

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
April 8, 2016 Maureen Neely
Date Signature

TOWN OF YUCCA VALLEY PARKS, RECREATION & CULTURAL COMMISSION

TUESDAY, APRIL 12, 2016
4:30 PM
JOSHUA TREE ROOM
YUCCA VALLEY COMMUNITY CENTER COMPLEX
57090 TWENTYNINE PALMS HIGHWAY
YUCCA VALLEY, CALIFORNIA 92284

PARKS, RECREATION & CULTURAL COMMISSION

Eric Quander, Commissioner

Andrea Riesgo, Commissioner

Laurine Silver, Commissioner

Ed Keesling, Vice Chair

Randy Eigner, Chair

Curtis Yakimow, Town Manager

Susan Earnest, Community Services Manager

Maureen S. Neely, Secretary

COMMUNITY SERVICES OFFICE 760-369-7211
www.yucca-valley.org

AGENDA

**TOWN OF YUCCA VALLEY
PARKS, RECREATION & CULTURAL COMMISSION
TUESDAY, APRIL 12, 2016**

*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

NEW COMMISSIONER OATH OF OFFICE

ROLL CALL: Commissioner Quander, Commissioner Riesgo, Commissioner Silver, Vice Chair Keesling, Chair Eigner.

PLEDGE OF ALLEGIANCE

Led by _____

APPROVAL OF AGENDA

Parks, Recreation & Cultural Commission Agenda

Recommendation: Move to approve the agenda of the April 12, 2016 Parks, Recreation & Cultural Commission meeting.

Action Motion _____
Move _____ 2nd _____ Roll Call Vote _____

All items listed on the consent calendar are considered to be routine matters or are considered formal documents covering previous Parks, Recreation and Cultural Commission instruction. The items listed on the consent calendar may be enacted in 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. Public requests to comment on consent calendar items should be filed with the Commission Secretary before the consent calendar is called.

**AGENDA
TOWN OF YUCCA VALLEY
PARKS, RECREATION & CULTURAL COMMISSION
TUESDAY, APRIL 12, 2016**

CONSENT AGENDA

- 1-3 **1.** Minutes of the Parks, Recreation & Cultural Commission meeting of March 8, 2016.

Recommendation: Move to approve minutes as presented.

- 4-10 **2.** Recreation Report

Recommendation: Move to receive and file the Recreation Monthly Report for November, December 2015 and January, February, March 2016.

Recommendation: Approve Consent Agenda (items 1-2)

Action Motion _____
Move _____ 2nd _____ Roll Call Vote _____

DEPARTMENT REPORTS

- 11-28 **3.** Hi-Desert Nature Museum 2016 – 2020 Draft Strategic Plan - Revised

Recommendation: Approve the Hi Desert Nature Museum’s draft strategic plan, and direct staff to forward the recommendation to the Town Council.

Action Motion _____
Move _____ 2nd _____ Roll Call Vote _____

- 29-30 **4.** Youth Commission Update

Recommendation: Receive and file the Youth Commission report for April 2016.

Action Motion _____
Move _____ 2nd _____ Roll Call Vote _____

**AGENDA
TOWN OF YUCCA VALLEY
PARKS, RECREATION & CULTURAL COMMISSION
TUESDAY, APRIL 12, 2016**

FUTURE AGENDA ITEMS

Park Renaming Review
Lighting at parks
Recreation Center multipurpose building

PUBLIC COMMENTS

In order to assist in the orderly and timely conduct of the meeting, the Parks, Recreation and Cultural Commission takes this time to consider your comments on items of concern which are not on the agenda. When you are called to speak, please state your name and community of residence. Please limit your comments to three (3) minutes or less. Inappropriate behavior which disrupts, disturbs or otherwise impedes the orderly conduct of the meeting will result in forfeiture of your public comment privileges. The Parks, Recreation and Cultural Commission is prohibited by State law from taking action or discussing items not included on the printed agenda.

STAFF REPORTS AND COMMENTS

COMMISSIONER REPORTS AND COMMENTS

5. Commissioner Quander
6. Commissioner Riesgo
7. Commissioner Silver
8. Vice Chair Keesling
9. Chair Eigner

ANNOUNCEMENTS

The next meeting of the Parks, Recreation and Cultural Commission is scheduled for May 10, 2016 at 4:30pm in the Joshua Tree Room of the Yucca Valley Community Center.

ADJOURNMENT

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

TUESDAY, March 8, 2016

CALL TO ORDER- by Chair Eigner at 4:30 p.m.

PLEDGE OF ALLEGIANCE- led by Town Manager Yakimow

ROLL CALL- Commissioners present: Commissioners Keesling, Quander, Silver and Chair Eigner.

APPROVAL OF AGENDA

Action: **Move to approve the agenda of the February 9, 2016 Parks, Recreation & Cultural Commission**

Move: Silver 2nd Keesling Roll Call Vote: 4-0-0-1

CONSENT AGENDA

1. Minutes of the Parks, Recreation, and Cultural Commission meeting of February 9, 2016.

Recommendation: Move to approve the meeting minutes of February 9, 2016 as presented.

2. Museum Report

Recommendation: Move to receive and file the Hi Desert Nature Museum Monthly Report for February 2016.

Chair Eigner opened public comments on the Consent Agenda. With no members of the public wishing to speak, public comments were closed.

Action: **Approve Consent Agenda (items 2)**

Move: Quander 2nd Keesling Roll Call Vote 4-0-0-1

DEPARTMENT REPORTS

3. Town Recognition of the Star Twirlers Club

Community Services Manager Earnest presented the staff report for the proposed proclamation recognizing the Star Twirlers Dance Club.

Chair Eigner opened public comments. With no members of the public wishing to speak, public comments were closed.

Action: **Move to approve the proclamation recognizing the Star Twirlers Club and direct staff to forward to the Town Council for consideration.**

Move: Silver 2nd Quander Vote: 4-0-0-1

4. Hi-Desert Nature Museum 2016-2020 Draft Strategic Plan Review

Museum Program Supervisor Ritter presented the proposed Hi Desert Nature Museum 2016-2020 Strategic Plan, giving the Parks, Recreation, and Cultural Commission an opportunity to review and provide input.

Discussion was held and input received, including modification to layout diagrams to clearly focus priorities, and the inclusion of additional explanation on the need for signage and marketing tools.

Commissioner comments were received on the benefits of a local museum and the opportunity to collaborate with a nearby national park. Collaboration with local businesses was also discussed.

Action: **Chair Eigner moved to direct staff to incorporate the discussed changes and bring the document back to the Parks Recreation and Cultural Commission for an additional review.**

Move: Eigner 2nd Quander Vote: 4-0-0-1

FUTURE AGENDA ITEMS

Consensus was made among the Commissioners to place the following items on a future agenda:

Hi Desert Nature Museum Strategic Plan

PUBLIC COMMENTS

Chair Eigner opened public comments for items not on the agenda. With no members of the public wishing to speak, public comments were closed.

STAFF REPORTS AND COMMENTS

Community Services Manager Earnest invited the commissioners to peruse the museum building.

Town Manager Yakimow updated the commission on the status of the proposed revenue measure(s).

COMMISSIONER REPORTS AND COMMENTS

Commissioner Silver requested to have an American flag in the room during the public meeting. Silver also reported of recent community comments on the need to upgrade the skate park.

Vice Chair Keesling thanked Program Supervisor Ritter for the report on the Hi Desert Nature Museum.

ANNOUNCEMENTS

The next meeting of the Parks, Recreation and Cultural Commission is scheduled for April 12, 2016 at 4:30pm in the Joshua Tree Room of the Yucca Valley Community Center.

ADJOURNMENT

Chair Eigner adjourned the meeting at 5:45 pm.

Respectfully submitted,

Lesley Copeland
Town Clerk

PARKS, RECREATION & CULTURAL COMMISSION STAFF REPORT

To: Members of the Parks, Recreation and Cultural Commission
From: Sue Earnest, Community Services Manager
Date: April 7, 2016
For Commission Meeting: April 12, 2016

Subject: Recreation Monthly Reports for November, December 2015 and January, February, March 2016

Prior Commission Review: The Commission receives a report on monthly recreation activities and update from staff.

Recommendation: That the Commission receive and file the monthly recreation report for the months of November, December 2015 and January, February, March 2016

Order of Procedure:

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

Discussion: The Parks, Recreation & Cultural Commission is appointed by the Town Council to serve in an advisory capacity in matters pertaining to the primary activities of the Community Services Department. The attached report is intended to inform the Commissioners of recent activity in the Town's Recreation Division, and to create an opportunity for Commission questions and discussion.

Alternatives: None recommended

Attachments: Monthly Activity Reports – November, December 2015 and January, February, March 2016.

Reviewed By: _____ _____ _____ sbe
 Town Manager Town Attorney Admin Services Dept Head

_____ Department Report _____ Ordinance Action _____ Resolution Action _____ Public Hearing
 Consent _____ Minute Action Receive and File _____ Study Session

**Town of Yucca Valley
Community Services Department - Recreation Division
Monthly Report - Events & Programs - Nov 2015**

SPECIAL EVENTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Adult Excursions	18+	\$95 \$65	Dec 4 March 17	17 13	Registration underway for adult trips: Candlelight Pavilion Christmas Show St. Patricks @ Santa Anita
Santa Letters	all	none	Nov 9 - Dec 3	TBD	Letters to Santa can be dropped off in Santa's mailbox at the community center of mailed to the recreation office. Must enclose a self-addressed, stamped envelope. The "elves" make sure that Santa writes back from the North Pole.
Holiday Craft Faire	All	\$25 per table	9/8	All 52 tables sold out (taking wait list)	Vendor registration underway for the Town's Holiday Craft Faire. Event takes place at the CC on December 5th.
Santa Visits & Tree Lighting Ceremony	All	none	12/5	TBD	Planning is underway for this annual Town event which includes Santa visits to local parks, tree lighting, caroling, hot cocoa and cookies, crafts and photos with Santa. Santa will visit Jacobs Park @ 4pm, Paradise @ 4:30 and CC @ 5pm. Tree lighting and activities at 5:30p.
Town Entry Rotary Holiday Light Parade	All	none	12/18	TBD	Planning is underway for the Town's entry in the light parade. Youth Commission is assisting in this effort.
SPORTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Basketball	Age 6-14 Gr 1-8	\$40 Pee-Wee \$60 League	Reg for all: Sept- Nov 20 Pee-wee program is Jan 11 - Feb 18 League Sch. Practices begin Dec 7; Games begin Jan 9, 2016	TBD	Registration underway for youth basketball. New this year is the Pee-Wee program for 1-2nd graders. Registration fee includes: Pee-Wees: t-shirt, picture package & award League: Jersey, picture package, awards for 1st & 2nd place teams. Registration was completed on November 20. Draft Day Clinic took place on November 21, and will be followed by team picks. Practices begin December 7th 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	18 up	\$400 per team	Sept 8 - Nov 19	14 teams (224 players)	Fall Season finals took place week of Nov 16th. Program is complete and will take a hiatus for winter. Two coed leagues (Traditional and Casual), Ladies and Mens league were offered. Casual Coed filled (6 teams), Traditional Coed (4 teams), Ladies (4 teams); Mens divisions did not garner the minimum of 4 teams. Games take place at the YVCC ball field.
Healthy Hearts 5k Run & 2K Walk	all	\$20	2/20/2016	TBD	Registration is underway for this popular run which takes place at Essig Park and the surrounding neighborhood.
YOUTH PROGRAMS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Paradise Family Fun Day	all	none	7-Nov	78	Fall Family Fun Day took place at Paradise Park. Features jumbo bounce house, music, refreshments.
Youth Commission	7-12 Gr	none	2-Nov	20 + 5 Alternates	First meeting was Nov 2 - Planning holiday activities and events.

**Town of Yucca Valley
Community Services Department - Recreation Division
Monthly Report - Events & Programs - Dec 2015**

SPECIAL EVENTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Adult Excursions	18+	\$95 \$65	Dec 4 March 17	20 TBD	Candlelight Pavilion Christmas Show had 20 participants. St. Patricks @ Santa Anita - reg underway
Santa Letters	all	none	Nov 9 - Dec 4	422	Letters to Santa can be dropped off in Santa's mailbox at the community center of mailed to the recreation office. Must enclose a self-addressed, stamped envelope. The "elves" make sure that Santa writes back from the North Pole.
Holiday Craft Faire	All	\$25 per table	9/8	All 52 tables sold out 300 shoppers	Event took place at the CC on December 5th.
Santa Visits & Tree Lighting Ceremony	All	none	12/5	450	This Town event included Santa visits to local parks, tree lighting, caroling, hot cocoa and cookies, crafts and photos with Santa. Santa visited Jacobs Park @ 4pm, Paradise @ 4:30 and CC @ 5pm. Tree lighting and activities were at 5:30p.
Town Entry Rotary Holiday Light Parade	All	none	12/18	n/a	Youth Commission planned and took part in the parade float entry, won best costumes award.
SPORTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Basketball	Age 6-14 Gr 1-8	\$40 Pee-Wee \$60 League	Reg for all: Sept- Nov 20 Pee-wee program is Jan 11 - Feb 18 League Sch. Practices begin Dec 7; Games begin Jan 9, 2016	244	Program is underway for youth basketball. New this year is the Pee-Wee program for 1-2nd graders. Registration fee includes: Pee-Wees: t-shirt, picture package & award League: Jersey, picture package, awards for 1st & 2nd place teams. Registration was completed on November 20. Draft Day Clinic took place on November 21, and will be followed by team picks. Practices began December 7th; 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.
Healthy Hearts 5k Run & 2K Walk	all	\$20	2/20/2016	TBD	Registration is underway for this popular run which takes place at Essig Park and the surrounding neighborhood.
YOUTH PROGRAMS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Commission	7-12 Gr	none	November 2015 - June 2016	20 + 5 Alternates	Volunteered at all holiday events.

**Town of Yucca Valley
Community Services Department - Recreation Division
Monthly Report - Events & Programs - Jan 2016**

SPECIAL EVENTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Adult Excursions	18+	\$65	3/17	TBD	St. Patricks @ Santa Anita - reg underway
SPORTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Basketball	Age 6-14 Gr 1-8	\$40 Pee-Wee \$60 League	Reg for all: Sept- Nov 20 Pee-wee program is Jan 11 - Feb 18 League Sch. Practices begin Dec 7; Games begin Jan 9, 2016	244	Games are underway. Program utilizes local gyms including B&G Club, LCMS, YVHS, EV Free and JS. Games take place on Saturdays and some weeknights. Program included 24 competitive teams and a pee-wee program with 54 participants.
Healthy Hearts 5k Run & 2K Walk	all	\$20	2/20/2016	TBD	Registration is underway for this popular run which takes place at Essig Park and the surrounding neighborhood.
YOUTH PROGRAMS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Commission	7-12 Gr	none	November 2015 - June 2016	20 + 5 Alternates	Planning for joint meeting w PRCC.

**Town of Yucca Valley
Community Services Department - Recreation Division
Monthly Report - Events & Programs - Feb 2016**

SPECIAL EVENTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Adult Excursions	18+	\$65	3/17	TBD	St. Patricks @ Santa Anita - reg underway
Spring/Summer Guide Design	n/a	n/a	2/1	n/a	The new spring/summer activities guide. Local agencies were contacted for information. Guide covers months of April through September.
SPORTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Basketball	Age 6-14 Gr 1-8	\$40 Pee-Wee \$60 League	Reg for all: Sept- Nov 20 Pee-wee program is Jan 11 - Feb 18 League Sch. Practices begin Dec 7; Games begin Jan 9, 2016	244	Games are underway. Program utilizes local gyms including B&G Club, LCMS, YVHS, EV Free and JS. Games take place on Saturdays and some weeknights. Program included 24 competitive teams and a pee-wee program with 54 participants.
Healthy Hearts 5k Run & 2K Walk	all	\$20	2/20/2016	108	Event took place at Essig Park and the surrounding neighborhood. Teachers union again enrolled a healthy amount of participants. Event was very successful.
YOUTH PROGRAMS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Commission	7-12 Gr	none	November 2015 - June 2016	20 + 5 Alternates	Hosted joint meeting w PRCC.

**Town of Yucca Valley
Community Services Department - Recreation Division
Monthly Report - Events & Programs - MAR 2016**

SPECIAL EVENTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Easter Egg Hunt	8 and under	free	3/26	450 parents & kids	Youth Commission assisted with Egg Hunt and contests. Event took place at CC softball field.
Adult Excursions	18+	\$65	3/17	33	St. Patricks @ Santa Anita had 33 participants.
Spring/Summer Guide Design	n/a	n/a	2/1	n/a	The new spring/summer activities guide was published and distributed. Guide covers months of April through September.
SPORTS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Basketball	Age 6-14 Gr 1-8	\$40 Pee-Wee \$60 League	Reg for all: Sept- Nov 20 Pee-wee program is Jan 11 - Feb 18 League Sch. Practices begin Dec 7; Games begin Jan 9, 2016	244	Games are underway. Program utilizes local gyms including B&G Club, LCMS, YVHS, EV Free and JS. Games take place on Saturdays and some weeknights. Program included 24 competitive teams and a pee-wee program with 54 participants. Regular season ends Mar 5. All Star tournaments take place during the month of March.
Spring Adult Softball	18+	\$400 per team	League play begins Apr 4	TBD	Registration underway for spring softball. Town offers two coed leagues, Mens League and Ladies League. Games take place at CC Mon-Thurs evenings.
YOUTH PROGRAMS	Ages	Fee	Day/Date	Participation	Status / Issues / Comments
Youth Commission	7-12 Gr	none	November 2015 - June 2016	19 + 5 Alternates	Planning spring activities including Grubstake Days, Middle school forums, and assisted w Easter Egg Hunt.

**Town of Yucca Valley
Community Services Department - Recreation Division
Enrichment Activities Nov-Mar 2016**

	Class #	Ages	Fee	Meeting Days	Nov	Dec	Jan	Feb	Mar	Comments
Session Classes - Registration required										
Yoga for Self Help	194	18 & over	\$50/8 weeks	Wed/Thur 5-6:45pm	28	NA	24	32	28	
Self Defense Class				2/20/2016	NA	NA	NA	36	NA	
Gymnastics, Beginning	167	6 & over	\$35/month	Mon 4-4:55pm	24	NA	16	32	40	
Gymnastics, Intermediate	167	10 & over	\$35/month	Mon 5-5:55pm	30	NA	40	48	20	
Kinder Gym	167	3-5 yrs	\$25/month	Mon 3:30-4pm	30	NA	24	NA	44	
Gymnastics, Rhythmic	167	6 & over	\$35/month	Mon 6-6:55pm	6	NA	8	40	NA	
Tai Chi Chuan	214	All	\$30/month	Wed 6-7:30pm	42	9	24	40	48	
Ballroom Dance	250	14 & over	\$40/month	Wed 6-7:00pm	32	NA	NA	20	16	
Swing dance	250	14 & over	\$40/month	Wed 7-8pm	24	NA	NA	16	16	
Basic Dog Obedience	241	16 & over	\$135/6 weeks	Thur 5:30-7:30pm	12	12	16	16		
Adv. Dog Obedience	241	16 & over	\$175/6 weeks	Thur 4:00-5:30pm	24	24	na	24		
Puppy Class	241	16 & over	\$135/6 weeks	Thur 4:00-5:30pm	NA	NA	NA	8	NA	
Drop-In Classes										
Yucca Valley Friday Bridge Club	195	18 & over	\$2/meeting	Fri 12:30-4pm	24	24	32	32	32	
Mom, Dad and Me	190	0-5	\$2/meeting	Tues 9:30-10:30	NA	NA	11	22	17	
Thursday Bridge	207	18 & over	\$2/meeting	Thurs 12 -4pm	31	25	38	30	53	
Pinochle	193	18 yrs & over	\$2/meeting	Fri. 1-5pm	25	19	31	57	42	
Knit & Crochet	211	16 & over	\$2/meeting	Thurs. 9:15a -12:15p	30	37	50	33	38	
Open Art Studio	197	18 & over	\$2/meeting	Thurs 9a-12pm	60	47	55	55	62	
Woodcarving	196	16 & over	\$2/meeting	Tues 9-12pm	26	12	21	30	35	
Senior Wii		18 yrs & over	no charge	W12:30-3:30pm	18	16	19	33	41	
Stretch N' Tone	191	All	\$2/meeting	Mon-Fri 9-10am	168	118	108	148	172	
Cyber Safety Workshoop	263	18 yrs & over	\$4/class	Saturday 9am	13	NA	NA	NA	NA	
Table Tennis	210	14 & over	\$2/meeting	Fri. 3-5pm	41	14	25	25	38	
Open Table Tennis	210	18 & over	\$2/meeting	Wed 2-5pm	40	19	25	26	48	
Western Line Dance -Social	198	18 yrs & over	\$2/meeting	Mon 5-7pm	41	22	31	32	36	
Line Dance - Instructional	216	18 yrs & over	\$3/meeting	Thurs 1-3pm	14	18	41	37	49	
Total					783	416	639	872	875	

* n/a: No class offered

PARKS, RECREATION, CULTURAL COMMISSION STAFF REPORT

To: Members of the Parks, Recreation, Cultural Commission
From: Stefanie Ritter, Museum Program Supervisor
Date: April 8, 2016
For Commission Meeting: April 12, 2016

Subject: Hi-Desert Nature Museum 2016 – 2020 Draft Strategic Plan - Revised

Prior Commission Review: The Commission initially reviewed the plan at its meeting on March 8, 2016.

Recommendation: Approve the Hi Desert Nature Museum’s draft strategic plan, and direct staff to forward the recommendation to the Town Council.

Summary: Staff recently completed the Hi-Desert Nature Museum’s 2016 – 2020 Draft Strategic Plan covering programs and exhibits and improvements. The plan was submitted to the Parks, Recreation and Cultural Commission at its March 8, 2016 meeting with review and comments sought for inclusion in the final review scheduled for April 2016. Museum staff has revised the document per the suggestions received and is seeking approval and/or further revisions, and direction to forward the plan to the Town Council.

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 4 year draft strategic plan for 2016 – 2020 which provides an overview of the activities, programs and updates planned for the next four years. The last strategic plan was completed in 2014 and was laid out for a two year timeframe

The new strategic plan is structured to lay out updates and exhibits that will be completed within the next four years. The museum’s goal is to offer high quality programs, exhibits and events, and to make the Hi-Desert Nature Museum a tourist attraction for the Town of Yucca Valley.

Reviewed By:	<u> </u> Town Manager	<u> </u> Town Attorney	<u> </u> Mgmt Services	<u>sbe</u> 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 checked="" type="checkbox"/> Minute Action	<input type="checkbox"/> Receive and File	<input type="checkbox"/> Study Session

Goal Highlights

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

- Rethink exhibit spaces and align exhibit contents with exhibit spaces.
- Dedicate room 3 as Natural History Wing.
- Refurbishment of certain display cases.
- Addition of temporary walls in room 3.
- Assuring exhibits conformity with museum mission statement.

Long-Term Plan Challenges

The museum strives to increase its accessibility to the public. This cannot be achieved with the current level of staff. 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.

Next Steps

Museum staff has revised the document per the suggestions received from the Commission and is seeking approval and/or further revisions, and direction to forward the plan to the Town Council.

Alternatives: None recommended.

Fiscal Impact: None at this time.

Attachments: Hi Desert Nature Museum Draft Strategic Plan - Revised



Strategic Plan 2016 - 2020 Hi-Desert Nature Museum

“A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.”

ICOM (International Council of Museums) Statutes, adopted during the 21st General Conference in Vienna, Austria, 2007





Where to go from here...

The Museum, located in the Yucca Valley Community Center Complex, is open three days per week. A staff of two employees secures and displays educational temporary exhibits, produces a quality summer camp and two Family Fun Days, organizes Earth Day, books speakers for lectures and offers a positive museum experience for up to 150 visitors per day.

The 2014–16 strategic plan focused on basic museum housekeeping. Collections care; including inventory and taxidermy treatments, as well as limited programing were performed. Museum staff, with the help of a few volunteers, has succeeded in accomplishing the major tasks. Staff is ready to move forward.

The Museum's new strategic plan strives to keep the museum *interesting and relevant* for the local community, as well as enticing for tourists. This requires a shift in thought and practice from previous practices. Traditionally, the Museum has displayed collections in a more eclectic fashion with casual interpretation. In the future the Museum will interpret the Morongo Basin's natural and cultural history through a variety of relevant permanent and travelling exhibits in a space that is organized in a logical and coherent manner. Exhibits will be accessible for local residents and national and international tourists alike.

The following plan is in line with the Town of Yucca Valley's Mission and Vision Statements, the Town's Park Master Plan, the General Plan, as well as the recently adopted Town of Yucca Valley Strategic Plan and the Museum's own Mission Statement.

MISSION STATEMENT - Hi-Desert Nature Museum

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.



Town of Yucca Valley Vision 2035

“While maintaining our small town atmosphere, the Town of Yucca Valley is a unique, desirable place to live, the economic hub of the Morongo Basin, and a sought after place to visit.

As a destination, visitors are drawn to our desert environment, arts and culture, recreation, history, night skies, active open space, and shopping and hospitality opportunities.

Our range of community services and facilities, efficient infrastructure, safe and established neighborhoods, unique character, and diversity define our community and quality of life.

Our commitment to balanced growth, environmental stewardship, fiscal sustainability, active citizen participation, and property rights are the cornerstones of our community.”

Town of Yucca Valley General Plan 2014



MISSION STATEMENT - Town of Yucca Valley

“The mission of the Town of Yucca Valley is to provide a government that is responsive to the needs and concerns of its diverse citizenry and secures a safe and secure environment while maintaining the highest quality of life.”

Moving Forward as a Community

Establish the Town as a welcoming community to businesses, residents, and visitors alike

Town of Yucca Valley, 2015 Approved Strategic Plan

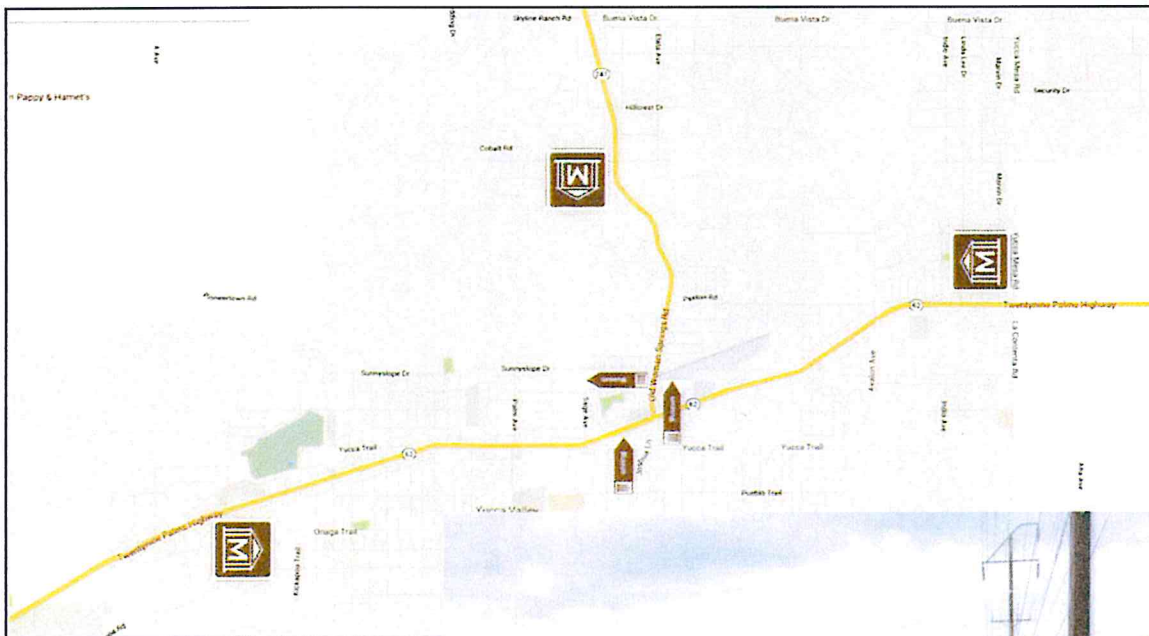
TOURISM

The Morongo Basin is famous nationally and internationally for art, culture and most importantly for its amazing natural beauty. Twentynine Palms and Joshua Tree are the main locations for visual and performing arts, with galleries, theaters, music venues and restaurants. With two million tourists visiting Joshua Tree National Park and over 600 Airbnbs in Joshua Tree and Yucca Valley alone, the Town of Yucca Valley has an opportunity with the Hi-Desert Nature Museum to capture more of those visitors.

Attracting Tourists to Yucca Valley

“Situated on State Highway 62 where it is intersected by State Highway 247, Yucca Valley is the hub of the Morongo Basin communities and a host of recreational opportunities and tourist attractions. The community is a frequent stop for travelers en route to the Colorado River vacation destinations.” (Town of Yucca Valley website)

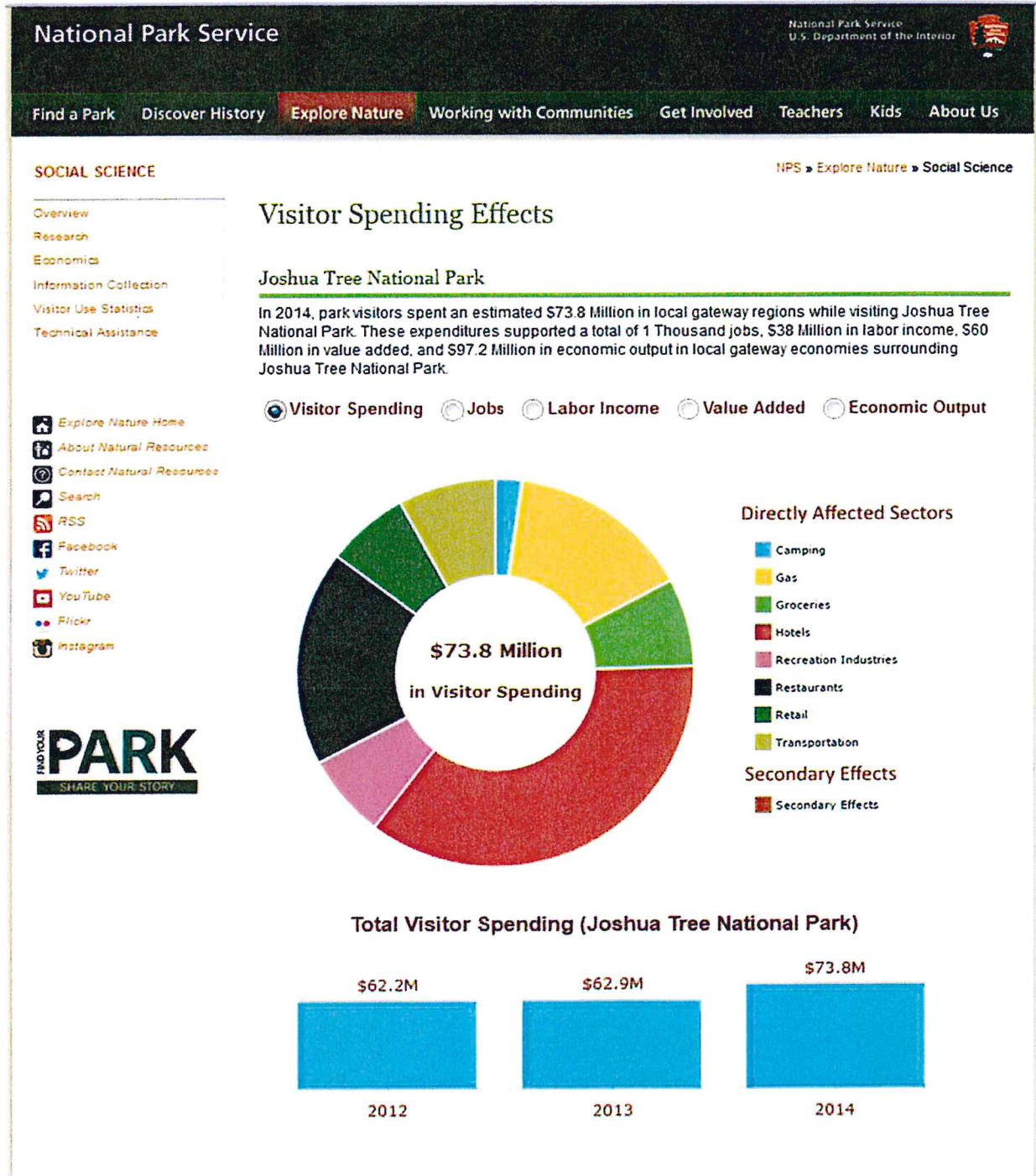
With the Town’s goal of being welcoming and in order to attract more visitors en route to Joshua Tree National Park, it is vitally important to increase the Museum’s visibility. One step towards reaching that goal is to establish appropriate signage on Highway 62 and 247. Strategically important sites for raising awareness are the west and east end of Hwy. 62, as well as Hwy. 247 going south. Street signs with arrows should be placed all around the turn at Dumosa Ave. (see map).



View of Hwy. 62 with possible museum sign.

Joshua Tree National Park is unquestionably the most important and popular tourist attraction with two million national and international visitors in 2015. The graphic below shows the financial impact Joshua Tree National Park has on its gateway communities. The Museum will be an additional reason for travelers to stop and spend time in Yucca Valley. In the fall of 2016 the Museum and JTNP are partnering in an exhibit for the National Park Service Centennial. The Museum is planning an ongoing close partnership with JTNP.

An American Alliance of Museums study revealed that 78% of all leisure travelers participate in cultural and heritage activities. These travelers - including visitors to museums - spend 63% more on average than other leisure travelers.



Community Visitors

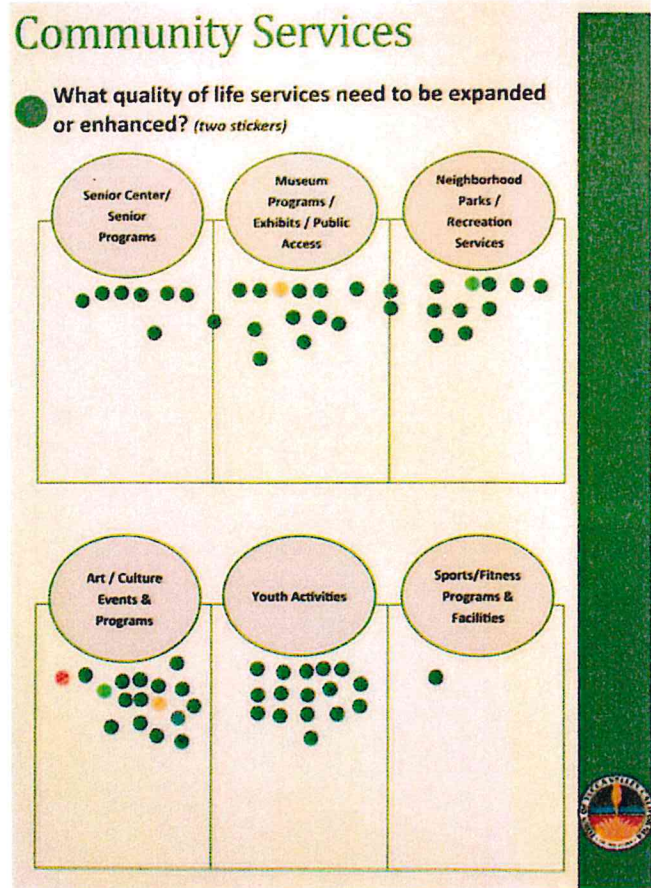
Approximately 60,000 residents make the Morongo Basin their permanent home, as well as about 36,000 military personnel and their families who are a mostly temporary population.

The Hi-Desert Nature Museum is the only Town Program/Facility that is accessible and provides entertainment and education to visitors of all ages, for no admission. The Museum offers frequently changing exhibits, information on local history, natural science education, an interactive Kids Corner, a Mini-Zoo, and a variety of special programs. The Museum provides a space for parents to meet, activities for children, a place for seniors to enjoy lectures and leisurely strolls through the exhibits, and a safe place in which young people can spend time together.



In a recent strategic planning meeting, the community and Town Council were given the opportunity to voice an opinion on Town of Yucca Valley quality-of-life services they would like to see increased. The outcome is visible in graphic 1. The Hi-Desert Nature Museum is the only town facility that has offerings in three of the listed categories:

- Museum/Programs,
- Art/Culture Events and
- Youth Activities.



Graphic 1: Opinion Board from 10/20/2015
Town of Yucca Valley strategic planning meeting.

Exhibit Spaces

Displays and temporary exhibitions, physical or electronic, should be in accordance with the stated mission, policy and purpose of the museum. They should not compromise either the quality or the proper care and conservation of the collections. ICOM (*International Council of Museums*) Statutes, adopted during the 21st General Conference in Vienna, Austria, 2007



After assessing the permanent exhibits their display, staff reconsidered the focus as well as the flow within the exhibit spaces. The Museum has defined three focus areas in its mission statement. The main focus is local natural history, followed by local history and local art. These priorities are reflected within the collections.

The arrangement of exhibits within the Museum are not organized by subject matter. Natural history, art, and local history are intermingled within the same gallery. Staff determined it is necessary to reorganize the galleries to make the collections accessible to the public in a more functional way.

Focus I: Natural History Wing (Room 3)

Room 3, the largest gallery space in the Museum will become the Natural History Wing. This will enable the Museum to double its natural history exhibits, interpretation and make the space coherent. The museum owns several small professionally produced natural science exhibits. Subject matters include tortoises, desert volcanoes, reptiles, fear of animals, rattlesnakes, scorpions, etc. The museum also possesses framed herbarium specimens, botanical prints, nests and eggs, skulls, pinned insects and much more. The added space for natural history in room 3 will allow the natural history exhibits and collections to be available to the public.

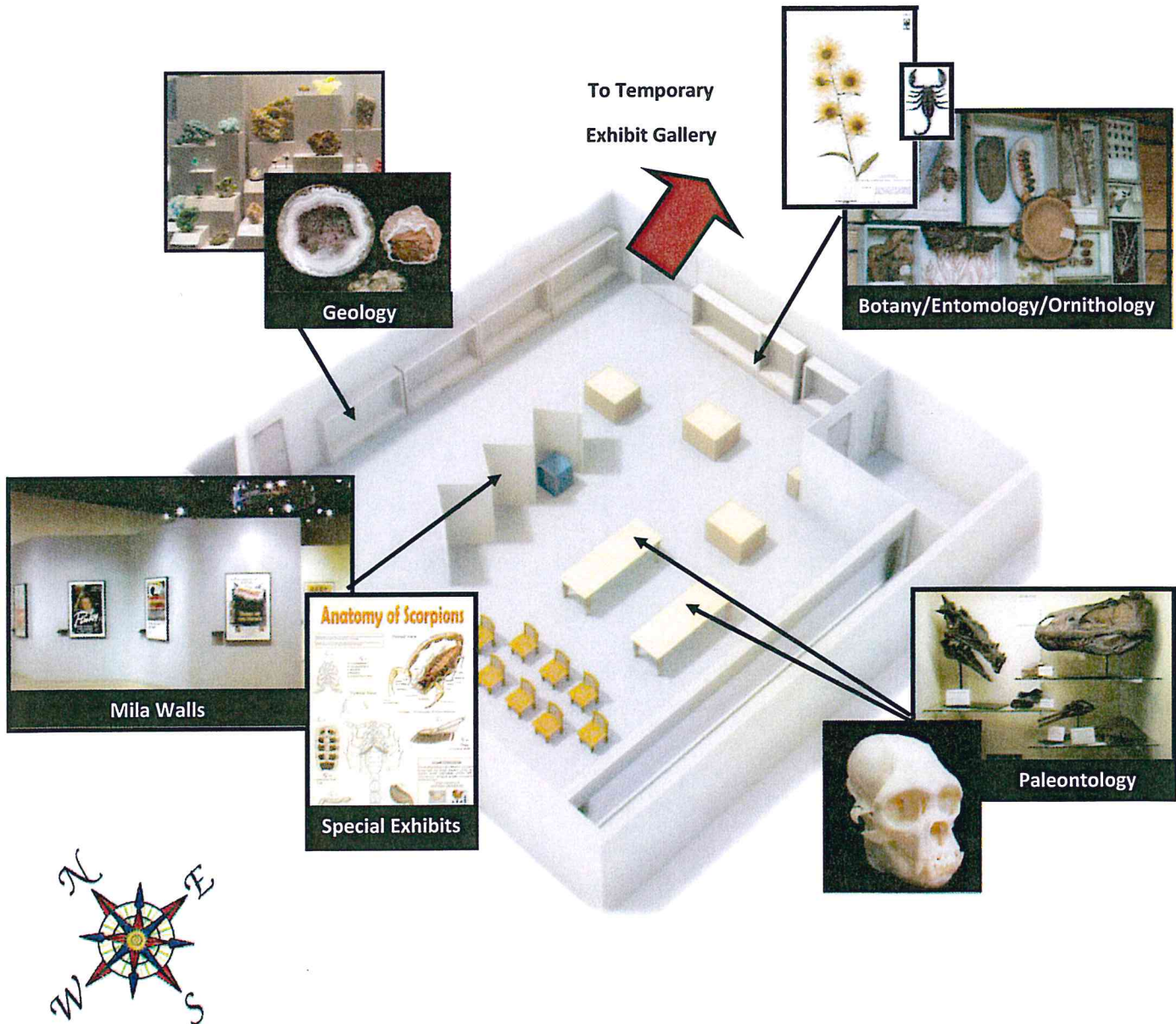
The Museum has added to its collection of native taxidermy with donations from the Palm Springs Desert Museum and the Agua Caliente Museum. These accessions include a mountain lion, a young coyote and several native songbirds. The Museum also has the opportunity to acquire a bighorn sheep mount. After accessing the mounts it became clear that the existing diorama cases will not offer sufficient space or security for the collection. An updated diorama is needed to accommodate the display of the native fauna taxidermy.

Focus 1 - Natural History Wing (Room 3)

The exhibits in the Natural History Wing will be pertinent to the Mojave Desert, informative for tourists, and educational and relevant for frequent and local visitors.

IMMEDIATE ACTIONS:

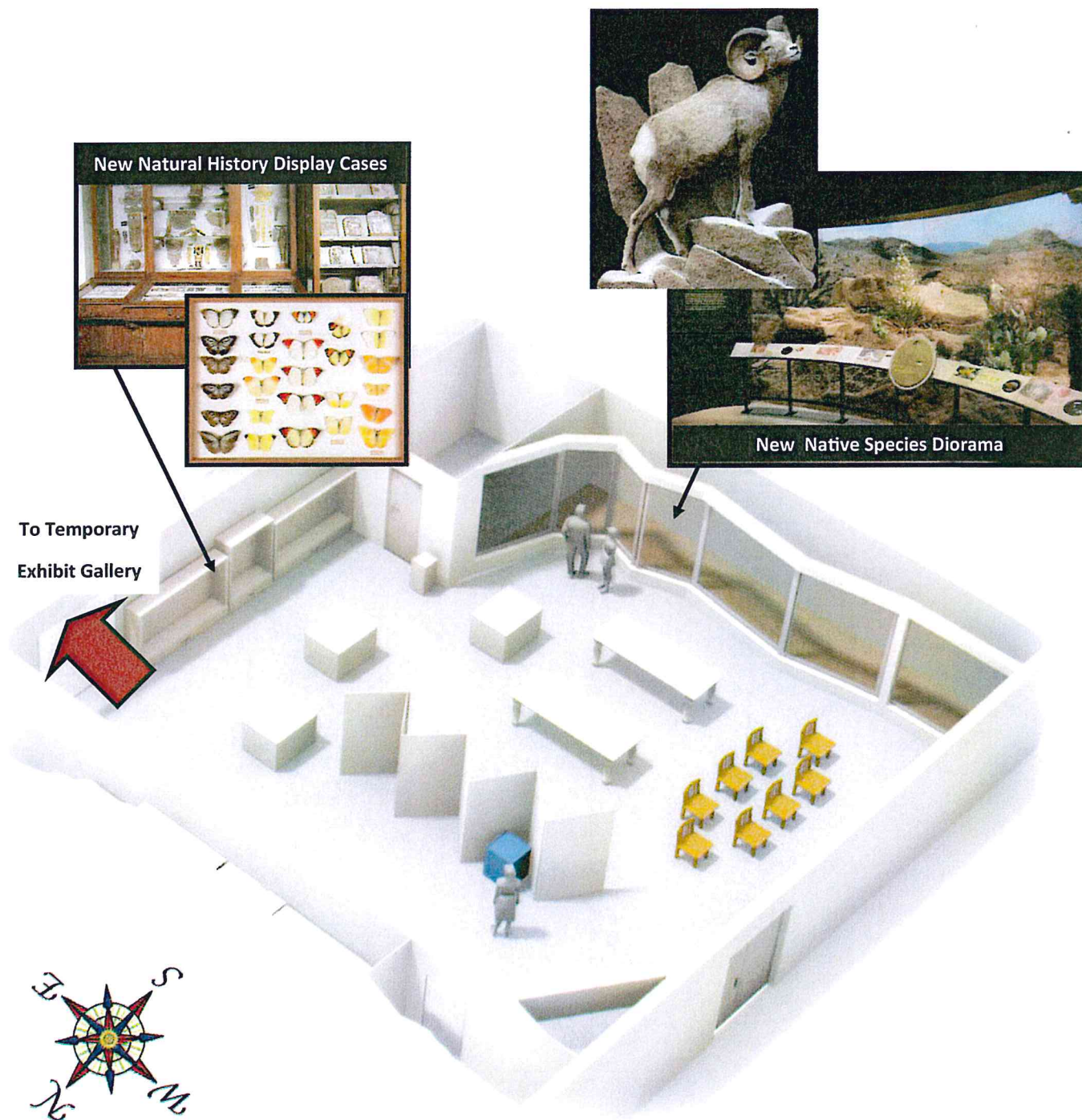
- Review and evaluate natural history displays
- Move display cases in room 2 and 3 to separate natural and cultural history exhibits
- Refinish existing exhibit cases
- Procure temporary walls for small scale natural history exhibits
- Procure museum quality display cabinets for entomology (insects), botany (plants) and ornithology (birds)



Focus 1 - Natural History Wing (Room 3)

LONGTERM ACTIONS

- Install museum quality glass diorama to display and interpret the museum's extensive collection of native fauna taxidermy
- Curate the new exhibit cases and the new diorama
- Expand availability of the natural history collection for research and fieldtrips



Focus 2 - Cultural History Wing (Room 2)

Currently Room 2 is occupied by the gem & mineral exhibit and paleontological exhibits. Room 2 will become the Cultural History Wing. It will show and interpret the local history, from its native inhabitants through settlers, homesteaders, miners to its current occupants. The Museum holds Native American pottery and basket collections, as well as collections pertaining to local mining, early homesteading and several other special collections. Displaying the progression of the cultural history in one gallery will allow community members to gain an understanding of and respect for the challenges and achievements of previous inhabitants and feel pride for their community. The gallery will also give tourists a quick insight into the history and development of the Morongo Basin.

The Cultural History Wing will relate to the Community's past and future and offer a sense of place and be informative for tourists.

IMMEDIATE ACTIONS:

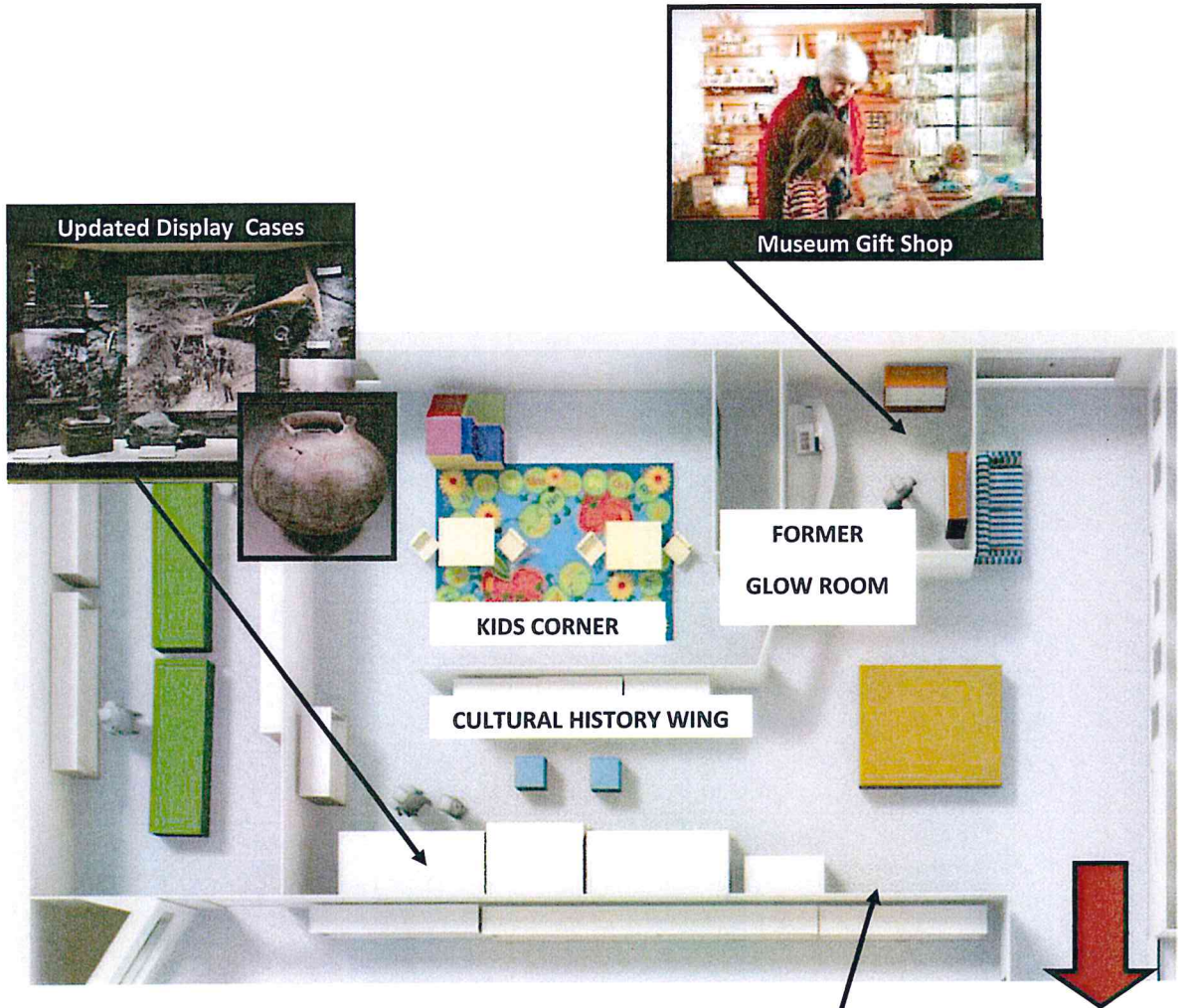
- Review existing display cases and consider which stories to tell (mining, settlers, homesteaders, industry etc.)
- Move display cases in room 2 and 3 to separate natural and cultural history exhibits
- Rotate exhibits and interpretation regularly to make better use of the cultural history collection



Focus 2 - Cultural History Wing (Room 2)

LONGTERM ACTIONS:

- Install museum quality interpretive panels
- Curate the new exhibit cases with changing cultural exhibits
- Update Kids Corner with new furniture and educational toys
- Reinstall a museum gift-shop in the former glow room



Focus 3 - Temporary Exhibits Gallery

The Hi-Desert Nature Museum has always provided excellent temporary exhibits. The museum developed a general exhibit schedule during the last strategic planning period that reduces the changing exhibits from six per year to four per year.

January-February:	short period rental exhibit
March - May:	local art exhibits
June - September :	interactive youth rental exhibit
October - December:	short period rental exhibit

The Museum is a member of several exhibit provider networks and staff has been very resourceful in finding affordable rental exhibits. However the rental fees for exhibits have been rising along with prices for shipping. The Museum has offered interactive youth exhibits for the last two years. Local families have been taking advantage of free access to first rate interactive and educational exhibits, and the feedback has been positive throughout.



As a professional standard, museums strive to secure exhibits at least two years ahead. Museum staff has done an exceptional job in finding and securing temporary exhibits that are of local interest and comply with the museum's mission statement. This common practice has great benefits for long term scheduling in the museum, but it is difficult to budget. The timeframe from the first down payment to the final shipping payment can span more than two fiscal years.



Focus 3 - Temporary Exhibit Gallery:

- New (unrepeated), educational, seasonal, and interactive exhibits appropriate for all audiences and in agreement with the museum’s mission.
- Temporary exhibits are aimed primarily at local audiences, since they visit the museum throughout the year and appreciate a frequently changing gallery.

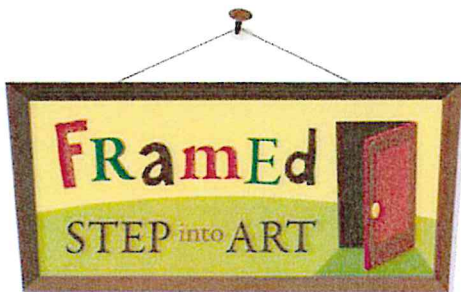
CONTINUOUS ACTIONS:

- Research high quality rental exhibits from reputable museums and/or lenders that align with the HDNM’s mission
- Follow best practice in museum procedures, scheduling exhibits two years in advance
- Review rental agreements and secure exhibits through 2020

Upcoming Youth Exhibits

The Hi-Desert Nature Museum has booked the summer exhibits through 2017 and has started looking at 2018 bookings. This summer’s (2016) exhibit, “Framed: Step into Art” is produced by the Minnesota Children’s Museum.

“Experience art like never before in *Framed: Step into Art*™. This engaging exhibit transports visitors to a world where paintings leap off the canvas and invite children inside the art experience. As visitors play and move through the exhibit, they are challenged to ride a giant chicken, set up camp in the Canadian Rockies, and prepare dinner for a group of hungry farmers.”



For the summer 2017 the Museum secured the exhibit “Conservation Quest” produced by the Stepping Stones Museum for Children in Norwalk, CT.

Learn about energy—what it is, where it comes from, how we use it and why it’s important to use it wisely. *Conservation Quest* delivers important energy conservation messages, inspiring visitors to make thoughtful choices about energy use to help protect the planet and promote healthy living.



Focus 4 - Educational Programs

Museums provide opportunities for the appreciation, understanding and promotion of the natural and cultural heritage.

Principle: museums have an important duty to develop their educational role and attract wider audiences from the community, locality, or group they serve. Interaction with the constituent community and promotion of their heritage is an integral part of the educational role of the museum. (*Code of Ethics, International Council of Museums, 2004*)

The Hi-Desert Nature Museum has always provided excellent educational programs to the community, but with current staffing educational programs will remain limited. With careful scheduling the Museum can maintain its mandate to be available for local school groups visiting the museum for educational programs. These programs are scheduled on days the Museum is closed to the public.

The Museum, together with the Recreation Department, will offer a summer camp for children in conjunction with the youth exhibit on display. The 2015 summer camp was very well received by the children and the parents. With funding in place to secure interactive youth exhibits we are planning to continue to offer summer camps in conjunction with the summer exhibits.



Museum Education
1920's



1960's



Hi-Desert Nature Museum Education

2015

Focus 4 - Educational Programs:

Expand the depth and reach of Hi-Desert Nature Museum education programs for visitors of all ages and for schools throughout the region.

IMMEDIATE ACTIONS:

The Museum hopes to add a 20-hour part-time Museum Aide position to allow an additional open day per week and aid in conducting youth programs.

LONGTERM ACTIONS:






- 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.
- 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.

Focus 5 - Collections

Museums that maintain collections hold them in trust for the benefit of society and its development

Principle: museums have the duty to acquire, preserve and promote their collections as a contribution to safeguarding the natural, cultural and scientific heritage. Their collections are a significant public inheritance, have a special position in law and are protected by international legislation. Inherent in this public trust is the notion of stewardship that includes rightful ownership, permanence, documentation, accessibility and responsible disposal.

(Code of Ethics, International Council of Museums, 2004)

Object ID #	Old ID #	Object Name/Description	Image	Found In Location	Basic Condition	Cataloged?	Inventoried by	Date Inventoried	Notes	Quantity
1988.003.0010	MA 4670 a	Basket woven tray		#1 E5	Good	Y	JC, VC	11/5/2014		
1988.003.0002	MA 4662	Basket woven bowl		#1 E5	Good	Y	JC, VC	11/5/2014		
1988.003.0006	MA 4662	Basket woven tray w/ red/orange detail		#1 E5	Good	Y	JC, VC	11/5/2014		
		Basket woven tray w/ colorful zigzag pattern		#1 E5	Good	Y	JC, VC	11/5/2014		
		Basket woven tray		#1 E5	Good	Y	JC, VC	11/5/2014		



Object

Inventory Spread Sheet in Excel

Since the last strategic plan, museum staff has managed to restore several functions essential for safeguarding both the intellectual and physical components of the museum's collections. In addition to enacting several key measures that help to physically stabilize the museum's collections, like establishing regular maintenance and monitoring systems for galleries, museum staff also set out to conduct a wall-to-wall inventory of the museum's permanent collections. The undertaking only took two years, and the inventory was completed in the spring of 2016. All of the key performance indicators detailed in the last strategic plan had been completed well within the amount of time specified.

The last fully executed inventory of the museum's permanent collections was completed in 1993. In the early 2000s, the museum purchased a computerized cataloging program, Past Perfect. Past Perfect works with a trinomial numbering system for objects, which was adopted by the museum. In order to fully implement the program, staff has to manually input information from the museum's previous paper based system and re-number every object while creating accession and object records in the program. Several attempts to catalog the museum's collections had been made over the years, by different museum employees and volunteers utilizing a variety of strategies. Consequently there was much left in question due to inconsistencies made during those attempts. The most current inventory's purpose was not only to identify, locate and assess the condition of what the museum currently claims as part of its permanent collection (which includes permanent and long-term loans), but also to reveal how best to approach the museum's next step in reconciling all of the museum's collections record systems. The inventory identified just over 2,500 permanent collections objects, and only approximately one third of these objects have been cataloged in Past Perfect.

In moving forward, museum staff will begin to reconcile data gathered during the inventory with Past Perfect, and hard-copy records. Some of the intricate tasks will include creating accession/loan and object records in Past Perfect containing baseline information (i.e., number, donor, condition, description, and a picture) for the remaining acquisitions that have yet to be cataloged, and updating the existing records with current location following and condition statuses. This will make each object “searchable.”

Basic cataloging will be followed by research for more prevalent information like provenance and historical or scientific significance of each object and integrate the findings in each object’s record. These tasks are usually very time consuming. However, the ultimate outcome will then be a cohesive and comprehensive record system. In effect this will open up opportunities for the museum to utilize its collections more effectively.

NATURE MUSEUM
HI-DESERT PARK
 Phone 365-2102
 15680 ONAGA CAT HOPPI YUCCA VALLEY, CALIFORNIA

DESCRIPTION OF SPECIMEN

Description **108 SEA SHELLS - FROM THE GULF OF CALIFORNIA & THE PACIFIC COAST.**

Specimen Gift to Museum Signature **CHARLES POWZELL** Date **4-16-70**
 Specimen Placed on Loan Signature _____ Date _____

Address **2505 E. SANTA FE, FULLERTON, CALIF.**

Specimen No. **PR 1010-1117** Received by **EVELYN G. CONKLIN**
 Specimen Returned _____ Date _____

MAINTAINED BY THE YUCCA VALLEY PARK & RECREATION DISTRICT

11 -- 10925 -- 192

Original Donation Document

The screenshot shows the 'Photos Catalog' window in the Past Perfect software. The interface includes a menu bar (File, Edit, Uninstall), a toolbar with icons for navigation and actions, and a main data entry area. The data for the selected object is as follows:

Screen View	Collection	Hanley Family Collection	Date	1945
Photos	Object ID	2003.1.8	Year Range	1945 thru 1945
Custom	Object Name	Print, Photographic	Catalog Date	01/15/2004
Other Views	Other#		Cataloged by	Meyers, Pamela
Appraisal	Old#		Status Date	01/15/2004
Condition	Accession#	2003.1 Hanley, Kristopher K	Status by	Meyers, Pamela
Lexicon	Home Location	PastPerfect Museum Archives Cabinet 2 Photo Storage Box 1	Status	OK
Location	Photos			
Notes & Legal	Description	Gunner at battle station on the 1601.		
People - Subjects		PC-1601 (USS Fierce)		
Classification		PC-1568 class Submarine Chaser (ex Adroit class Minesweeper).		
Search Terms		Displacement: 450 tons		
Relations		Length: 173'8"		
Source		Date: 1945		
Lists	Title	Gunner		
Virtual Exhibit	Photographer	Hanley, Clair N		
	Studio			
	Place			
	Event	WWII		
	Medium			
	Frame			
	Neg Location	Copy Negative Storage Box 2		
	Neg#	C2004		

The right side of the window shows a thumbnail image of the photograph and a 'Provenance' section with the following text: "The photographer of these WWII Pacific Theater photographs is Claire Norton Hanley. Claire Hanley was a young naval officer during WWII. He served on the ship in the above photograph as Lieut. (jg) in the Pacific Theater. His ship participated in major naval operations at the end of WWII, including the invasion of Iwo Jima." Below this, there are fields for 'Orig/Copy' (Original), 'Print Size' (2" x 3"), 'Film Size', 'Dimension Details', and 'Copyrights'.

Sample of Completed Catalogue Sheet in Past Perfect

PARKS, RECREATION & CULTURAL COMMISSION STAFF REPORT

To: Members of the Parks, Recreation and Cultural Commission
From: Sue Earnest, Community Services Manager
Date: April 7, 2016
For Commission Meeting: April 12, 2016

Subject: Youth Commission Update

Prior Commission Review: The Commission receives regular updates from staff regarding the activities of the Youth Commission.

Recommendation: Receive and file the Youth Commission activities report for April 2016.

Summary: The Parks, Recreation & Cultural Commission is appointed by the Town Council to oversee the activities of the Youth Commission. The items presented in this report are to inform the commissioners of current activity with the Youth Commission, and to create an opportunity for Commission questions and discussion.

Order of Procedure:

- Request Staff Report
- Request Public Comment
- Commission Questions
- Motion/Second
- Discussion on Motion
- Call the Question (roll call vote)

Discussion: The Town of Yucca Valley 2015-16 Youth Commission members were formally appointed by the Town Council on October 20, 2015 per PRCC recommendation. The Youth Commission meets monthly on the first Monday with workshops scheduled as needed.

The 2015-16 Youth Commission consists of 20 appointed Youth Commissioners and 4 alternates (one alternate has withdrawn).

The Youth Commission has a schedule of events and meeting for the term. Although some changes have been made to their schedule along the way, the Youth Commission has accomplished nearly all of their objectives to date.

Reviewed By:	_____	_____	_____
	Town Manager	Town Attorney	Mgmt Services
			sbe _____
			Dept Head

X Department Report	Ordinance Action	Resolution Action	Public Hearing
_____ Consent	X Minute Action	_____ Receive and File	_____ Study Session

2015-2016 Youth Commission Meetings & Events

Meeting Schedule

November 2	First Meeting - 6:30-7:30 pm at the Community Center Ocotillo Room Youth Commission Guidelines/Rules/Procedures
November 16	Workshop - Holiday Events
December 7	Meeting - Prep for Light Parade
January 4	Meeting - Town Government Overview
February 1	Meeting - Park, Recreation & Cultural Commission Roundtable
March 7	Meeting - Planning for Easter Egg Hunt, Earth Day
April 4	Meeting - Planning for Grubstake Days Parade, Forums
May 2	Meeting - Prep for School Forums & Term Summary
May 10	Meeting - Term Summary Presentation to PRCC
May 16	Workshop - School Forums, Grubstake Days
May 27	Workshop - Decorate Parade Float
June 6	Meeting - Prep for Town Council Presentation
June 7	Town Council Presentation/Recognition

Special Event Volunteer Opportunities

Participation in volunteer opportunities is not mandatory but it is a big part of the Youth Commission experience and is a chance to members to serve their community and earn volunteer credit for other programs.

October 24	Halloween Spooktacular	Complete
November 7	Paradise Park Family Fun Day	Complete
December 5	Tree Lighting Ceremony & Santa Visits	Complete
December 12	Old Town Light Parade	Complete
February 20	Healthy Hearts Run	Complete
March 26	Easter Egg Hunt	Complete
May 28-29	Grubstake Days Events	Planned
May TBD	Middle School Forums	Planned

Alternatives: None recommended

Attachments: None