



CITY OF MENDOTA

"Cantaloupe Center Of The World"

Agenda
Recreation Commission Regular Meeting
CITY COUNCIL CHAMBERS
643 QUINCE STREET
February 4, 2021
12:00 PM

The Mendota Recreation Commission welcomes you to its meetings. Notice is hereby given that the commission may discuss and/or take action on any or all of the items listed on this agenda. **Please turn your cell phones on vibrate/off while in the council chambers.**

Any public writings distributed by the City of Mendota to at least a majority of the Recreation Commission regarding any item on this regular meeting agenda will be made available at the front counter at City Hall located at 643 Quince Street Mendota, CA 93640, during normal business hours, 8 AM - 5 PM.

In compliance with the Americans with Disabilities Act, those requiring special assistance to participate at this meeting please contact the City Clerk at (559) 655-3291. Notification of at least forty-eight hours prior to the meeting will enable staff to make reasonable arrangements to ensure accessibility to the meeting.

If you would like to participate at this meeting via Zoom, please use the following information:

Dial-in number: 1(669) 900-6833 Meeting ID: 960 1132 4690 Password: 542668

<https://zoom.us/j/96011324690?pwd=ZVUyVUVVdD0FjL3FIQ3ZqeJJK3RkQT09>

CALL TO ORDER

ROLL CALL

FLAG SALUTE

FINALIZE THE AGENDA

1. Adjustments to Agenda
2. Adoption of final Agenda

SWEARING IN

1. City Clerk Cabrera-Garcia to swear in Commissioners Jesus Mendoza, Paul Ochoa, Antonio Pizano, and Jessica Sanchez.

REORGANIZATION OF RECREATION COMMISSION

1. City Clerk Cabrera-Garcia to conduct the Commission reorganization proceedings and accept nominations for the following offices:
 - a) Chairperson
 - b) Vice-Chairperson

CITIZENS ORAL AND WRITTEN PRESENTATIONS

At this time members of the public may address the Recreation Commission on matters not listed on the agenda. Please limit your comments to THREE (3) MINUTES. Please give the completed form to City Clerk prior to the start of the meeting. All speakers shall observe proper decorum. The Mendota Municipal Code prohibits the use of boisterous, slanderous, or profane language. All speakers must step to the podium, state their names and addresses for the record. Please watch the time.

APPROVAL OF MINUTES AND NOTICE OF WAIVING READING

1. Approval of the minutes of the regular meeting of January 7, 2021.
2. Notice of waiving of the reading of all resolutions introduced and/or adopted under this agenda.

BUSINESS

1. Commission discussion and consideration of sponsorship opportunities for the baseball and soccer fields at Rojas-Pierce Park.
 - a. *Receive report from City Clerk Cabrera-Garcia*
 - b. *Inquiries from Council to staff*
 - c. *Chairperson opens floor to receive any comment from the public*
 - d. *Commission takes action as appropriate*
2. Commission discussion and consideration of the naming process for the new baseball and soccer fields at Rojas-Pierce Park.
 - a. *Inquiries from Council to staff*
 - b. *Chairperson opens floor to receive any comment from the public*
 - c. *Commission takes action as appropriate*

STAFF REPORTS AND INFORMATIONAL ITEMS

RECREATION COMMISSIONER REPORTS

ADJOURNMENT

CERTIFICATION OF POSTING

I, Celeste Cabrera-Garcia, City Clerk of the City of Mendota, do hereby declare that the foregoing agenda for the City of Mendota Recreation Commission Regular Meeting of Thursday, February 4, 2021 was posted on the outside bulletin board located at City Hall, 643 Quince Street on Monday, February 1, 2021 at 11:00 a.m.



Celeste Cabrera-Garcia, City Clerk

**MINUTES OF MENDOTA
REGULAR RECREATION COMMISSION MEETING**

Regular Meeting

Thursday, January 7, 2021

12:00 p.m.

Meeting called to order by Chairperson Mendoza at 12:00 p.m.

Roll Call

Commissioners Present: Chairperson Jesus Mendoza, Vice-Chairperson Paul Ochoa, Commissioners Antonio Pizano, Kevin Romero, and Jessica Sanchez

Commissioners Absent: Commissioner Josue Urias

Flag Salute led by Chairperson Mendoza

FINALIZE THE AGENDA

1. Adjustments to Agenda.
2. Adoption of final Agenda.

A motion was made by Commissioner Romero to adopt the agenda, seconded by Vice-Chairperson Ochoa; unanimously approved (5 ayes, absent: Urias).

CITIZENS ORAL AND WRITTEN PRESENTATIONS

None offered.

APPROVAL OF MINUTES AND NOTICE OF WAIVING READING

1. Approval of the minutes of the regular meeting of November 5, 2020.
2. Notice of waiving the reading of all resolutions introduced and/or adopted under this agenda.

A motion was made by Commissioner Pizano to approve items 1 and 2, seconded by Commissioner Romero; unanimously approved (5 ayes, absent: Urias).

BUSINESS

1. Commission discussion on the facility use application process.

Chairperson Mendoza introduced the item, reported on the actions that the Commission has taken in the past regarding facility use applications, and inquired about the facility use application process.

Discussion was held on the condition of the recreation fields; the actions that the Commission has taken in the past regarding facility use applications; whether organizations are interested in utilizing the sport fields; whether interested organizations will be required to provide the guidelines that they will follow to prevent the spread of COVID-19; ensuring that organizations are able to utilize both fields equally; issues that may result from the utilization of the fields, including as a result of the existence of only one concession stand; and when the new fields may be used.

2. Commission discussion on the status of the Rojas-Pierce Park Expansion project.

Chairperson Mendoza introduced the item.

Discussion was held on the completion of the first phase of the Rojas-Pierce Expansion; what the second phase of the project consists of; the status of the acquisition of additional land for the project; the total cost estimate for the entire project; the timeline for the project; when the new ball fields can be used; the lack of lighting at the new ball fieldst; and improving the Benny Mares Sr. baseball field.

3. Commission discussion on the status of fundraising opportunities for the new baseball and soccer fields at Rojas-Pierce Park.

Chairperson Mendoza introduced the item and commented on fundraising opportunities that were previously discussed.

Discussion was held on potential fundraising opportunities; the costs associated with the fundraising opportunities; the timeline for implementing the opportunities; the process of naming the new fields; honoring Mendota residents; whether organizations who utilize the fields will be able to hang their own sponsor banners; the revenue that will be generated; and upcoming vacancies on the Recreation Commission.

COMMISSIONER REPORTS AND INFORMATIONAL ITEMS

Commissioner Sanchez provided information on the Mendota Mural Project and inquired about the process for utilizing the park.

Vice-Chairperson Ochoa inquired as to whether the parks are open.

Commissioner Romero inquired about honoring Mendota residents and wished everyone well.

Chairperson Mendoza wished everyone a happy New Year.

ADJOURNMENT

At the hour of 1:09 p.m., with no more business to be brought before the Commission, a motion for adjournment was made by Commissioner Romero, with a second by Vice-Chairperson Ochoa; unanimously approved (5 ayes, absent: Urias).

Jesus Mendoza, Chairperson

ATTEST:

Celeste Cabrera-Garcia, City Clerk

AGENDA ITEM – STAFF REPORT

TO: MEMBERS OF THE RECREATION COMMISSION
FROM: CELESTE CABRERA-GARCIA, CITY CLERK
SUBJECT: SPONSORSHIP OPPORTUNITIES
DATE: FEBRUARY 4, 2021

ISSUE

Discussion and direction to staff on potential sponsorship opportunities for the ball fields at Rojas-Pierce Park.

BACKGROUND

For the past several months, the Recreation Commission has discussed implementing various sponsorship opportunities for the new expansion of Rojas-Pierce Park. As such, staff has looked into three different opportunities for the ball fields at the park: honor wall, banners, and naming rights.

ANALYSIS

Staff looked into the details of each sponsorship opportunity including program organization, material needs, and costs associated with each option. Below is a summary of these items for each option.

Honor Wall

The concept of the honor wall derived from the Teachers and Friends of Education Honor Wall at Fresno State. For the Fresno State honor wall, donors may purchase an engraved brick for \$100 that contains the honoree's name and an optional second line of text that will be placed on the honor wall. In addition, the recipient of the honor receives notification of the gift along with a commemorative certificate and the donor receives a letter of appreciation for remembering the honoree with the gift.



Honor Wall at Fresno State

Staff contacted the Bell Memorials and Granite Works, the company that provides the engraved bricks for Fresno State, and inquired about direct costs for the bricks. Each individual brick costs \$65 and the price includes up to three lines of engraved text and brick installation. The bricks are 8"x4" and come in an array of colors. Bell Memorials stated that special pricing may be available for bulk purchases. However, Bell Memorials did state that they do not construct the actual wall where the bricks are installed. The details of the design and construction of the honor wall is an item that still needs to be discussed and decided on, but that is an item that may be completed by City staff. Moreover, the bricks can be installed in other areas, including on the new restroom/concession building.

Staff also inquired about the costs associated with purchasing engraved paver tiles with the idea of creating a donor trail (in lieu of a honor wall) and was informed that the price begins at \$125 per 12"x12" paver tile and actual price depends on what is engraved on each paver.

Staff is recommending that the Recreation Commission discuss the information provided and give direction to staff on the following:

1. Selection of installation location (standalone wall, side of building, or trail); and
2. Donation cost

Banners

Previous discussion was held by the Commission on the creation of a banner program that had two distinct sponsorship levels: (1) one 4'x8' banner and (2) one 3'x6' banner. The direct cost for each banner depends on the type of material that the banners are made out of. Based on where the banners will be located, the weather conditions that the banners will endure, and the length of time that they will be hung, staff looked into three types of banner material: vinyl, mesh, and coroplast.

Vinyl	Mesh	Coroplast
<p>Benefits:</p> <ul style="list-style-type: none"> • Most cost-effective • Waterproof • Fade resistant • Increased visibility <p>Disadvantages:</p> <ul style="list-style-type: none"> • More susceptible to being torn or damaged • Does not handle wind well <p>Price Point:</p> <ul style="list-style-type: none"> • 3'x6' ≈ \$75 • 4'x8' ≈ \$120 	<p>Benefits:</p> <ul style="list-style-type: none"> • Waterproof • Fade resistant • Wind resistant • Longer lifespan than vinyl <p>Disadvantages:</p> <ul style="list-style-type: none"> • Usually more expensive than vinyl • Colors and graphics tend to be lighter <p>Price Point:</p> <ul style="list-style-type: none"> • 3'x6' ≈ \$120 • 4'x8' ≈ \$256 	<p>Benefits:</p> <ul style="list-style-type: none"> • Weather resistant • Waterproof • Stain resistant • Pliable and durable <p>Disadvantages:</p> <ul style="list-style-type: none"> • Prone to bending and warping • More expensive than vinyl and mesh <p>Price Point:</p> <ul style="list-style-type: none"> • 3'x6' ≈ \$157.50 • 4'x8' ≈ \$336

Staff is recommending that the Recreation Commission discuss the information provided and give direction to staff on the following:

1. Selection of banner material; and
2. Donation cost

Naming Rights

The Commission has also discussed the naming rights for the new baseball and soccer field as a potential sponsorship opportunity. However, discussions have also been held on the possibility of honoring Mendota natives by naming the fields after them instead of offering the naming rights as a sponsorship opportunity. If that is the desire of the Commission and the City Council, another option can be offering the naming rights of the entire facility as a sponsorship opportunity. For example, the entire facility that includes all three ballfields can form the “[SPONSOR NAME] Sports Complex” or the “Mendota Sports Complex presented by [SPONSOR NAME]”. The selected sponsor’s name will be displayed on a sign at the facility’s entrance.

Those interested in acquiring the naming rights for the facility can submit bids with the naming rights being awarded to the highest bidder, or a sponsorship price can be established, and the naming rights will be awarded on a first come, first serve basis.

Staff is recommending that the Recreation Commission discuss the information provided and give direction to staff on the following:

1. Confirmation of facility naming rights as a sponsorship opportunity; and
2. Sponsor selection process

FISCAL IMPACT

None at this time.

RECOMMENDATION

Staff recommends that the Commission discuss the information provided and give direction to staff on the items outlined above.