

CITY OF COSTA MESA
FAIRVIEW PARK FRIEND/FUNDRAISING COMMITTEE
8 Appointed Members
(Ad Hoc as of May 4, 2005)

October 2007

<u>Name/Address/Telephone</u>	<u>Term Expires</u>
1. Kimberly Woods, Chair (At Large)	April 2009
2. Robert Platfoot Orange County Model Engineers	October 2008
3. Bill Thomas (At Large Member)	April 2009
4. Robert (Bob) Palazzola Costa Mesa Historical Society	October 2008
5. John Anderson Harbor Soaring Society	October 2009
6. Colin McCarthy (At Large)	October 2009
7. Vacant (At Large)	
8. Vacant (At Large)	

City Council Liaison:
Linda Dixon, Council Member
City of Costa Mesa

Alternate City Council Liaison:
Katrina Foley, Council Member
City of Costa Mesa

Parks Commission Liaison:
Terry Shaw
City of Costa Mesa

Alternate Parks Commission Liaison :
Robert Graham
City of Costa Mesa

Staff Liaison:
Carol Proctor
Management Analyst
City Manager's Office
City of Costa Mesa
P.O. Box 1200
Costa Mesa, CA 92628-1200
City #: (714) 754-5688 FAX: (714) 754-5330
cproctor@ci.costa-mesa.ca.us

COMMITTEE: Fairview Park Friend/Fundraising Committee

MEETING SCHEDULE: The Committee meets on an as needed basis.

REPRESENTATION: The Committee is comprised of 5 at-large members; 1 member from each of the following subgroup (ReLeaf Costa Mesa, Harbor Soaring Society, Costa Mesa Historical Society, and Orange County Model Engineers Association; one voting representative from the City's Parks and Recreation Commission; and two non-voting representatives from City Council, one regular and alternate.

PURPOSE: This ad hoc Committee's purpose is to continue to promote interest, support, and development of the Master Plan for Fairview Park. Grants and City funds have been secured for much of the phased development of the various areas of the Park. The focus of the Committee is ensuring seasonal tours and several events that "friendraise," as well as to make recommendations to City Council. This Committee was formed in September 2000 as a standing committee. City Council changed the status to Ad Hoc in May 2005.

OBJECTIVES: To raise awareness in the community of the development of Fairview Park per the approved Master Plan.

FY 2007-08 GOALS & OBJECTIVES and EVALUATION:

SHORT-TERM OBJECTIVES & EVALUATION:

1. Creating various documents (brochures, informational packets on Fairview Park activities, tours, plant communities, special features, donation applications and support levels) and other materials. **ACCOMPLISHED:** Existing brochures (Wildflowers of Fairview Park, Vernal Pools, Fairview Park Summary in English and Spanish) and maps are still used for friendraising purposes. Trail maps and trail map holders have been installed at various locations in the Park. Some of these holders have been destroyed through vandalism. The Committee will work with staff to pursue better trail identification and map holders for park users. Event flyers, bi-annual Park development updates, and Park Master Plan maps have been placed in the display case at Fairview Park.
2. Secure funds through friend/fundraising for targeted elements to be implemented at Fairview Park. The Fairview Friends Committee has targeted the following items to be paid in part or in total with funds raised: (a) dog drinking fountain; (b) permanent signage; (c) interpretive center. At this time, and because grants and other City funding sources have been secured, the Committee will no longer focus on fundraising. **ACCOMPLISHED:** The Committee raised slightly over \$1,600 in 2007 through two friend/fundraising activities, but this was off-set by expenditures and staff time salaries. The total amount raised by the Committee at the end of FY 2007 now stands at \$11,265.
3. Generate interests through mailing lists, website and quarterly newsletter. **ACCOMPLISHED:** Quarterly newsletter have been discontinued as of 2005, due to the time involved by the lone Committee member responsible for the issues, lack of interest by other Committee members to continue creating the newsletters, and lack of interest by the Costa Mesa community to sign up on the interest mailing list. The Fairview Park website, www.cmfairviewpark.org, has been available to website users since 2002. The site has had over 48,100 browsers since it was set up. The Committee has established a hotline for upcoming events and meetings (714) 754-5698.
4. Plan special events, park tours, and other activities to educate, promote, and expand friend and fund base for the park. **ACCOMPLISHED:** The current ad hoc Committee is very small and only conducts two annual events: Paws Around the Park and Lounge Chair Theatre. Additionally, the Committee offers four seasonal tours. Several of these tours have provided special focus, such as the Winter Vernal Park Tour and the Summer Park Tour and Orange County model Engineers' Evening Train

Ride. Most tours involve coordination with the Committee Staff Liaison and the Fairview Park Plan Administrator. The events heavily rely on the Chair and one sponsor for Paws Around the Park, with strong assistance from 1-3 Committee members and the Staff Liaison. The Staff Liaison also coordinates and teams with the City's Recreation and Maintenance Services Division for the events. Assistance is also provided by volunteers, sponsors, and the Police Department (Animal Control, Explorer Post, and Canine Unit). The 2008 Paws Around the Park is without a sponsor at this time.

PROPOSED FY 2008-2009 GOALS & OBJECTIVES:

1. Continue to update all printed material, the website and the hotline, as needed, to ensure the community has the latest information on the Park and friend/fundraising events.
2. Continue to friend-raise and support the Park development efforts.
3. Continue involvement and support in the two annual events & quarterly tours, to the maximum extent possible. This may mean smaller, simpler events or only one event.
4. Specify where funds raised will be used—dog drinking fountain, interpretive center and/or permanent, vandalproof, creative signs that are compatible with the park setting.
5. Seek partnering with private sector pet businesses to secure funding or donation for a dog drinking fountain.

LONG-TERM OBJECTIVES:

1. To raise support and awareness of Fairview Park through tours and events.
2. Through the tours and events, educate the community and public of the Master Plan for Fairview Park, which directs passive development and protection of the unique habitat in the Park, and the future of the Park with respect to surrounding open space and parkland.
3. To have the City take over designate a tour guide docent or contract for quarterly/seasonal tours and transfer planning/coordination of annual events to appropriate City departments. To assist at those events and help secure volunteers as needed.

PERFORMANCE INDICATORS

LONG-TERM OBJECTIVES: None

SHORT-TERM OBJECTIVES: Performance measured by one of three standards: those being *Accomplishment of Objective*, *Partial Accomplishment of Objective*, or *Objective Not Accomplished*.