



**OFFICIAL MINUTES OF THE
OPEN SPACE / CONSERVATION ELEMENT COMMITTEE
SPECIAL MEETING**

Monday, January 26, 2009

6:30 p.m.

Pasadena City Hall

Grand Conference Room SO38 (Basement of City Hall – southeast corner)
100 North Garfield Avenue, Pasadena, CA 91101

The meeting was called to order by Chair Richard Janisch at 6:56 pm.

Present: Anne Dove, Don Bremner, Edwina Travis Chin (Vice-Chair), Laura Garrett, and Richard Janisch (Chair)

Absent: Madhu Kumar, Mike Coppess, Belinda Faustinos, Cara McLane Meyer (alternate), Carolyn Naber (alternate), George Wilson (alternate), Jane Beesley (alternate), Paul Edelman, Roger Gray (alternate), Stephen Acker (alternate), Tim Wendler (alternate)

City Staff: Laura Dahl and Robert Ávila

Consultant: MIG—Brian Wallace and Esmeralda Garcia

I. Public Comment on Matters Not On the Agenda

Tom Rath, resident, commented that there were problems that resulted from 1985 General Plan Update where open space was designated. One of the things that became evident was no field inspection was conducted, nor was there a search of county assessor records. Private property was mistakenly identified as open space. Mr. Rath asked the Committee in making recommendations to Planning Commission and City Council would request that both budget and time assessment is granted to staff to actually look at properties that are under consideration for open space. He also inquired if there would be a budget to bid for properties, and requested that when open space zoning is approved that maps are publicly available and published in Star News. The integration of the proposed open space with the existing open space into a larger plan, making it accessible, and increasing utility of it by linkage is a critical point. As the open space concept is developed, that linking should create a map that will show readers a long-term development plan scheme which should be apparent.

Ms. Dahl commented that the open space designation was created in the 1985 plan. She confirmed that some private developed properties were incorrectly designated open space. Some property owners were not aware of the changes. The City has not yet completed a survey of open space lands. The City should

correctly designate properties on this update. Ms. Dahl stated that the City should be able to fix the errors during this update.

Dale Trader noted because of the dearth of open space in Central District, his group wanted to ensure vacant parcels were included in the inventory such as the vacant lot on Ramona, vacant lot on S. Arroyo Parkway, the dirt lot at Green and Arroyo Pkwy, the Public Storage, and the Ice Rink location.

II. Approval of minutes from January 12, 2009

Committee Member Bremner had two minor corrections. See minutes from January 12th meeting for corrected language. Chair Janisch asked staff to bring the corrected minutes to the February 9th meeting for review and adoption.

III. Public Participation Program

Chair Janisch informed the Committee that the purpose of the special meeting was to discuss public participation materials. Ms. Dahl introduced Brian Wallace and Esmeralda Garcia from MIG who talked about the upcoming community fair, questionnaire and kiosk.

The Green Fair sponsored by the Neighborhood Church is scheduled for this Saturday, January 31st. Ms. Dahl and staff from the Green Team/environmental assistance programs will be present. There will be vendors that sell environmentally sustainable products. It will be somewhat similar to our 2/28 meeting. Ms. Dahl will have the questionnaire at the fair and announce/ promote the City's event. Kiosk will debut at this Saturday's event. Mr. Wallace handed out more detailed materials for 2/28 event.

Questionnaire: MIG settled on language that is friendly in tone. One change will be the updating of the graphics to make it easier to distinguish between the youth and adult questionnaires. Ms. Dahl notified the Committee that materials published by the Committee will display the City's logo. The City chose to develop a different logo for the general plan update and it is not yet ready.

Vice-Chair Chin suggested that the distinction between open space and parks in the children's version of the survey be added to the adult version of the survey. Committee Member Garrett noted that broader concepts are better. Our initial event and materials need to be as simple and basic as possible. Ms. Dahl stated that staff can add language to make the adult and youth services similar. Commissioner Dove asked if there was language from the OPR general plan that can be lifted. Vice-Chair Chin also added that a distinction between opens space types should be made.

Ms. Silver asked if it was MIG that worked out the questions. Ms. Dahl replied that MIG worked out the questionnaire with staff and the Committee. Ms. Silver suggested that the questionnaire be edited down so that it would not appear so wordy. For example, "Where do you go to see nature?" should be rephrased to "Where do you go to enjoy nature?" or "experience nature?" Committee Member Bremner suggested that the type font be printed larger for older adults. Committee Member Dove asked for a heavier font. Respondents should not have to strain to read questionnaire. Mr. Wallace added that the graphic designers can remove the lines to give more space.

Ms. Dahl inquired if anyone has language skills in Spanish to review and critique the translation of the questionnaire. Staff is interested in the translation from a layman's perspective. Anyone able to assist should forward their comments to Laura Dahl.

Mr. Wallace discussed the distribution of questionnaires. The City will be printing the questionnaires. Mr. Wallace posed what types of groups, what way can this be brought out to the public. Committee members should contact Laura to receive copies to distribute. Where do you want the questionnaire to go to? Committee Member Dove asked if there will be a questionnaire form in PDF format on the City's website. Ms. Dahl replied yes. Also Committee Member Dove suggested adding language giving instructions for return of questionnaires e-mail. Mr. Wallace advised that staff is looking for tools to leverage our resources. Suggestions for organizations and locations for distribution included:

- Tom Selinske and Edwin Diaz as contacts at PUSD.
- Mayfield HS and Boy Scout troops.
- Parks and recreation facilities:
 - Villa Parke.
 - Victory Park.
 - Jackie Robinson Center.
- Aveson Charter School.
- Gold Line stations.
- Local chapter of the Audubon Society.
- JPL
- Retirement homes
 - Pasadena Highlands
 - Villa Gardens
 - Quaker Tower
- Pasadena Highlands
- Women's City Club
- Senior Center
- University Club
- Eaton Canyon Nature Center

See attachment 3 – Wall graphic of committee discussion

Ms. Garcia emphasized that personal contact is important to making the questionnaires hit the targets audiences. It is important to have that personal contact to maximize results. The committee can make contact assignments.

- Committee Member Garrett has contacts for JPL, Pasadena Audubon Society, All Saints Church and District 7 Field Representative.
- Chair Janisch will take on District 4 Field Representative and work with Rhonda Stone to contact the others.
- Committee Member Bremner will take on Sierra Club.
- Vice Chair Chin will contact District 2 Field Representative.

The committee may have to revisit assignment list. Ms. Dahl asked the committee members to ask how their organization contacts would like questionnaire delivered to them—PDF or hard copies delivered or e-mail link. Ms. Garcia advised that hard copy be delivered to pockets of the city that may not have traditional access to information like this. Hard copies will be distributed to all of the libraries. Chair Janisch asked that staff develop a list of contact assignments for the committee to track questionnaire distribution.

Vice-Chair Chin asked if there is something to send respondent an email to next event. Ms. Dahl replied that everyone who signs up will automatically get added to mailing list. Vice-Chair Chin suggested that the questionnaire be handed out on the 28th.

Kiosk: Mr. Wallace stated that the kiosk would be ready for the coming weekend to debut at the Green Fair and would be portable for travel around the City. In seeking out locations to place kiosk, committee members should limit discussion to groups that they have a personal connection with. Ms. Dahl listed past suggestions for public locations. Permission will be needed to place kiosk on private property. Booth will be staffed and stand alone if no one is available.

- All Saints Church on any Sunday – Committee member Garrett
- Sierra Club Monthly Meeting on 2/04 – Committee member Bremner
- Eaton Canyon Nature Center
- Pasadena Audubon Society Meeting on 2/18 – Committee member Garrett
- Amgen Bike Ride on 2/21
- PNC Monthly meeting on 2/26 – Committee Chair Janisch
- Pasadena Marathon on 3/22
- Wisteria Festival in Monrovia on 3/29
- Pasadena Heritage Spring Home Tour on 3/29
- Bungalow Heaven Home Tour on 4/26
- Eaton Blanche Dog Park and Rose Bowl Flea Market – Committee Member Dove.
- Arroyo Seco Archery Center – Committee Vice Chair Chin

Committee Member Bremner asked how big the kiosk is. Mr. Wallace replied that the kiosk is comprised of three panels, 32-inches wide by 55-inches tall. The kiosk comes apart to fold flat, and was also designed to sit on top of a table. The height correlates to the average height for most people to read a display sign. The panels will be made of gator board, and there will be a slot to deposit questionnaires. Chair Janisch suggested that the questionnaire be printed a heavy bond paper so that it would be easier to fill out. Ms. Garcia stated that the questionnaire would be due two weeks after community fair, approximately March 15th.

Community Fair: Ms. Dahl discussed goals for community fair. 1) Celebratory kick-off; 2) Education with an inspiring speaker; 3) An opportunity for other groups to have tables to explain what they do; and 4) Get input from people who come to workshop. After the input from the questionnaires and the Fair is gathered, we should develop a mission statement and guiding principles for the Element..

Vice-Chair Chin outlined other important goals such as at the first event, get people fired up in the process. We need to get as much information as possible. The first meeting is prepping for the second meeting which is more meat and potatoes; where should be putting our main focus; the committee

should have a clear idea what we want to do for second meeting. That will drive what and how we do for the first meeting. Need clear idea to hold momentum. The opportunity is right to get meaningful input. Give them questions to think about prior to the future meeting. It might be as simple as getting people a check list. Give them a list of things in their neighborhood that could be. Get people to think about resources in their neighborhoods.

Ms. Garcia presented agenda for community fair with handout materials.

Ms. Dahl explained that another goal was to have a broad range of media modes to capture responses from the public. Vice-Chair Chin suggested recording people answering questions about open space and play back the edited responses at the following meeting. She also asked if there was a way to help understand that the open space and conservation are interrelated. Ms. Garcia stated that there are exhibits that community groups or city departments could bring.

Committee Member Dove discussed James Rojas, Latino Urban forum. He does model building exercises as a visioning tool. Show everything is linked to the built environment. Vice-Chair Chin suggested creating an exhibit that shows that if you recycle this amount of stuff prevents so much of this. People visualize the impact of their recycling actions. Mr. Trader suggested making a point that people should not use bottled water.

Group discussed prizes for visiting all of the booths. Mr. Wallace said that the committee would be looking to partners that may have items for free give-aways. Ms. Dahl suggested contacting Fresh & Easy market for their bags; Tree People could give trees to plant. Ms. Garcia added that minor prizes can be given away every hour.

Committee Member Bremner asked what is the purpose and payoff of the event. Outreach implies informing the community of causes being pursued, and we may want to get reaction from attendees on the program. Conservation will be well served by effort. Open space not so sure about unless people join a group that advocates for open space. Is there some way that people can contribute to the open space element writing effort. Ms. Dahl replied that we are attempting to learn what people value as open space, and ranking of how they value open space. Ms. Garcia added we are trying to reach the entire community for information. We will have more information not listed in the agenda. Understanding the vision can't occur until we understand the values. We are trying to educate people on the importance of open space. Part of the process is to explore some of the issues and affirm the values that have been presented.

Committee Member Garrett asked if the committee will define what an open space element is for the public. Ms. Garcia replied that we can have a page of the general plan and the relevance. We invite people to visit all stations but encourage them to visit at least the first station. Ms. Dahl added that the booths are a place to gather feedback. Encourage people to write things down at the booths. People working booths record information like a comment wall. Committee Member Bremner suggested having keynote speaker at 10-10:30. Chair Janisch likes showcase of central stage with various groups making a 10 minute pitch.

Chair Janisch commented that Julianna Delgado's students have taken on two sites to work for student projects. The students have separated into groups of 4-5 members that will look at what the city could

do, what are some options, for utilizing the study sites as open space. The student will show their work at the Community Fair.

IV. Agenda items for next meeting – February 9, 2009

- Continue discussion of spring work shop.
- Workstation assignments.
- Timeline to contextualize outreach.
- Discuss whether a special meeting on 2/23 is needed to finalize community fair plans and to train committee members for their booths.
- Elizabeth Pomeroy will be next speaker at future meeting.

Speakers for future meetings: Meredith McKenzie, Tim Brick, PUSD, PWP - power programs with IRP or water conservation, Edison. Issues to be explored—what are the most crucial issues that this committee should be addressing? How do we prioritize as we go forward? Land inventory.

V. Adjournment

Chair Janisch motioned to adjourn the meeting at 9:07 pm.



Robert Ávila, Recording Secretary