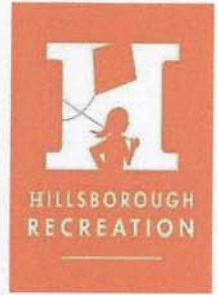


HILLSBOROUGH RECREATION
REGULAR MEETING, RECREATION COMMISSION
Tuesday, November 19, 2019 - 5:00 PM
Hillsborough City School District
300 El Cerrito Avenue
Hillsborough, CA 94010



Approved Minutes from November 19, 2019

AGENDA

- 1.0 CALL TO ORDER,
The meeting was called to order by Commissioner Geddis at 5:03
- 2.0 ROLL CALL : Don Geddis, Margi Power, Jay Benton (5:07), Ann Ritzma (5:12), Louann Carlomagno, Tony Giacomazzi, Joyce Shen, Jeralyn Schoenherr

Absent: Michelle Boschart
- 3.0 APPROVAL OF THE MINUTES Action
3.1 Approval of Regular Meeting Minutes of September 23, 2019
It was moved by Larry May, seconded by Margi Power and passed with three votes as two Commission members were not in attendance at the time of the vote.
- 4.0 CONSENT AGENDA Disc/Action
Motion "approve the consent agenda"; not debatable; requires unanimous vote. If any member of the Commission, Executive Director, or public so request, any item shall be removed from this selection and placed in the regular order of business.
4.1 2019 Fall Programs, Fees, and Contractors
Facilitron Report 1
Facilitron Report 2
It was moved by Larry May and seconded by Margi Power and passed with three votes as two Commission members were not in attendance at the time of the vote.
- 5.0 INFORMATIONAL UPDATE AND DISCUSSION Information/Disc
5.1 Recreation Director's Report
Director Tony Giacomazzi updated the Commission on the following:
Preschool
 - Recent preschool Pow Wow at North School
 - Looking at a tuition increases for next yearAfter School Programs
 - Currently all programs are up and running smoothly
 - Winter Programs will be available on December 1st/2nd; will be adding a robotics class for grades K-5
 - 2nd and 3rd graders league will be partnering with the Junior Warriors this spring, first time that this is being offered

Middle School

- Basketball currently has 154 players enrolled in 7th and 8th grade, for a total of 18 teams
- The new robotics program/pilot is going really well, and there are 15 6th grade students enrolled. Plans are to do something similar for 7th and 8th grade students after basketball is over.

Summer

- Brian Srabian has been hired as the program coordinator
- Brian is currently coaching and setting up the summer program HIVE and will be running robotics classes at the elementary level this winter

Adult

- Two iPhone classes were offered but were cancelled due to poor enrollment
- Will continue to do outreach to get mature adults involved
- Mah Jong and yoga will continue this winter

Facilities

- Facilitron is working great
- New code system for doors still not working properly - hoping to have that fixed by the end of November

Administrative

- Hoping to have the new website go live the first week in December
- Changing some of the processes of how we do things and how we promote HREC, working on how making all the programs clear to the community
- Program Coordinator Brian Srabian will present at the February meeting to share the 2020 summer programs

5.2 Harvard Business School Brainstorming Session

Commissioners Geddis and Benton, along with Louann Carlomagno and Tony Giacomazzi met with members of the Harvard Business School on November 7th. They shared the following from that meeting

Tony Giacomazzi

- Need to do more data gathering - what does are community need, find out who our customers are
- Compare and research returning customers vs. new customer - how do we brand HREC to new customers - how are we marketing to new families who move in
- Evaluate programing - how do we know we find out if we are offering the right programs - website does not currently showcase what we offer
- Adding an adult facility

Jay Benton

- Marketing, branding and getting the message out was discussed quite a bit at the meeting
- HBS suggested doing a separate stand alone marketing for preschool
- Overall it was a very successful session

Louann Carlomatno

- Need to figure out how to best market HREC - we are the best kept secret, we don't proactively go after families. Currently do not have any social media/Tony and Louann working on next steps in that area
- We need to be proactive (good investments to utilize resources for marketing)
- Have outside eyes looking at what we are doing to get a different perspective on our programs.

Don Geddis

- Most of our preschool families seem to be coming to us through word of mouth
- If we want to generate enrollment we should be targeting houses that were sold in the past year
- The advantage of having our preschools on our campus - leads them into HCSD schools

5.3 Strategic Planning Update

- Lynn Wendell and Gissle Chow who have worked with HCSD on visioning helped facilitate the meeting that was held on October 14th
- All four campuses were represented by parents
- Overall input from the parents was that HREC does a great job on the programs being offered, just need to figure out how to spread the word throughout the community
- Input of what we might look like and how it would look in the year 2025
 - More programs
 - Tiered programs
 - An 8-5 drop-off and pick-up
 - Offering convenience to families, money was not a big concern, as long it was convenient.
- In December there will be a preschool session for strategic planning

6.0 ACTION ITEMS

Information/Disc/Action

6.1 2018-2019 Audit Report

Sheldon Chavan of Chavan and Associates shared that once again HREC had a successful audit, with no modifications, and no significant changes from last year's audit.

It was moved by Larry May and Seconded by Jay Benton and passed with four votes with one absent commissioner this evening to accept the 2018-2019 Audit Report.

6.2 Preschool Tuition Fee Increase

Tony Giacomazzi shared information on increasing tuition for HREC preschool programs:

- Cost of the programs has not gone up in 3-4 years, and HREC needs to cover increasing costs to run the programs
- Proposing a 5% increase across the board and 10% for Tiny Tots
- The Tiny Tots 10% increase is recommended as this is the hardest class to teach, it requires a third teacher - our new hire this year Adriana has filled this position. HREC is the only one who offers a program for children this age and 30% of our tiny tots end up leaving for an outside program that offers longer days
- Tony then reviewed the current costs of each of the preschool programs

Action was taken on this agenda item tonight.

It was moved by Larry May and seconded by Margi Power and passed with four votes with one absent Commissioner this evening to increase tuition for all the preschool programs effective 2020-2021.

6.3 Resolution 2019-01 Local Agency Investment Fund (LAIF)

This is a housekeeping item allowing our new Business Manager access to this account

It was moved by Don Geddis and seconded by Jay Benton and passed with four votes with one absent Commissioner this evening to approve Resolution 2019-01.

7.0 TOWN-DISTRICT COMMUNICATIONS

Information

Jay Benton

- Just came from an HBF meeting where new maps were shared that will help promote fire awareness in the community. Residents
- Maps and properties in the northern part of town, where new parcels have been added are covered by the ordinance - and must follow the guidelines and rules
- Cell tower discussions continue to go on

Larry May

- Shared the news of the recent acquittal of the Hillsborough Li case noting that this was not a Hillsborough investigation, it was a San Mateo County investigation.
- Adult education - recently an elderly couple had their identity stolen, credit cards were charged, passports made, cars purchased, etc. It was a tramedic issue and we need to help educate this age group
- Recent power outage affected 2200 homes, residents also lost Comcast, and back-up cell coverage was down as well
- Cell towers will once again will be on the agenda for the town council meeting

Don Geddis

- HCSD is considering going out for a GO Bond in the 2020 election
- Current master plan is proposing an artificial turf field at Crocker

Louann Carlomagno

- HCSD is three quarters of the way through the FMP process, with second round of meetings currently going on with parents and staff
- A draft of the FMP will be presented to the Board for review at the December meeting.
- Moving forward with the cooling pilot project of placing fans in our classrooms pending Board approval
- Will work with the Town and HBF on a plan for the trees that were taken out on Ralston and will also be working with both community partners on getting a turning lane in this area as well.

8.0 PUBLIC COMMENTS
None

9.0 ADJOURN, 6:29 PM



Louann Carlomagno
Executive Director