

City of Patterson
Parks, Recreation & Beautification Commission Minutes
Regular Meeting of August 16, 2023

1. Call to Order

Chairperson Virgen called the Regular Meeting of the Parks, Recreation & Beautification Commission of the City of Patterson to order at the City Hall Conference Room 229 at 5:08 P.M.

2. Roll Call

Present: Commissioners: Adolfo Virgen (Chair), Oscar Roman (Commissioner), and Martha Blanco (Commissioner)

City Staff: Robert Andrade (Ex-Officio Member), Xavier Guluarte (Deputy Director of Operations), Diana Hernandez (Recreation Administrative Service Manager), and Brittany Callum (Secretary).

Absent: Renelle Layfield (Commissioner), Kandace Weyhrauch (Vice-Chair)

3. Statements of Conflict : None

4. Items from the Public: None

5. Approval of Meeting Minutes

The minutes for the July 19, 2023, regular meeting was reviewed and approved by the Commission with a 3-0 vote. Commissioner Roman motioned and Commissioner Blanco 2nd. Motion carries.

6. Review of Action Items: None

7. Agenda Items

New & Returning Business

7.a Parks, Recreation and Beautification Award (Chairperson Virgen)

Chairperson Virgen discussed with the Commission the outcome of the Parks, Recreation and Beautification Award to Village Skate during the August 15, 2023 City Council Meeting. A representative from Assembly Member Juan Alanis's office also presented an award to Village Skate.

Action: The Commission intends to present another Parks, Recreation and Beautification Award to the volunteers and staff that puts on the Farm-to-Fork annual event.

Action: The Commission discussed the frequency of which the Parks, Recreation and Beautification Award is bestowed upon nominees. Discussion will continue at the next Parks, Recreation and Beautification Commission meeting scheduled for September 20, 2023.

7.b Wall Mural Project (Chairperson Virgen)

Chairperson Virgen shared the estimated cost of \$6800 based on a quote that was received from a potential local artist. Deputy Director Mr. Andrade suggested that the commission collect everything that may be required prior to submittal, such as a conceptual design. It was also suggested to obtain input from the Planning Commission and the Downtown Revitalization Commission prior to taking the design concept to the City Council.

Action: Chairperson Virgen will send Secretary Callum the quote that the local artist sent for the mural.

Action: During the September meeting the Commission will discuss methods to present the mural project to other city commissions.

Action: Parks, Recreation and Beautification Commissioners will brainstorm ways to fundraise for donations for the mural.

7.c Apricot Fiesta Review (Vice-Chairperson Weyhrauch)

Chairperson Virgen motioned to table this agenda item until the September 20, 2023 Parks, Recreation and Beautification Commission meeting. Commissioner Blanco seconded the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield, K. Weyhrauch,

7.d Adding Shade to Parks (Commissioner Layfield)

Chairperson Virgen motioned to table this agenda item until the September 20, 2023 Parks, Recreation and Beautification Commission meeting. Commissioner Blanco seconded the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield, K. Weyhrauch,

7.e Commission Logo (Chairperson Virgen)

Chairperson Virgen shared the final draft of the Commission Logo with the Commission and City Staff.

Action: Chairperson Virgen will send the final Logo to Secretary Callum to disperse to fellow commission members.

7.f Parks and Recreation Social Media Activity (Recreation Department)
Recreation Administrative Service Manager Diana Hernandez shared with the Commission ways that the Recreation Department will advertise events and programs through social media. The presentation highlighted current followings and methods to increase a social media audience through advertisements, hashtags, and LinkTree. The Recreation Department has implemented advertisements through PeachJar once a month for their free programs.

7.g Water Tower Mural (Vice-Chairperson Weyhrauch)
Chairperson Virgen motioned to table this agenda item until the September 20, 2023 Parks, Recreation and Beautification Commission meeting. Commissioner Blanco seconded the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield, K. Weyhrauch,

7.h Back-to-School Block Party (Vice-Chairperson Weyhrauch)
Chairperson Virgen motioned to table this agenda item until the September 20, 2023 Parks, Recreation and Beautification Commission meeting. Commissioner Blanco seconded the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield, K. Weyhrauch,

7.i Chalk Festival Event (Vice-Chairperson Weyhrauch)
Chairperson Virgen motioned to table this agenda item until the September 20, 2023 Parks, Recreation and Beautification Commission meeting. Commissioner Blanco seconded the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield, K. Weyhrauch,

7.j October Anti-Bullying Month (Chairperson Virgen)
Chairperson Virgen shared a previous proclamation from 2017 proclaiming the month of October to be Anti-Bullying month. Deputy Director Mr. Andrade shared with the Commission that they can request

the Proclamation at a City Council Meeting. Chairperson Virgen moved to endorse October 2023 as Anti-Bullying Awareness month. Commissioner Roman 2nd the motion.

Vote: 3-0; Motion Carries

Yes: A. Virgen, M. Blanco, O. Roman
No: None
Absent: R. Layfield K. Weyhrauch

Action: Chairperson Virgen agreed to contact his resource for more information on ways that the Commission could implement different activities throughout the month of October.

7.k Ideas for Park Clean-Up with Y.A.C.

Recreation Administrative Service Manager Diana Hernandez informed the commission of the dates that Y.A.C will host park clean ups. The first date is scheduled for Saturday September 16th. Information is located on page 10 of the 2023 Fall Patterson Activity Guide. The event will be held quarterly with the dates listed for the season’s activity guide. If the Commissioners would like to volunteer, they could reach out to the Youth Development Supervisor, Jason Hayward.

8. Other Matters:

- Chairperson Virgen shared with the commission information on a Bay Area organization that educates youth about voter registration. Following the discussion with Ms. Hernandez, Chairperson Virgen will reach out to Jason Hayward.

-It was suggested to the Commission to have more focus on completing items on the agenda. Another suggestion was to give each commissioner an assignment to report back on for the next meeting.

-The Commission will investigate the possibility of holding more meetings to accomplish items and projects.

9. Adjournment

With there being no further business, Chairperson Virgen moved to adjourn the City of Patterson Parks, Recreation and Beautification Commission Meeting at 6:06 p.m.

Any questions or concerns, please email them to Brittany Callum at bcallum@ci.patterson.ca.us.

Minutes Prepared by:

Brittany Callum

Brittany Callum (Secretary)
Administrative Assistant I