

**County of San Diego
Valle De Oro Community Planning Group
P.O. Box 936
La Mesa, CA 91944-0936**

REGULAR MEETING MINUTES: November 19, 2013

LOCATION: Otay Water District Headquarters
Training Room, Lower Terrace
2554 Sweetwater Springs Blvd.
Spring Valley, California 91978-2004

1. CALL TO ORDER: 7:03 PM Jack L. Phillips, Presiding Chair

Members present: Brownlee, Chapman, Feathers, Fitchett, Henderson, Manning, Myers, Perry, Phillips, Reith, Schuppert, Tierney,

Absent: Hyatt, Mitrovich, Wollitz

2. FINALIZE AGENDA: As shown

3. OPEN FORUM: None

4. APPROVAL OF MINUTES: October 15, 2013 **VOTE: 9-0-3 to approve.**
Abstained: Feathers, Reith, Tierney

5. LAND USE

a. County Department of Parks and Recreation proposal to sell limited-term naming rights to “select” existing park amenities or facilities (ball fields, playgrounds, pavilions, community centers, etc.) The proposal does not include naming rights for parks or regional trails. Also proposed are consolidated fee categories and expansion of fee ranges for potential market growth.

Two representatives from the County were present: Ms. Jill Bankston and Mr. Bill Saumier.

Saumier presented the project which includes naming rights and modification of the use fee package. Naming rights is part of a business plan to be implemented for cost recovery. Their Naming rights policy will generate revenue and help with maintenance. It will go to Board of Supervisors (BOS) on January 29th, 2014. They want to strike a balance and partner with businesses through a screening process. If they had a kitty from this additional revenue, they would be able to draw funds to repair or replace park amenities. They want some feedback from us on naming rights.

Saumier then presented their proposed use fee package. They would like to increase their fee ranges. For example, the current fee range for campsites is between \$17 and \$40.

They would like to increase the fee range upward to from \$22 to \$50. It is designed to be competitive with similar facilities and recoup costs and offset expenditures. They will be going forward with this proposal to adjust the fee range on Feb. 5th, 2014.

PHILLIPS responded on behalf of the ad hoc committee . He distributed a handout enumerating the ad hoc committee's issues:

NAMING RIGHTS ISSUES

1. As proposed, "Naming Rights" is actually DPR's proposal to sell advertising space in our parks.
2. Public Parks have been a safe haven from the constant bombardment of advertising and should be protected from this type of intrusion.
3. Use of "Naming Rights" for a community's often hard-earned facilities should be up to each community.
4. No provision for community involvement: It's as though the Parks Department employees own the facilities – not the community who created them.
5. Under no circumstances should DPR be allowed to sell naming rights or any other aspects of a facility that has been built and sustained by special taxing district funds (County Service Area agreements). Only the CSA has the ability to approve the disposition of funds derived from its facilities and all such funds should be used in the CSA.
6. Staff Report does not adequately address the context of the proposal. The following important details are missing:
 - How to control the appropriateness
 - Location, size, type, color, and content of signage
 - The selling of advertising at the entrance to or within natural open spaces
 - How to keep socially tactless advertisements out without possible legal ramifications for equal protection violations
7. Decisions for the detailed implementation of signage appear to fall within the Parks Department who can be indifferent to the community desires and inherently biased due to financial benefit to the department.
8. The advertising income goes to the Parks Department's general fund with no guarantee that the funds will be spent on improvements to the parks within the affected community.
9. The new policy would lead to a plethora of casino advertising and real estate advertising creating visual blight in our community's recreation areas – areas we retreat to for escape from such blight.

COMMITTEE FINDING: *The consensus of the ad hoc review committee was to oppose this concept and the DPR proposal to implement it.*

SCHUPPERT stated that our parks have been one of the few places for a person to get away from the constant bombardment of advertising. We are constantly accosted by advertising on our televisions, radios, newspapers, magazines, internet, U.S. mail, along our roads, in our stores, and at sporting events. Public parks have been one of the few places that we and our children can get away from this constant intrusion.

To introduce commercial naming rights and advertising signs in our parks will diminish one of the main reasons we have parks which is to get outside away from the everyday pressures. Our public parks are much too rare and should not be sold out to commercial enterprise.

Discussion ensued.

CHAPMAN was bothered that the funds from the advertising goes into the General Fund and not necessarily to the specific park where the advertising was installed. She did not agree with fee range hikes without compensative improvements.

Saumier responded that the BOS may increase the fees but for now they are asking only to change the range. They are not increasing the fees, as yet.

BROWNLEE thinks the voice of the people in each community that use a specific facility will be lost.

REITH is uncomfortable having the County Parks Director be allowed to approve the naming rights.

MYERS Wanted an inventory of all the features available for naming rights. She also requested the dimensions on the signage and the other specifications/limitations. She believes we need more information.

HENDERSON Gave the example of the consistency of the Adopt a Highway signs. She wants consistent signage.

SCHUPPERT doesn't want commercial advertisement in the Parks.

Bankston says there are Parks that have names but only features of the Parks can be bought through naming rights.

SCHUPPERT moved that we oppose this proposal which allows the County Parks Department to sell naming rights or advertising space at various facilities within our County Parks. (Brownlee seconded.) **VOTE: 12-0-0 to approve motion and oppose proposal.**

6. UNFINISHED BUSINESS –None 7. NEW BUSINESS--None

8. CHAIRMANS REOORT: Work on the big retaining wall project on Fuerte east of Mt. Helix Drive will begin this month and should end by January 2014. The BOS hearing concerning the Credit Union site will be held on December 4th.

9. ADJOURNMENT 8:30 PM

Submitted by: Jösan Feathers