



Meeting Date: March 17, 2015

**TOWN OF MORAGA**

**STAFF REPORT**

**To: Park and Recreation Commission**  
**From: Jay Ingram, Parks and Recreation Director**  
**Subject: March Agenda Items**

**New Business**

**Item IX. A. Electronic Community Information Sign Use Policy – (discussion/action)**

Previously the Town Council approved funds for the purchase of an electronic community information sign. This remotely programmable sign will replace the existing Moraga Road Marquee that is currently adjacent to the Lamorinda Skate Park in the Commons Park. Along with approval of funds, the Town Council requested that a use policy be brought back to them for review and approval.

As an advisory body to the Town Council, the Park and Recreation Commission is asked to review, comment, and provide a recommendation on the draft Electronic Community Information Sign Policy and Procedures document, included as part of this agenda packet.

The Town Council held a public hearing on March 11, considering amending the Master Fee Schedule to include new fees for use of the community sign. The recommended fee for community sign use is \$80/week. Additionally, the Electronic Community Information Sign use policy is currently scheduled to go before Town Council at the April 8, 2015 meeting. If this project stays on schedule the new community sign should be operational with approved fees, policies, and procedures by mid May.

Notable changes from current practice to the proposed new policy and procedures:

Existing	Proposed
Current fee for use is, \$70/non-profit, \$94/private, \$155/commercial	\$80/message for Town, Town co-sponsored, local non-profit or other local government entity
One message/week	Up to six messages/week
Non-illuminated	Adjustable levels of illumination
Available on first-come-first-served basis	Request priority system established
Any time prior to event can be advertised	Thirty days prior to event for local “not-for-profit” organizations and/or local governmental

	entities
Eligible applicants - non-profits, private and commercial use	Eligible applicants – Town events, Town co-sponsored events, events by a local non-profit oriented or government assisting non-profit, or any other local governmental entity, so long as Moraga receives benefit(s).
Message doesn't need to be event focused	Message is “event” focused

Recommendation

Consider the draft policy and provide a recommendation to the Town Council for their review and approval on April 8, 2015.

**Item IX. B. Special Park and Recreation Commission Meeting, April 15 – (discussion/action)**

Part of the annual budget process for the Town includes staff developing a five-year Capital Improvement Program (CIP). Items included in the Town CIP Budget are projects that exceed \$15,000. There are a number of CIP projects that relate to Parks and Recreation. Annually, the proposed CIP budget is reviewed by the Audit and Finance Committee and the Planning Commission. Since there are several Parks and Recreation related CIP's, staff requests that the Commission provide additional feedback.

In order for the draft CIP budget to go through three advisory bodies, prior to Town Council review/approval likely in May/June, the Park and Recreation Commission will need to meet on Wednesday, April 15.

Recommendation

Consider the Special Meeting date of April 15 and the Regular Meeting date of April 21 and either:

- Combine the two meetings to be held on April 15
- Hold Special Meeting on April 15 and Regular meeting on April 21
- Not have a Special Meeting on April 15 to discuss Parks and Recreation related CIP's and keep the Regular Meeting scheduled for April 21