



**TO:** Chair and Members of the Parks and Recreation Commission  
**FROM:** JoAnne Plummer, Neighborhood Services Director  
**CONTACT:** Kelsey Hamilton, Recreation Supervisor  
**SUBJECT:** Goleta Community Center Annual Update for Fiscal Year 2023/24

**RECOMMENDATION:**

Receive a presentation about the activities of the Goleta Community Center (GCC), programs and events, and the status of various long-term initiatives during Fiscal Year (FY) 2023/2024.

**BACKGROUND:**

The GCC and its staff are part of the Neighborhood Services Department within the Parks and Recreation Division. It operates with support from General Services and Public Works. The staff of the GCC include a fulltime Recreation Supervisor, a fulltime Administrative Assistant, a part time Recreation Technician, three part time custodians and three part time event monitors. These staff members are responsible for managing the facility and overseeing its Senior Program, various private and public rentals, sponsoring and promoting community events, and overseeing the activities and rentals at the pickleball courts and multi-purpose field. The GCC staff also provides support for other Parks and Recreation activities and programs like the Community Garden at Armitos Park and picnic site/field rentals across the City of Goleta.

The GCC was originally the Goleta Union School, built in 1927. The school closed in 1976 due to failing seismic standards. In 1977, the property was leased with an option to purchase to the County of Santa Barbara, which then sublet it to the Goleta Valley Community Center Organization (GVCC) in 1984. When the City of Goleta incorporated in 2002, it assumed the lease from the County and eventually purchased the property in 2013. GVCC managed the facility and its daily maintenance, utilizing a business model of renting spaces and operating programs, while the City completed large repairs and facility upgrades as needed.

In December 2022, GVCC's lease concluded, and the City of Goleta assumed direct management on January 1, 2023, to address crucial repairs and upgrades that required significant construction and renovation. During this transition City staffed worked with key community stakeholders and contracted with Linnet & Loving to create the Goleta Community Center Strategic Plan which was adopted by council on April 18, 2023. In

the summer of 2023 a significant seismic retrofit construction project commenced and was completed in March 2024. A reopening and ribbon cutting ceremony was held on April 4, 2024. Included in the Strategic Plan was *Tactic 5.1.3.1, Conduct regular public operations updates to the Parks and Recreation Commission, including an annual presentation.*

**DISCUSSION:**

To provide an update to the Parks and Recreation Commission on the GCC’s activities, achievements, challenges, and plans. This report highlights an overview of the operations at the Goleta Community Center during FY 23/24, with a focus on the period between the official re-opening of the facility on April 4th after the completion of the seismic retrofit project to June 30, 2024.

**Construction and Improvement Projects**

Over the past year, the Goleta Community Center has undergone a series of significant enhancement projects aimed at ensuring the safety and comfort of all guests. The most notable project was a comprehensive seismic upgrade from May 2023 to March 2024, which reinforced the facility's structural integrity by connecting and reinforcing the walls and roof to better withstand seismic events. This project also included the installation of a new roof and the repair of any damaged or leaking areas.

In addition to the seismic upgrade project, several smaller improvement projects were completed. These included sanding and refinishing the main auditoriums wood floor, *Tactic 1.2.1.1, Improve the indoor lighting, painting, and carpeting*, which has significantly enhanced the facility's aesthetics and appeal to potential users. The GCC was also repainted inside and out, maintaining its traditional and historic color scheme. Other upgrades included repairing cracked windows, replacement of malfunctioning doors, carpet cleaning, an enhancement of the facility’s Wi-Fi infrastructure *Tactic 1.3.1.2, Upgrade the Wi-Fi system to allow for fast, reliable and free community internet access throughout the GCC Campus*, and a thorough deep cleaning of floors and bathrooms.

While numerous improvements have been made, ongoing efforts are underway to further enhance the facility. Planned major projects for the coming years include a comprehensive Americans with Disabilities Act (ADA) upgrade that will enhance the existing bathrooms, *Strategy 1.1.3: Ensure the Community Center facility is accessible for all* and improve other areas that are out of compliance. Additional plans are in place repair or replace an aging skylight in the dining hall, improving the front lawn and gazebo area, enhancing the waiting area adjacent to the pickleball courts, repairing cracks in the parking lot, and evaluating the facility’s electrical systems.

**Online Reservation System**

On May 2, 2024, the City of Goleta successfully launched a new online reservation system, creating a one-stop shop for Parks and Recreation-related facility rentals and activities across the City of Goleta. This web-based platform streamlines the process for

residents to reserve picnic sites, pay for garden plots, check community center availability, and explore various senior programs offered through the GCC. These achievements align with *Tactic 3.2.1.4, Implement an online registration system for programming*, and *Tactic 2.1.1.3, Implement a streamlined rental and application process*, demonstrating our commitment to enhancing community access and services.

Additionally, the new software improved staff's ability to monitor and analyze the usage of the Community Center, park rentals and community garden plots. During the limited operational period from May 2, 2024, to June 30, 2024, the GCC hosted 38 distinct activities, totaling 174 sessions and 502 program hours.

## Logo

Neighborhood Services staff partnered with the Community Relations team and their outside assistance of their graphic designer, to create a new logo for the Goleta Community Center. This logo ties together the City of Goleta logo with the spirit, colors and design of the Community Center. This marks the first steps of a marketing plan that addresses *Tactic 3.2.1.3: Use of a variety of communication tools to ensure maximum exposure, including print communications, digital communications, local media announcements, and social media*.

## New Policies and Rental Fees

The Community Center continued to provide subsidized rental spaces for non-profit organizations and utilize a cost recovered rate for-profit class providers. In April 2024, and in response to *Tactic 2.1.1.2, Implement clear and consistent rental policies and fees* and *Tactic 2.1.1.3, Implement a streamlined rental and application process*, staff brought new facility Policy and Procedure, Rules and Regulations, Rental Process and Rate Sheets to the Parks and Recreation Commission and City Council. These new documents provide clean and consistent policies and fees for our renters to follow, streamlining the rental and application process. Staff continues to work on new policies and procedures to clarify proper use of City facilities, maintain transparent expectations, analyze fee structures, and protect City assets:

- *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 startup and grow within the space*
- *Tactic 5.1.2.4: Develop fee schedules for specific program and service offerings, as well as for facility rentals, inclusive of nonprofit, individual, and commercial rates*
- *Tactic 5.1.2.5: Enable facility users to host weddings and other large celebrations at the GCC*

## Financial

In FY 23/24, the GCC facility operated on a limited basis, with the main building closed to rentals most of the year. During this time, the City collected \$37,310.73 from property rentals occurring in FY 23/24 and advance payments on rentals occurring in FY 24/25. This amount does not include the long-term leases of CommUnify, Rainbow School, or Kevin Long Fitness. This total includes fees from renting the field, the pickleball court (for special events only), and rentals in the main facility after it reopened. Of this amount, \$28,784.73, or 77%, was collected after April 1, 2024, during the main facility's reopening.

## Large Events

Aligned with *Strategy 3.1.1, Promote programming and events that bring different parts of the community together,* the GCC has hosted a variety of events, including City-sponsored like the State of the City, City-supported initiatives such as the California Product Stewardship Textile Workshop, and events organized by non-profits like Planned Parenthood and Habitat for Humanity. The facility also accommodated school events for La Patera and Rainbow School, as well as private celebrations, including birthdays, weddings, and graduations. A total of 51.5 hours of large events were hosted in the auditorium during FY 23/24.

## Classes and Smaller Programs

In FY 23/24 the Community Center hosted 503 hours of smaller class and program rentals for community members of all ages, aligning with *Tactic 3.1.1.3, Offer mass-appeal programming, targeted services, and courses.* One of which was in collaboration with the City Manager's Office and funded by a grant from the Central Coast Community Energy (3CE) and a partnership with the Economic Development Collaborative. The Goleta Community Center facilitated a series of free digital literacy classes, aligning with *Strategy 3.1.1: Promote programming and events that bring different parts of the community together.* These sessions were designed to teach residents essential computer skills and assist them in establishing an online presence for their businesses.

Other class and program rentals included dance classes for youth and adults, karate classes, smaller church services, art guild meetings, non-profit and for-profit meetings, soccer and volleyball practice, and many more.

## Senior Program

In October 2023, the City of Goleta issued a Request for Proposals (RFP) seeking a vendor to operate a weekday senior program at the Goleta Community Center. The program was expected to offer recreation, education, social services, and nutrition, primarily in the morning with potential evening and weekend events. The City allocated \$30,000 in funding and nearly \$70,000 in facility and staff support annually. Despite advertising the RFP widely and allowing over 30 days for submissions, no proposals were received. In February 2024 City Council approved a plan for City staff to operate the senior program and provide direct programming.

The senior program has expanded greatly with the re-opening of the facility as more and more seniors have come to our facility for socialization, fitness, nutrition, education, or service assistance addressing the ongoing fulfillment of *Tactic 3.1.2.5, Focus on providing services and programs for seniors.*

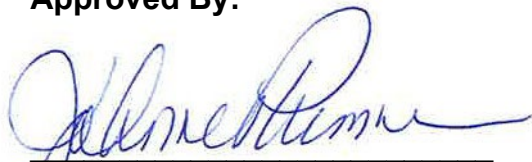
Through a partnership with the Central Coast Agency on Aging, daily free senior lunches returned in FY 24/25. In addition, the Older Adult Nutrition Program in partnership with the Santa Barbara Foodbank is providing fresh vegetables, fruits and shelf stable ingredients for seniors twice each month aligning with *Tactic 3.1.1.5, Provide access to healthy foods through partnerships with local non-profits, such as the Food Bank.* The Community Center continues to partner with AARP to provide space for tax professionals to provide free tax assistance to members of the community. The GCC works with Health Insurance Counseling & Advocacy Program (HICAP) to provide free and objective information and counseling about Medicare to community members, which began during construction and has continued to be a strong and essential service for Goleta seniors.

The senior program offers 14 hours of programming each week with additional special programs or events offered every month. As the new recreation technician was hired in FY 24/25, it is anticipated that this program will continue to expand greatly with additional programming and classes.

**Conclusion**

In conclusion, the Goleta Community Center has made significant strides during FY 23/24, particularly following its recent reopening after essential renovations. The center has successfully enhanced its facilities, implemented an efficient online reservation system, and hosted a variety of engaging programs and events that serve our diverse community. Moving forward, the planned improvements and new initiatives outlined in this report will further strengthen our commitment to providing valuable services, fostering community connections, and ensuring accessibility for all. The ongoing support from the Parks and Recreation Commission is appreciated and provides the opportunity to look forward to continued progress and successes in the months ahead.

**Approved By:**



---

JoAnne Plummer,  
Neighborhood Services Director

**ATTACHMENT:**

1. Goleta Community Center Annual Update for Fiscal Year 2023/24 Presentation

**ATTACHMENT 1**

**Goleta Community Center Annual Update for Fiscal Year 2023/24  
Presentation**

# GOLETA COMMUNITY CENTER ANNUAL UPDATE FOR FISCAL YEAR 2023/24

November 13, 2024

**Prepared and Presented by:**

- Kelsey Hamilton, Recreation Supervisor
- JoAnne Plummer, Neighborhood Services Director



# RECOMMENDATION

Receive a presentation about the activities of the Goleta Community Center (GCC), programs and events, and the status of various long-term initiatives during the Fiscal Year 2023/2024.



## 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**

**Construction  
and  
Improvement  
Projects**

**Online  
Reservation  
System**

**New Policies,  
Logo and  
Rental Fees**

**Financial  
Overview**

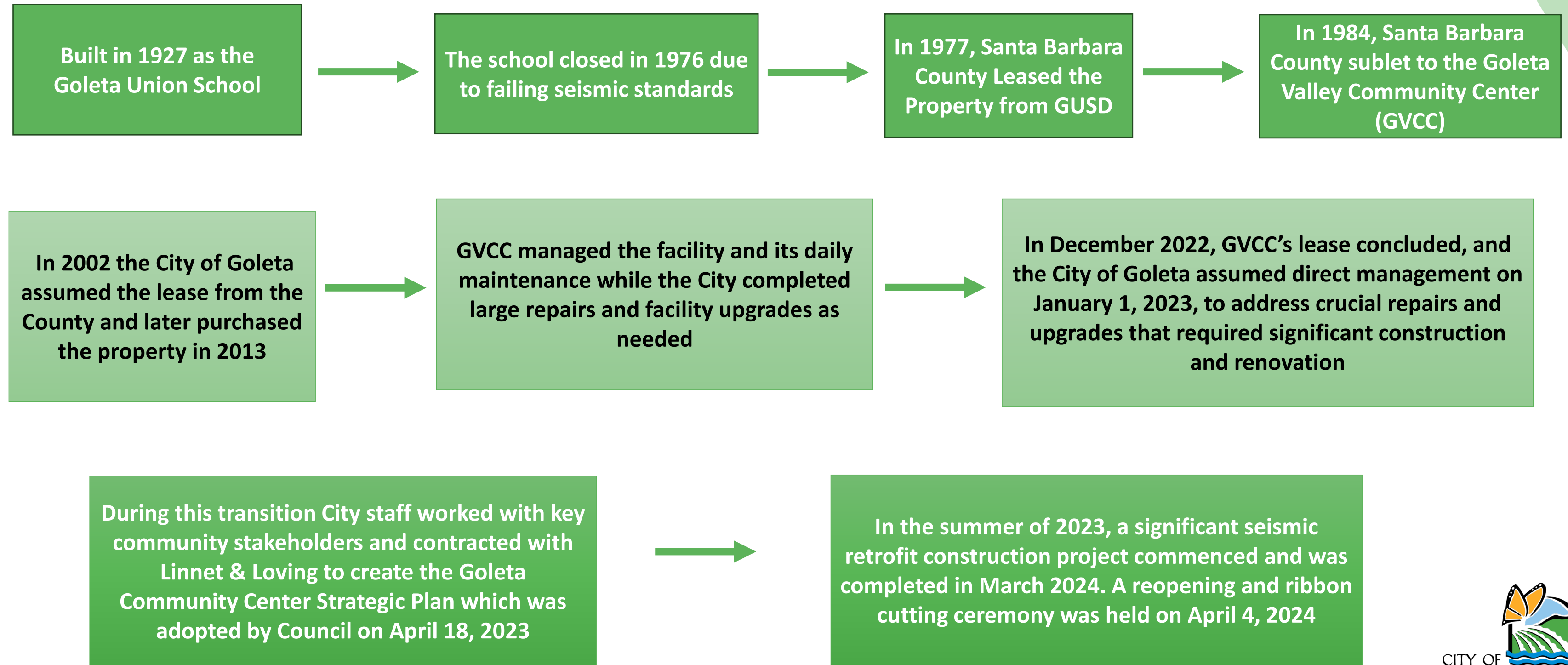
**Events,  
Classes and  
Programs**

**Senior  
Program**

**Questions**



# OVERVIEW OF GCC HISTORY AND ACTIVITIES



# STAFFING

- Kelsey Hamilton, Recreation Supervisor
- Claudia Ricardo, Administrative Assistant
- Dori Crolius, Recreation Technician (Part-time/Senior Program, Hired FY24/25)
- Three Part-time Custodians
- Three Part-time Event Monitors
- Facility Technician (General Services)

# ROLES AND RESPONSIBILITIES OF THE GCC

- Day to day facility management
- Operating the senior program
- Facilitating private and public rentals
- Collaborating, sponsoring and promoting community programs and events for community benefit
- Implementing and managing Xplor (Recreation software)
- Overseeing activities at the pickleball courts and multi-use field
- Supporting and operating other Parks and Recreation rentals at the community garden, picnic sites and fields

# CONSTRUCTION AND IMPROVEMENTS

# COMPLETED

- Seismic retrofit (May 2023 - March 2024)
- Wood floor refinishing
  - Tactic 1.2.1.1, “Improve the indoor lighting, painting, and carpeting”*
- Interior/exterior painting
  - Tactic 1.2.1.1, “Improve the indoor lighting, painting, and carpeting”*
- Upgraded Wi-Fi
  - Tactic 1.3.1.2, “Upgrade the Wi-Fi system to allow for fast, reliable and free community internet access throughout the GCC Campus”*

# UPCOMING FY 24/25 PROJECTS

- Americans with Disabilities Act (ADA) upgrades
  - Strategy 1.1.3: Ensure the Community Center facility is accessible for all.*
- Evaluate and Upgrade the electrical system in the main building
- Landscaping enhancements
- Repairing or replacing the aging skylight in the dining hall
- Enhancing the waiting area adjacent to the pickleball courts



# ONLINE RESERVATION SYSTEM-XPLOR

# XPLOR

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

- Competitive Search began July 2023
- Online launch on May 2, 2024
- Streamlines the process for clients to:
  - Reserve picnic sites
  - Pay for garden plots, picnic sites, field and facility rentals
  - Check Community Center availability
  - Register for the GCC Senior program and explore various senior classes
- Improves staff's ability to track documents, monitor and analyze the usage and revenue of the Community Center, park rentals and community garden plots

# NEW POLICIES, LOGO, AND RENTAL FEES

# Policies and Fees

- **The Community Center continued to provide subsidized rental spaces for non-profit organizations and utilize a cost-recovery rate for for-profit class providers.**
- **In April 2024 staff brought new facility Policies and Procedures, Rules and Regulations, Rental Process and Rate Sheets to the Parks and Recreation Commission and City Council.**
- **Clear and consistent policies and fees for our renters to follow, as well as streamlined the rental and application process.**
- **Staff continues to work on new policies and procedures to clarify proper use of City facilities, maintain transparent expectations, analyze fee structures, and protect City assets**

- *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 startup and grow within the space*
- *Tactic 5.1.2.4: Develop fee schedules for specific program and service offerings, as well as for facility rentals, inclusive of nonprofit, individual, and commercial rates*
- *Tactic 5.1.2.5: Enable facility users to host weddings and other large celebrations at the GCC*
- *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”*



## Goleta Community Center Fees

	Private	Commercial	Non-Profit	
Classroom 1-8, Gazebo, or Courtyard	\$ 32	\$ 40	\$ 24	
Classroom 1&2	\$ 48	\$ 60	\$ 36	
Auditorium (Weekday)	\$ 72	\$ 90	\$ 54	
Dining Room (Weekday)	\$ 64	\$ 80	\$ 48	
Kitchen (Weekday)	\$ 48	\$ 60	\$ 36	
Auditorium, Dining Room, Courtyard (Weekday)	\$ 147	\$ 184	\$ 110	
Auditorium (Weekend)	\$ 90	\$ 113	\$ 68	
Dining Room (Weekend)	\$ 80	\$ 100	\$ 60	
Kitchen (Weekend)	\$ 60	\$ 75	\$ 45	
Auditorium, Dining Room, Courtyard (Weekend)	\$ 184	\$ 230	\$ 138	
Senior Center Small Room	\$ 15	\$ 19	\$ 11	
Conference Room	\$ 20	\$ 25	\$ 15	
Field Rental	\$ 30	\$ 30	\$ 30	
<b>Packages</b>				
8 Hour Party Package w/ Alcohol	\$2,020	\$ 2,351	\$ 1,688	Party package required for large rentals after 2PM Saturdays and includes 8 hours of rental of the Kitchen, Auditorium, Cafeteria, and Courtyard. It includes all Monitor Fees, Reservation Fee, and Cleaning Fee. It does not include the security/cleaning deposit.
Additional Hour of rental w/Alcohol	\$ 219	\$ 260	\$ 177	
8 Hour Party Package w/o Alcohol	\$1,768	\$ 2,099	\$ 1,436	
Additional Hour of rental w/o Alcohol	\$ 187	\$ 229	\$ 146	
Ongoing Classroom 1-8 Rental	\$ 29	\$ 36	\$ 22	8 session minimum
Ongoing Classroom 1&2 Rental	\$ 43	\$ 54	\$ 32	
Ongoing Cafeteria Rental	\$ 58	\$ 72	\$ 43	
Ongoing Auditorium Rental	\$ 65	\$ 81	\$ 49	
<b>Other Fees</b>				
Reservation Fee/Deposit	\$ 250	\$ 250	\$ 250	Applied towards event total
Security/Cleaning Deposit 75p>	\$ 150	\$ 150	\$ 150	
Security/Cleaning Deposit 75p<	\$ 500	\$ 500	\$ 500	
Additional Staff Hour	\$ 24	\$ 24	\$ 24	
Cleaning Fee Small Event	\$ 50	\$ 50	\$ 50	Assessed for rentals serving food. Less than 75 people. Per cleaning
Cleaning Fee Large Event	\$ 300	\$ 300	\$ 300	Assessed for rentals serving food. More than 75 People. Per cleaning
Alcohol Fee Hourly Small Event	\$ 10	\$ 10	\$ 10	Less than 75 people
Alcohol Fee Hourly Large Event	\$ 35	\$ 35	\$ 35	More than 75 people
Senior Center Membership Yearly	\$ 25	\$ 25	\$ 25	
Unreturned or Lost Items	Actual Costs			
Damaged Items				

*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 startup and grow within the space*

*Tactic 5.1.2.4: Develop fee schedules for specific program and service offerings, as well as for facility rentals, inclusive of nonprofit, individual, and commercial rates*

*Tactic 5.1.2.5: Enable facility users to host weddings and other large celebrations at the GCC*

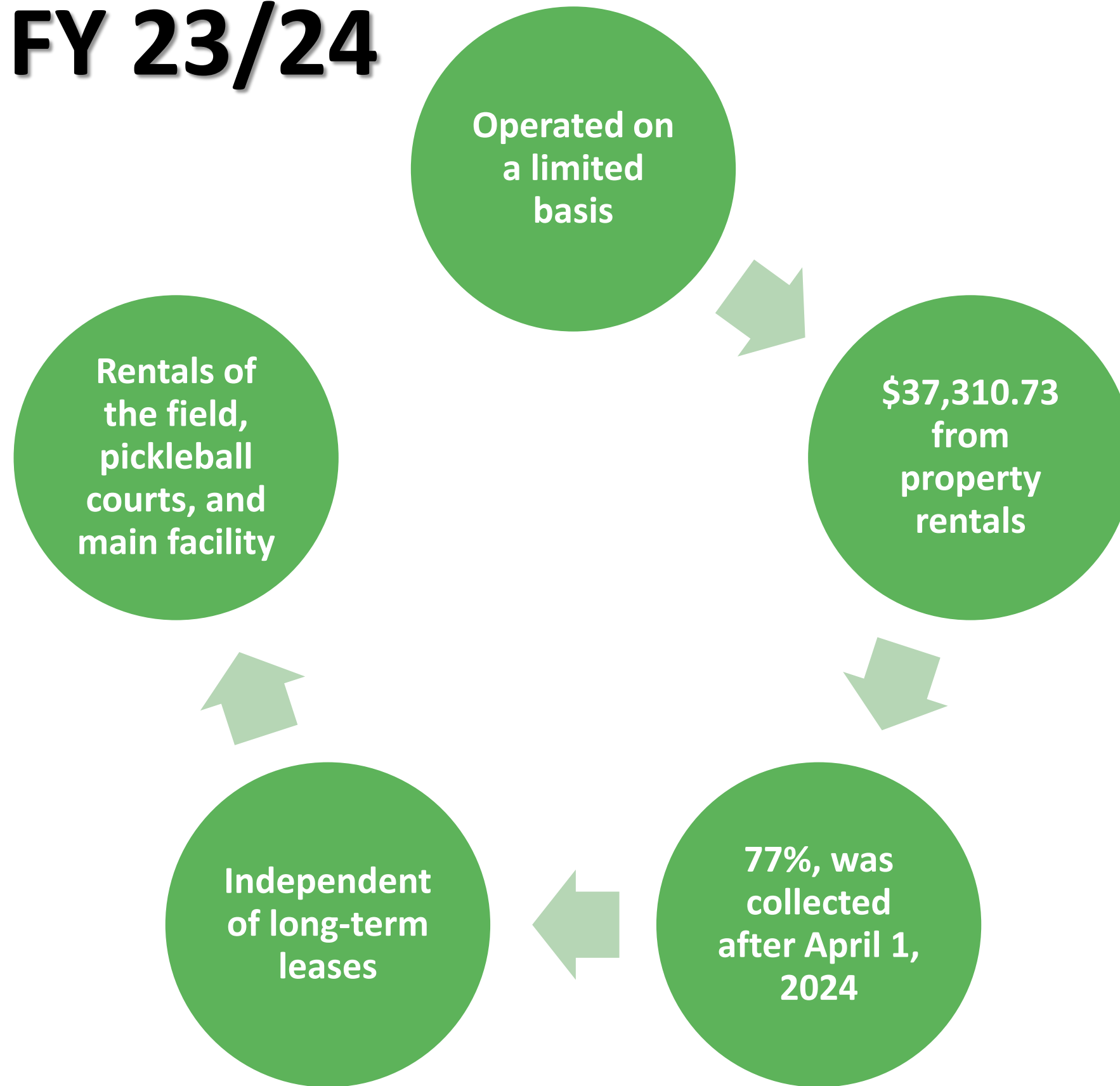


# LOGO



# Financial Overview

# FINANCIAL FY 23/24





# EVENTS, CLASSES AND PROGRAMS

# LARGE EVENTS

*Strategy 3.1.1, "Promote programming and events that bring different parts of the community together,"*



# CLASSES AND SMALLER PROGRAMS

*Strategy 3.1.1, “Promote programming and events that bring different parts of the community together”*  
*Tactic 3.1.1.3, “Offer mass-appeal programming, targeted services, and courses”*

**503 Hours**

**30 Activities**

**195 Sessions**

**Ages  
3-93 served**

# SENIOR PROGRAM

# SENIOR PROGRAM DURING CONSTRUCTION

*Tactic 3.1.2.5, "Focus on providing services and programs for seniors"*

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

14 hours of  
direct  
programming  
weekly

Senior  
Lounge Open  
9am to 12pm  
Monday to  
Friday

No fee in  
FY23/24

Ages 55+  
served

Social, dance,  
fitness, and  
support services  
offered

# Questions?

- Kelsey Hamilton, Recreation Supervisor
- 805-562-5533
- 5679 Hollister Ave Goleta Ca 93117
- [khamilton@cityofgoleta.org](mailto:khamilton@cityofgoleta.org)

