



**AGENDA REPORT**  
**CITY OF SAN CLEMENTE**  
**BEACHES, PARKS AND RECREATION COMMISSION**  
Meeting Date: October 9, 2012

Agenda Item 4.D. (2)  
**Approvals:**  
Dept. Head [Signature]  
Manager \_\_\_\_\_  
Admin. \_\_\_\_\_

**Department:** Beaches, Parks and Recreation  
**Prepared By:** Sharon Heider, Director of Beaches, Parks and Recreation

**Subject:** ***BEACHES, PARKS AND RECREATION DEPARTMENT ACTIVITY UPDATE***

Listed below are a variety of items that the Beaches, Parks and Recreation Department are currently focusing.

**BEACHES AND PARKS MAINTENANCE DIVISION**

- B&P staff work towards the planting of a new tree at the Community Center to serve future holiday events
- The San Geronio Park basketball courts will be resurfaced in the near future.

**MARINE SAFETY DIVISION**

Approximately 255,000 people enjoyed our beaches in September. Lifeguards performed 219 rescues, 98 medical aids, 4,967 preventative actions, and, gave 742 warnings for ordinances.

**RECREATION DIVISION**

***Administration – Initiated by Recreation Manager Pamela Passow***  
(no donations)

***Recreation Programs – Initiated by Wendyann Fernandez***

Fall classes are in full swing and registration is available. The fall magazine highlighted Kimberly Esmond, the Orange County Dance Productions instructor and owner. She has been dancing for 30 years in all genres and once an NFL cheerleader for the Carolina Panthers. She has been teaching dance classes in the City for three years now, and her classes are flourishing! She added an adult Barre class (ballet & sculpting), and it is doing great! The children and parents enjoy OC Dance Productions and Recreation appreciates them as instructors.

***Facility Rentals – Initiated by Laura Barnett***

Facility	Total Revenue in		% Change
	2012	2011	
Ole Hanson Beach Club	\$219.75	\$36,557.48	-99%
Community Center	\$4,996.96	\$10,480.98	-52%
Library Annex	\$37.50	\$225.00	-83%
Aquatics Center	\$16,021.75	\$3,502.00	358%
Parks & Ball Fields	\$38,653.25	\$24,714.98	56%
<b>TOTAL</b>	<b>\$59,929.21</b>	<b>\$75,480.44</b>	<b>-21%</b>

**Partnerships and Co-sponsored Events – Initiated by Carol Gibson**

Event	Organization	Dates	Attendance
Stoke-A –Rama Surf Contest	BPR Friends of the Foundation	September 15/12	300
Coastal Clean up	Watershed Task Force & City Environmental Services Division	September 15/12	150
San Clemente Open Skate Tourney	BPR Friends of the Foundation	September 16/12	200
Homecoming Parade	San Clemente High School ASB	September 28/12	300

**Youth and Teen Programs – Initiated by Peggy Lacayo, Samantha Thomas, Chris Smith**

Activate at Shorecliffs – Chris Smith

Activate will not begin until October 9<sup>th</sup>, but pre-signing interest is quite high, with over 40 students already having filled out preliminary paperwork and forms, so it looks to be a solid start to a great program again this year.

After Hours Middle School – Chris Smith

After Hours programs have started off well at all three schools with Golf completely full and waitlisted, flag football, art, dance, cooking and guitar all with strong enrollment. The relaunch of the theater program at the middle schools has met with good success as well, which will round out our Summer Performing Arts Camps, giving us year-round impact in this area.

Aquatic Adventures/Homeschool Programming-Chris Smith

Aquatic Adventures has started this month as well with a solid enrollment. Many new faces added to those from last school year, with others planning to start up in October with the program, so the impact into the homeschool/private school families in our community will be quite strong.

GAP Elementary School Program – Peggy Lacayo, Samantha Thomas

The GAP program is designed to supervise and engage Vista del Mar elementary school students, after school ends, while they wait for their older siblings in middle school. The “GAP” between elementary and middle school dismissal is an opportunity to participate in fun activities and active sports while providing safety and supervision for the elementary school-aged students. Vista del Mar is the only school site in San Clemente that incorporates both elementary and middle school students, which is why this program is only offered exclusively at this site.

Fun on the Run – Samantha Thomas

Fun on the Run kicked off the new school year with a busy September, supporting community events and further developing its obesity prevention programming. In the beginning of the month, staff visited all of the neighborhood schools and participated in each school’s welcome back ceremonies and festivities. This was a great opportunity for staff to promote Fun on the Run’s new fall schedule and all of the exciting programs coming up. Coming up in October, Fun on the Run will celebrate Halloween with the 3<sup>rd</sup> Annual Halloween Health Haunt!

Goal Zone – Samantha Thomas

Goal Zone Sports will begin in October at Las Palmas Elementary, Concordia Elementary, and Marblehead Elementary Schools featuring basketball and will later introduce soccer and flag football in 2013.

Program	September Avg. Daily Attendance & Monthly Total	Previous Month Avg. Daily & Monthly total	% Increase or Decrease From Prior Month
Activate	Starts in Oct	N/A	-
After Hours Middle School	320	N/A	-
Aquatic Adventures			
GAP	23	n/a	-
Fun on the Run	Monthly Total: 465 Daily Average: 24	Monthly Total: 447 Daily Average: 19	26.3%

***Youth & Adult Sports Programs – Initiated by Randy Solar***

Adult Softball

The adult softball league began its fall season on September 11. There are 38 teams playing in seven different leagues Tuesday through Thursday with the coed league being the biggest league. Barring any inclement weather, the league is scheduled to end after Thanksgiving. Playoffs for each division will occur after the regular season.

Adult Basketball

Co-ed Adult Soccer

The adult soccer league kicked off its fall season on September 23. There are 10 teams in the league. Games are played Sundays at Talega Park from 9:00 a.m. to 2:00 p.m.

Youth Flag Football

Staff held skills assessment on Saturday, September 8<sup>th</sup> at Vista Hermosa Sports Park, football field #1. Over 80 kids participated in the skills assessment. The league began on September 29<sup>th</sup> with almost 120 children participating. Games are held on Saturdays at Vista Hermosa Sports Park, football field #1. The season will conclude in November with playoffs for the “C” Division. This volunteer coached league is a fun recreational league that teaches basic skills and promotes sportsmanship.

Program	(Season) 2012 Teams	(Season) 2011 Teams	% Increase or Decrease From Prior Year
Adult Softball	38	51	
Coed Soccer	10	10	
Adult Basketball		No Fall Season	
Youth Flag Football	12	18	

**Steed Park Complex – Initiated by Ken Sipes**

<b>Weekend Tournaments</b>	<b>Saturday &amp; Sundays 8am- 10pm</b>	<b>Teams</b>
AAU Baseball	September 1-3	34
USSSA - Patriot	September 8-9	13
USTSA - Cancelled	September 15-16	N/A
AAU Baseball	September 22-23	24
Super Series – Cancelled	September 29-30	N/A

**Aquatics – Initiated by Peggy Lacayo**

<b>Programs At the Pool</b>	<b>September 2012</b>	<b>September 2011</b>	<b>% Change</b>
Aquatic Class Registration	535	458	17%
Pool Passes Sold	65	1	6400%
Drop-in Users	6,002	2,110	184%
<b>TOTAL</b>	<b>6,602</b>	<b>2,569</b>	<b>157%</b>

**Events:**

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Sponsor</b>
Oct 7	Seafest	Pier, Park Del Mar, Beach	Chamber of Commerce
Oct 11-14	Carnival Colossus	Vista Hermosa Park	BPR Friends Foundation
Oct 19	Rally Against Bullying	Community Center/Del Mar	National Association of People Against Bullying
Oct 20	MS Bike Ride	Down town Bike Trail	National Multiple Sclerosis
Oct 20	Healing Hands Walk	Beach- Pier to Calafia	Wisdom Spring
Oct 21	Hunger Walk	Community Center/Ave. Del Mar	Family Assistance Ministries
Oct 21	Hope 4 Hanna 5 K Race	Walmart/Pico-	Autism Speaks
Oct 22	Red Ribbon Parade	Ave. Del Mar	Orange County Sheriff