

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

TUESDAY, JUNE 14, 2011

CALL TO ORDER by Commissioner Collins

PLEDGE OF ALLEGIANCE led by Commissioner Collins

ROLL CALL Commissioners present: Commissioner Collins, Commissioner Silver, Commissioner Harman, Vice Chair Kraemer excused, Chair Evans excused

APPROVAL OF AGENDA

Action Motion: **Move to approve the agenda of the June 14, 2011
Parks, Recreation and Cultural Commission meeting.**

Motion: Silver 2nd: Harman Vote: 3-0-0-2

CONSENT AGENDA

2. MINUTES OF PRC COMMISSION MEETING MAY 10, 2011

Recommendation: **Approve minutes as presented.**

3. YOUTH COMMISSION

Recommendation: **Move to receive and file the Youth Commission
Report for May 2011**

4. MUSEUM REPORT

Recommendation: **Move to receive and file the Museum report for
May 2011**

5. RECREATION REPORT

Recommendation: **Move to receive and file the Recreation report for
May 2011**

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 2-5**

Move: Harman 2nd: Silver Vote: 3-0-0-2

PUBLIC COMMENT

None

STAFF REPORTS

7. Proposed Hi Desert Nature Museum “Buy-a-Brick” Program

Director Schooler introduced the item for discussion regarding the Hi Desert Nature Museum’s proposed Buy-a-Brick Program. He stated that staff was responding to Town Council direction to explore alternative and supplemental funding sources for the museum’s operations. While staff continues to pursue potential partnerships with other agencies, some revenue-generating programs are also being recommended by staff.

Museum Supervisor Lynne Richardson provided details on staff’s proposal for a program designed to generate annual revenue and create a new opportunity for residents and visitors to support the museum. Similar programs have been instituted for fundraising by agencies and destination venues for many years.

The Hi Desert Nature Museum building is concrete block construction. Staff determined that instead of selling an actual brick , recognition plaques could be attached to an existing block on the museum external walls.

The engraved copper plaques would be 7” x 15” with black lettering. Each purchased plaque will be installed on blocks in the museum’s entry courtyard area. There is the potential of selling 96 bricks on the front wall of the museum left side of entrance area

Each copper plaque can be engraved with up to three lines of text and up to 30 characters per line. There will also be a choice of three different designs to be etched on their plaque, a quail, coyote or a tortoise.

Supervisor Richardson stated a local supplier estimated the plaque and engraving cost to be approximately \$75 each. Based on the cost and the potential customer base, staff is recommending an initial selling price of \$200 per brick as a one-time purchase with no subsequent annual cost. The plaques would remain on the museum wall as long as the museum is open to the public and located at the Community Center complex.

Commissioner Harman suggested an option of attaching a yearly pin to the larger plaque each year for an additional \$200. There was some discussion on how to handle vandalism of the plaques. Commissioner Collins stated that she is in favor of the idea.

Action Motion: **Move to recommend approval of the Hi Desert Nature Museum’s proposed Buy-a-Brick Program.**

Move: Silver 2nd Harman Vote: 3-0-0-2

8. Proposed Hi Desert Nature Museum Membership Program

Supervisor Richardson reported on the proposed membership program for the Hi Desert Museum. Staff has developed a proposal to implement a membership program for the Museum with a specific fees structure and benefits package. This program is intended to generate yearly revenue that will assist with funding museum operations.

When the Hi Desert Nature Museum Association was in place, they maintained a roster of approximately 130 members. Patrons frequently request information about becoming a Museum member. Staff feels that there is potential for significant membership in the new program. Staff analyzed data compiled from other museums to determine a proposed membership structure.

Proposed Membership Categories and Yearly Dues:

Individual	\$20
Individual Discount with ID	
Student/Military/Senior (60+)	\$15
Family	\$35
Business	\$100
Contributor	\$250
Sponsor	\$500
Benefactor	\$1,000

Membership Benefits:

- Personalized Membership Card
- Monthly Subscription to the e-Newsletter *Tortoise Tales*
- 10% Discount on all Purchases from the Gecko Gift Shop
- Invitations to “Members’ Only” Events, including the Critter Club
- Advanced Notice on Exhibitions, Special Events and Educational Programs
- Opportunities to Enrich and Expand Your Life by Volunteering
- Special Discounts on Select Nature Study Courses offered through U.C. Riverside Extension and the Desert Institute (facilitated through the museum’s reciprocal membership program with Partners in Nature Education)
- Business level members receive all of the above plus the business name mentioned in the monthly e-newsletter and on the museum web site as a supporter
- Contributor level members receive all of the above plus a coupon for an extra 15% off of a single purchase from the Gecko Gift Shop
- Sponsor level members receive all of the above plus a \$50 Gecko Gift Shop gift certificate
- Benefactor level members receive all of the above plus first-time benefactors receive a personalized brick through the proposed Buy-a-Brick program

Commissioner Collins expressed support for the program idea.

Action

Motion: **Move to recommend approval of the proposed Hi Desert Nature Museum buy a brick program.**

Move: Silver

2nd Harman

Vote: 3-0-0-2

8. Brehm Park Project Update

Director Schooler reported that the Town is continuing to prepare an application for approximately \$5 million in Prop 84 grant funds to supplement the Basin Wide Foundation's efforts in developing Brehm Park. Staff is working with a grant-writing team and members of the Foundation to assemble data for the application. The Prop 87 grant deadline is July 1st

STAFF INFORMATION ITEMS

Director Schooler stated that with budget cuts for the 2011-12 fiscal year, three more positions have been cut from town staff. Staff is looking at making some adjustments to current customer service levels (the Museum closing on Sundays, changing the Community Center office hours changing to 10a -5p). The organization is moving staff around and reassigning duties to adjust to the changes.

Animal control staff is stretched thin at the moment, but should be back up to full strength soon. The learn-to-swim program at the pool will start on Monday - classes are full. Staffing the pool this year is more challenging because several of the previous staff members will be working at the Marine base this year (more money and a year round job).

The BMX track is almost up and running, practices should start next week.

Director Schooler inquired about vacations in July. It was decided that the commission would not meet in July. Director Schooler thanked Commissioner Collins for being a judge at the Grubstake Beard Contest.

COMMISSIONER REPORTS AND COMMENTS

1. Commissioner Collins: Commissioner Collins thanked the Museum staff for all their work. Commissioner Collins stated she thinks this was one of the best Grubstake Days.

2. Commissioner Silver: Commissioner Silver thanked Lynne Richardson for her work. Commissioner Silver expressed concern about the bikes and skateboards at the Community Center.

3. Vice Chair Kraemer: Vice Chair Kraemer excused.

4. Commissioner Evans: Commissioner Evans excused.

5. Commissioner Harman: Commissioner Harman thanked Supervisor Richardson for all her work. He stated the Buy-a-Brick program and the Museum Membership program are great ideas. He thanked staff for all their work on Grubstake Days. He enjoyed the kickball tournament.

ANNOUNCEMENTS

The July 12, 2011 meeting will be cancelled. The next regularly scheduled meeting of the Parks, Recreation and Cultural Commission will be on Tuesday, August 9 at 4:00 pm in the Joshua Tree Room of the Yucca Valley Community Center.

FUTURE AGENDA ITEMS

ADJOURNMENT

Commissioner Collins adjourned the meeting at 4:50 pm

Respectfully submitted,

Maureen S. Randall, PRCC Secretary
Community Services Department