

# Pickleweed Advisory Board Annual Report January to December 2017





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# PICKLEWEED ADVISORY BOARD MISSION

The Pickleweed Advisory Board’s mission is to develop a neighborhood center where the Canal communities themselves, bound together by the place they live, can unite with public, private and civil sectors to improve their social, cultural and economic conditions and celebrate their lives.

## About Us

### *2017 Board Members*

Salvador Avalos- Chair 2016 - 2018



Louise Yost- Vice Chair 2016 - 2018



Jenny Broering



Horacio Enriquez



Lieu Phan





# CENTER STAFF

## 3 Full-Time Employees

- Supervisor
- Office Assistant
- Custodian

## 4 Part-Time Hourly Employees

The part-time Facility Attendants help to keep the facility open, clean and safe during the busy evenings and weekends

2,320 hours of  
volunteer &  
community service in  
maintenance and  
programs

1,097.5 hours of community service  
(primarily for traffic violations)  
were performed in 2017, greatly  
aiding in keeping the facility clean



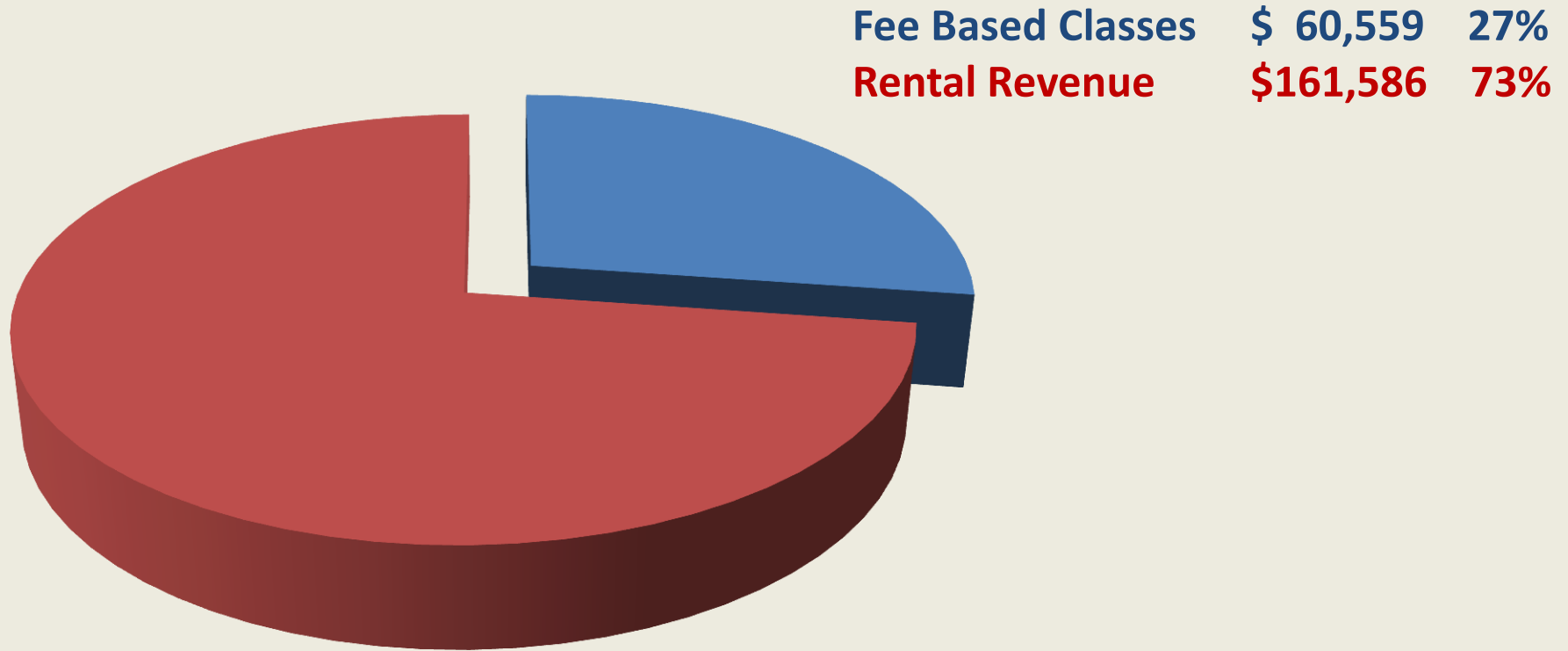
## Facility Use



## In the calendar year 2017:

- 350 rental contracts were issued to reserved space in the Community Center and Pickleweed Park. (Because of the switch to PerfectMind registration software mid-year, this number includes contracts that were switched to the new software program thus making it higher than usual)
- \$161,556 in total rental fees collected
- Pickleweed Advisory Board approved 13 co-sponsorship applications, including three new programs. Estimated value of all co-sponsorship fee waivers \$112,096

## Albert J. Boro Community Center/Pickleweed Park Revenue Breakdown (Calendar Year 2017)

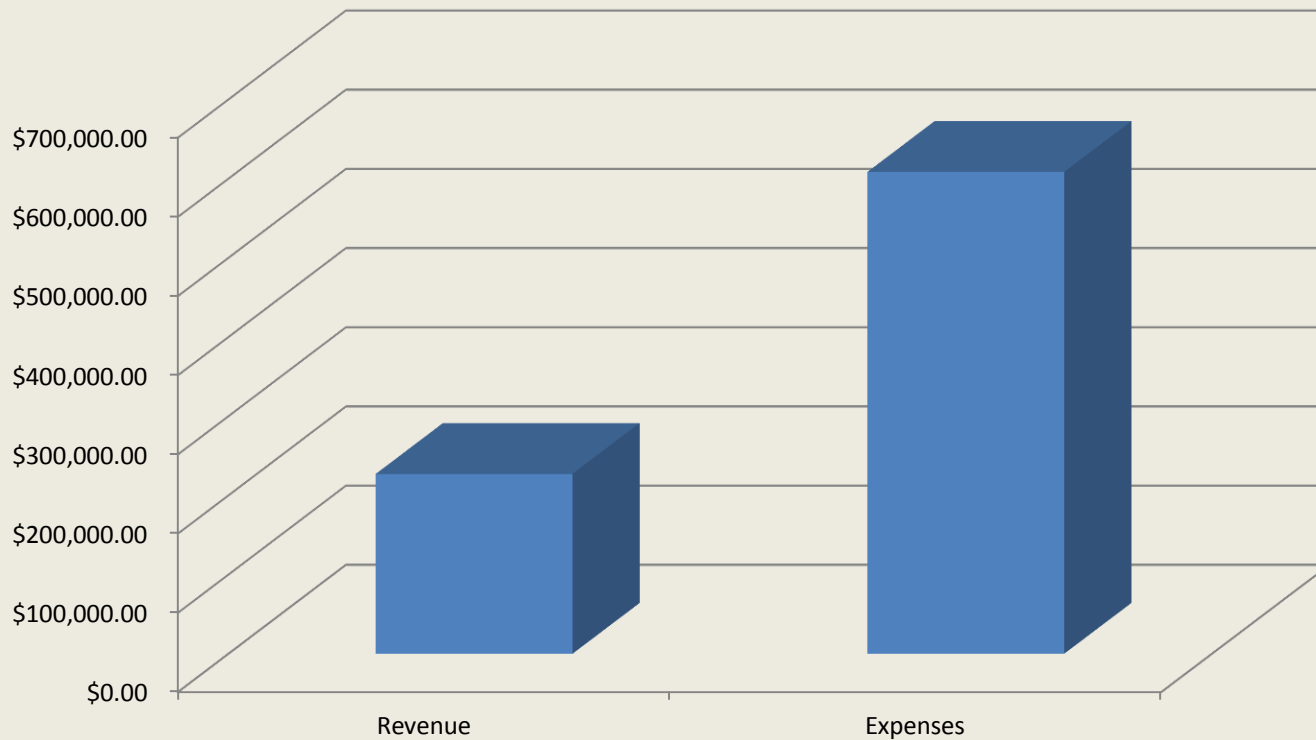


**Total Revenue: Classes and Rentals \$222,145**

**Additional Revenue Generated in Center for Community Services Athletics \$42,836**



## Albert J. Boro Community Center/Pickleweed Park Revenue and Expense (Fiscal Year 2016/2017)

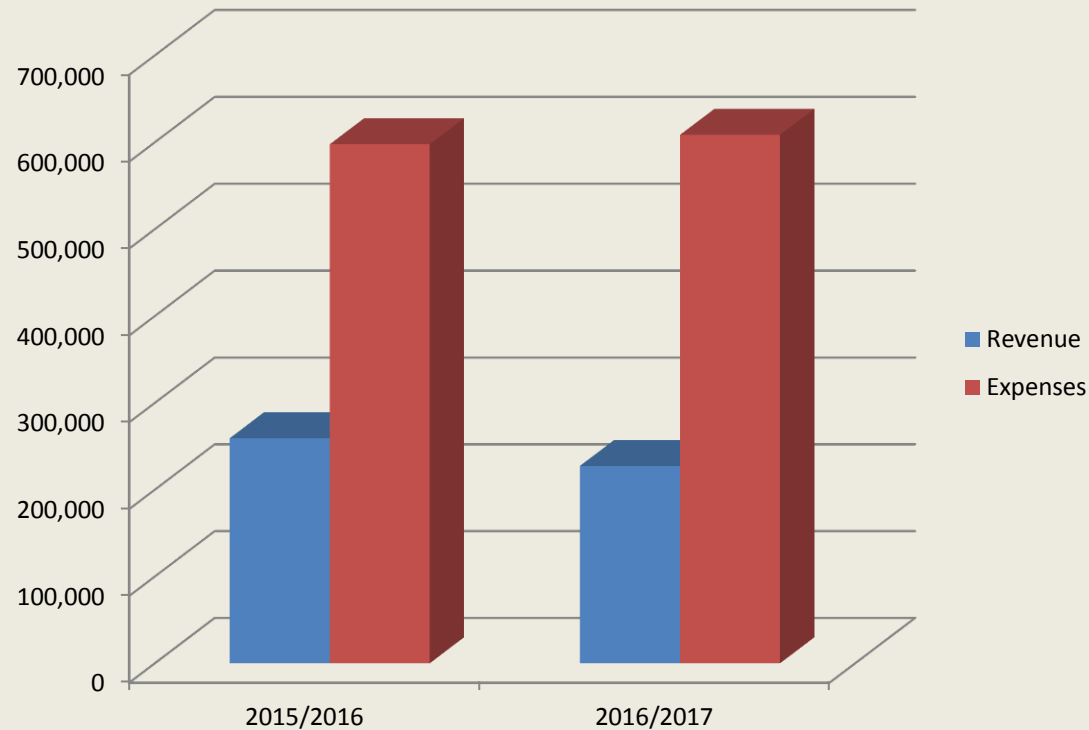


Revenue	\$227,259
Expense	\$608,438

**37.35% Cost Covering**



## Albert J. Boro Community Center/Pickleweed Park Revenue Comparison Fiscal Year 2015/2016 and 2016/2017



### Fiscal Year 2015/2016

**Revenue**                **\$259,359**  
**Expense**               **\$597,694**

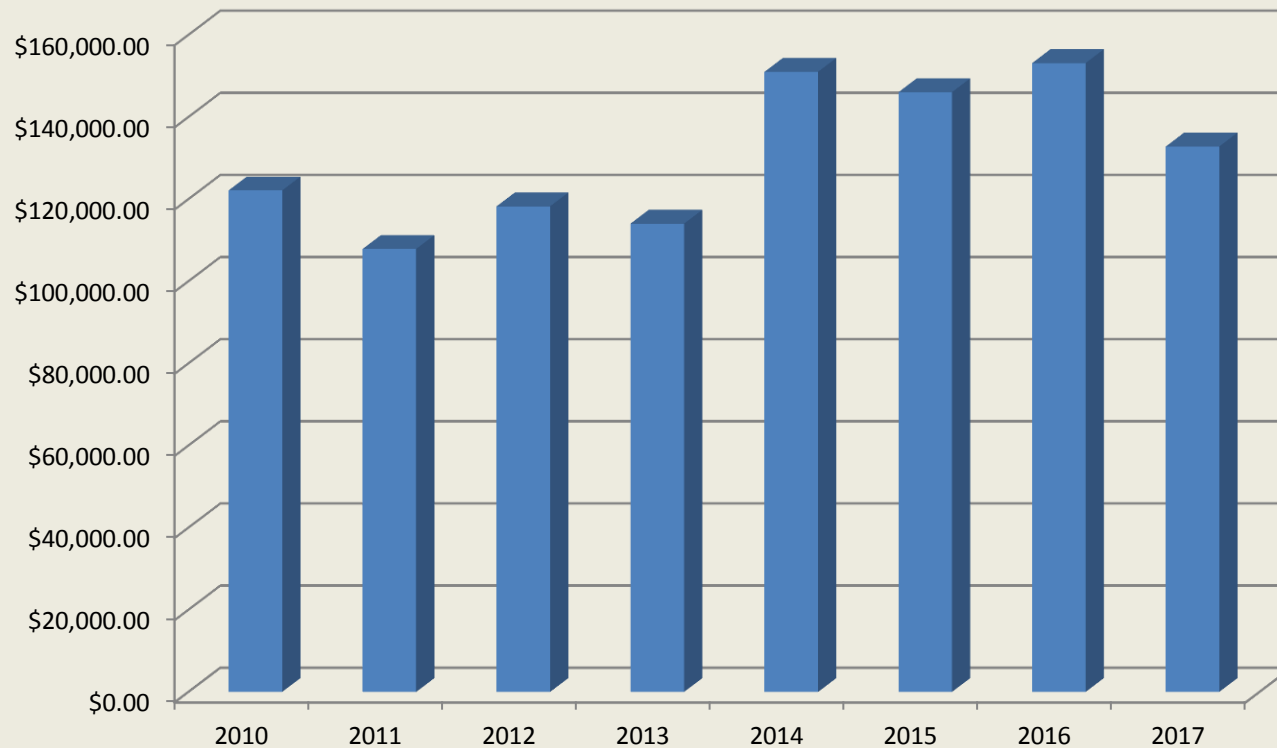
### Fiscal Year 2016/2017

**Revenue**               **\$227,259**  
**Expense**               **\$608,438**



# Multi Year Rental Revenue Comparison

Total Albert J. Boro Community Center Rental Revenue

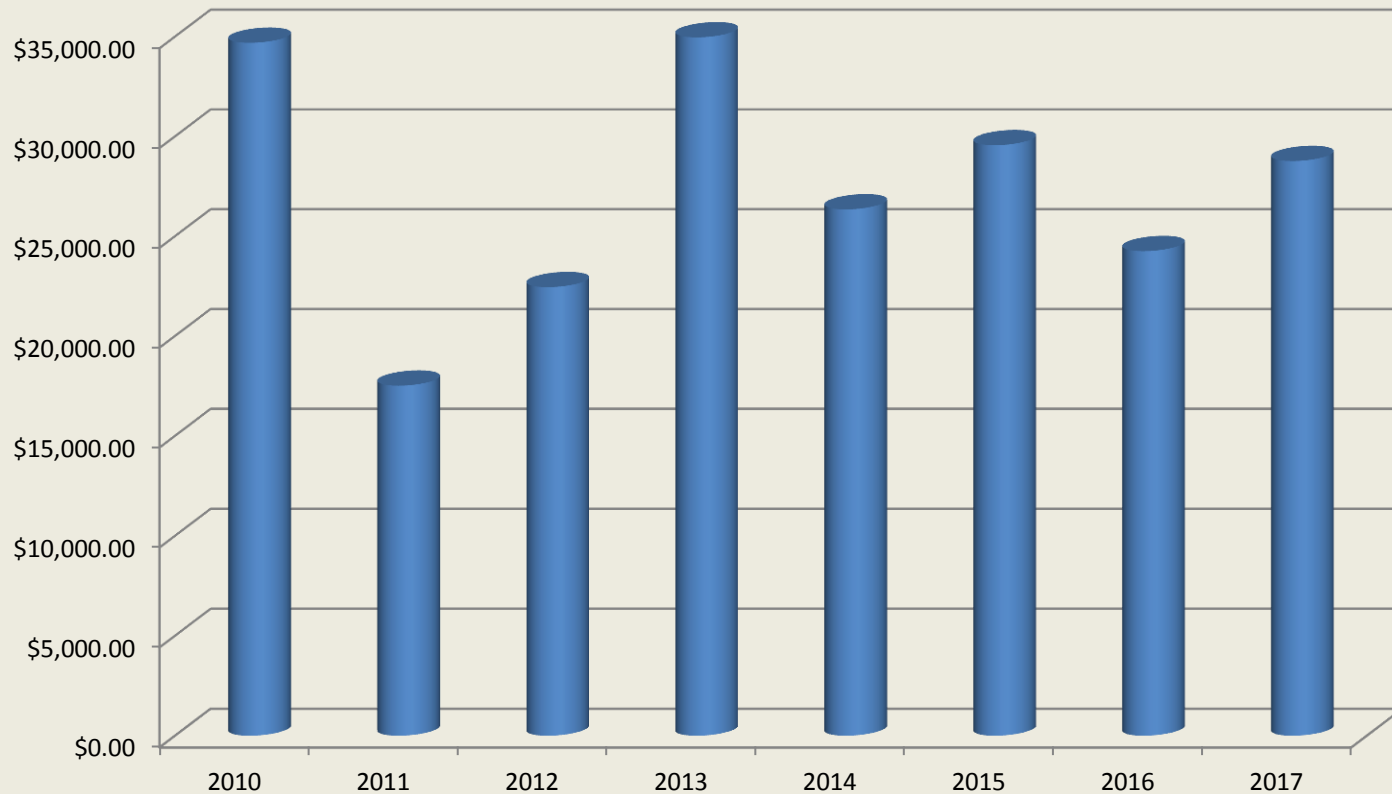


**2017 Albert J. Boro Community Center Rental Revenue \$132,820**



# Multi Year Rental Revenue Comparison

## Total Pickleweed Picnic Area and Sports Field Rental Revenue



**2017 Pickleweed Picnic Area and Sports Field Rental Revenue \$28,766**

(Reflects an extra fee for security during adult league games beginning in 2013)

## Classes

# Pickleweed



**Come check out the fastest growing sport in America!**

In March of 2017, the Albert J. Boro Community Center (A.K.A. Pickleweed) began offering the “Fastest Growing Sport in America”, Pickleball!!! Members of the public had expressed interest in the sport which is typically played on custom lined tennis courts. At the time San Rafael did not have the resources to convert tennis courts for Pickleball. Realizing that it may be easier to start the program in a gymnasium, staff thought, what could be better than “Pickleweed Pickleball” during the Fall, Winter and Spring.







Utilizing blue painter's tape, three courts were created in the gymnasium. With the gym, and typically parking, available on weekday mornings, a schedule of both instructional classes and drop-play were offered on Mondays and Wednesdays



## Community Services programs offered at the Albert J. Boro Community Center had 7,742 enrolled and included:

- Basic Computer Education in Spanish Level 1
- Basic Computer Education in Spanish Level 2
- Bridge
- Canal Karate
- Intro to Pickleball
- Open Gym Basketball & Volleyball
- Tech Tips for Transportation
- Teen & Adult Capoeira
- VolleyStart Classes & Camps
- Yoga in Spanish
- Voice-Overs (Live Online Course)



## Partnered Programs

**Included in the Center's offerings were low cost programs through community partnerships**

- Albert J. Boro Community Center Multi-Cultural Older Adult Program
- Art Club (Dominican University)
- Dance Discovery (Dominican University)
- Canal Arts (Canal Youth & Family Council)
- Mini Soccer League (Voces Del Canal)
- The Center also provides space for the many free programs offered to the community by the Pickleweed Library







## Park Rx Program

The Albert J. Boro Community Center partnered with the Marin Community Clinics and Marin County Parks in helping to provide healthy prescriptions rather than medicine to patients.



# The Albert J. Boro Community Center supported the Park Rx Program in 2017 by:

- Participating in the 1<sup>st</sup> Annual Park Rx Day
  - Planned event
  - Provided Yoga in Spanish, Karate, and Soccer demonstrations at the event
  - Promoted other Community Services programs
- Co-sponsoring Mom's Meet Up in the Park program
- Setting up a scholarship system with Marin Community Clinic so doctors can prescribe our programs to youth free
- Providing program information to the Clinic
- Supporting efforts to create regional park and program apps
- Encouraging the placement of exercise equipment in Schoen Park



# Co-Sponsored Programs

In the calendar year of 2017, the Pickleweed Advisory Board co-sponsored 13 programs by waving rental fees  
Programs included:

- Aprendiendo Juntos (Parent Services Project)
- Ball for All Basketball Camp
- Bay Marin Community Sports Camp
- Boy Scouts Troop 2000
- DrawBridge Weekly Art Group
- ESL Classes (Canal Alliance)
- Family Center Toy Shop (Bay Area Community Resources)
- Jr. Giants Baseball Program
- Kids Club Summer Program (Catholic Charities)
- Kids Club School Year Program (Catholic Charities)
- Mom’s Meet Up in the Park (Marin Community Clinic)
- Tax Aid
- Vision Impaired of Marin Spanish Support Group



# Kids Club

## Catholic Charities

### Canal Family Support

With a focus on literacy, the Kids Club afterschool program provides much more than afterschool fun for students

By co-sponsoring programs, the City benefits from a wider variety of specialized offerings without increasing administrative costs



## Special Events



**29<sup>th</sup> Annual  
Dia de los  
Muertos**







## 29<sup>th</sup> Annual Dia de los Muertos “Day of the Dead”

To aid with parking for this popular event, Community Services initiated a shuttle from the Health & Wellness Campus parking lot in 2017





## Special Projects



Eagle Scout candidate Benjamin M. Guardado Guzman and his fellow Troop 2000 Boy Scouts, Scout leaders and parents gave the Pickleweed Playground a facelift!

The Scouts: power washed, repaired, replaced, painted, sifted the sand and added new amenities to the popular playground.





The playground now looks more inviting, fun and safer for children



## The San Rafael Chamber of Commerce's Leadership Institute coordinated with staff to install a bicycle fixit station in Pickleweed Park







**TOGETHER**  
SAN RAFAEL

Center staff participated in the City's "Together San Rafael" initiative, serving on the Advisory Committee and the Communications Committee

# TOGETHER

with our Department  
with our Organization  
with our Community



**TOGETHER**  
SAN RAFAEL

## OUR CHALLENGE



**Trust** in government has reached all-time lows nationwide



**85%** of the public expects the same digital services from government as from the private sector



**8%** drop in San Rafael resident satisfaction since 2015



**71%** of local city workers in the US are unhappy or disengaged with their jobs

## OUR VISION

...where do we want to go

A citywide effort to improve service delivery and make San Rafael a great place to work.

## OUR MISSION

...how do we get there

Brings together all City Employees to create, implement, and celebrate innovative solutions to organizational and community challenges.

## GUIDING PRINCIPLES

### Together in Service

- Collaborate across departments
- Appreciate diverse perspectives and help others succeed
- Assume positive intent

### Start with Community Needs

- Cultivate trust
- Design services with "customer" in mind
- Convene and co-create

### Find Something to Say Yes To

- Take risks and try new things
- Seek creative solutions
- Create an exceptional customer experience

### Reimagine the Status Quo

- Find the root problem
- Ask "why" we do it this way
- "Fail" fast, learn, and try again

### Practice Openness

- Communicate well and often
- Be open to change
- There's always more to learn

### Be Mindful

- Every interaction creates a story
- Be fiscally responsible
- Honor those we serve with integrity



### CAN YOU GET BEHIND THIS?

Let us know at [employees.cityofsanrafael.org/tsr](https://employees.cityofsanrafael.org/tsr), 415-485-7085, or talk to a committee member  
**CREATED** for City employees

**ADVISORY COMMITTEE MEMBERS:** Laraine Gittens, Lindsay Lara, DJ Heckler, Pat Nolan, Raffi Boloyan, Steve Mason, Lidia Que, Anthoney Heaven, Andrea Gilles, Jason Hatfield, Paul Bowermaster, Cameron Mrsny, Garrett Northern, Kyle Reuter, Trina Vadon, Anthony Alviso, Sylvia Gonzales, Vinh Pham, Mireya Renteria, William Calhoun, Joan Peck, Crystal Marker, Blake Delzel, David Casalnuovo, Alex Holm, Alan Piombo, Todd Berringer, Dylan Frisbee, Josh Minshall, Talia Smith, Aaron Tubbs

# Synthetic Turf Conversion



In 2017 staff:

- Was informed that the City did not receive project funding from the State of California’s Youth Soccer and Recreation Development Program
- Contracted with Partnership Resources Group (Elliot Levin) to perform a Fundraising Feasibility Study. Study revealed that although there is interest from outside organizations, a campaign would not be successful without the City “showing some skin” in the game with a significant financial investment and a major improvement in parking

Still hope:

- Prop 68, which passed in June, should provide grant opportunities for projects such as our fields



## Pickleweed Advisory Board Looking Ahead...

- Participating on the 2040 General Plan Steering Committee- Board Member Broering



- Continue to respond to the programing needs of the Canal community
- Strive to maintain a balanced offering of programs that meet the needs of a diverse population
- In working with the City of San Rafael, continue to find ways to reach out to the community, keeping them informed and involved in their City



Thank You  
—  
Questions