

**Agenda Item: ID18-0204 (1-L)**

**Date: 2/8/18**

REC'D FEB 7 '18 AM 10:05  
FRESNO CITY CLERK

# **FRESNO CITY COUNCIL**



## **Supplemental Information Packet**

**Agenda Related Item(s) – ID18-0204 (1-L)**

**Contents of Supplement: 2 Letters from Southeast Fresno Regional Park and Soccer Complex Joint Powers Authority**

### **Agenda Item Title**

Approve an Adopt-A-Park Agreement with the Southeast Fresno Regional Park and Soccer Complex Authority for 18 acres located at Peach and Butler (Council District 5).

**Sponsor:** City Manager's Office

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

SOUTHEAST FRESNO REGIONAL PARK AND SOCCER COMPLEX  
JOINT POWERS AUTHORITY  
5288 E. Heaton Avenue  
Fresno, CA 93727

Mr. Bruce A. Rudd,  
Interim Assistant City Manager  
City of Fresno  
2600 Fresno Street  
Fresno, California 93721-3601

January 23, 2018

**VIA E-MAIL/HARD COPY TO FOLLOW**

Dear Mr. Rudd:

I am pleased to inform you that at its meeting of Friday, January 19, 2018, the Board of Directors of the Southeast Fresno Regional Park and Soccer Complex Joint Powers Authority formally approved the City of Fresno's Adopt-A-Park Agreement for our participation in the improvement of the 49-acre park site located at 2155 S. Peach Avenue as described on said agreement. The executed agreements with attachments are enclosed herewith.

Our JPA Board and our partners concur with your view that our participation in this program is the first step to move forward to a possible long-term ground lease for the JPA's development of the entire site as we have proposed in previous correspondence. Our sincere thanks to Mayor Lee Brand, to you and H. Spees and all City officials involved in allowing the engagement of our JPA and our many partners and supporters in the improvement and development of this site for the benefit of Fresno Region residents.

In addition to the JPA Board's authorization that I execute the attached Adopt-A-Park Program Agreement, the Board has also approved the start of a major fundraising campaign by the JPA and all

its partners and supporters to raise funds, materials and resources to help pay for the costs of implementing the Adopt-A-Park project and future expenses associated with the planning and development of the Regional Park and Soccer Complex on the entire 49-acre park site and for the JPA's future maintenance and operation of each phase of this project, as each phase is built by the JPA, its partners and supporters. The JPA Board also directed staff to set up proper accounts with a local financial institution to properly deposit and process all receipts and expenditures in this fundraising campaign. A CPA from the firm of Price, Page & Company and legal counsel will provide technical assistance and advise in the processing of tax-exempt contributions and all federal and state reporting requirements.

For purposes of defining the scope of the regional park and soccer complex to be funded by this fundraising campaign, the JPA will continue to use the draft conceptual plan for this project approved by our JPA Board and designed by Precision Civil Engineering as submitted to the City of Fresno and the National Park Service on July 7, 2017. (This conceptual plan is depicted and attached herewith as Exhibit A of the Adopt-A-Park Agreement.)

An updated marketing and fundraising brochure with the draft conceptual plan will be used in this fundraising campaign. Copies of this brochure were mailed to you and the National Park Service a couple of months ago. We are currently incorporating comments provided by the National Park Service on this brochure and would welcome any comments you might have. A revised draft copy of this brochure will be coming to you shortly.

Extensive public input was received in the development of this conceptual plan and the JPA and its partners and supporters intend to continue to substantially adhere to the components of this plan as this plan is further refined. The JPA welcomes technical input from the City of Fresno, the National Park Service, California State University, Fresno, Fresno Pacific University, other interested agencies and the general public in improving operational efficiencies and the quality of this project to better serve the recreational and green space needs of the public.

Fundraising activities of the JPA will be synchronized with the JPA's simultaneous participation in the Adopt-A-Park project, and our upcoming design of a grading plan and environmental documents for the entire site and any additional design work required for the initial phases of this project to be continued shortly. The JPA will start the implementation of fundraising events, marketing and promotional campaigns, solicitations for the donation of trees, shrubs, grass, materials, supplies and equipment. Solicitation of pro bono technical and professional services will continue for the refinement of this project's design. Grant applications for the funding of this project will be submitted to state, federal and private foundations. Your continued cooperation and support is key in the success of this project.

In closing, I would like to point out that our major objective in bringing community resources to this project is to complete the development of a regional park and soccer complex that will improve quality of life and the health of residents of the Fresno Region. We also want to make sure that we prevent the loss of this 49-acre park site to the federal government. Our JPA will fully cooperate with the City of Fresno and the National Park Service in providing all required reports and will offer

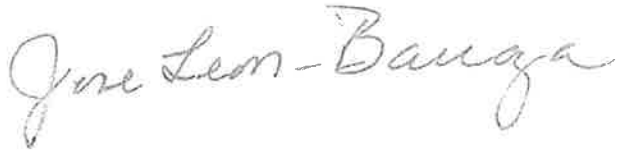
a highly transparent fundraising campaign to make sure our agreement complies with all the terms and conditions of the current City-NPS Agreement involved in the donation of this park site to the City 12 years ago. We also recognize the importance for the JPA to demonstrate its capacity in raising the necessary funds, volunteers, and resources for the development and operation of this facility. We look forward to the review of our performance within the next 12 to 18 months to determine our capacity to move forward and to formalize the terms and conditions of a ground lease agreement. As a starting point I suggest you review and provide comments on the initial draft MOU I recently sent you.

The terms and conditions of a ground lease agreement can reaffirm the role of the JPA in the development and operation of our proposed regional park and soccer complex on this 49-acre park site and define the role City government can play in supporting our efforts.

There are plenty of success stories all over our nation where community resources have been used to implement projects where local municipalities have not been successful. In California and the Central Valley there are various examples of different degrees of community participation. The example we would like to emulate is the construction of a community-supported 18-soccer field complex in Marysville/Yuba City in Yolo County. This soccer complex continues to be operated, maintained and funded by community soccer leagues.

We are ready to start work and to participate in the orientations and workshops you have available for us. We look forward to continue to work with you and others in the implementation of this important project.

Sincerely,

A handwritten signature in cursive script that reads "Jose Leon-Barraza". The ink is dark and the signature is fluid.

Jose Leon-Barraza, CEO

Southeast Fresno Regional Park and Soccer Complex Joint Powers  
Authority

cc: Mayor Lee Brand  
Luis Chavez, City Councilmember District 5  
Sanger Mayor Frank Gonzalez, Member of JPA  
Malaga Board President Charles Garabedian, Member of JPA  
Wilma Quan-Schechter, City Manager  
Tim Oman, Chief of Staff  
H Spees, Director of Strategic Strategies  
Parvim Neloms Jr. PARCS Director  
Ray Murray, National Parks Service  
David Siegenthaler, National Parks Service  
Patricia Brown, Attorney At Law  
Luis Perez, CPA, Price, Page & Company  
Community Partners, Sponsors and Supporters.

SOUTHEAST FRESNO REGIONAL PARK AND SOCCER COMPLEX  
JOINT POWERS AUTHORITY  
5288 E. Heaton Avenue  
Fresno, CA 93727

REC'D FEB 7 '18 AM 9:48  
FRESNO CITY CLERK

Esmeralda Soria, President  
Fresno City Council  
2600 Fresno Street  
Fresno, CA 93721-3601

February 6, 2018

RE: Consent Item ID18-0204 on Feb. 8, 2018 Agenda & Our Vision for a  
Regional Park and Soccer Complex in SE Fresno.

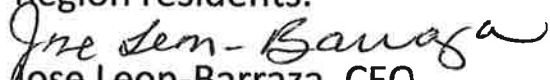
Dear President Soria:

On February 8, 2018 your council is scheduled to consider our Adopt-A-Park Application for a park site located at 2155 S Peach Avenue. We appreciate the support and assistance we have received from City staff, Mayor Lee Brand and Council Member Luis Chavez in this process.

Although we appreciate the City Manager's recommendation that this item be approved as a consent item, our JPA and our participating community partners would like to have the opportunity to address your council to share with you our vision for the ultimate development of a regional park and soccer complex on this site. Our JPA and its partners propose to play a key role in the development, construction, management and operation of this project. Simultaneous to our involvement in the AAP project we are also launching a fundraising campaign to seek the donation of materials, professional services and necessary resources for the development of this park site. We are pleased that this approach is consistent with the ideas proposed in your recently approved Parks Master Plan. We hope that at the end of 12-

months APP program we are able to enter into a ground lease agreement that would allow us to move forward to start the implementation of this project. The attached transmittal letter to Mr. Bruce Rudd, Interim Assistant City Manager best describes our vision and strategy in this process. Also attached is a conceptual plan of our proposed regional park and soccer complex project.

We look forward to the opportunity to partner with our City in improving the availability of green space and quality of life of Fresno Region residents.

  
Jose Leon-Barraza, CEO

#### **Southeast Fresno Regional Park and Soccer Complex Authority.**

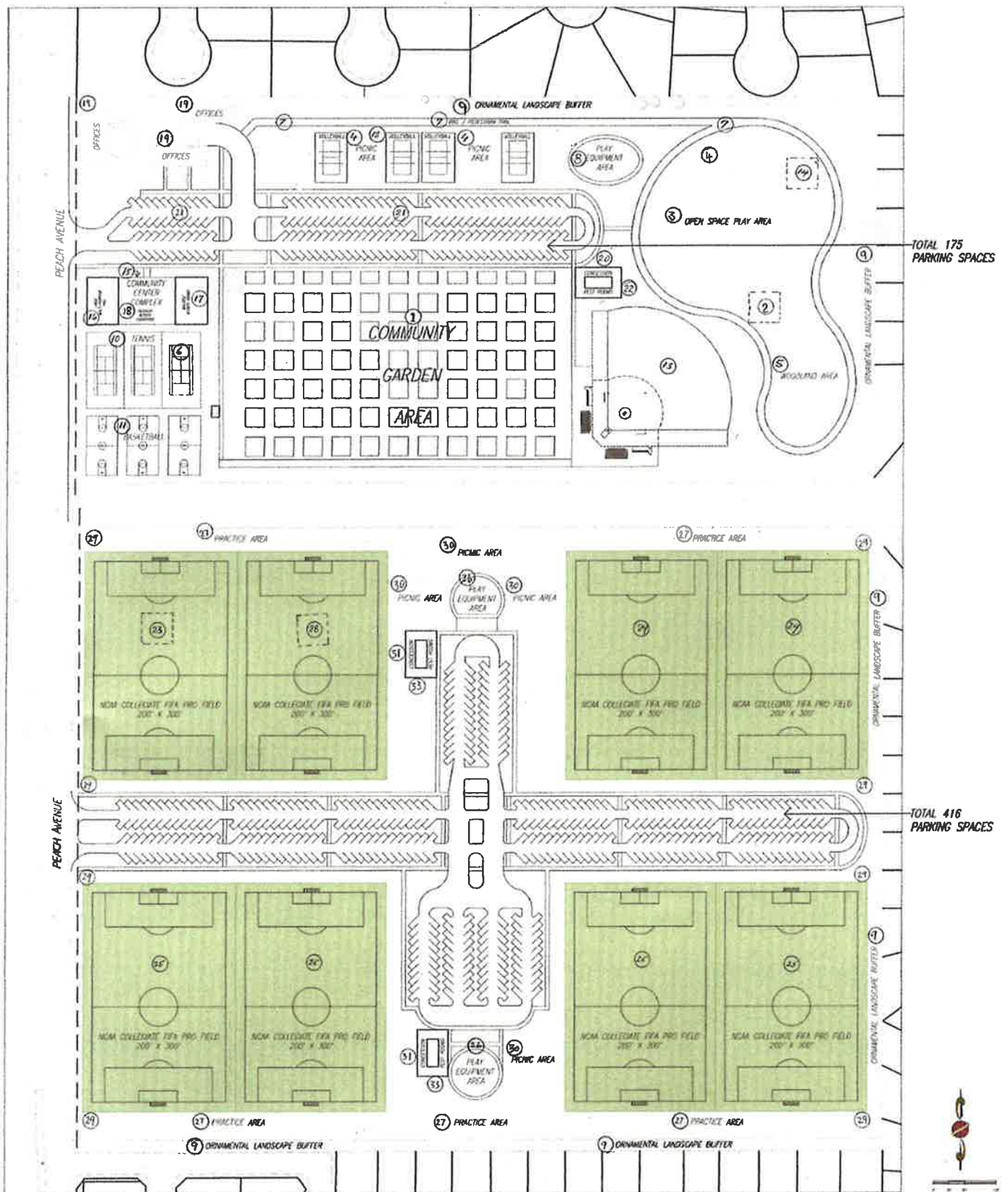
Members of JPA: City of Sanger & Malaga County Water District; Luis Perez, CPA, Financial Advisor; Pat Brown, Legal Advisor.

#### **PARTNERS OF JPA:**

**Southeast Fresno Community Economic Development Association, Inc.(SEFCEDA); Fresno Latino Rotary Club, Roosevelt Youth Soccer League, and Centro La Familia.**

**PROJECT SUPPORTERS: California State University Fresno-Department of Recreation Administration and Office of Community and Economic Development; Fresno Pacific University; Dr. Joaquin Arambula, Assembly Member; John Leal, Member of State Center Community College District Board; Venancio Gaona, Education Leadership, Sanger Unified School District; California Releaf Program; Fresno Doctors Advisory Committee; Fresno Center For New Americans; California Endowment Foundation; Fresno Building Healthy Communities; CNC Education Fund; Leadership Counsel For Justice and Accountability; Fresno Interdenominational Refuge Ministries; Faith in Community-PICO; California Youth Soccer Association, District VII; Fresno Area Soccer Officials; Argentina Fresno Soccer Club; East Fresno United Soccer League; Fresno Juvenile Soccer League; Fresno Hmong Soccer Club; Latino Peace Officers Association, Fresno Veterans Advisory Committee and thousands of Fresno residents.**

cc: Fresno City Council Members, Mayor Lee Brand, City Staff, Community partners.



THE SOUTHEAST REGIONAL FRESNO PARK AND SOCCER SPORTS COMPLEX

## PROPOSED PARK AND SOCCER COMPLEX:

### I) A REGIONAL PARK

on the northern 19-acre parcel will include:

- 1) An existing community garden
- 2) A veterans memorial garden
- 3) An open space playground area
- 4) Picnic areas
- 5) A woodland component
- 6) A Futsal Court
- 7) All-purpose trails
- 8) Children playground equipment areas
- 9) Landscaped area along property lines
- 10) Tennis courts
- 11) Basketball courts
- 12) Volleyball/Katar courts
- 13) Softball diamond
- 14) A dog park
- 15) A community center complex
- 16) A multi-purpose hall
- 17) Multi-purpose rooms
- 18) Outside Activity Courtyard
- 19) Office space for volunteers, park staff & maintenance shop
- 20) A concession stand
- 21) Parking
- 22) Restrooms

### II) A SOCCER COMPLEX

on the southern 30-acre parcel will include:

- 23) Permanent outdoor Futsal Court
- 24) Two soccer fields with synthetic turf,
- 25) Five soccer fields with natural grass or synthetic turf
- 26) Children playground equipment areas
- 27) Practice Areas
- 28) An indoor Futsal facility,
- 29) All-purpose trails
- 30) Picnic areas
- 31) A concession stand
- 32) Parking
- 33) Restrooms

***Please refer to plan  
on the right*** →