



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: A

Parks & Recreation Advisory Commission Staff Report

DATE: November 19, 2020

TO: Parks & Recreation Advisory Commission

FROM: Samantha Holland, Parks & Recreation Director

SUBJECT:

Discussion and Possible Action to Recommend Limiting Special Events in Parks, Adjust Fees for Picnic Site Reservations and Recommend Additional Drop

DISCUSSION/BACKGROUND

At the September 2020 Parks and Recreation Advisory Commission Meeting, the Commission received a data report of use patterns in our two main parks, Yountville Community Park and Veterans Memorial Park. Based on the discussions at that meeting, it was requested the staff bring back an item specific to Special Events in Parks for further analysis and discussion.

As reported at the September meeting, in past Non-Covid years, the Town has two types of Special Events that take place in Yountville Community Park and Veterans Memorial Park. A Special Event is considered to be any event drawing more than 200 people or brings in equipment or a type of use not generally occurring in the park such as tenting or staging. In most cases, there also has to be a non-profit benefit connection.

In 2019, we had **6 NON-TOWN SPONSORED** Special Events in Parks.

Yountville Community Park	Veterans Memorial Park
June 29: Rock the Ride (350)	August 17: Be Kind Walk (250)
July 13: AUL Corp. Company Picnic (250)	
July 30: TKRG Staff Picnic (350)	
September 14: Walk to End Alzheimer's (600)	
October 12: Crush Challenge (400)	

In 2019, we had **14 TOWN SPONSORED** Special Events in Parks.

Yountville Community Park	Veterans Memorial Park
April 20: Egg Hunt (600)	June 23: Music in the Park (300)
June 28: Movie in the Park (300)	July 7: Music in the Park (250)
July 26: Movie in the Park (300)	July 21: Music in the Park (250)
August 23: Camp Out and Movie Night (300)	August 11: Music in the Park (250)
September 27: Movie in the Park (300)	August 18: Animal Blessings in the Park (100)
October 5: Yountville Days (1,000)	August 25: Music in the Park (250)
	September 8: Music in the Park (250)
	September 22: Music in the Park (250)

Total Events for 2019:

Yountville Community Park	Veterans Memorial Park
April 20: Egg Hunt (600)	June 23: Music in the Park (300)
June 28: Movie in the Park (300)	July 7: Music in the Park (250)
June 29: Rock the Ride (350)	July 21: Music in the Park (250)
July 13: AUL Corp. Company Picnic (250)	August 11: Music in the Park (250)
July 26: Movie in the Park (300)	August 17: Be Kind Walk (250)
July 30: TKRG Staff Picnic (350)	August 18: Animal Blessings in the Park (100)
August 23: Camp Out and Movie Night (300)	August 25: Music in the Park (250)
September 14: Walk to End Alzheimer's (600)	September 8: Music in the Park (250)
September 27: Movie in the Park (300)	September 22: Music in the Park (250)
October 5: Yountville Days (1,000)	
October 12: Crush Challenge (400)	

Analyzing that information above, we can see that most events occur within the June through October time period. We can also see that there are several occurrences of events happening on back to back weekends.

Focusing on Yountville Community Park, we see that in 2019 we held a Movie in the Park the night before the Rock the Ride event. That would be considered a very busy weekend at the park and in the neighborhood. July was also a busy month with three events taking place on a Sunday, Friday and Tuesday. In September, we had two weekend events two weeks apart and in October, we had back to back weekends of events. There is definitely area for improvement here.

Taking the question of should we limit the events held at Yountville Community Park to just Town Sponsored Events?

- It would require the following events move to either Veterans Memorial Park or out of Yountville; Rock the Ride, Assorted Company Picnics, Walk to end Alzheimer's and the Crush Challenge.
- Staff believes that all events would be able to move to Veterans Memorial Park without significant impacts.
- We have adequate time to begin working with event holders on alternative plans for 2021.
- The would limit the impacts to neighbors to only Town Sponsored events, 6 times per year and no more than once per month with the potential for at least 30 days between events with the exception of the Movie Night prior to Yountville Days which could also be moved earlier in the month.
- The PRAC could recommend policy that Non-Town Sponsored Events wishing to take place

in Yountville Community Park would have to meet certain criteria to move forward in the permitting process which could include coming before the PRAC for review and recommendation.

- Another option would be to recommend policy that Non-Town Sponsored events would not be held in Yountville Community Park moving forward due to its location and limited parking capacity.

FISCAL IMPACT

Is there a Fiscal Impact? Potentially

Is it Currently Budgeted? No

Where is it Budgeted?

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Potentially

RECOMMENDATION

Receive staff report and direct questions to staff.

Receive public comment.

Conduct discussion on recommending potential changes to Special Event Policy changes.

Motion and second separately to approve recommending potential changes to Special Event Policy changes.