



DIANNE JACOB
SUPERVISOR, SECOND DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: August 5, 2015

01

TO: Board of Supervisors

SUBJECT: APPROVE A NAMING RIGHTS CONTRIBUTION AND ADOPT A RESOLUTION NAMING THE CLUB HOUSE AT COLLIER PARK TO "CONRAD PREBYS RAMONA BRANCH - BOYS & GIRLS CLUBS OF GREATER SAN DIEGO" (DISTRICT: 2)

Overview

In order to support the Department of Parks and Recreation's goal of diversifying funding sources, the Board of Supervisors approved a Naming Rights program for County Parks and Recreation Amenities. Board Policy F-52 authorizes the Director of the Department of Parks and Recreation (DPR) to approve park amenity naming rights that are for a term of five years or less or that will result in \$15,000 or less in total revenue for the duration of the naming term. Board Policy F-46 requires the adoption of a resolution for the naming of amenities in all other circumstances.

Local philanthropist Conrad Prebys has generously offered a contribution of \$1,000,000 to the Boys & Girls Clubs of Greater San Diego for the expansion of the club house and funding to subsidize the afterschool program at Collier Park. Today's action will approve a Naming Rights contribution and adopt a resolution to name the club house at Collier Park to "Conrad Prebys Ramona Branch - Boys & Girls Clubs of Greater San Diego" for as long as the Boys & Girls Clubs of Greater San Diego operates the Ramona Branch through a lease agreement with the County of San Diego.

Recommendation(s)

SUPERVISOR DIANNE JACOB

1. Find that the Naming Rights Contribution and Adopt a Resolution Naming the Club House at Collier Park the "Conrad Prebys Ramona Branch - Boys & Girls Clubs of Greater San Diego" project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines sections 15301 and 15303.
2. Adopt a resolution entitled, RESOLUTION OF THE BOARD OF SUPERVISORS OF SAN DIEGO COUNTY NAMING THE BOYS & GIRLS CLUBS OF GREATER SAN DIEGO, RAMONA BRANCH TO "CONRAD PREBYS RAMONA BRANCH - BOYS

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& GIRLS CLUBS OF GREATER SAN DIEGO.”

Fiscal Impact

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Business Impact Statement

N/A

Advisory Board Statement

N/A

Background

On January 29, 2014 (02) the Board of Supervisors approved a Naming Rights program for County Parks and Recreation Amenities. Board Policy F-52 authorizes the Director of the Department of Parks and Recreation (DPR) to approve park amenity naming rights that are for a term of five years or less or that will result in \$15,000 or less in total revenue for the duration of the naming term. Board Policy F-46 requires the adoption of a resolution in all other circumstances. Due to the naming rights potentially lasting for a term over 20 years, a resolution is required. Today’s item supports DPR’s goal of offering high quality parks and recreation services to residents and visitors by diversifying funding sources.

Collier Park is an 8.5 acre County park located in the community of Ramona. Existing park facilities include a club house, a soccer arena, a basketball court, tennis courts, playgrounds and a native plant garden. San Diego County resident and philanthropist Conrad Prebys has generously offered a contribution of \$1,000,000 to the Boys & Girls Clubs of Greater San Diego for the expansion of the club house as well as an endowment to subsidize the afterschool program at Collier Park. The contribution of \$1,000,000 consists of \$500,000 that the Boys & Girls Clubs will use for the expansion of the club house at Collier Park and a \$500,000 endowment to support Ramona Boys & Girls Clubs programs. This action supports the County’s Live Well San Diego initiative by expanding opportunities for youth development and recreation through collaboration between the County and local partners.

Today’s action will approve a Naming Rights contribution and adopt a resolution to name the club house at Collier Park to “Conrad Prebys Ramona Branch – Boys & Girls Clubs of Greater San Diego.”

Environmental Statement

The Naming Rights Contribution and Adopt a Resolution Naming the Club House at Collier Park to “Conrad Prebys Ramona Branch – Boys & Girls Clubs of Greater San Diego” project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 as the project consists of the minor alteration of an existing facility involving negligible expansion of use beyond that existing at the time of the lead agency’s determination. Specifically, the project includes additions to an existing structure (Boys & Girls club house) that would not result in an increase of more than 2,500 square feet. The project also qualifies for a

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CEQA Categorical Exemption under Section 15303 as the project also includes the construction of small new structures.

Linkage to the County of San Diego Strategic Plan

N/A

Respectfully submitted,

DIANNE JACOB
Supervisor, Second District

ATTACHMENT(S)

Attachment A: RESOLUTION OF THE BOARD OF SUPERVISORS OF SAN DIEGO COUNTY NAMING THE BOYS & GIRLS CLUBS OF GREATER SAN DIEGO, RAMONA BRANCH TO “CONRAD PREBYS RAMONA BRANCH – BOYS & GIRLS CLUBS OF GREATER SAN DIEGO”

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:
N/A

BOARD POLICIES APPLICABLE:
Board Policy F-52

BOARD POLICY STATEMENTS:
N/A

MANDATORY COMPLIANCE:
N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):
N/A

ORIGINATING DEPARTMENT: District 2, Board of Supervisors

OTHER CONCURRENCES(S): N/A

CONTACT PERSON(S):

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