

**CITY OF FONTANA
PARKS, COMMUNITY AND HUMAN SERVICES COMMISSION
REGULAR MEETING**

JULY 25, 2019

The City of Fontana Parks, Community and Human Services Commission and Staff met for a workshop at 6:00 p.m. on Thursday, July 25, 2019, in the City Council Chambers, 8353 Sierra Avenue, Fontana, California, prior to the regular meeting. The agenda was reviewed, Director of Community Development Zai AbuBakar presented on Park Development Projects; and Public Works Manager Dan West provided a Park Master Plan Update.

ROLL CALL:

Present: Chairperson Key, Secretary Vaquera Commissioner Jones, Commissioner Gordon, and Commissioner Johnson were present.

Absent: Vice Chairperson Ahumada and Commissioner Quintana

The regular meeting of the City of Fontana Parks, Community and Human Services Commission was held on Thursday, July 25, 2019, in the Grover W. Taylor Council Chambers, 8353 Sierra Avenue, Fontana, California. The meeting was called to order at 7:00 p.m. by Chairperson Key, followed by an Invocation given by Pastor Robin Donley, Bethel Christian Fellowship, and the Pledge of Allegiance led by Commissioner Johnson.

Staff: Community Services Manager Michael Wright; Public Works Manager Dan West; Community Services Manager Kristy Samples; Community Services Supervisor Rob Bock; Community Services Supervisor Nathan Hunt; Community Services Coordinator Jasmin Sarsadias; and City Clerk Tonia Lewis.

SPECIAL PRESENTATION:

None.

PUBLIC COMMUNICATION:

None.

CONSENT CALENDAR:

A. APPROVAL OF MINUTES:

Minutes of the June 27, 2019, Parks, Community and Human Services Commission Meeting.

B. PUBLIC WORKS OPERATIONS-PARKS AND LANDSCAPE DIVISION

Approve June 2019 activities report.

ACTION: Motion was made by Commissioner Gordon, seconded by Commissioner Jones, and passed by a vote of 5-0 to approve Consent Calendar Items A-B. (AYES: Key, Vaquera, Gordon, Johnson, Jones; NOES: None; ABSTAIN: None)

UNFINISHED BUSINESS:

None.

NEW BUSINESS:

A. Special Events Update – Rob Bock

Community Services Supervisor Rob Bock provided a report on special events conducted in June 2019:

- **May 30–June 2, 2019, Fontana Days Festival at Veterans Park** - The Fontana Exchange Club hosted the 106th Annual Fontana Days Festival at Veterans Park. This co-sponsorship event had over **22,000** people enjoying the carnival, live entertainment, and food throughout the weekend. The outstanding entertainment lineup included Cold Duck, Smokin' Cobras, Bumtown, and Huge.
- **June 1, 2019, Fontana Days Run at City Hall** - The 63rd Annual Fontana Days Run hosted over 1,850 runners in the Half Marathon, 5k Run, Race Walk, Family Fitness Walk and Children's Dash. The band, Fresh, entertained all the runners while they enjoyed the runner's expo with many run related vendors.
- **June 6 and 13, 2019, Summer Concert at Miller Amphitheater** - The summer concert season kicked off at the new Miller Amphitheater with the Classic Rock Band, "The Answer" playing to a crowd of over 2,500 people.
- **June 13, 2019, Summer Concert at Miller Amphitheater** - The band, Uptown Funk, brought out over 4,000 people. There were train rides, games, face painting, library mobile, obstacle course, and good food.
- **June 15, 2019, Miss Fontana at Fontana High School** - The Miss Fontana competition had 1,300 in attendance.
- **June 20, 2019, Summer Concert at Miller Amphitheater** - The band Huge, had a crowd of 2,000.

- **June 20, 2019, Summer Concert at Miller Amphitheater** - The band, Soto, performed for a crowd of 3,500. Children enjoyed all the games, activities, and rides during the concerts.

Community Services Supervisor Rob Bock provided a review of upcoming events as follows:

- August 1, 2019, Summer Concert at Miller Amphitheater, 7:00 p.m. to 9:00 p.m.
- August 2, 2019, Fontana Car Show at City Hall, 5:00 p.m. to 9:00 p.m.
- August 3, 2019, Back to School Bash at Seville Park, 8:00 a.m. to 2:00 p.m.
- August 10, 2019, Fontana Boxing Show at Jessie Turner Health & Fitness Center, 1:00 p.m. to 5:00 p.m.
- August 17, 2019, Family Matters Picnic at Jack Bulik Park, 11:00 a.m. to 4:00 p.m.

ACTION: Motion was made by Commissioner Johnson, seconded by Secretary Vaquera, and passed by a vote of 5-0 to accept and file the staff report. (AYES: Key, Vaquera, Jones, Gordon, Johnson; NOES: None; ABSTAIN: None)

B. HEALTHY FONTANA SUMMER UPDATE – JASMINE SARSADIAS

Community Services Coordinator Jasmine Sarsadias provided an update on the Health Fontana Summer Program.

Healthy Fontana is community-based program that promotes a healthy lifestyle with an emphasis on nutrition, active living, smart growth, and community partnerships. The goal of Healthy Fontana is to create greater awareness of health in our community and inspire people to make impactful changes for themselves, their families and the community to their lifestyle that help us all live longer and healthier lives.

Healthy Fontana Summer Programming included summer camps, community events, Healthy Jr. Chef cooking classes, partnership with the After-School Program to provide nutrition education and promotes physical activity.

Health Fontana offered outreach at eight summer camp sites and some summer meal sites in the city.

Healthy Fontana participated in community events throughout the year to promote healthy nutrition and physical activity including Summer Meals, Summer Youth Lunch Meals, Fontana Walks!, Fontana Days Run Fitness Expo, National Health & Fitness Day, Jack Bulik Skate Park Wheel Chair Motor Cross Event, Park Fontana Unified School District's Health Fair & Science Exploration Event, Fontana Community Senior Center Health Fair, Walmart's Wellness Day and Fontana Arts Festival.

Healthy Fontana will participate in the upcoming National Night Out, Back to School Night, and Fontana Walks! 2 Year Anniversary.

Ms. Sarsadias shared data on the impact of Healthy Fontana on participants and the community.

Healthy Fontana will be hosting a Let's Move on the Trail Health, Fitness and Safety Expo on Saturday, October 12, 2019, from 9:00 to 1:00 p.m.

Discussion was held on the daily number of fruits and vegetables.

Discussion was held on the ages of the Healthy Junior Chef participants.

Discussion was held on the curriculum for the summer food programs.

Commissioner Johnson is happy the program encourages kids to be active.

Chairperson Key spoke on Saturday's event.

Commissioner Gordon commended staff for all they do to get everyone active and healthy.

ACTION: Motion was made by Commissioner Jones, seconded by Commissioner Vaquera, and passed by a vote of 5-0 to accept and file the staff report. (AYES: Key, Vaquera, Jones, Gordon, Johnson; NOES: None; ABSTAIN: None)

C. MARKETING AND COMMUNICATIONS OVERVIEW – NATHAN HUNT

Community Services Supervisor Nathan Hunt provided a report an overview on Community Services Department Marketing and Communications.

The Marketing Division increases community awareness and engagement of department classes, programs, events, and infrastructures; as these programs, activities and facilities are wide-ranging, both geographically and in content, the Marketing Division organizes and implements a variety of distribution platforms to communicate and connect with the community.

The Marketing Division helps create quarterly campaigns which are distributed via print and digital materials to the community; a campaign may include website updates, social media posts, flyers, window clings, programs, rack cards, digital billboards, street banners, brochures and mailers.

The division staff will attend community meetings, events, and programs to further distribute content to community members, engage and speak with the community, and photograph activities.

Key distribution methods the Community Services Department utilizes to connect and engage community members include the Community Services Department's Activities

Brochure, the Fontana Website, Community Services Department monthly email/text newsletter, Access Fontana, Social Media, Nextdoor, and KFON TV.

The Community Services Marketing Division produces approximately 40 campaigns which includes 300 separate print pieces distributes 1,500 digital communications with 400,000 points of contact.

Discussion was held on the number of digital points of contact.

Discussion was held on gauging the effectiveness of communication.

Discussion was held on the most effective communication.

Discussion was held on the amount of personal contact with targeted audiences.

Manager Wright spoke on the definition of points of contact and effective communication.

ACTION: Motion was made by Commissioner Johnson, seconded by Commissioner Gordon, and passed by a vote of X-0 to accept and file the staff report. (AYES: Key, Jones, Gordon, Johnson, Vaquera; NOES: None; ABSTAIN: None)

COMMUNICATIONS:

A. COMMISSION COMMENTS

Chairperson Key attended the 4th of July event and enjoyed it.

Chairperson Key spoke on the City's phenomenal events.

Secretary Vaquera thanked staff for their reports.

Secretary Vaquera spoke on the 4th of July event and expressed concerns with the food vendors.

Secretary Vaquera apologized for missing the last meeting.

Secretary Vaquera spoke on travelling to Mexico.

Secretary Vaquera spoke on school starting soon and his children's school and work.

Secretary Vaquera spoke on his daughter traveling to Thailand.

Commissioner Jones wished everyone a good night.

Commissioner Gordon commended city staff on their efforts in communicating with the public.

Commissioner Gordon attended the 4th of July event and was very impressed.

Commissioner Johnson attended the 4th of July event and enjoyed the fireworks show.

Commissioner Johnson spoke on visiting the Art Depot and encouraged everyone to visit it and the Art Gallery on Sierra.

Commissioner Johnson spoke on the Coffee with the Coordinator event at Don Day Community Center.

Commissioner Johnson spoke on the Healthy Fontana program.

Commissioner Johnson wished his wife a happy birthday.

A. COMMUNITY SERVICES DEPARTMENT COMMENTS

Community Services Manager Michael Wright wished Director Nelson a speedy recovery.

Manager Wright thanked retired City Manager Ken Hunt for his leadership.

Manager Wright welcomed Interim City Manager Michael Milhiser.

Manager Wright thanked staff for a great summer.

Manager Wright is looking forward to the Arts Festival.

Manager Wright wished Gilbert a happy birthday.

Community Services Manager Kristy Samples thanked everyone for choosing the department's summer programs and activities to participate in.

Manager Samples wished everyone a happy back to school.

Public Works Manager Dan West enjoyed the conversation on the Parks Master Plan.

Public Works Manager West announced that the Fontana Parks playground was not opened as planned but is now open.

Public Works Manager West announced that the Miller Park playground is now also open.

Public Works Manager West announced that the Southridge Park slide is still under repair.

ADJOURNMENT:

By consensus, the meeting adjourned at 7:54 p.m. to the next Regular Parks, Community and Human Services Commission Meeting on Thursday, August 22, 2019. A Workshop will be held at 6:00 PM in the City Hall Executive Conference Room and the Regular Meeting at 7:00 PM in the Grover W. Taylor Council Chambers located at 8353 Sierra Avenue, Fontana, California.

DocuSigned by:

Ysela Aguirre

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Ysela Aguirre
Boards and Commissions Secretary

THE FOREGOING MINUTES WERE APPROVED BY THE PARKS AND COMMUNITY SERVICES COMMISSION ON THE 22nd DAY OF AUGUST 2019.

DocuSigned by:

Anahi Ahumada

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Anahi Ahumada
Vice Chairperson

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Browsers (for SIGNERS):	Internet Explorer 6.0?, Mozilla FireFox 1.0, NetScape 7.2 (or above)
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Enabled Security Settings:	<ul style="list-style-type: none">•Allow per session cookies•Users accessing the internet behind a Proxy Server must enable HTTP 1.1 settings via proxy connection

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