



CITY OF CHICO
BIDWELL PARK AND PLAYGROUND COMMISSION (BPPC)
POLICY ADVISORY COMMITTEE
(Commissioners Herrera, Ober, and Emmerich-Chair)
November 17, 2011; 6:00 p.m.
Municipal Center - 421 Main Street, Conference Room 1

Materials related to an item on this Agenda are available for public inspection in the Park Division Office at 965 Fir Street during normal business hours or online at <http://www.chico.ca.us/>.

1. CALL TO ORDER

2. REGULAR AGENDA

- 2.1. The Policy Advisory Committee (PAC) continues to review and discuss changes to its current donation policy for Bidwell Park. Committee members will work on revising some draft donation policy language and take up the issue of a Memorial Tree donation program. The PAC will recommend a revised policy for BPPC approval. **Action:** *Continue development of the donation policy.*

3. BUSINESS FROM THE FLOOR

Members of the public may address the Commission at this time on any matter not already listed on the agenda; comments are limited to three minutes. The Commission cannot take any action at this meeting on requests made under this section of the agenda.

4. ADJOURNMENT

Adjourn to the next regular meeting on December 15, 2011, at 6:00 p.m., in Conference Room 1, in the Council Chamber of the Chico Municipal Center building (421 Main Street, Chico, California).



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DATE: 11/10/2011
TO: Policy Advisory Committee
FROM: Lise Smith-Peters, Management Analyst
SUBJECT: Review of Current Park Bench and Plaque Donation Policy

BACKGROUND:

In June 2004, the BPPC approved a formal Policy for Memorial/Dedication/Recognition Opportunities Within Bidwell Park (referred to as the "donation policy") and it was included in the 2008 Bidwell Park Master Management Plan (BPMMP) as Appendix M (see attached).

The current donation policy has been evaluated in terms of the goals set forth in the Bidwell Park Master Management Plan (Appendix M of the MMP). These goals too are under review:

1. Strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems;
2. Raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities;
3. Provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park for memorials/dedications/recognitions

The Policy Advisory Committee has met four times (07/21, 08/18, 9/15 and 10/20) to review the donation policy. At its 10/20 PAC meeting, the Committee and staff continued their consideration of various elements of the Park's past donation policy and review of other cities' donation policies.

ISSUES AND CONSIDERATIONS:

The Committee will review and edit a draft of policy language for Park donations. The PAC will continue to clarify various components and the draft will be added to and reworked as needed with committee and public input. The Committee will also consider the addition of a new Memorial Tree Donation policy component to assist in support of the City's Urban Forest Program (see Tree Committee Report).

Attachments: Donation Policy Draft 11/10/11; Tree Committee Report 10/13/11; and Arbor Day Foundation website donation policy information.

Distribution: BPPC



City of Chico Policy for Park Memorials and Donations Draft as of 11/11

PURPOSE OF DONATION PROGRAM:

The Bidwell Park and Playground Commission (BPPC) has in recent years allowed, with appropriate oversight by the Park and Natural Resource Manager, individuals to make contributions for benches, plaques, bricks, facilities and other amenities within Bidwell Park and other City parks and greenways where appropriate. In order to better plan for and to oversee this program, the Bidwell Park and Playground Commission has adopted the policies below, which will be reviewed every five years, or sooner by request to determine its effectiveness.

The goals and objectives of the donation program are as follows:

- 1) to raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities; and
- 2) to strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems; and
- 3) to provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park (s).

Donations will be placed into a Park fund to be used for maintenance, replacement costs, upkeep and new amenities. Such donations are to be accepted according to City Policy and do not entitle the contributor to ownership of the particular element associated with the contribution. [[No person, group or organization may sponsor more than one commemorative plaque or bench term in the Park??]]

Park staff will prepare and present a list of needed, available locations for benches, plaques and other amenities to the Bidwell Park and Playground Commission for review and consideration as needed.

Park staff is responsible for bench and plaque material, design and installation. The Division reserves the right to remove and/or relocate park benches when they interfere with site safety, maintenance or construction activities and another suitable location will be found and the bench donor notified of the location change. Donors are responsible for making sure that the Park Division has their correct contact information.

Staff will present an annual status report on Park Donations to the BPPC.

TYPES OF DONATIONS:

- 1). Annual Fund and contributions – Donations in **any amount** for general park maintenance, infrastructure, and special projects are always accepted and appreciated. Gifts maybe tax deductible, donors should check with their financial advisor.

2). Park Bench Location – A donation of \$5,000 (?) will be represented by the placement of a commemorative plaque at a bench location for a term of 10 years. Donations made for a bench location and plaque will receive one refurbishment as needed during the term. Up to 3 plaques may be installed at each bench location and installations are available on a first come, first served basis.

[[New donors will review and sign a letter of agreement reflecting their understanding of the term donation and renewal process if desired and this will be filed with the Park Division. Donors are responsible for making sure that the Park Division has their correct contact information.]]

3) Plaques – for a \$?? donation, an engraved plaque will be installed at pre-approved site locations in Bidwell Park and other City owned parks. Plaque wording is subject to approval by the Park Division and shall contain no commercial wording.

4). Picnic site Refurbishment – for a donation of \$5,000+ (TBD by staff based on materials, etc.) park picnic areas will be renovated to accessible standards. An engraved plaque will included at the site [[and donations may be compiled for a picnic site with plaques installed in a cement strip for each donor who contributed towards the completion of the project.]]

5). Vita Course Exercise Stations -- new exercise stations are needed to replace the current equipment. An instructional sign will accompany each new station and will list the donor of the station, if desired. Prices vary depending on equipment purchased but average equipment cost with sign is \$2,500.

6). Memorial Trees -- TBD at Committee meeting

7). Caper Acres Bricks - for a \$100.00 donation an engraved brick will be installed at the Caper Acres playground. Funds received are used for the upkeep of the playground.

8). [[Additional Park Amenities – amount of donation will be based on the item. Such amenities may include porta potty service; doggy pots; trash cans; water fountains; playground equipment; etc. Small plaque will be placed on the item to recognize the donor.]]



Tree Committee Report

Meeting Date 10/13/11

DATE: 9/26/11
TO: Policy Advisory Committee of the BPPC
FROM: Denice Britton, Urban Forest Manager
SUBJECT: Review of a New Tree Donation Policy

RECOMMENDATION:

Staff recommends the Policy Advisory Committee review and consider a new Memorial Tree Donation policy for Commission consideration. Staff anticipates several meetings before the item comes back to the BPPC for review and adoption.

BACKGROUND

In June 2004, the BPPC approved a formal Policy for Memorial/Dedication/Recognition Opportunities within Bidwell Park (referred to as the "donation policy"). It was included in the 2008 Bidwell Park Master Management Plan (BPMMP) as Appendix M (see Attachment A). According to the BPMMP, Appendix M City of Chico Bench Policy M-1 (a), the goals and objectives of the program are as follows:

- 1) To strike a balance between meeting the needs of all park users while also protecting the park environment and eco-systems;
- 2) To raise funds dedicated to the maintenance of existing facilities and to build and maintain new facilities;
- 3) To provide opportunities to individuals, groups and/or organizations desirous of donating funds to the park for memorials/dedications/recognitions.

On September 14, the Tree Committee met and developed the guidelines provided below for a program they believe will provide a mechanism for donations and memorials without undue burden on staff.

REPORT IN BRIEF

At its 09/14/11 meeting, the Tree Advisory Committee reviewed and discussed items concerning a new donation policy for Memorial trees or donations to the urban forestry program. Staff suggested a policy that allows for donations to the forest as a whole, rather than a specific tree, to avoid a large number of plaques, etc. Since there is no policy within the BPMMP for street tree donations, staff researched other programs and has included the information in attachments.

The Tree Advisory Committee recommends the following donation program:

1) Provide a Commemorative and/or Memorial program that involves a donation in a person's honor. This donation would be a minimum of \$25. The donating party would receive a thank you letter and the person being honored would receive a card telling them of the donation to the City's Urban Forest. This program is based on the one in place at the Arbor Day Foundation, where a donation "plants a tree in the National Forest".

2) Adopt a Street Tree Program, which would offer a chance to adopt a specific tree or a tree in general, for a minimum donation of \$325. This is the amount that was determined to be necessary to plant a tree and get it through its first 3 years of establishment. It is the same amount as that required for mitigation trees, although that amount is update annually per the cost of living increase. Staff suggests that if specific trees are to be available for adoption, that they be larger, established trees, rather than newly planted ones. The main reason for this is that homeowners are being encouraged to plant and care for their own new trees - and we don't want citizens to get the impression that they need to pay to have a new tree planted, or that they can pay the money to us to have it planted and watered.

3) A third item that surfaced was one of having a Commemorative Plaque (tree or wall or path) or other way to display plaques recognizing people who give donations to the Park and/or Urban Forest. Since there is a need throughout the Parks Division as well as Street trees, the Tree Committee felt this was better left as a Policy Advisory discussion.

Attachments: Details regarding the Arbor Day Foundation Program

Distribution: BPPC

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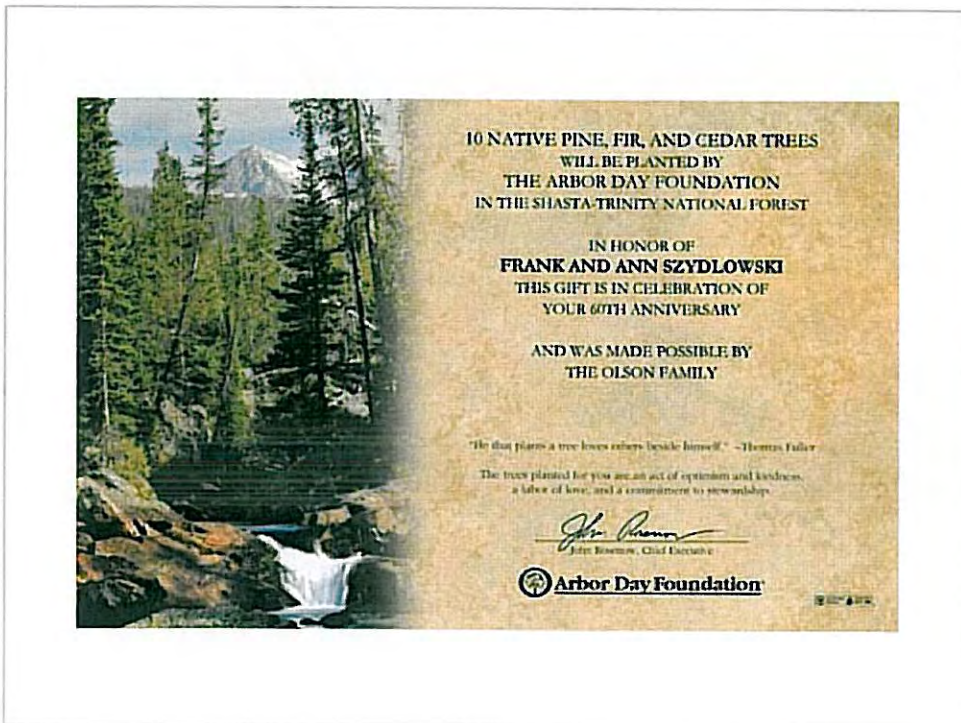
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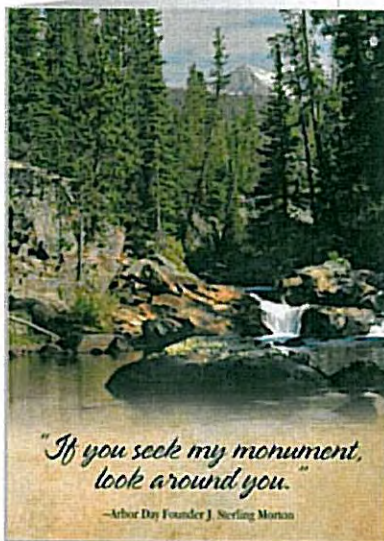
Inside:

The Arbor Day Foundation
has received a donation
In Memory of
(Honoree Name Here)

As a tribute, *(X Number)* trees
will be
planted and registered in
the Shasta-Trinity National
Forest.

This memorial was given by
(Name of Giver)

With thoughts of comfort and
peace
during your time of sorrow,
the trees will be a living
monument
to your loved one.



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