

# 2016 San Joaquin Valley Parks Summit Agenda: Overview

- 8am**                    **Registration, Exhibits and Continental Breakfast**
- 9:00am**                **Welcome and Introductions**  
Mike Dozier | Executive Director, Office of Community and Economic Development, Fresno State  
Dean Jody Hironaka-Juteau | College of Health and Human Services, Fresno State  
Sam Lankford, Ph.D. | Chair, Professor-Department of Recreation and Administration, Fresno State
- 9:10am**                **Opening Remarks | The Park and Recreation Profession in 2016**  
Stephanie Stephens | Executive Director, California Parks and Recreation Society
- 9:20am**                **Opening Plenary |State of Parks: Nation, State, and San Joaquin Valley**  
Gina Fromer | California State Director, Trust for Public Land  
Jean Lacher | Office Chief, California State Parks– Office of Grants & Local Services  
Michael McCormick | Senior Planner, Governor's Office of Planning and Research  
Lee Ayres (Moderator) | CEO/Executive Director, Tree Fresno
- 10:30am**              **Break and Exhibits**
- 10:40am**              **Morning Education Sessions**  
Land-Use and Park Planning  
Healthy Parks : Healthy People : Healthy Communities  
Finding the Political Will to Support Parks (Pt.1): Funding Acquisition and Maintenance
- 12:00pm**              **Lunch – Open Networking**
- 12:30pm**              **Breathe, Walk, and Observe with Fresno Mindfulness Walks:**  
**How 220 Miles Across Fresno Changed My Life**  
Lori Clanton| Founder, Fresno Mindfulness Walks
- 1:10pm**                **Break and Exhibits**
- 1:20pm**                **Afternoon Education Sessions**  
Parks and Economic Development  
Finding the Political Will to Support Parks (Pt.2): Citizen Engagement and Advocacy  
Parks Are Green Infrastructure: A Valley of Resiliency
- 2:40pm**                **Break and Exhibits**
- 2:50pm**                **Director's Roundtable | Park Development in the Valley: Challenges, Opportunities, & Successes**
- 4:00pm**                **Conclusion, Parklet Demonstration and Networking**  
Esmeralda Soria | Councilmember (District 1), City of Fresno
- 4:30pm**                **Sustainable Parks and Recreation Community Initiative: Community Engagement Event**

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- 10:30am**              **Break and Exhibits**
- Sustainable Park and Recreation Community Initiative**– a partnership between Fresno State’s Department of Recreation Administration and parks and recreation agencies in the Valley. In Spring 2016, 16 faculty members opened up their coursework to projects for the City of Fresno Parks, After School, Recreation and Community Services (PARCS) to identify best practices and opportunities to improve services. Students and faculty will be on site to showcase projects.
- Community Facilities Challenge: Community Centers** – an innovative, collaborative program at Fresno State sponsored by the Northern California Community Loan Fund, which includes students from the Lyles College of Engineering, Craig School of Business, and the Department of Art and Design. In Spring 2016, groups of students prepared full-scale real estate feasibility analyses of 5 community centers in the City of Fresno. Students and faculty will be on site to showcase projects.
- 10:40am**              **Morning Education Sessions**
- Land-Use and Park Planning**  
Planning for park systems and trail networks often happens separate from land-use planning. As a result, many parks lack adequate bicycle and pedestrian infrastructure connections to surrounding neighborhoods. Many Valley residents must get into a car to drive to a park to walk on a trail. Collaboration among park professionals and land-use planners has positive benefits for existing and planned communities, resulting in accessible parks to meet community needs.
- Panelists**  
Kelley Hart | Planning Director, Trust for Public Land – Conservation Vision  
Ted Holzem | Principal Planner, Mintier Harnish  
Josh McDonnell | Assistant Community Development Director/City Planner, City of Visalia
- Moderator**  
David Fey | Executive Officer, Fresno Local Agency Formation Commission

### **Healthy Parks : Healthy People : Healthy Communities**

A majority of Valley cities, counties, and neighborhoods are “park poor,” lacking adequate parks, green spaces, and trails. Residents of these places do not have access to safe open spaces where they can play, exercise, and unwind after a long day. Improving health and wellbeing of our population through regular use and enjoyment of parks is achievable. Additionally, parks serve as a central determinant of social outcomes, including health and education. This session will provide an update on the health impacts of parks, and discuss what healthy parks look like today and what this means for the San Joaquin Valley.

#### **Panelists**

Robert Garcia | Founding Director and Counsel, The City Project

Genoveva Islas | Program Director, Public Health Institute; Director, Cultiva La Salud

Philip Vitale | Project Manager, Trust for Public Land – Bay Area Parks for People Program

#### **Moderator**

Sabina Gonzalez-Eraña | Program Manager – Fresno, The California Endowment

### **Finding the Political Will to Support Parks (Pt. 1): Funding Acquisition and Maintenance**

Park development today comprises two realities: (1) communities want safe and accessible parks; (2) cities need revenue to develop and maintain parks. Political will is the public decision to pay the economic and political costs of establishing and managing parks. However, even though benefits of parks are widely acknowledged, parks departments consistently grapple with tight budgets in cash-strapped cities. Revenue can only come from taxpayers, donors, or fees. Everyone loves parks, but no one wants to pay for them. This session will look at strategies that utilize available and innovative tools to overcome these challenges.

#### **Panelists**

Leiasa Beckham | Senior Real Estate Consultant, Northern California Community Loan Fund

Terance Frazier | CEO/Co-Owner, TFS Investments

Jeff Roberts | Vice President, Granville Homes

#### **Moderator**

Michael McCormick | Senior Planner, Governor's Office of Planning and Research

**12:00pm**      **Lunch – Open Networking**

**12:30pm**      **Breathe, Walk, and Observe with Fresno Mindfulness Walks:**

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**1:10pm**      **Break and Exhibits**

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1:20pm

### **Afternoon Education Sessions**

#### **Parks and Economic Development**

The social benefits of parks are well-documented and easily understood. As destinations for play and recreation, parks have long served as community gathering places and locales for activity and fun. However, the economic benefits of parks are less visible, despite a growing recognition that parks can and do generate real economic benefits for cities. There is growing recognition that parks can and do generate real economic benefits for cities; in 2013, spending at local and regional public parks contributed almost \$140 billion in economic activity and generated nearly 1 million jobs.

#### **Panelists**

Carol Johnson | Assistant General Manager for Public Affairs, East Bay Regional Parks District

Michael Ratajski | Senior Project Manager, Quad Knopf

Teifion Rice-Evans | Managing Principal, Economic & Planning Systems

#### **Moderator**

Mike Dozier | Executive Director, Office of Community and Economic Development

#### **Finding the Political Will to Support Parks (Pt.2): Citizen Engagement and Advocacy**

Park development today comprises two realities: (1) communities want safe and accessible parks; (2) cities need revenue to develop and maintain parks. Part 1 explored the cost and revenue side of park development. This session will explore the other side: the ongoing education process of community members and city officials to build advocacy and engagement, and how to increase the quality of collaboration and partnerships across and within stakeholder groups to ensure equitable park development and funding.

#### **Panelists**

Leticia Corona | Policy Advocate, Leadership Counsel for Justice and Accountability

Venise Curry | San Joaquin Valley Regional Director, Communities for a New California Education Fund

Xavier Morales | Executive Director, Latino Coalition for a Health California

#### **Moderator**

Mary Savala | Vice President, Natural Resources, League of Women Voters of Fresno

#### **Parks Are Green Infrastructure: A Valley of Resiliency**

Extreme weather conditions are resulting in physical problems as long-term droughts are causing severe water shortages in California. Parks, public green space, rivers, wetlands, and other natural systems are increasingly being recognized as essential components to economic and environmental health, and sustainable development and resiliency. Green infrastructure is the practice of using these natural systems to control and manage stormwater and runoff.

**Panelists**

John Gibbs | Landscape Architect/Senior Associate, Wallace Roberts & Todd, LLC  
Craig Roberts | Senior Water Resource Manager, Precision Engineering  
Sharon Weaver | Executive Director, San Joaquin River Parkway & Conservation Trust

**Moderator**

Lee Ayres | CEO/Executive Director, Tree Fresno

2:40pm

**Break and Exhibits**

**Sustainable Park and Recreation Community Initiative**— a partnership between Fresno State’s Department of Recreation Administration and parks and recreation agencies in the Valley. In Spring 2016, 16 faculty members opened up their coursework to projects for the City of Fresno Parks, After School, Recreation and Community Services (PARCS) to identify best practices and opportunities to improve services. Students and faculty will be on site to showcase projects.

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2:50pm

**Director's Roundtable**

Park Development in Valley Communities: Challenges, Opportunities, & Successes

**Panelists**

Dianne Hoover | City of Bakersfield Recreation and Parks Department  
Manuel Mollinedo | City of Fresno, Parks, After School, Recreation, and Community Services  
Ashlee Winslow-Schmal | City of Kingsburg, Community Services and Senior Citizens Coordinator

**Moderator**

Mark Keppler | Executive Director, The Maddy Institute – Fresno State

4:00pm

**Conclusion, Parklet Demonstration and Networking**

Esmeralda Soria | Councilmember (District 1), City of Fresno

4:30pm

**Sustainable Parks and Recreation Community Initiative: Community Engagement Event**