



Greater Vallejo Recreation District

GVRD promotes wellness and healthy lifestyles
by providing safe parks and innovative and fun
recreation programs for all residents.

BOARD OF DIRECTORS

Rizal Aliga
Robert Briseño
Thomas Judt
Stacey Kennington
Tom Starnes

GENERAL MANAGER

Gabe Lanusse

In compliance with the Americans with Disabilities Act, Special assistance for participating in this meeting can be obtained by contacting the District Office at 707-648-4604. A 48-hour notification would enable the District to make reasonable accommodations to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II).

Policy and Personnel Committee Agenda

Directors: Aliga and Judt

Tuesday, February 20, 2024 - 3:30 p.m.

Administrative Building – Board Room, 401 Amador Street

This committee shall study and recommend the compensation and welfare of District staff. This committee shall include a meet and confer with the General Manager regarding the terms and conditions of the General Manager's employment by the district. This committee shall review the functions of District staff and other policies not assigned to other committees.

1. Public Comment:

- a. Members of the public may speak on items within the jurisdiction of the Committee. Each speaker is limited to 3 minutes and a spokesperson for an organization is limited to 5 minutes.

2. Assign Committee Chairperson:

- a. Policy 4060, Committees of the Board of Directors:

The members of each committee shall agree upon a committee chair, and if there is no agreement, the more senior member of the committee will become the chair. If there is a tie regarding seniority, then the Board Chair will designate the committee's chair. The designation of committee Chairs shall strive to provide all Board members with opportunities to gain experience. If a Board member chairs multiple committees, it would benefit the District and Board for that Board member to reduce the number of committees they chair.

3. Discussion Items:

- a. How to Change a Policy Flow Chart
- b. Policy & RR 5010, Board Meeting Agenda
- c. Policy 4010, Code of Ethics

4. Policy Review:

- a. Policy & RR 3014 – Partnership & Sponsorship Opportunities

Greater Vallejo Recreation District

POLICY MANUAL

POLICY TITLE: Committees of the Board of Directors
POLICY NUMBER: 4060

Standing committees advise the Board with respect to matters within their respective responsibilities, After the Board officers have been elected, at the following Board meeting, the Board Chairperson shall appoint and publicly announce the two members assigned to each of the standing committees, for the ensuing calendar year. In addition, the Board Chairperson shall appoint two members to represent the District on the City's Inter-Agency Committee.

The members of each committee shall agree upon a committee chair, and if there is no agreement, the more senior member of the committee will become the chair. If there is a tie regarding seniority, then the Board Chair will designate the committee's chair. The designation of committee Chairs shall strive to provide all Board members with opportunities to gain experience. If a Board member chairs multiple committees, it would benefit the District and Board for that Board member to reduce the number of committees they chair.

The following shall be standing committees of the Board:

- Budget and Finance Committee;
- Facility and Development Committee;
- Policies and Personnel Committee;
- Publicity, Program, and Community Relations Committee;
- McIntyre Ranch Committee; and
- Sports Center Committee.

The Board Chairperson shall appoint such ad hoc committees as deemed necessary or advisable by the Chair and/or the Board. To qualify as an ad hoc committee, the committee must be temporary (i.e., exist for less than a year), be advisory (i.e., no final decision-making authority), and have a discrete task or goal rather than a continuing jurisdiction over a range of policy issues. The Board Chairperson shall outline the duties of ad hoc committees at the time of formation or appointment, and the committee shall dissolve when it has made its final recommendations, or it has run out of time. Ad hoc committees may, but are not required to, post meeting notices and agendas and allow the public to attend.

The General Manager or the General Manager's designee shall be an ex-officio member of all committees. Each committee chair shall inform the Board as to the business transacted at each Board meeting.

The Board's standing committees will meet on an as needed basis as determined by the committee chair and the General Manager, and shall review District functions, activities, and/or operations pertaining to their designated concerns, as specified below. Any recommendations resulting from the committee's review should be submitted to the Board via a written or oral report.

All meetings of standing committees shall conform to all open meeting laws (e.g., "Brown Act") that pertain to regular meetings of the Board. As with Board meetings, a quorum of the committee must be present to hold a committee meeting; since each committee has only two members, both committee members must be present to convene. Should a third member of the Board wish to attend meetings of any standing committee, they may do so as an observer only and may not ask questions or make statements during the meeting, nor participate in any manner.

The Board's standing Budget and Finance Committee

This committee shall work with the General Manager and other staff of the District on the annual budget projection and other financial matters. This committee shall review the General Manager and Directors' expenses, annual audit and annual financial statement before publication. The committee will ensure that investment policies are followed and that funds are invested in a prudent manner with adequate protections to prevent misuse.

The Board's standing Facility and Development Committee

This committee shall study and recommend acquisitions of real property and the type of facilities that should be planned for new acquisitions, and all joint planning and developmental programs for district facilities, including any additional facility needs and development of present parks. This committee shall review and, make recommendations for facilities and/or developments. This committee shall review matters related to engineering and operation of facilities and short and long-range capital improvement plans.

The Board's standing Policies and Personnel Committee

This committee shall study and make recommendations for the compensation and welfare of District Staff. This committee shall also, as needed, meet with the General Manager regarding the items and conditions of the General Manager's employment by the District. This committee shall review the functions of District staff and other policies not assigned to other committees.

The Board's standing Publicity, Program and Community Relations Committee

This committee shall study and make recommendations for all District recreational programs and policies regarding public affairs and community outreach, including co-sponsorship with other entities. This committee shall assure information regarding the affairs of the District is adequately communicated to its constituents and the public at large. This committee shall make presentations before groups and organizations upon request.

The Board's standing McIntyre Ranch Committee

This committee shall study and make recommendations for the District's uses of and plans for McIntyre Ranch. This committee shall also solicit feedback and participation from interested community members and groups.

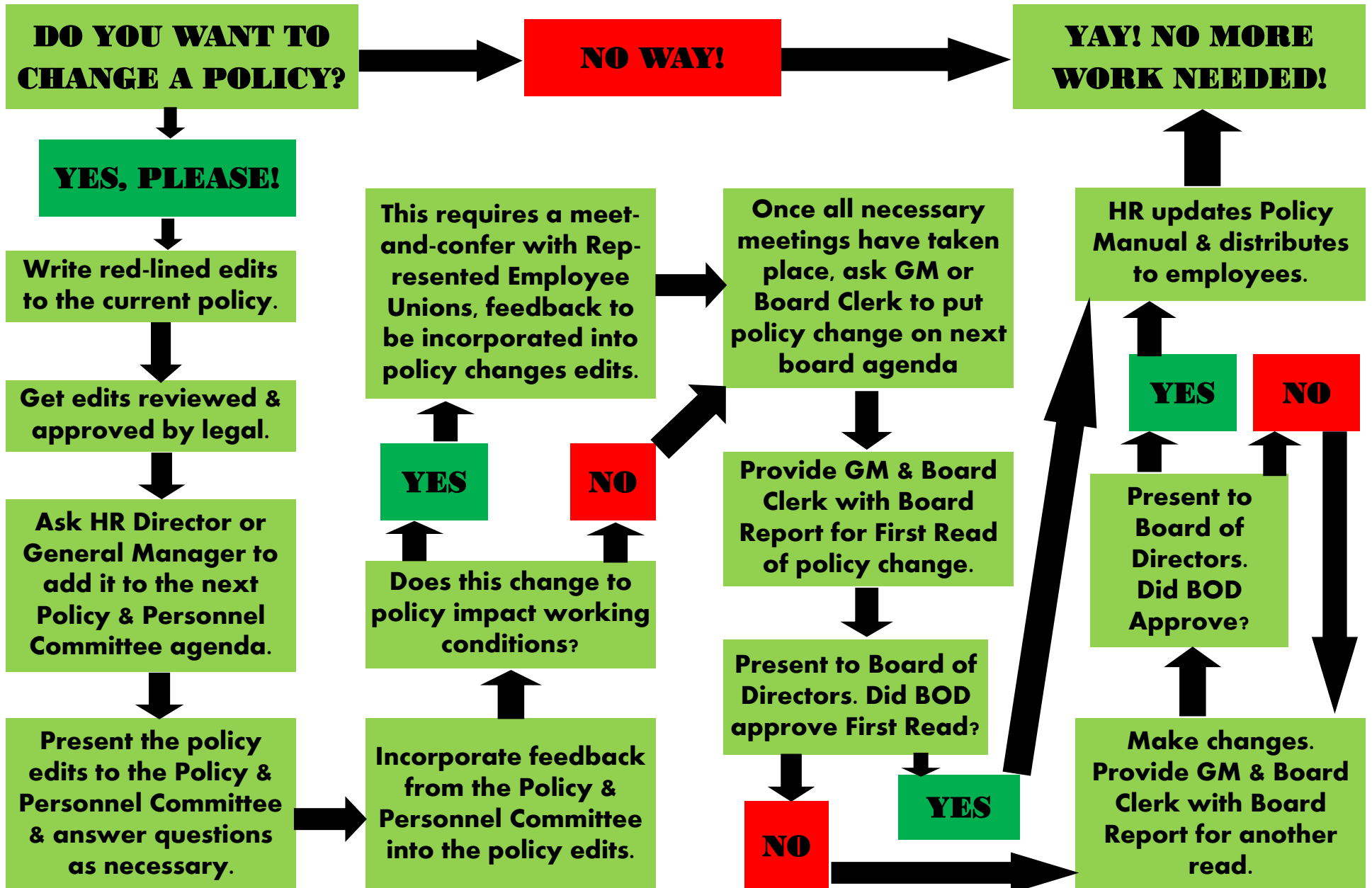
The Board's standing Sports Center Committee

This committee shall engage in planning and make recommendations for a District Sports Center Complex.



How to change a policy

AT GREATER VALLEJO RECREATION DISTRICT



Greater Vallejo Recreation District

POLICY MANUAL

POLICY TITLE: Board Meeting Agenda
POLICY NUMBER: 5010

The General Manager, in cooperation with the Board Chairperson, shall prepare an agenda for each regular and special meeting of the Board of Directors. Any Director may call the General Manager and request any item to be placed on the agenda no later than 12:00p.m. six business days prior to the meeting date.

Any member of the public may request that a matter directly related to District business be placed on the agenda of a regularly scheduled meeting of the Board of Directors, subject to the following conditions:

- The request must be in writing and be submitted to the General Manager together with supporting documents and information, if any, at least six business days prior to the date of the meeting;
- The General Manager shall be the sole judge of whether the public request is or is not a "matter directly related to District business."
- No matter which is legally a proper subject for consideration by the Board in closed session will be accepted under this policy;
- The Board of Directors may place limitations on the total time to be devoted to a public request issue at any meeting, and may limit the time allowed for any one person to speak on the issue at the meeting.

This policy does not prevent the Board from taking testimony at regular and special meetings of the Board on matters that are not on the agenda but a member of the public wishes to bring before the Board. However, the Board shall not discuss or take action on such matters at that meeting.

At least 72 hours prior to the time of all regular meetings, an agenda, which includes but is not limited to all matters on which there may be discussion and/or action by the Board, shall be posted conspicuously for public review within the District office. The agenda for a special meeting shall be posted at least 24 hours before the meeting in the same location. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act and the federal rules and regulations adopted in implementation thereof. The agenda shall include information regarding how, to whom, and when a request for disability-related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting.

Greater Vallejo Recreation District

POLICY MANUAL

POLICY TITLE: 5010 Board Meeting Agenda

Rules and Regulations: RR 5010

The agenda of all Board of Director's meetings shall contain the time of the meeting and as described in the Ralph M. Brown Act a brief general description of each item of business to be transacted or discussed at the meeting, including items to be discussed in closed session.

A draft agenda containing all items on the calendar, including executive session items, shall be created seven days prior to posting date.

Discussion of agenda items shall occur at the weekly administration/ supervisor meeting.

Items approved by the general manager and placed on the agenda shall include all staff reports and supporting documents, saved electronically in the Board Collection file, no later than the Wednesday of the week prior to the board meeting. Administrative support shall format and assemble staff documents and present them to the General Manager for review. The General Manager will make a final review of the agenda before posting.

Three days prior (Monday) to the board meeting, administrative support will have the agenda uploaded to district website, posted in the main office front window, and electronically mailed to board members, staff and public who have requested a copy no later than 11am on said day.

Should said agenda packet be larger than forty pages, the packet will be posed six days prior board meeting.

Should the Monday before a board meeting be a holiday, the board packet will be transmitted on Friday prior.

Greater Vallejo Recreation District

POLICY MANUAL

POLICY TITLE: Code of Ethics
POLICY NUMBER: 4010

The Board of Directors of the Greater Vallejo Recreation District is committed to providing excellence in legislative leadership that result in the provision of the highest quality of services to its constituents.

The Board of Directors of the Greater Vallejo Recreation District shall adhere to the provisions of the Brown Act.

Each Director shall receive ethics training no later than one (1) year from the first day of service. Thereafter, each Director shall receive ethics training at least once every two (2) years.

The work of the District is a team effort. All individuals should work together in the collaborative process, assisting each other in conducting the affairs of the District.

Greater Vallejo Recreation District

Policy Manual

POLICY TITLE: Partnership & Sponsorship Opportunities (New)
POLICY NUMBER: 3014

PURPOSE

The Greater Vallejo Recreation District ("District") has established a policy to seek partnerships to enhance park facilities and generate revenue to subsidize the costs associated with the operation of recreation programming and special events. Partnerships include donations of money or materials and in-kind services in trade of company name or logo to be attached to District promotional items, advertising media, etc., for marketing or philanthropic purposes.

POLICY

GVRD supports the principle that partnerships are important and can be used to enhance and broaden the image and reach of the District and its services as well as generate revenue, subsidize costs for events, programs, structures, and park improvements. Revenues collected through partnerships such as special event partnerships and advertisements add to the experience of park users and can reduce costs to recreation program users. Partners in turn may increase brand loyalty from their association with the District and its facilities, events, and programs. The District's priority is to work with those businesses that will enhance the positive image of District.

Partnerships bring together at least two entities to jointly develop, operate or maintain park and recreation programs, events, and facilities, share risk, operational costs, responsibilities, and asset management based on the strengths and weaknesses of each partner. The District may partner with an organization, individual or business to provide a community benefit, create social interaction, raise awareness, or create opportunities to support a core service. The District evaluates each partnership opportunity in terms of potential benefits, challenges, and drawbacks. When new partnerships are developed, the functions and services of the partnering organizations are recognized and the Districts and the partners vision, mission, and activities are communicated. The level of equity commitment required by each partner is identified and agreed to. Measurable outcomes and reduction of fees for partnerships is on a case-by-case basis and is determined by the General Manager or Designee. The waiving of fees without any in-kind contribution is to be approved by the Board of Directors.

SPONSOR/PARTNER AGREEMENTS

Sponsor/Partner Documentation: All Sponsor/Partner Agreements shall be memorialized in writing and include the following:

- a. Business name and address
- b. Contact person with contact information
- c. Sponsorship/Partnership opportunity details and responsibilities
- d. Logo use and requirements

- e. Cost of opportunity
- f. Beginning date and expiration of specific opportunity
- g. Official signatures

Returning Sponsor/Partners: Sponsor/Partners in good standing with the District desiring to renew their association with an event or program shall have the first opportunity to secure the renewal prior to the Sponsor/Partnership/Partnership opportunity being opened to new potential partners. Renewals rates will be based on the current rates.

Customized Sponsorship/Partnership: The District reserves the right to enter into a customized Sponsorship/Partnership that may limit availability of some non-exclusive categories of Sponsor/Partnership listed above. If such an opportunity should present itself, similar businesses may be invited to submit a proposal for comparison. The District shall elect to enter into an agreement with the proposal deemed to be in the best interest of the District.

SPONSOR/PARTNERSHIP OPPORTUNITIES

Sponsorship/Partnerships that require Sponsor/Partner's name and/or logo on a consistent basis must be approved by the District's Board of Directors if located on District owned property. If it is located on City of Vallejo property, it must go through city ordinances. The cost of the Sponsorship/Partnership will be based on the cost of the event, activity or site, the level of participation, and/or the market rate for such Sponsorship/Partnership. Sponsorship/Partnerships are available for five types of District activities and places:

1. **Special Event Sponsorship/Partnership:** Special Event Sponsorship/Partnership may include the Sponsor/Partner's name on event advertising, schedules, t-shirts, banners, and web-based media. The cost of the special event will be based on the anticipated size of the event, level of participation, and the market rate.
2. **Project Sponsorship/Partnership:** Project Sponsorship/Partnership is financial or in-kind support for a specific District project which is usually a one-time effort. Results often include a product being developed for the District and for the public (e.g., department facility map, improvements to a park). Depending upon the details of the agreement, the Sponsor/Partner's name and logo could be attached directly to the product and other marketing opportunities are available as well.
3. **Program Sponsorship/Partnership:** Program Sponsorship/Partnership is financial or in-kind support of a District led program for the public. A program includes a series of ongoing activities (e.g., youth sports leagues, fitness classes, or summer camp) organized by the department. Recognition of the Sponsor/Partner may continue throughout and even after the program's duration. Depending upon the details of the agreement, a Sponsor/Partner's name can be associated directly with the program (e.g., "Movies Under the Stars") and other marketing opportunities as available.
4. **Site Sponsorship/Partnership:** Site Sponsorship/Partnership is financial or in-kind support of a specific District site (e.g., Disc Golf Course, Aquatic Complex, Dog Park, or a new Playground). Marketing opportunities and recognition of the Sponsor/Partner are negotiated in the agreement. The agreement will be finalized by the General Manager. Any site Sponsorship/Partnership that includes naming opportunities will need to comply with the Parks and Recreation Park Naming Guidelines and requires approval from the Board of Directors.
5. **Tournament Sponsorship/Partnership:** Tournament Sponsorship/Partnership may include the Sponsor/Partner's name on tournament advertising, trophies, schedules, standings, t-shirts, and other web-based tournament information.

DEFINITIONS:

Sponsorship: Sponsorship is financial or in-kind support from an entity for a specific program, event, or project in exchange for tangible or intangible benefit to the sponsor. Sponsorship is a negotiated business agreement between the sponsor and the District. Sponsorships enhance the allocated budget for programs/events, not replace them.

Gifts: A gift is a donation of goods, cash, or real property to the District, preferably with no expectation of return (a “condition” to the gift). Gifts may be designed for a specific purpose or may be general in nature.

Advertising: Advertising is the signage or graphic element created by the entity (usually placed in designated, purchased space) to promote a product or organization. Permanent advertising is not allowed on property managed by the District and not owned by the District. Permanent advertising is also not allowed in parks, athletic fields or other outdoor facilities owned and managed by the District. Advertising may be considered in indoor venues such as recreation centers and gyms in limited quantities. Advertisements are also allowed in the District’s printed materials, electronic publications, and media boards.

Temporary Advertising: Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a District event or on peripheral materials associated with an event or program or project (e.g. banner displayed during a construction project or give-a-ways at an event).

Events: Events are one-time activities for the public organized by the District and held on District/City of Vallejo property that generally last less than a week (e.g., GVRD Fishing in the City Event).

Projects: Projects are one-time District efforts, often with a product as the result (e.g., playground equipment replacement).

Programs: Programs are on-going, organized activities led by the District for the public and generally involve staff supervision (e.g., summer camps or special needs program).

Partnerships: are a collaborative effort between the District and a community stakeholder. Partnerships can be a monetary or in-kind contribution.

Sites: Sites are specific places, varying in scale from individual features or areas to entire parks or recreation centers, or an entire system, such as all District’s playgrounds.

Marketing Benefits: These are opportunities given to the for-profit or non-profit sponsor to have their branding, their products, their name, and logo given temporary visibility on District property or materials. The details of those opportunities are specific to each sponsorship, covered by the agreement, and must meet District policies. They may identify the Sponsor/Partner but should not promote or endorse the organization’s products or services.

Authority: The management, operation and control of all facilities owned by the District for park and recreational purposes are under the exclusive control of the District and its General Manager, Recreation Services Director, or Parks and Facilities Director. Any agreement for advertising or a corporate sponsorship for a District program, event, project, and/or site shall require approval from the General Manager, Recreation Services Director, or Parks and Facilities Director.

Displays by Outside Organizations: Any marketing materials displayed on District-managed property (e.g., banners, posters, signs, etc.) by outside organizations must have prior approval by the District, which retains authority to regulate the placement, length of time, and nature of all displayed materials.

The following are allowed as part of the partner messages:

- a. The legally recognized name of the advertising organization.
- b. The advertiser's organizational slogan if it identifies rather than promotes the organization or its products or services.
- c. The advertiser's product or service line, described in brief, generic, objective terms.
- d. Brief contact information for the advertiser's organization, such as phone number, email address, or website URL.
- e. Contact information must be stated in a manner that avoids an implication of urging the reader to act.

The following are not allowed as part of the Partner message:

- a. The District will not make any statements that directly or indirectly advocate or endorse a Sponsor/Partner's organization, products, or services.
- b. No materials or communications, including, but not limited to, print, video, internet, broadcast, or display items developed to promote or communicate the Sponsor/Partnership using the District's name, marks, or logo, may be used without written approval from the General Manager or designee.

Greater Vallejo Recreation District

Rules and Regulations

POLICY TITLE: 3014 Partnership & Sponsorship Opportunities (New)
Rules and Regulations: RR3014

SIGNAGE AND MESSAGE:

Message Content: Partnership initiations on District or the City of Vallejo's property are considered a nonpublic forum. The District intends to reserve the right and discretion to exercise full editorial control over the placement, content, appearance, and wording of initiation and/or messages. The District also reserves the right to exercise judgement on the appropriateness of Sponsor/Partners on the basis of subject matter of potential initiation message. The District will not deny Sponsor/Partnership opportunities on the basis of the potential Sponsor/Partner viewpoint (i.e. religious, political, etc.) Political advertisements, defined as those Sponsorship/Partnership promoting a candidate, political affiliation, or political position regardless of the timing of a ballot issue, shall be expressly prohibited. This restriction shall not prohibit a person appointed or elected to office from partnering with the department to promote a business they may own or operate.

SPONSOR/PARTNERSHIP/PARTNERSHIP APPROVAL:

The General Manager or designee will review any proposed partnership to confirm/determine whether the Sponsor/Partner meets the adopted restrictions, standards and guidelines set forth in this policy.

At the discretion of the General Manager, any proposed Sponsor/Partnership agreement may be referred to the Board of Directors for approval. The General Manager may also confer agreement with legal counsel for review.

At a minimum, the following criteria shall be considered in determining partner's compatibility when evaluating a proposal; in all cases, General Manager or designee will have the discretion to accept or reject a potential partnership:

- A. The compatibility of the potential Partner's products, services, customers, and promotional goals with GVRD mission.
- B. The potential Sponsor/Partner's past record of involvement in community and community projects.
- C. The desirability of the image association.
- D. The requirements of the agreement have been met.
- E. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the potential Sponsor/Partner.
- F. The operating and maintenance costs associated with the Sponsor/Partnership.
- G. For youth-oriented and facility-based opportunities, the District shall exclude those establishments purveying goods and services for purchase only for customers aged 18 and older. Additionally, ads promoting alcohol, tobacco, vaping, marijuana, and firearms are prohibited from Sponsor/Partnership opportunities with youth-oriented programs.

PROCEDURES:

Interested Sponsor/Partners are encouraged to contact the appropriate District's department at any time to discuss a potential Sponsorship/Partnership. If initiated by the potential Sponsor/Partner, the procedure is:

- Contact desired department/staff.
- Meet with assigned department/staff.
- Work with department designee to draft a Sponsorship/Partnership with levels of Benefits to the department, sponsor and program details evaluated.
- Sponsorship/Partnership agreements are evaluated to ensure compliance with District policies.
- Gain approval of the General Manager, designee, and/or the Board of Directors.

At times, the District will issue requests for Sponsors or Partners through various media, such as direct mail, website, phone calls, emails, or other publications. If initiated by the department, the procedure is:

- Staff will draft a list of potential Sponsor/Partners for the General Manager and Department Head to review that would be considered the target market for the specific Sponsorship/Partnership opportunity. This review will help to avoid repeat solicitation efforts over a short period of time.
- Staff will then contact potential Sponsor/Partners to discuss opportunities, therefore establishing business relationships with companies that directly relate and would benefit from Sponsoring/Partnering a particular program, site, or project.
- Staff will prepare materials for the General Manager and Department Head approval (Sponsorship/Partnership packet, list of benefits and opportunities) to distribute to potential Sponsor/Partners.
- Staff will update the General Manager and Department Head on the progress of the solicitation efforts and inform the Recreation Services Director, if needed, to follow up directly with a potential Sponsor/Partners based on the staff interaction.
- Once a potential Sponsor/Partner expresses interest in a program or event, staff will finalize Sponsorship/Partnership agreements. If the Sponsorship/Partnership amount exceeds \$25,000, then the Department Head will notify the General Manager, and will move forward with the process under the General Manager's direction.
- A master list created by a Department Head will track contact information for local Sponsor/Partners, which Sponsor/Partners have been contacted, when and by whom, as well as any Sponsorship/Partnership that have been finalized.
- Gratitude- upon completion of event, program improvement, monetary contribution, recognition shall be sent to the individual/organization recognizing and thanking them for the contribution/impact they've made to the community. The letter/acknowledgement shall be signed by Department Head or General Manager.