



CITY OF CUPERTINO
PARKS AND RECREATION COMMISSION
10185 N Stelling Rd, Quinlan Conference Room
Thursday, September 5, 2024
7:00 PM
DRAFT MINUTES

CALL TO ORDER

Chair Shearin called the Parks and Recreation Commission meeting to order at 7:00 p.m. in the Quinlan Community Center Conference Room, 10185 N Stelling Rd.

ROLL CALL

Commissioners present: Jennifer Shearin, Hemant Buch, Seema Swamy (7:01 p.m.),
Claudio Bono
Commissioners absent: Carol Stanek
Staff present: Jenny Koverman, Jessica Javier, Sonya Lee, Jacinta Liang
Guest speakers: None

CEREMONIAL MATTERS AND PRESENTATIONS

1. Subject: Parks and Recreation Department Summer Programs and Events

Recommended Action: Receive a presentation on the Parks and Recreation Department Summer Programs and Events.

Sonya Lee, Recreation Manager, presented on summer programs and camps, summer events and festivals, sponsorships, and upcoming events.

Commissioner Swamy requested clarification on Pizza and Politics and whether it was local politics or national. Recreation Manager Lee clarified local politics. Added that the event has a structured format that includes a teen debate and Councilmembers [Mayor's] roundtable. Commissioner Swamy requested clarification on average number of participants. Recreation Manager Lee clarified the previous event had an estimated 50 participants.

Commissioner Bono requested clarification on whether not they collect general feedback from the programs and camps. Recreation Manager Lee clarified that they survey periodically, and the Recreation Coordinators work with their respective staff to collect additional feedback as well.

Commissioner Bono requested clarification on whether or not the [\$24,000] sponsorship for the Summer Concert Series was enough or if they are seeking more funding for next

year. Recreation Manager Lee clarified that the City could always do more with more funding, but as far as paying the bands, the sponsorship was able to cover payment for the nine bands. Added that if there were to be more sponsorship funding available in the future, they could seek out bigger and more well-known bands that are more costly.

Vice Chair Buch requested clarification on advertising. Recreation Manager Lee clarified that the Community Outreach Specialist in the department coordinates the marketing efforts including posting to Facebook, Instagram, City website, and the recreation brochure.

Chair Shearin requested clarification on the process for seeking out sponsorship opportunities. Recreation Manager Lee clarified that the Event Coordinator is developing a list of local businesses to send out the sponsorship form to, and they will continue to contact businesses that staff feels would be a match for a particular event. Added that they are learning as they are going since seeking out sponsorships is new for the department.

Chair Shearin requested clarification on the increasing number of participants in summer camps and classes, and whether or not that is attributed to an increase in class offerings. Recreation Manager Lee clarified that they are offering around the same number of camps and classes as the year before. Added that certain camps and classes are doing well, while others are struggling, but ultimately, they are still analyzing the trends as this is only the second year things are open post COVID.

Vice Chair Buch recommended the City provide additional alternative seating such as tables and chairs (verses sitting on the grass) at the summer concerts. Recreation Manager Lee commented that they have not seen a need for this as there are other alternatives in the park such as the concrete in the amphitheater or nearby picnic tables.

APPROVAL OF MINUTES

2. Subject: August 1, 2024 Parks and Recreation Commission Meeting Minutes

Recommended Action: Review and approve the August 1, 2024 Parks and Recreation Commission meeting minutes.

Commissioner Swamy motioned to approve the August 1, 2024 Parks and Recreation Commission meeting minutes as submitted. Commissioner Bono seconded. Motion carried with 4 yes and 1 absent.

POSTPONEMENTS

None

ORAL COMMUNICATIONS

Lalitha Maruvada, Cupertino resident, supported seniors keeping their community garden beds beyond the three-year period.

WRITTEN COMMUNICATIONS

Written communications were emailed to the commission and are included for the record.

OLD BUSINESS

None

NEW BUSINESS

3. Subject: Fiscal Year 2023-2024 Community Funding Grant Program Written Reports

Recommended Action: Receive an update on the Fiscal Year 2023-24 Community Funding Grant Program Written Reports.

Written communications for this item included an email to the commission and is included for the record.

Jacinta Liang, Management Analyst, presented a summary of the FY 23-24 Community Funding Grant Program written reports.

Commissioner Swamy requested clarification on No Time to Waste's Feed the Need Program. Management Analyst Liang clarified that the number of clients served is calculated through a food recovery metric app that records the total pounds of food collected from donors and converts that to the number of meals and sides recovered. Added that majority of the donated food comes Santa Clara Kaiser and local bakeries and restaurants.

Chair Shearin requested clarification of the 12,989 number of Cupertino residents served for No Time to Waste, considering that the number is approximately one quarter of Cupertino residents. Management Analyst Liang clarified that the number likely represents the number of meals served to the community.

Chair Shearin requested for the Commission to have the Community Funding Grant Program written reports summary available during the next Community Funding cycle, specifically any previous grant received, and number of residents served.

Commissioner Swamy requested clarification on how the funds were spent for No Time to Waste, and how the organization predicts the amount of surplus food. Management Analyst Liang clarified that most of the funds were spent for transportation of food collections and deliveries. Clarified that the organization likely estimates the amount of surplus food based on the previous year.

Commissioner Bono commented that there are people who might need up to three or four meals per day, so the number of Cupertino residents served [12,989] by No Time to Waste could be misleading considering it is likely based on number of meals served. Commissioner Swamy supported Commissioner Bono's comments.

Chair Shearin requested clarification on the last time the Community Funding application form was reviewed. Management Analyst Liang clarified that the policy was last reviewed in 2022. Added that the Commission could discuss format changes to the application or annual report, however, changing or adding new questions would need to be approved by Council.

Chair Shearin requested a solution to the format of the application to allow for long responses not to be cut off in text boxes.

STAFF AND COMMISSION REPORTS

Jenny Koverman, Recreation Manager, presented the Liaison's update as submitted.

Chair Shearin expressed her gratitude for the Movies in the Park staff.

FUTURE AGENDA SETTING

Chair Shearin requested information on the Community gardens and policies.

Vice Chair Buch requested an update on park amenity improvements, including how often [the prioritization list] is updated. Commissioner Bono seconded.

ADJOURNMENT

Chair Shearin adjourned the meeting at 7:58 p.m. to the October 3, 2024 meeting at 7:00 p.m.

Respectfully Submitted by,

Jessica Javier, Administrative Assistant
Parks and Recreation Department

Minutes approved at the _____ regular meeting

DRAFT