



November 7, 2014

City of Pleasanton Alviso Adobe Visioning and Strategic Planning Process

Task Force Meeting #1 on October 22, 2014

Meeting Notes

On October 22, 2014, the Alviso Adobe Visioning and Strategic Planning Task Force held its first meeting. This document summarizes the discussion and outcomes of the first task force meeting. The meeting was facilitated by Jan Perkins and Brittany Gabel of Management Partners and attended by the individuals listed below, along with two members of the public.

Attendees:

Task Force Members:

- Parks and Recreation Commissioner, Deborah Wahl
- Civic Arts Commissioner, Sandra Jellison
- Youth Commissioner, Avni Patel
- Bicycle, Pedestrian and Trails Committee Member, Richard Duffy
- Pleasanton Unified School District Representative, Jacob Berg
- Museum on Main Representative, Jim DeMersman
- Friends of the Alviso Adobe Representative, Ann Pfaff-Doss
- Community Member-at-Large Representative, Mike Sedlak
- Community Member-at-Large Representative, Larry Messa (neighbor)

Task Force Alternates:

- Friends of the Alviso Adobe Representative, Dolores Bengtson
- Youth Commissioner, Louisa DuBose
- Pleasanton Unified School District Representative, Lisa Hague (*not in attendance*)
- Parks & Recreation Commissioner, David Lambert
- Civic Arts Commissioner, Judy Wheeler

City Staff:

- Assistant City Manager, Julie Yuan-Miu
- Director of Community Services, Susan Andrade-Wax
- Community Services Manager, Michele Crose
- Recreation Supervisor, Dan Villasenor
- Administrative Assistant, Terry Snyder

1. Introductions

Assistant City Manager, Julie Yuan-Miu, welcomed participants to the first task force meeting and introduced the purpose of the project. During her introduction, she explained the roles of Task Force members, City of Pleasanton staff, and the consulting firm Management Partners.

- *Task Force members* will inform the strategic planning process to ensure that stakeholder viewpoints are considered in the development of a clear vision and mission for the park and a set of long term and short term goals. The task force will also help determine whether the Park is currently being fully utilized and if not, identify resource requirements and availability of these resources to increase utilization.
- *City of Pleasanton staff* will be actively engaged throughout, providing perspectives about what is needed, financial implications, support and information as the vision, mission, and short and long term goals are being developed.
- *Management Partners* will facilitate the Task Force meetings and provide expert advice in developing the strategic plan.

2. First Task Force Meeting objectives

- Orient the task force to the project
- Review results of environmental scan and obtain input
- Review online survey questions and obtain input
- Obtain input about strengths, weaknesses, opportunities and threats

3. Review project schedule

Management Partners facilitator Jan Perkins reviewed the project schedule to ensure that all task force members understood established milestones and meeting dates.

4. Review ground rules and introduce the “bike rack”

Facilitator Jan Perkins set a number of ground rules for the meetings, including:

- Everyone participates
- Be respectful and listen carefully to each other
- Be open to new ideas
- Stay focused and on track
- Turn off cell phones

The “Bike rack” was introduced as a mechanism to table topics that merit additional conversation in another setting. Some of the items that were written on the bike rack, include:

- Should the task force invite East Bay Regional Park District (EBRPD) to participate in community meetings?
- Would it be possible to identify the number of student visitors to the Alviso Adobe Community Park and compare that to the entire elementary school population in the school district?



5. Environmental scan

Michele Crose, City of Pleasanton Community Services Manager, presented the environmental scan to task force members, which summarized the history of the Alviso Adobe Community Park, along with some contextual information on its budget, staffing, programs, and partnerships.

6. Online survey draft

Michele Crose, City of Pleasanton Community Services Manager, reviewed the draft version on the online community survey. She explained the purpose of the survey, how it will be distributed, and the rationale behind the questions. The task force provided a number of comments on the survey, including:

- Could we consider adding questions aimed at understanding why people have not been to the Alviso Adobe Community Park and ask what is preventing them from utilizing this community resource?
- Could we offer an incentive to get adults to participate (the raffle prizes discussed are much more geared toward children)?
- Could we provide some examples to survey respondents on what they might include in their “top three priorities”? The open-ended question might not be easy to respond to for people unfamiliar with the park’s resources and history.

The purpose of the survey was reiterated by Management Partners and City staff as a data collection tool used to inform the strategic planning process, along with the community meetings. In essence, it is designed to give people who care about the park the opportunity to provide some input on its future. The survey will not be based on a random sample, and for this reason, the survey will not generate statistically significant results that are representative of City of Pleasanton residents as a broad group.

7. Community meetings

Facilitator Jan Perkins reviewed the agendas for the community meetings to be held November 5 and 6, and explained their purpose. City of Pleasanton staff explained how meetings will be advertised.

8. SWOT Exercise

Facilitator Jan Perkins led task force members and City staff through an activity to outline the strengths, weaknesses, opportunities and threats of the Alviso Adobe Community Park. Task member responses are outlined below.



Strengths

- The Adobe sits on an attractive 6+ acres and has a beautiful view
- There is a solid working relationship with neighbors
- The Adobe is the only active adobe in the Tri-Valley region
- The park is unique; it offers a place to learn and preserve history
- Historical and environmental education programs
- The park is well kept and maintained
- Diversity of youth programs
- A great location for special events
- Fabulous staff
- Location

Weaknesses

- The City's Activities Guide is limited in that it reaches a small audience (many people don't rely on printed guides anymore); also, the Activities Guide could be more robust
- There are very few adult programs; having adult programs could inspire interest by people in becoming docents
- No corporate sponsors
- Parking issues; available parking is too limited for growing programs
- Too few restrooms, if we were to have more programs
- The park offers few shady areas
- Lack of storage limits programmatic possibilities and makes park management and programming more difficult
- There is no hand-washing facility (sink) outside of what is available in the public restrooms, (making adobe bricks is messy and there should be a place to easily clean up)
- Lack of amenities such as a "working" kitchen; lack of infrastructure for garden or kitchen
- Lack of connection to trail network

Opportunities

- Strengthen marketing efforts to draw more people into the Park and programs
- Could have Shakespeare in the park
- Increase partnerships between the East Bay Regional Park District (EBRPD), the City of Pleasanton Community Services Department, and the Museum on Main
- High school students could assist with historical enactments
- Open an historic house laboratory (a full-access historic scene where everything can be interacted with)
- Increase involvement with Library
- Expand third grade field trips to other grades, or simply offer more opportunities to third grade classrooms



- Expand Ridge Runner program
- Expand parking
- Collaborate with neighbors on special event programming
- Hold a historic dinner with staff and others in costume
- Build awareness for teen volunteer programs
- Develop living history programs
- Expand staff resources (including full time staff members)
- Consider options for having animals onsite (while considering the commitment and costs involved)
- Connect with a nonprofit organization who is interested in fielding donations for capital improvements and/or ongoing programs
- Develop relationships with prospective corporate sponsors to augment revenue
- Explore alternative funding streams
- Transform half of the Milking barn into a museum and use the other half for more visually interesting exhibits
- Harness the high tech skills of Pleasanton residents and workers; explore options for “smart tours” and mobile applications that can be used onsite
- Build a community garden (with historic crops)
- Consider opportunities that Austin property will bring to the Park; how can the acreage expansion (22 acres) enhance programs and boost visitation

Threats

- When Castleridge opens to the public, will visitors overrun the Adobe staging area? Could this trigger a loss of the Alviso Adobe Community Park’s identity with people viewing it and Castleridge together as a regional park?
- Turnover of staff; without budget increases, turnover can lead to maintenance issues
- Neighbor perspectives
- Weather
- Vandalism
- Competing activities drawing prospective park visitors away from the Adobe and toward other activities
- Diversity of communication tools (prospective park visitors are best communicated with through different tools; some visitors are active social media users, while others rely on print media, and others rely on television or radio)
- Castleridge visitors will likely rely on the Alviso Adobe Community Park restroom facilities and picnic areas (creating an added cost for maintenance)
- The Park offers no additional storage facilities
- The Park lacks the infrastructure for a garden or kitchen



9. Additional informational sessions

In order to provide task force members with sufficient information to guide them through the strategic planning process, Assistant City Manager Julie Yuan-Miu asked if members were interested in any other topics to explore in alternative sessions. Some ideas for additional topics included:

- A more robust update on existing Adobe programming and potential programming, including landscaping options.
- An exploration of capital improvements that could be implemented to enhance storage.
- An opportunity to discuss the Park's previous Master Plan and ask questions, including some specificity about what restrictions were placed on the park when it was initially developed (based on neighborhood and stakeholder input).
- An opportunity to further explore opportunities in conjunction with the acquisition of the Austin property.

10. Next Steps

- Staff will schedule two follow up informational sessions
- Community meetings and online survey will proceed

