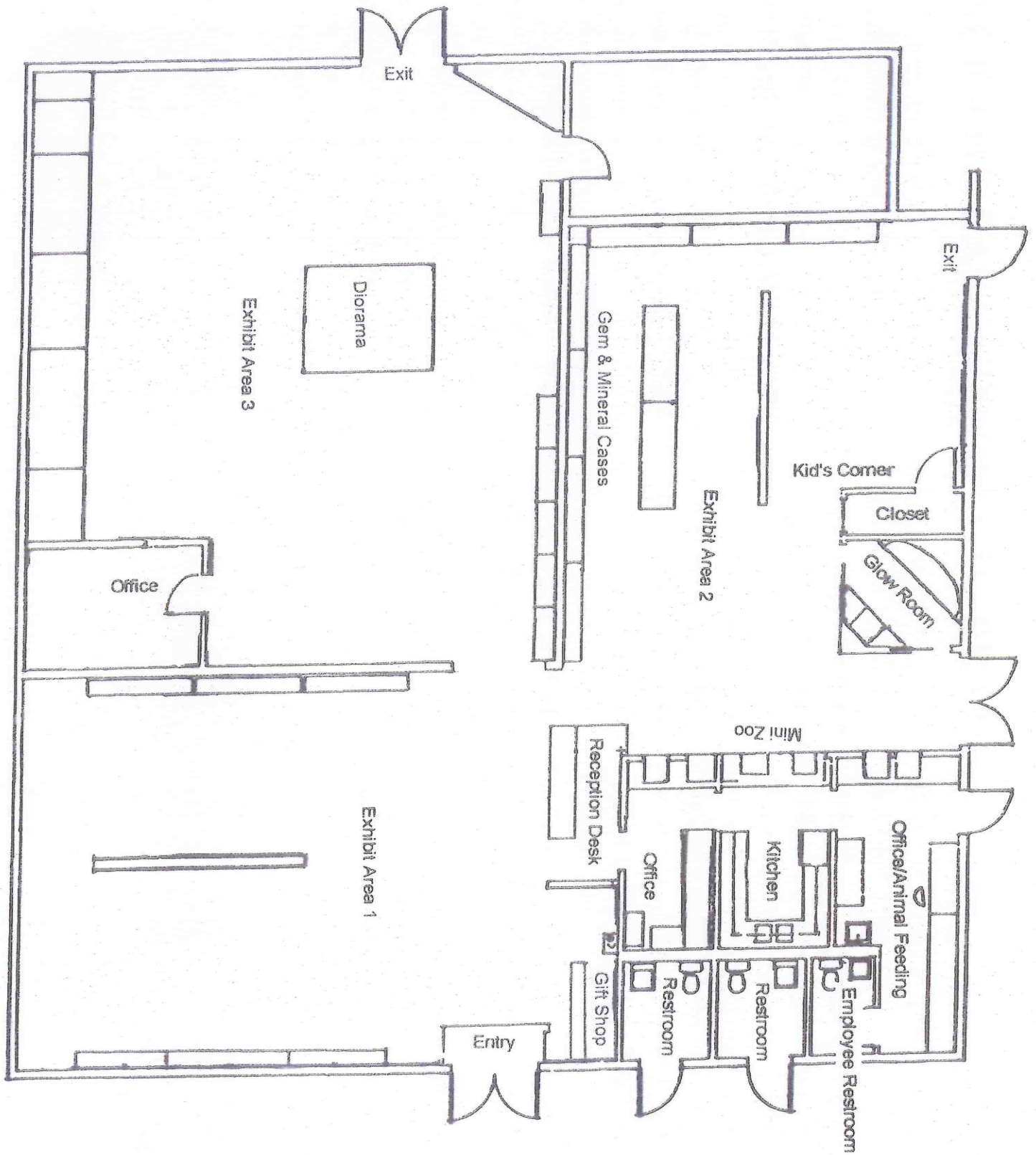
### Strategies

- Titivate Room 3 to achieve a professional museum exhibit and program space.
- Research and evaluate lighting options for Rooms 2 and 3.
- Investigate the possibility of updating the Gem & Mineral cases without having to replace them.
- Explore options for updating the Kids Corner with furniture and educational toys.

### Key Performance Indicators

- Exhibit spaces are appropriately lit and inviting.
- Exhibit cases are refurbished and conform to present museum standards.
- Kids Corner presents an appealing space providing educational opportunities for children.





Existing Hi-Desert Nature Museum Floor Plan Layout

# Educational Programs

The public face of the Hi-Desert Nature Museum is perhaps nowhere better seen than in its education programs. These programs serve schools and other groups that visit the museum.

## On-Site Educational Programs

With careful scheduling the museum can maintain its mandate to be available for school groups that visit the museum for educational programs.

## Off-Site Education Services

Off-site education services will be suspended until the museum is able to increase its staffing levels.

## Goal

Maintain and possibly improve the Hi-Desert Nature Museum's education programs for visitors of all ages and for schools throughout the region.

## Strategies

- Maintain a wide variety of on-site education program offerings for youth and adults.
- Formalize evaluation process.
- Open the museum for school fieldtrips on days the museum is closed to the public.

## Key Performance Indicators

- Conduct at least one educational Youth Program per month.
- Present one Brown Bag Lunch Lecture per month.
- Have a consistent offering for school fieldtrips.

## Long Range Goals (2016 - 2019)

- Expand the depth and reach of Hi-Desert Nature Museum education programs for visitors of all ages and for schools throughout the region.
- Create a new full-time Youth Program Coordinator and Museum Educator position to support the museum's education mandate as well as coordinate Youth Programs in the Recreation Department.
- Expand on-site education program offerings to reach new and underserved markets with afternoon tours, preschool and after-school programs, teacher training opportunities, and summer programs.
- Increase marketing efforts to promote education programs.
- Collaborate with teachers to develop partnership programs that support statewide learning requirements and specific school district curriculum.
- Formalize evaluation and the use of educational assessment tools.
- Develop K-12 Traveling Study Collections.



## Public Programs

While the Hi-Desert Nature Museum has no shortage of ideas and contacts for interesting and relevant public programs, it currently lacks both space and staff to produce them and a marketing budget for promotion. The most effective strategy to encourage public attendance will be to focus on high-draw family programs, such as Earth Day, which draws approximately 4,000 people to the museum every April. According with the goals set in the previous strategic plan the museum developed themed Family Fun Days, the first of which was launched in 2009. These biannual Family Fun Days proved extremely successful with an average attendance of 600 visitors. The museum also expanded the yearly Halloween Spooktacular to become a big family event with an average attendance of 400 visitors.

Due to reduced staffing levels, the museum cancelled its long standing Starry Nights Festival after 16 years as well as one Family Fun Day.



### Goal

**Maintain a manageable number of public programs to serve regional residents and visitors with timely and relevant programs.**

### Strategies

- Increase the activities during Family Fun Day and Halloween Spooktacular with the aid of the Recreation Department.
- Keep the Earth Day Conservation Fair relevant by attracting new organizations and vendors.

### Key Performance Indicators

- Present two major-draw family programs annually.
- Earth Day Conservation Fair scheduled.





# Collections

The Hi-Desert Nature Museum's collections play an integral role in how the museum educates visitors about the natural, artistic, historical, and cultural heritage of the Morongo Basin and High Desert. The museum's collections can provide study specimens for researchers, and are the foundation for public programs, including exhibits, K-12 education, and many life-long learning opportunities. Due to the valuable nature of these collections, there is both a lawful and an ethical obligation to maintain objects within the public trust. Management of the collections is an inclusive process that ensures all objects placed under the museum's custody are documented and cared for in such a way that makes them suitable and available for use in exhibits and programming.

Following the elimination of the Registrar position in 2010, and the retiring of the Museum Supervisor in 2013, the museum lost adequate means (budgetary and staffing) to properly manage and care for its collections. All collections-oriented projects previously initiated to maintain both intellectual and physical control of objects within the collections came to an abrupt halt, leaving collections matters in a state of disarray. In effect, the museum lost full intellectual access to its collections.

The museum recovered the full-time Registrar position in July 2014 for the purpose of reestablishing collections as a means of fulfilling the museum's mission. Therefore, in moving forward with this two year plan, the museum will focus on restoring functionality of their registration and collections management activities in order to increase accessibility to collections.

## Goal

**Regain both intellectual and physical control of objects within the museum's custody to increase public, community, and research access.**

## Strategies

- Stabilize objects on exhibit and in storage through established preventive care and regulatory monitoring systems.
- Perform a baseline inventory of collections in order to document the location and assess the condition of every object currently in the museum's custody.
- Begin cataloging permanent objects, detailing object provenance, physical description, and including a photograph.
- Identify and prepare objects that no longer fit the museum's mission for deaccession.

## Key Performance Indicators

- The registrar has incorporated integrated pest management and environmental monitoring systems.
- Every object on exhibit and in collections storage has been inventoried within two years.
- Object records in PastPerfect have been updated and/or created to reflect inventory results.
- 30% of permanent collections objects have been cataloged in PastPerfect.
- Deaccessioned objects have been transferred to reputable organizations.



# Exhibits

Through permanent and temporary exhibitions, the Hi-Desert Nature Museum has the ability to make artifact-based learning accessible to thousands of visitors each year. In the past, the museum has successfully utilized exhibitions as a means to provide natural science education, share local history, highlight talented regional artists, and interpret the museum's collections to the general public. In the present, the museum struggles to conform to certain aesthetic and environmental standards, limiting the museum's ability to accommodate the types of displays and exhibitions that audiences have come to expect and appreciate in modern museums. Making certain modifications to improve the environmental conditions, security, structure, and layout of the museum's exhibition spaces will open up exhibition and interpretive opportunities, and provide a more conducive learning environment.

## Temporary Exhibits

Prior to 2013, museum staff were often tasked with curating and fabricating temporary exhibits. Presently, the museum does not employ the staffing required to develop exhibits. The alternative to creating exhibits in-house is to rent traveling exhibits from other museums and/or exhibit rental companies. In May 2014, the museum hosted a dinosaur exhibit titled *Hatching the Past*, costing roughly \$7,000 for a four month rental period. The exhibition received outstanding reviews from museum visitors and, during its time at the museum, visitorship increased nearly 12% (in comparison to 2013's June to September attendance roster). The success of the *Hatching the Past* exhibition demonstrates the museum's ability to attract larger audiences through high-profile temporary exhibits. However, with renting such exhibits come certain stipulations. Many rental companies and organizations require exhibit renters to demonstrate varying levels of environmental standards and security in order to host exhibitions. The Hi-Desert Nature Museum currently rates at the lowest bracket of these standards, which impedes its selection for rental exhibits that may be of interest to Morongo Basin residents and visitors.



## Permanent Exhibitions

The Hi-Desert Nature Museum cares for and manages more than 3,000 objects, representing the history, art, culture and natural science of the Morongo Basin and Mojave Desert. As part of its overall mission to educate visitors about the area, the museum is determined to provide continued public access to these objects through their display and interpretation. Yet, with the rapidly changing standards of museum exhibition, and with roughly two thirds of its collections on display, the museum finds itself at an important crossroads. The museum's current method of display is outdated in comparison to modern standards and is in need of some modifications. The museum cannot accommodate a full renovation of its exhibition spaces at this time. However, it can make minor to moderate updates in order to restore and revitalize its permanent display spaces to produce engaging exhibitions for its visitors while maintaining stable environments for its collections.

# Exhibits continued...

## Goal

Adjust to present museum standards in order to present engaging and informative temporary and permanent exhibitions.

## Strategies

- Remove objects from displays that are no longer appropriate to the museum's mission.
- Establish themes in exhibition spaces and arrange object displays accordingly.
- Establish in-gallery environmental and pest monitoring systems.
- Update lighting fixtures in exhibit Rooms 2 and 3.
- Retrofit existing exhibit and diorama cases to make them more environmentally secure for collections.
- Paint existing exhibit cases to coordinate with museum quality Native American cases.

## Key Performance Indicators

- The registrar has incorporated integrated pest management and environmental monitoring systems, and scheduled routine object and exhibit maintenance.
- Permanent galleries are updated within two years.
- All exhibit cases have been retrofitted to meet environmental standards within two years.
- The museum has been able to secure more high-profiled rental exhibitions.
- The museum has received positive feedback.
- Visitorship has increased by 15%.



# Museum Accessibility

## History

Since the Town of Yucca Valley incorporated and assumed responsibility for the Hi-Desert Nature Museum in 1991, the museum has undergone several changes.

Traditionally the museum was open to the public six days per week and staff were on site seven days per week. After the 2010 staff reduction the museum had to reduce hours to five days per week and staff were on site six days per week. As of June 2013, with the loss of two more staff, the museum was forced to reduce hours even further to three days per week. Yet the public's demand for museum access has not diminished.

A 2011 study by the AAM (American Alliance of Museums) showed that during the recession the attendance in museums was actually increasing, due to the fact that people tend to stay closer to home and take advantage of the parks and museums nearby.

The Hi-Desert Nature Museum could see an increase in visitation in the years of the recession. This is reflected in the annual visitation increase by 44% between 2006 and 2009. This shows that in this community the museum has an important function for families and seniors. The museum has been an institution in Yucca Valley for 50 years, and for generations of children it has been part of their childhood and their first exposure to the world of museums. Every time the museum limited access the public has been very upset.

Considering the financial difficulties the town has been facing, the limitation of staff was unavoidable and limiting hours was a logical step. Anticipating a healing economy, the hope is to revive the museum and make it again the community highlight. One step towards this goal is to have the museum open at least one additional day per week. To be able to accomplish this at least one part-time position is necessary.

## Goal

Strengthen the museum's staffing structure to enhance its ability to address the demands of museum services and activities and add one more day of public admittance.

## Strategies

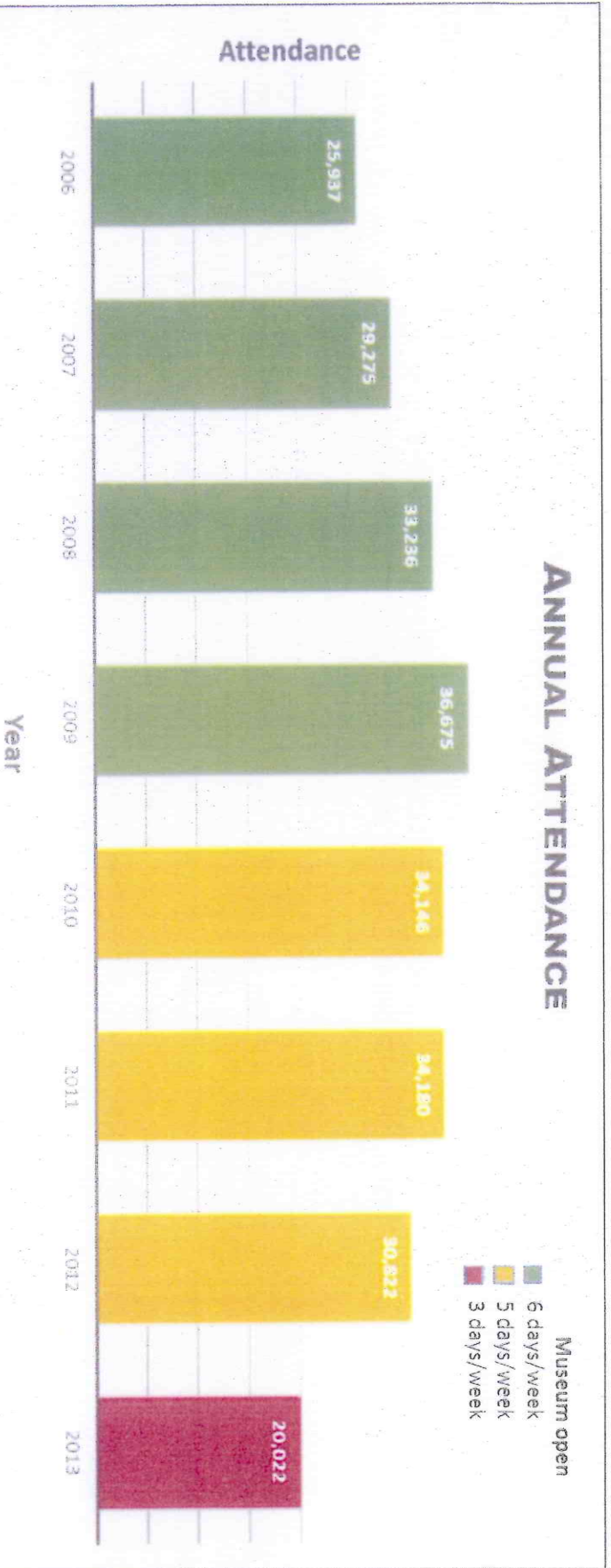
- Create a new 20-hour part-time Museum Aide position with focus on visitor services.
- Continue the internship program with Copper Mountain College.
- Expand the volunteer base of the museum.

## Key Performance Indicators

- Part-time Museum Aide position created and hiring completed.
- Intern trained and program established.
- Increase in dedicated volunteer staff.



## ANNUAL ATTENDANCE



### 2009 MUSEUM SERVICES

- **Museum open 6 days per week with 3.75 FTE.**
- **Public Programs**, including Earth Day, Starry Nights Festival, Halloween Spooktacular and two Family Fun Days.
- **On-Site Educational Programs**, including school field trips, Art & Science Tuesdays, Winter Lecture Series, Brown Bag Lunch Lecture Series, movie night at the museum, and seasonal crafts.
- **Off-site Educational Programs** at schools, nature preserves and community clubs.

VS.

### 2013 MUSEUM SERVICES

- **Museum open 3 days per week 1.5 FTE (as of May 2013).**
- **Public Programs**, including Earth Day, Halloween Spooktacular, and one Family Fun Day.
- **On-Site Educational Programs**, including Winter Lecture Series, Science Saturdays, Art & Culture Wednesdays, and seasonal crafts.