



**Agenda Item C.1**  
**DISCUSSION/ACTION**  
**Meeting Date: September 10, 2025**

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**TO:** Chair and Members of the Parks and Recreation Commission

**FROM:** Justin Wilkins, Parks and Recreation Manager

**CONTACT:** Kelsey Hamilton, Recreation Supervisor  
Leonel Mendoza-Diaz, Recreation Supervisor

**SUBJECT:** Rental and Program Updates for the Goleta Community Center and City Parks for Fiscal Year 2024-25

**RECOMMENDATION:**

Receive and file a report on the Goleta Community Center, park rentals, and associated programs for Fiscal Year 2024-25.

**BACKGROUND:**

Within the Neighborhood Services Department the Parks and Recreation Division (the division) is responsible for the management and oversight of rentals for all City owned and managed parks and public-use facilities. Further, the division oversees the implementation and supervision of all direct service, civic, and volunteer programs, as well as the management and oversight of the newly adopted contract class and camp program.

Under the auspice of the division exists the temporary management of the Goleta Community Center (GCC). The GCC is managed and operated daily by division staff with operational support from the City of Goleta's General Services and Public Works Departments.

Division employees responsible for the operation of the GCC include a full-time Recreation Supervisor, a full-time Administrative Assistant, four part-time custodians, and several part-time event monitors. These team members manage facility operations and oversee a range of services, including the front and back-end processes for private rentals and community events, building maintenance, and coordination of tenants, guests, and users. As well, this team supports the rentals of park and picnic spaces, along with the multi-purpose and pickleball spaces.

In addition, the division employs a second Recreation Supervisor who is responsible for the administrative support of the divisions Capitol Improvement Projects (CIP), all Senior Programs, Adopt-A-Park, Special & Temporary Event permits, volunteer and docent programs, and contract class and camp program management and oversight. These efforts are supported by a part-time Program Technician, a soon-to-be hired division Intern, and a team of over 100 volunteers per year.

The efforts, services, and programs described herein are guided by the City of Goleta's Strategic Plan and specifically directed and influenced by the City's Parks, Facilities, and Playgrounds Master Plan as well as the Goleta Community Center Strategic Plan. In accordance with Goleta Municipal Code 2.12 (Ord. 23-23) and Tactic 5.1.3.1 of the Goleta Community Center Strategic Plan, staff are providing an annual update of the division operations to better assist the Commission in their advisory role to City Council.

## **DISCUSSION:**

### **Goleta Community Center**

Throughout the 2024-25 Fiscal Year (24-25 FY), division staff at GCC have excelled at obtaining rental and financial targets while providing a high caliber of customer service and high standards of day-to-day operations. The Recreation Supervisor overseeing the GCC was instrumental in the development and implementation of several key policies that support advancement of the Strategic Plan.

In addition to maintaining normal operations, staff also successfully contended with continued capital improvement construction delays as well as the opportunity to collaborate with the Library for additional space and program needs during the construction and temporary relocation process.

The following outlines continued improvements, expanded programs/services, facility usage trends, community partnerships, and the implementation and ongoing efforts of initiatives and tactics outlined in the Goleta Community Center Strategic Plan.

### **Financial**

In 24-25 FY, the GCC completed its first full year of operation following the reopening of the main facility in April 2024. It also marked the first full year under the newly adopted fee schedule. The City set a target revenue of \$75,000 from facility rentals, which included use of the main building, outdoor multi-purpose field, and the pickleball courts (for special events). The GCC exceeded this target by 27%, generating a total of \$95,552 in rental revenue, \$20,552 over the projected goal. This figure does not include long-term lease revenue reflected in the General Services Department budget from CommUnify, Rainbow School, or Kevin Long Fitness.

The strong rental performance reflects strong community demand, successful implementation of updated rental policies, improved online booking, and a competitive

pricing model. Staff will look to maintain and improve this performance in the 2025-26 fiscal year (25-26 FY) by developing and implementing a robust digital and print marketing plan.

Strategic Plan Areas Supported:

- *Tactic 5.1.1.1: Assess the revenue potential for different programming and space rental fees*
- *Tactic 5.1.1.2: Explore tiered pricing structure options that encourage and attract Goleta residents, non-profits, community groups, small businesses, and GCC neighbors to use the Center, including developing agreement schedules that allow small programs to start up and grow within the space*

Online Reservation System

Launched in May 2024, the online reservation system, Xplor, provides a web-based client database and booking platform. Since the platform's inception, the division has expanded its use to include applications for camps, clinics, library, and emergency service programs.

In addition to enhancing the user experience, the system has strengthened staff capabilities in tracking and analyzing usage of the Community Center, park rentals, and community garden plots—allowing for more efficient and informed service delivery. In the 24-25 FY, the system has grown to support 1,160 registered users and has facilitated 5,121 hours of programming through 584 individual contracts.

For the 25-26 FY, staff have begun an inter-department wide evaluation process to improve both the front and back-end functionality of Xplor to increase the effectiveness of complicated enrollments and to improve the back-end tracking of financial transactions.

Ongoing Strategic Plan Areas Supported:

- *Tactic 3.2.1.4, Implement an online registration system for programming*
- *Tactic 2.1.1.3, Implement a streamlined rental and application process*

New Policies and Rental Fees

Several new policies were brought before the Parks and Recreation Commission for consideration and feedback. These policies were ultimately brought before Council, where all were approved and adopted. Each of these policies play an important role in the enhancement of the services provided at GCC.

- **GCC Display and Exhibit Policy**

Following the reopening of the GCC and increased interest from community groups, the City created this policy, and it was approved in May 2025. Based on

the Goleta Library's model, the policy outlines how individuals and organizations can request to display educational, cultural, or community-relevant art.

Strategic Plan Areas Supported:

- *Tactic 1.1.2.2: Use portions of the Community Center as a gallery for local art*
- *Tactic 1.1.2.4: Integrate historical displays with community art*

- **Parks and Recreation Insurance Guidelines**

To better support a wide range of event rentals, the City introduced this policy in collaboration with the City's Risk Management Team and legal counsel. These guidelines provide clear, risk-based insurance requirements based on event type and scale, outlining necessary coverage such as general liability, auto, and workers' compensation. The policy includes user categorization, documentation checklists, and an approval process aimed at improving transparency and efficiency for renters while maintaining City liability standards.

Strategic Plan Areas Supported:

- *Tactic 2.1.1.2: Implement clear and consistent rental policies and fees*
- *Tactic 2.1.1.3: Implement a streamlined rental and application process*

- **Bouncer and Attraction Policy**

In response to public demand for clearer guidance regarding permitted inflatable bouncers and attractions in city parks, the City adopted this policy to ensure safety, clarify rules, define attraction types, and provide a streamlined event approval process. It includes expanded definitions, safety measures, and compliance protocols designed to protect both park users and City assets while maintaining equitable access for the community.

Strategic Plan Areas Supported:

- *Tactic 2.1.1.2: Implement clear and consistent rental policies and fees*
- *Tactic 2.1.1.3: Implement a streamlined rental and application process*

### Large Outdoor Events

In conjunction with the City Manager's Office, Community Relations, and several community organizations, GCC successfully hosted large outdoor events for the first time - marking a significant milestone in community engagement and use of public space. The front lawn and gazebo area was used both formally and informally several times as a community gathering point for peaceful civic demonstrations and cultural celebrations.

In total, five major formal programs were held, including the Mexican Independence Day Celebration hosted by the Hispanic Chamber of Commerce, the “Meet Me in Old Town” event series organized by the Santa Barbara South Coast Chamber of Commerce, and “Lights, Camera, Stroll” – a celebration supporting Old Town businesses during the holiday season coordinated by the City’s Community Relations team. These events were free and open to the public, featuring live music, dancing, and family-friendly activities that drew hundreds of attendees and brought energy and visibility to the Old Town corridor. The success of these events reinforces the GCC’s role as a vibrant cultural and civic hub for the Goleta community.

Strategic Plan Areas Supported:

- *Tactic 3.1.1.4 by hosting large-scale celebrations that build community spirit*
- *Tactic 3.3.2.1 by fostering strong partnerships with local chambers and supporting nearby small businesses*

### Large Indoor Events

The GCC hosted a wide variety of large events and programs during FY 24-25 in both the Auditorium and dining hall. This included 86 individual private rentals, 19 City-sponsored or department-led rentals, and 45 senior programs - reflecting the Center’s role as a vital hub for both community engagement and City services.

In total, the Auditorium and dining hall was programmed for 687 hours, accommodating a broad range of uses—from private birthday parties, church services, school plays, and community meetings to public events such as the State of the City, Public Works Workshops, LEAD Graduation, POP Grant Workshops, the Senior Expo, Senator Monique Limón’s Senior Scam Stopper Workshop, and the State Insurance Commissioner’s Wildfire Preparedness Workshop.

These diverse offerings demonstrate GCC’s growing capacity to serve as an inclusive, accessible, and high-impact space for both civic functions and community celebrations.

Strategic Plan Areas Supported:

- *Strategy 3.1.1: Promote programming and events that bring different parts of the community together*

### Classes and Smaller Programs

In the 24-25 FY, GCC hosted 1,698 hours of smaller programs, meetings, church services, and other small-scale rentals, supporting the community through 215 unique rental contracts.

The Dance Room and Classrooms 7 and 8 remained the most frequently used spaces, with strong demand from a wide range of local dance groups across Goleta. Styles practiced throughout the year included traditional folk dance, tango, ballroom, line

dance, and more, highlighting GCC's role as a vibrant hub for movement, culture, and expression.

In addition to dancing, the GCC provided space for local artist groups, community meetings, youth programming, and exercise and fitness classes. These programs reflect GCC's ongoing commitment to serving diverse populations and interests across Goleta.

Strategic Plan Areas Supported:

- *Tactic 3.1.1.3: Offer mass-appeal programming, targeted services, and courses, helping to ensure accessible, high-impact programming for residents of all ages*

### Library Programming & Support

Beginning in May of 2025 and expected to last until the library re-opens, the GCC has hosted or currently houses the Summer Reading Program, the Goodland Knitting Group, the Silent Disco, and fun events like the magic show and reptile show. That is not to mention the many reading programs that the division coordinated to be held in the parks over the summer months.

Starting next month, the GCC will house the library's annual Creek Week Art Contest in the halls of the center. This is possible thanks to the Commissions support of the Art Display Policy mentioned above. This arrangement has brought new people into the building while providing much needed space for library services.

Strategic Plan Areas Supported:

- *Strategy 3.1.1: Promote programming and events that bring different parts of the community together*

### Community Programming

While the City of Goleta has historically been, and largely remains, a contract city, it does maintain a limited number of City-operated programs and services. Those services all reside within the Parks and Recreation division.

### Senior Programming & Lounge

The largest direct programming that the City provides is programming for Seniors. A program of Parks and Recreation that is housed at the GCC, the Senior Program (program) is annual fee-based membership program (\$25), and financial assistance is available. For that fee a client has access to the Senior Lounge, all classes, activities, programs, events, educational workshops, and services year-round. Overall, the program has over 20 hours of active programming a week for seniors to participate in. A monthly calendar is published before the first of the month and emailed and printed for members so that they know the schedule of activities. The senior program supports a

supplemental food pick-up program for eligible seniors in partnership with the Food Bank every other Tuesday. Additionally, in partnership with Older Adult Nutrition, any senior can obtain a free dine-in hot lunch Monday through Friday in the GCC dining hall.

The program has a part-time, 20 hour per-week, Recreation Technician on site Monday through Friday 9 a.m. to 1 p.m. Currently the program has over 180 members and continues to grow each month.

Strategic Plan Areas Supported:

- *Tactic 3.1.2.5: Focus on providing services and programs for seniors*
- *Tactic 3.2.1.1: Implement community outreach and engagement activities targeted to increase visitors and program participation, including menu of programming, event calendar, schedule and pricing options*
- *Tactic 1.3.2.1: Create welcoming drop-in and lounge spaces for the community to utilize*
- *Tactic 1.2.1.3: Improve the comfort of the facility with new furnishings*

3<sup>rd</sup> Annual Senior Expo

The 3<sup>rd</sup> Annual Senior Expo was held in May 2025. It featured over 38 vendors (nine more than 2024), five specialized presentations, a City-hosted networking lunch for attendees, and participation of over 150 community members - a fifty-percent increase in attendance over 2024. Hosted in the GCC auditorium and dining hall, staff curated vendors representing services from basic needs, social services, housing, advocacy, healthcare/insurance, and recreation and leisure.

Strategic Plan Areas Supported:

- *Tactic 3.3.1.2: Host community resource fairs*

Community Events


Parks and Recreation is responsible for receiving, reviewing, routing, and approval for all special and temporary event permits within the City of Goleta. A special event is an event open to the public, on public property, whereas a temporary event is an event open to the public but held on private property. Last year staff processed 32 special events and two temporary event permits.

Also within the purview of the division is the management of the Adopt-A-Park and Ellwood Docent Programs. The Adopt-A-Park program for the 24-25 FY saw over 90 volunteers adopt 14 of Goleta's Parks and Open Spaces – routinely picking up trash, pulling weeds, wiping down tables, removing graffiti, cleaning playground equipment, sweeping walkways, and perhaps most importantly, being consistent eyes on the parks and reporting any issues or concerns to City staff. The Docent Program, while on pause for the 24-25 FY due to the lack of Monarchs in the grove, utilized the time to engage in vision planning. In conjunction with Ellwood Friends, a Docent Input Session

was held in April 2025 to elicit community input on what would entice them to participate in a docent program in the future.

After completing the design and construction of Armitos Park and Community Garden, the Parks and Recreation division continued with the daily management of the rental and oversight of garden beds. The community garden consists of 50 plots, all of which were occupied for the entire year, while a maximum waitlist of 25 people was maintained. At the end of the first annual term, 44 of 50 opted to renew their lease, and six were selected from the waitlist to rent the open beds. In conjunction with the management of the garden, the division facilitated four gardening workshops reaching 140 people under an MOU with UC Master Gardeners of Santa Barbara County.

**Approved By:**

  
JoAnne Plummer,  
Neighborhood Services Director



Parks & Recreation Division

# Rental & Program Updates for Goleta Community Center & City Parks for Fiscal Year 2024-25

Kelsey Hamilton, Recreation Supervisor

Leonel Mendoza-Diaz, Recreation Supervisor



# RECOMMENDATION

Receive and file a report on the Goleta Community Center, park rentals, and associated programs for Fiscal Year 2024-25.

Parks & Recreation Division

# Goleta Community Center (GCC)

## **Vision:**

The Goleta Community Center is a welcoming, safe, inclusive, and accessible place where everyone can go to gather, learn and play.

## **Mission:**

The Goleta Community Center provides programs, services, activities, and a safe space for social, cultural, educational, and recreational offerings in an inclusive and welcoming way.

Background  
and Overview  
of GCC  
History and  
Activities

Online  
Reservation  
System

New Policies

Classes and  
Smaller  
Programs

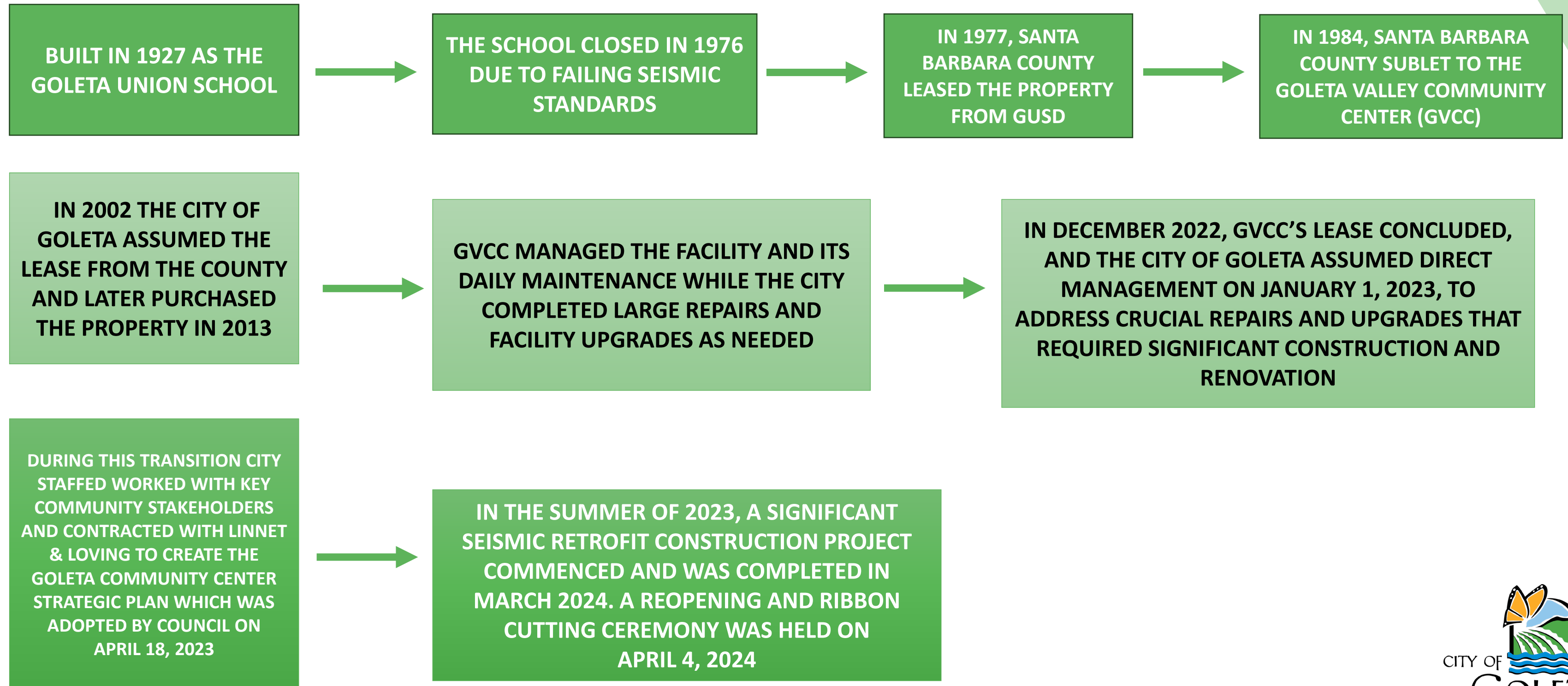
Indoor Events

Large Outdoor  
Events

Financial  
Overview

Library  
Programs

# BACKGROUND AND OVERVIEW OF GCC HISTORY AND ACTIVITIES



# Parks & Recreation Staff Assigned to Goleta Community Center

Parks & Recreation maintains a team to oversee the daily operations of the GCC as well as a host of other responsibilities.

- Kelsey Hamilton, Recreation Supervisor
- Claudia Ricardo, Administrative Assistant
- Three Part-time Custodians
- Four Part-time Event Monitors
- Maintenance Worker (General Services)

# Roles and Responsibilities of Staff

- Day To Day Facility Management
- Facilitating Private & Public Rentals
- Collaborating, Sponsoring And Promoting Community Programs & Events For Community Benefit
- Implementing And Managing Xplor (Online Recreation Software)
- Overseeing Activities At The Pickleball Courts And Multi-use Field
- Supporting And Operating Other Parks & Recreation Rentals At The Community Garden, Picnic Sites & Fields
- Assisting Drop-in & Community Members



# GCC FY 2024-25 Highlights

## ➤ First Full Year Since Re-Opening

27% Revenue  
Above Target  
(\$95k Vs \$75k)

Over 1,600  
Program Hours  
+ 584 Rental  
Contracts

Expanded  
Partnerships &  
Community  
Events



# GCC Financial Overview FY 2024-25

- First Full Year Of Re-opening Under City Management
- Target Revenue: \$75,000 → Achieved: \$95,552 (+27%)
- Revenue Growth Reflects Community Demand + Updated Rental Policies
- Additional Income: Long-term Leases With CommUnify, Rainbow School, Kevin Long Fitness (General Services)

# Xplor (Online Recreation Software)

## *Tactic 3.2.1.4 Implement an online registration system for programming*

- Launched May 2024
- 1,160 Registered Users
- 5,121 Program Hours Booked
- Supports Rentals, Senior Programs, Gardens, Classes
- Improves Reporting & Accessibility
- Continue To Expand Uses For Contract Class/Camp, Library, and Emergency Services Programs

# New Policies & Fees

- **Display & Exhibit Policy** – Art/Cultural Exhibits With Fee Program
- **Insurance Guidelines** – Clear Requirements For Users & Renters
- **Bouncer & Attraction Policy** – Safe & Streamlined Process

# Large Outdoor Events

## Hosted Community Events:

- Mexican Independence Day
- “Meet Me In Old Town” Summer Series
- “Lights, Camera, Stroll” Holiday Event

# Large Indoor Events

- 687 Hours Programmed In Auditorium
- Private Rentals, 19 City-sponsored Events, 45 Senior Programs
- Uses Included Parties, Church Services, Plays, Workshops, & Civic Events

# Classes and Small Programs

- 1,698 Hours Of Small Programs Across 215 Contracts
- Dance Room 4, Classrooms 7 & 8 Most In Demand
- Programs: Dance, Arts, Fitness, Youth, Community Meetings

# Library Programs

Goleta Valley Library Programs Continue at GCC During Their ADA Renovations Until Summer 2027

- Programs Included:
  - Weekly Goodland Knitting Group + Book Clubs
  - Summer Reading Programs
    - Magic & Reptile Shows
    - Silent Disco & Hula Performance
- BookVan Outreach & Circulation Services



# Picnic Rentals

- New Online Reservation System Launched May 2024 For Picnic Site Reservations
- 189 Picnic Site Rentals In Fy 2024-25 Across Five Picnic Sites
- \$35k In Revenue
- Streamlined Process Makes Rentals Easier For Residents & Organizations

Parks & Recreation Division

# COMMUNITY PROGRAMMING

# Staffing

- Leonel Mendoza-Diaz, Recreation Supervisor
- Dori Crolus, Recreation Technician (Pt, 20 Hours Per Week)
- Volunteers (Senior Program, Adopt-A-Park, Ellwood Docent Program, Master Gardner's, City Volunteers)

# Roles and Responsibilities of Staff

- Manages & Oversees All Aspects Of Senior Programming
- Manages & Oversees All Aspects Of Community Programs
- Daily Management Of The Senior Lounge, Lounge Programming
- Foodbank Distribution, Oversight Of Senior Lunch Nutrition
- Oversight & Management Of All Special & Temporary Event Permit Processing
- Administrative Management Of All CIP Projects, Including Grant Reporting, Invoice, & Expenditure Tracking
- Division's Special Project Coordinator (Travel, Special Materials Procurement)
- Spanish Language Specialist & Community Liaison

Parks & Recreation Division

# SENIOR PROGRAMMING

# Senior Program Memberships

July 1, 2024 - Implementation of fee-based annual membership (\$25)

- Financial Assistance available

181 Active Program Memberships (6/30/2025)

July	August	September	October	November	December
33	18	32	11	5	6
January	February	March	April	May	June
13	6	15	22	10	10

# Classes, Activities & Events

*GCC Strategic Plan:*

*Tactic 3.1.2.5: Focus On Providing Services & Programs For Seniors.*

*Tactic 3.2.1.1: Implement Community Outreach & Engagement Activities Targeted To Increase Visitors & Program Participation, Including Menu Of Programming, Event Calendar, Schedule & Pricing Options.*

## **Senior Program Averages 22 Hours Of Activities & Classes Per Week**

- Creating & Distribution Of Monthly Senior Calendar
- Managing Of Senior Program Webpage
- Program Promotion Within Facility & External Collaborators

## **Implementation Of New Classes**

- Let's Get Moving
- Craft Classes

# Classes, Activities & Events cont'd

## **Expansion Existing Classes**

- Increased Ping Pong
- Video Chair Yoga
- Walking Group

## **Reoccurring Collaborative Classes & One-time Events**

- AARP Tax Preparation Services
- HiCAP Insurance Services
- Matter Of Balance Series (Cottage Health)
- Scam Stopper Workshop (Senator Monique Limón's Office)
- Coffee With A Cop (Santa Barbara County Sherriff's)
- Senior Program Holiday Celebration
- Fraud Prevention (American Riviera Bank)



# Senior Lounge

*Tactic 1.2.1.3 Improve the comfort of the facility with new furnishings.*

## **April 1, 2025 – Newly Renovated Senior Lounge Opens for Program Members**

- Space & environment for program members to:
  - Meet new people
  - Participate in different level of activities
  - Rest in between classes
  - Hub for senior related services

# 3<sup>rd</sup> Annual Senior Expo

*GCC Strategic Plan*

*Tactic 3.3.1.2: Host community resource fairs.*

**Wednesday, May 21, 2025 – 3<sup>rd</sup> Annual Senior Expo returned to the Community Center**

- 38 vendors specializing in senior services
- 5 Break out Presentation Sessions
- Networking lunch for attendees
- Estimated attendance ~150 attendees



# Food Services

*GCC Strategic Plan*

*Tactic 3.1.1.5 Provide access to healthy foods through partnership with local non-profits, such as the Food Bank.*

Goleta Community Center site host for Older Adult Nutrition Program

- Annual partnership with the Food Bank
- Bi-weekly distribution for seniors in the community
- Does NOT need a Senior Program membership to participate
- Serves an average of 50 households

Parks & Recreation Division

# COMMUNITY PROGRAMS

# Special & Temporary Events

## Special Event Permits

- Public Events on Public Property
- 32 Permits Issued

## Temporary Event Permits

- Public Events on Private Property
- 2 Permits Issued

# Volunteer Programs

## Adopt-A-Park Program

### Goal

“Promote civic responsibility, community pride, & camaraderie within your organization by adopting a park.”

### Duties

• Trash/Litter Pickup	• Wipe Down Picnic Tables	• Clean Park Signs	• Sweep Walkways
• Pull Weeds	• Graffiti Removal	• Wipe Down Playground Equipment	• Report any concerns or issues



# Volunteer Programs Cont'd

## Adopt-A-Park Cont'd

- 14 Parks & Open Spaces adopted
- 90 volunteers ranging from individuals, neighbors, & organizations



## Docent Program

### Goal

“To develop a pool of trained volunteers who provide the public with on-site educational opportunities at the Ellwood Main Monarch Aggregation Site – also known as Ellwood Main Monarch Grove, Goleta Butterfly Grove & Ellwood Main – during the overwintering season (November through February).”

# Volunteer Programs Cont'd

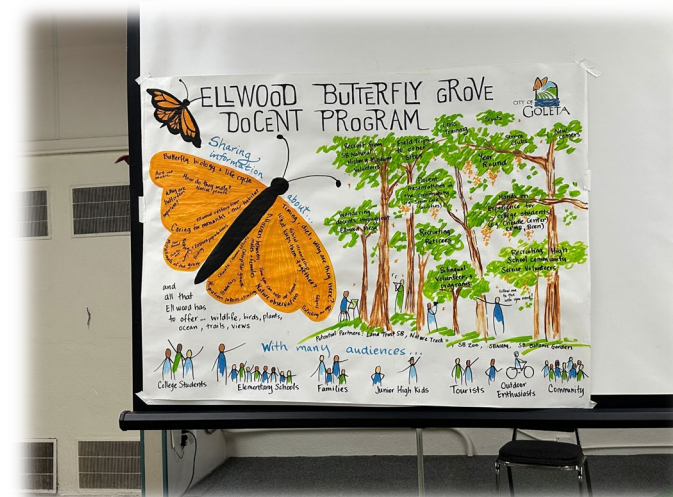
## Docent Program Cont'd

Docent Program on pause for FY 24/25

- Improvements to Ellwood Mesa & the Goleta Butterfly Grove
- Low Western Monarch counts

## Docent Input Session

- Collaboration effort with Ellwood Friends
- Round Table Discussions on Program & Ellwood Mesa
- In person & online survey options





# Community Garden & Educational Workshops

## 50 Garden Plots

- 3 Accessible Raised Garden Beds, 37 Small Beds, & 10 Large Beds

## First Rental Period June 1, 2024 – May 31, 2025

- 50 out of 50 plots rented during this period
- Waitlist at capacity (25 people)

## Plot Renewals

- 44 out 50 Plots opted for Year 2 Renewal

# Community Garden & Educational Workshops

Executed Memorandum of Understanding (MOU) with UC Master Gardeners of Santa Barbara County for Garden Education Workshops

## Victory Vegetable Garden Class

- Free Four (4) Part Gardening Workshop  
Sunday's, March 23 – April 13
  - Average of 35 Attendees for each session
  - Community Garden & Goleta Community Center



# Contract Class & Clinics

Passed in May 2025 by City Council, have established 5 contracts:

- 2 for continuous after school programming
- 2 for winter/spring camps

Continued & wide recruitment for Spring & Summer 2026 will begin Fall of 2025 with the Goal of \$15k in revenue & 2,000 hours of programming

# Questions?