

**CITY OF DUARTE  
PARKS AND RECREATION COMMISSION**

**MINUTES**

Regular Meeting  
September 14, 2015

7:00 p.m.

**ROLL CALL:**

**PRESENT:** Houlemarde, Reyes, McLaurin, Nielsen, de Lira Lopez, Bylsma-Houghton  
**ABSENT:** None  
**STAFF:** Monsalve, Diamond, Valerio, Mays, Tarr  
**AUDIENCE:** Councilmember Liz Reilly, Steve Hernandez

**APPROVAL OF MINUTES:**

Houlemarde moved and Reyes seconded to approve the August 2015 minutes. The motion carried unanimously.

**ITEMS OF BUSINESS:**

**A. Field Use Waiver Requests**

Cesar Monsalve, Parks and Recreation Director, reported that there were no waiver requests.

**B. Online Registration: Staff Presentation and Commission Discussion. Request for Recommendation to Council**

Monsalve made a presentation to the Commissioners with information about the City's move towards online registration. Pertinent information was presented to the Commission including the following highlights:

- The goal is to provide an easier and more convenient method for participants to register for programs by featuring online registration and this will improve staff efficiency. This move will also allow for improved marketing and surveying. Currently, some participants have to line up to register for programs at 6:00 a.m.
- Active Net is a business and will collect transaction fees including 2.5% for check and cash transactions and 5.5% for credit card.
- The decision is if the full transaction fees should be the responsibility of the customer or should the City absorb some of the cost. The Commission is being asked to make a recommendation to the City Council on how to proceed.
- Total Parks & Recreation Department revenue for 2014-15 was \$253,000. Averaging the transaction fees percentages of 5.5% and 2.5% comes to 4%. 4% of \$523,000 is \$21,000. Therefore, if all programs are included in Active Net and half use credit card and half pay cash/check, it would potentially total \$21,000 in transaction fees.
- Staff proposed that, to meet the goal of transitioning most registrations to online and to match the typical participant's profile per staff's observations, the transaction fee costs should not be burdened strictly by the participant.
- Staff proposed to use the fee increase for non-resident swim lessons from \$30 to \$40 that the commission agreed to do previously to help offset costs. This will raise \$16,700. The remainder of the costs could be covered with a modified transaction fee of much less than 5.5%.

- Discussion ensued by Commissioners. Commissioner Houlemarde stated that the decision to raise the swim lesson fees was independent of this issue and should not be included as a means to offset the transaction fee costs. Commissioner de Lira Lopez asked staff to explain the reasoning behind their proposal and each supervisor provided input including their knowledge of the participant's abilities to cover the additional costs and the desire to keep transaction costs to a minimum or none at all so that online registration will be more likely.
- Houlemarde made a motion to recommend to the Council to set transaction fees at 50% of their actual cost, for staff to decide on the process and for staff to decide on which programs to include for the online process. The motion passed on a 4 – 2 vote. (This motion would therefore involve the City absorbing 50% of the transaction fee costs.)

ITEMS FROM  
STAFF:

1. Attendance reports for August and the Senior Center Newsletter, Teen Star newsletter were distributed. Flyers for Class Registration and the City Picnic/Parade were also distributed.

ITEMS FROM  
COMMISSIONERS:

Youth and Family Committee Report & Commissioner Report by Nielsen:

1. Reported that there is an issue with parking at Encanto (ENC) Park on weekends. Monsalve acknowledged that cyclist are known to use ENC as a parking place for rides that go through Royal Oaks Drive and through the river bed to Santa Fe Dam and the SG river trail.

Houlemarde: No report

McLaurin

1. Noticed the rubber surface at ROP is being replaced and that Bike Trail repair work is apparently taking place.

Reyes

1. Stated that one of the groups using ROP Extension for soccer play is a Peruvian family that conducts a regular game on weekends there.

Bylisma-Houghton

1. Stated that she attended her father's funeral and that was the reason for her previous absence.
2. Reported that she believed that Duarte as a city was holding up pretty well with the drought and stated that the new electronic sign is nice.
3. Stated that she appreciated the military service banners and that her son finally saw his banner.

De Lira Lopez: No report


ITEMS FROM  
AUDIENCE:

None

ADJOURNMENT: McLaurin moved and Reyes seconded to adjourn the meeting at 8:40 p.m. The motion carried unanimously.

Commission Chairperson  
Bylsma-Houghton

ATTEST:

  
Cesar Monsalve, Secretary