



17555 PEAK AVENUE MORGAN HILL, CALIFORNIA 95037

Morgan Hill Civic Center
Council Chambers
17555 Peak Avenue
Morgan Hill, CA 95037

Chair:	Katharine Hardt-Mason
Vice Chair:	Kimberly Leiser
Commission Member:	Craig C. van Keulen
Commission Member:	Martin Cheek
Commission Member:	Lisa Aragon
Commission Member:	Vacant
Commission Member:	Vacant

PARKS AND RECREATION COMMISSION

SPECIAL MEETING

APRIL 20, 2010

7:00 p.m.

CALL TO ORDER

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

In compliance with Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

Members of the public are entitled to address the Parks & Recreation Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Parks & Recreation Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda.)

ADOPTION OF AGENDA

BUSINESS

1. Outdoor Sports Center Operator Proposals

Recommended Action: Recommend to the City Council that it select the Morgan Hill Youth Sports Alliance as the Outdoor Sports Center operator.

ANNOUNCEMENTS

FUTURE COMMISSION INITIATED AGENDA ITEMS:

Note: in accordance with Government Code Section 54954.2(a), there shall be no discussion, debate and/or action taken on any request other than providing direction to staff to place the matter of business on a future agenda.

ADJOURNMENT to the next Regular Parks & Recreation Commission meeting at **7:00 p.m. on May 18, 2010** in City Council Chambers, City Hall, 17555 Peak Avenue, Morgan Hill.

NOTICE

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act that are distributed to a majority of the legislative body less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17555 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENTS ON ITEMS NOT APPEARING ON AGENDA

Following the opening of the Meeting, the public may present comments on items *NOT* appearing on the agenda that are within the Commission's jurisdiction. Should your comments require Commission action, your request will be placed on the next appropriate agenda. No discussion or action may be taken until your item appears on a future agenda. You may contact the Clerk for specific time and dates. This procedure is in compliance with the California Public Meeting Law (Brown Act) G.C. 54950.5. Please limit your presentation to three (3) minutes.

PUBLIC COMMENTS ON ITEMS APPEARING ON AGENDA

The Parks & Recreation Commission welcomes comments from all individuals on any agenda item being considered by the Commission. Please complete a Speaker Card and present it to the Clerk. This will assist the Members in hearing your comments at the appropriate time. Speaker cards are available from staff. In accordance with Government Code 54953.3 it is not a requirement to fill out a speaker card in order to speak to the Commission. However, it is very helpful to the Commission if speaker cards are submitted. As your name is called, please walk to the podium and speak directly into the microphone. Clearly state your name and address and then proceed to comment on the agenda item. In the interest of brevity and timeliness and to ensure the participation of all those desiring an opportunity to speak, comments presented to the Commission are limited to three minutes. We appreciate your cooperation.

NOTICE

AMERICANS WITH DISABILITIES ACT (ADA)

The City of Morgan Hill complies with the Americans with Disability Act (ADA) and will provide reasonable accommodation to individuals with disabilities to ensure equal access to all facilities, programs and services offered by the City. If you need special assistance to access the meeting room or to otherwise participate at this meeting, including auxiliary aids or services, please contact the Office of the City Clerk at City Hall, 17555 Peak Avenue or call 779-7259 or (Hearing Impaired only - TDD 776-7381) to request accommodation. Please make your request at least 48 hours prior to the meeting to enable staff to implement reasonable arrangements to assure accessibility to the meeting.

If assistance is needed regarding any item appearing on the agenda, please contact the Office of the City Clerk at City Hall, 17555 Peak Avenue or call 779-7259 or (Hearing Impaired only - TDD 776-7381) to request accommodation.

NOTICE

Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

NOTICE

The time within which judicial review must be sought of the action by the Commission which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.



PARKS AND RECREATION COMMISSION

SPECIAL MEETING DATE: April 20, 2010

Agenda Item	1
Prepared By:	
Steve Rymer	

Outdoor Sports Center Operator Proposals

RECOMMENDED ACTION:

Recommend to the City Council that it select the Morgan Hill Youth Sports Alliance as the Outdoor Sports Center operator.

SUMMARY:

One of the City's General Plan goals is to encourage partnerships with public, non-profit, and private organizations for the long-term operations of parks and recreational facilities (General Plan Goal 18f). The City Council has actively pursued this goal by partnering with the YMCA of Silicon Valley to operate the Centennial Recreation Center and working with a private company for concessions at the Aquatics Center, among others. To build upon this success and to ensure that the City's community asset is properly maintained, the City issued a Request for Proposals (RFP) to operate the 38 acre Outdoor Sports Center (OSC) with the objective to enter into a mutually beneficial agreement with an organization that demonstrated the ability to:

1. Operate the OSC without City subsidy
2. Balance community access with regional use
3. Ensure a diverse mix of field use by sport type

The City received proposals from the California Youth Soccer Association, Inc. (CYSA); Morgan Hill Youth Sports Alliance, Inc. (MHYSA); and Upper V Management Group, LLC (Upper V).

The attached memo (A) details the process staff followed to review the proposals prior to making its recommendation. In addition, the PRC OSC Sub-committee met with staff on April 12, 2010, and requested that staff inform each of the three organizations that they should be prepared to answer the following questions at the PRC meeting. Each organization has been allocated 15 minutes to make a PRC presentation.

1. Please explain your strategy to satisfy the City's OSC objectives to balance community access and regional use, as well as to ensure a diverse mix of field use.
2. How do you plan to implement your proposed rates?
3. Please explain your priority use system and implementation plan.
4. Do you currently have agreements or memorandum of understanding conditioned on your receipt of the contract with the City with organizations interested in reserving the OSC fields? If so, for which fields, turf or grass, for how many hours, and at what hourly rates? Please provide copies.
5. Do you have a contingency plan if your proposal assumptions do not materialize (for example, if CYSA or other existing customers elect not to reserve the OSC)?
6. Please discuss your local economic development strategy and steps you have taken to move this forward.
7. Do you plan to make any improvements to the grass fields? If so, what are they and how do you plan to fund the improvements as of the date you assume responsibility for the OSC?
8. How do you propose to fund the start-up of your operation as of the date you assume responsibility for the OSC?
9. What start-up capital do you have in your bank account?

- Attachments:
- A: OSC Request for Proposal Memo
 - B: City Request for Proposal
 - C: CYSA proposal
 - D: CYSA RFP letter dated April 7, 2010
 - E: CYSA David Dworkin Letter of Support
 - F: MHYSA proposal
 - G: Upper V proposal

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MEMORANDUM

Date: April 20, 2010
To: Parks and Recreation Commission
From: Steve Rymer, *SR* Recreation and Community Services Director
Re: Outdoor Sports Center Request for Proposal

One of the City's General Plan goals is to encourage partnerships with public, non-profit, and private organizations for the long-term operations of parks and recreational facilities (General Plan Goal 18f). The City Council has actively pursued this goal by partnering with the YMCA of Silicon Valley to operate the Centennial Recreation Center and working with a private company for concessions at the Aquatics Center, among others. To build upon this success and to ensure that the City's community asset is properly maintained, the City issued a Request for Proposals (RFP) to operate the 38 acre Outdoor Sports Center (OSC) with the objective to enter into a mutually beneficial agreement with an organization that demonstrated the ability to:

1. Operate the OSC without City subsidy
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3. Ensure a diverse mix of field use by sport type

In order to ensure that the City had a thorough understanding of each proposal, a business plan was requested that addressed a myriad of operational and management issues including, but not limited to, management structure; community access and regional use philosophy; revenue sources and pricing system; and a three year revenue/expense pro-forma.

The City received a total of three proposals from the following organizations.

1. *California Youth Soccer Association, Inc. (CYSA)*
2. *Morgan Hill Youth Sports Alliance, Inc. (MHYSA)*
3. *Upper V Management Group, LLC (Upper V)*

Each organization participated in a first round interview with the City's Finance Director, Assistant to the City Manager, Recreation Supervisor, and Administrative Analyst. As a result of these interviews, MHYSA and Upper V were invited to participate in a second round meeting with the Recreation and Community Services Director, Recreation Manager, and Administrative Analyst.

At the conclusion of the interviews, all of the participating staff members concluded that the proposal by the MHYSA best met the City's objectives. The decision was based on the quality of MHYSA's business plan, community based field use philosophy, diverse facility use plan, and economic development goal. Staff's evaluation of each proposal is outlined in the following matrix.

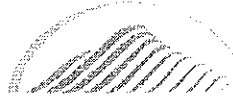
Organization	Pros	Cons
<p><u>MHYSA</u> (recommended)</p>	<ul style="list-style-type: none"> • Well thought out, comprehensive business plan • Community based field use philosophy • Diverse facility use plan • Economic development goal • In-depth background research • Diverse revenue generation strategy 	<ul style="list-style-type: none"> • No experience operating a public, recreation facility • Liberal three year pro-forma* • Business start up based on volunteer leadership • Suggested increasing field rates
<p><u>Upper V</u></p>	<ul style="list-style-type: none"> • Extensive list of soccer clients • Large scale event management experience • Existing corporate operating structure • Suggested maintaining existing field rates 	<ul style="list-style-type: none"> • No experience operating a public, recreation facility • Conservative three year pro-forma* • Basic business plan
<p><u>CYSA</u></p>	<ul style="list-style-type: none"> • Established operating model • Existing non-profit operating structure 	<ul style="list-style-type: none"> • Limited City revenue opportunities * • Basic business plan • CYSA first field use philosophy • Suggested increasing field rates <p><i>Note: provided letter on April 7, 2010, indicating willingness to hold local rate at \$10/hr.</i></p>

*The execution of the business plan and three year pro-forma is solely the responsibility of the operator. The City's primary financial interest is the revenue paid to the City.

It is also important for the Parks and Recreation Commission to understand that if the MHYSA operates the OSC, its business plan is based on:

- Creating a "Home Field Program" for the community's youth sports leagues
- Increasing field rates ("Home Field Program" intended to mitigate for local teams)
- Charging for parking on weekends
- Limited cash on hand during start up period
- Allowing for simultaneous use of fields by multiple customers
- Providing access to the grass fields during weekdays
- Implementing a sales and marketing program directed at local and regional customers

Finally, each of the organizations has been invited to the PRC meeting and has been allocated 15 minutes to make a presentation. In addition, they have all been informed by staff that they should be prepared to answer the PRC OSC Sub-committee's questions and address the "pros/cons" outlined in the above matrix.



CITY OF MORGAN HILL

REQUEST FOR PROPOSAL

Morgan Hill Outdoor Sports Center

The City of Morgan Hill is seeking proposals to operate the 38 acre Outdoor Sports Center (OSC). The facility is located at 16500 Condit Road and is easily accessible from Highway 101.

It is the City's objective to enter into a mutually beneficial agreement with an organization that demonstrates the ability to:

1. Operate the OSC without city subsidy.
2. Balance community access and regional use.
3. Ensure a diverse mix of field use by sport type.

Background

The City has invested approximately \$16 million in acquiring the property and constructing two synthetic turf fields with lights and bleachers, concession/restroom building, and improved parking for 325 vehicles. The OSC was developed to accommodate local youth non-profit athletic organizations (ie. soccer, football, lacrosse, field hockey, rugby), youth and adult regional tournaments, sports camps, high school games/practices, and other special events.

Presently, the city maintains and operates the two synthetic turf fields, concessions, parking lot and restrooms. The facility has "limited access" because paid reservations are required to use the facility. Through a lease with the City (currently month-to-month), the California Youth Soccer Association (CYSA) is responsible for scheduling and maintaining the nine grass fields. CYSA also has priority scheduling privileges for the synthetic turf fields on weekends, but the City is responsible for scheduling and maintaining these amenities. The 23 acres of grass fields **do not** have an in-ground irrigation system and are watered with large water cannons owned by CYSA.

To assist with your response, attached is an aerial photo of the facility with use statistics and current rates. The City recognizes that a wide array of revenue sources may be necessary to ensure financial viability and understands that on-site advertising, concessions, parking fees, among other strategies may be proposed.

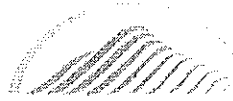
Proposal Content and Submittal Requirements

Applicants submitting a proposal should provide one master and five (5) unbound copies of the following information no later than **4:00 p.m. on Friday, March 19, 2010** to:

City of Morgan Hill, Attention: Steve Rymer, 17555 Peak Avenue, Morgan Hill, CA 95037.

In order to ensure that the City has a thorough understanding of your proposal, please include the following information in addition to other information you believe is pertinent.

- 1) **General Information**
 - a. Cover letter including your name, your organization, and a description of your organizational or corporate structure.
 - b. Information regarding your organization's qualifications, experience, and capacity to operate the OSC.



CITY OF MORGAN HILL

- 2) **Business Plan**
- a. Provide a detailed narrative description of your proposed plan.
 - b. Provide a business plan with the following information:
 - i. Management structure
 - ii. Community access and regional use philosophy
 - iii. Market strategy
 - iv. Risk management plan
 - v. Revenue sources and pricing system
 - vi. Itemized expenses
 - vii. 3 year revenue/expense pro-forma

Proposal Selection Schedule

Selected proposals may be invited to an interview by a City selection committee. The selection committee will make a recommendation to the City Council based on the interview and evaluation of the submitted materials.

The following is the tentative schedule:

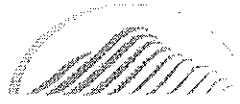
Proposals Released:	February 19, 2010
Proposals Due:	March 19, 2010
Review/Interview Process:	March 20-31, 2010
City Council Selects Operator:	April/May 2010
Transition Period (if necessary):	June/July 2010

Other Information

- The City reserves the right to reject any and all submittals.
- The City is not responsible for any costs incurred by applicants in the preparation of a response to this RFP.
- Applicants should be aware that the City, as a public entity, cannot guarantee the confidentiality of information contained in the RFP submittal. While the City will attempt to maintain confidentiality of submitted materials, applicants may choose not to submit some information requested in the RFP. If such an instance occurs, the affected applicants should note for the reviewers the specific information purposely withheld and indicate that it will be provided to the City if granted an interview.

Thank you for considering this RFP. For further information, questions, or to arrange for a site visit, please contact:

Steve Rymer
 City of Morgan Hill
 17555 Peak Avenue
 Morgan Hill, CA 95037
 (408) 779-7271
Steve.rymer@morganhill.ca.gov



CITY OF MORGAN HILL

Outdoor Sports Center
RATES and USE

Synthetic Turf Fields Rates -- City Responsibility

Customer	Rate
Resident, non-profit	\$10/hour
Resident	\$21/hour
Non-resident, non-profit	\$42/hour
Non-resident	\$42/hour
Commercial	\$84/hour
Field Lights	\$8/hour
Parking Lot	\$500/day

Synthetic Turf Fields 2009 Combined Use -- City Responsibility

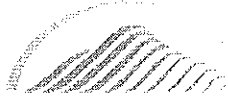
2009	Hours	Days (@Available)
PROFESSIONAL LEAGUE CLUB MEMBERS	3700	600

Primary Customers	Type	Primary Days	Hours	Days
CYSA	Non-resident, non-profit	Weekends	1150	113
Orchard Valley Youth Soccer	Resident, non-profit	Weekdays	1550	332
Pop Warner Football	Resident, non-profit	Weekends	190	17
Charter School	Resident, non-profit	Weekdays	50	29
Morgan Hill Unified School District	Resident, non-profit	Weekdays	300	121
City of Morgan Hill	Owner	Weekdays	270	57

Grass Fields -- CYSA Responsibility

Customer	Rate
CYSA Member	\$300/day/field

Note: Grass field schedules may be available at www.cysanorth.org



CITY OF MORGAN HILL

Grass Fields

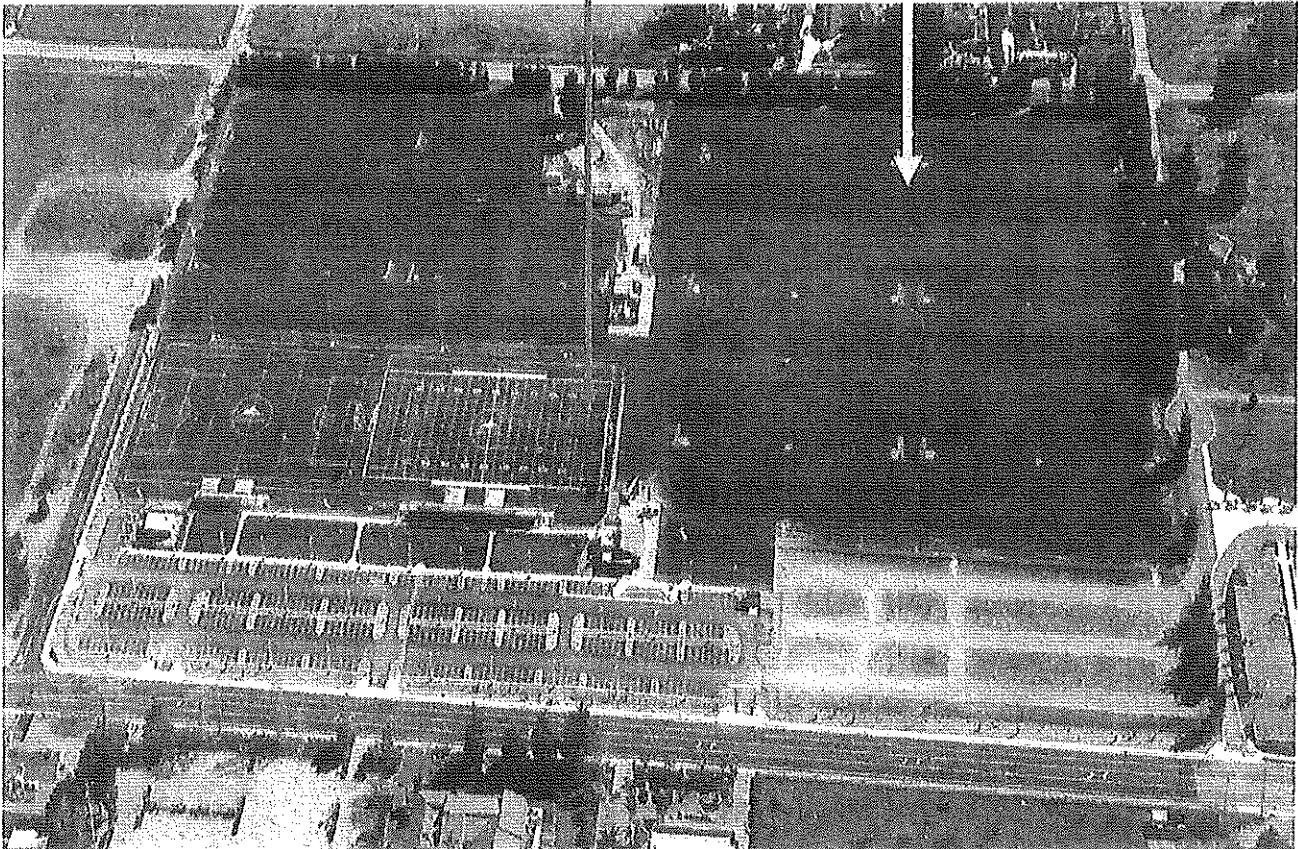
- 9 fields
- 23 +/- acres
- Watered by above ground water cannon system
- No field lights

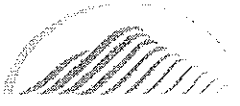
Synthetic Turf Fields

- 2 fields
- Field lights
- Bleachers with seating for 600 and 200
- PA system
- Electronic scoreboards

Other

- Improved parking for 325 vehicles
- Unimproved parking for 200 +/-
- Restrooms
- Concession stand
- Tournament/meeting room





CITY OF MORGAN HILL

