



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Agenda Item #: {{section.number}}A

Yountville Town Council Staff Report

DATE: March 2, 2021

TO: Mayor and Town Council

FROM: Samantha Holland, Parks & Recreation Director

PREPARED BY: Samantha Holland, Parks & Recreation Director

SUBJECT:

Consider Adoption of Resolution Number 21-4040 Approving New Administrative Policy Limiting the Frequency and Location of Special Events in Town of Yountville Parks.

DISCUSSION/BACKGROUND

The Parks and Recreation Advisory Commission (PRAC) began discussing use patterns in parks, specifically Veterans Memorial Park and Yountville Community Park, at the July 2020 meeting. At the September 2020 meeting, Director Holland presented 5-year statistical and use pattern information to the Commission as an overview. There was consensus direction from the Commission to bring back an item that specifically focused on Special Events in parks in relation to size and frequency for analysis and discussion by the Commission.

At the November 2020 meeting, staff presented information specific to Special Events in parks.

FROM PRAC STAFF REPORT 11/2020

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 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 must be a non-profit benefit connection.

In 2019, there were **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, there were **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)
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October 12: Crush Challenge (400)	

Analyzing the 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 taking place 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 area for improvement here.

With analysis and discussion as well as input from staff, the Commission recommended staff draft Administrative Policy Language as follows:

1. Non-Town Special Events would be limited to one per month, per park.
2. Special Events, including Town Sponsored and Non, will not take place on back to back days in the same park.
3. Special Events, including Town Sponsored and Non, will not take place on back to back weekends in the same park.
4. Staff will present an informational report at each meeting to PRAC on the Special Event Calendar and pending applications.

The Commission voted unanimously to approve the administrative policy be brought forward to the Town Council for review with Commissioner Reichers absent at the meeting.

The intent of the new Administrative Policy is to give staff and event holders firm parameters on scheduling of events as to avoid overuse and overprogramming of the parks and surrounding areas. Comparing 2019, our last true event year before COVID, we anticipate the impacts of these new Administrative Policies to be minimal and that most events can proceed as normal if they stick to their original dates. Our Town Sponsored Events can for the most part be moved around on the calendar up until we print the recreation guide. Events such as Movies in the Park and Music in the Park can be flexible to accommodate other events and avoid the back to back conflicts. With the exception of Yountville Days, which historically has always been the 1st weekend in October, we can offer flexibility in working with our Non-Town Sponsored or outside event holders who plan far enough in advance. Staff has only heard from one event holder to date for 2021 and are anticipating a slow return to in person fundraising events. Some events may not return at all due to changes in structure or fundraising.

Staff is in support of these changes as we had already been considering potential event requirement changes coming out of a robust 2019 event year. The Town is welcoming of various fundraisers and non-profit activities. We also find that Yountville Community Park is a popular site for drop in visitors and we are seeing more and more drop in use at Veterans Park as well with record numbers of park visitors this spring. We have to take into consideration that that parks are not closed to the general public during events so although we can estimate event participation, it is difficult to anticipate how many drop in users will be at a park on any given day adding to the overall traffic, parking and user base impacting the park and its neighboring areas.

It is important to note that the other parks in Town are not options for large scale special events. Although we do accept Small Wedding Permit Applications for our smaller parks, we only offer Special Events as an option for Veterans Memorial and Yountville Community Parks. Also, of note is that these policies only apply to events in parks and not events held at private or other public facilities such as the Community Center or bike events using the Vine Trail.

Staff has attached the following items to the staff report for the Council and Publics review of the process prior to this item being brought before the Council this evening:

1. Staff reports, public comments received and minutes from Parks and Recreation Advisory Commission Meetings of July, September and January (Draft Minutes will be reviewed and approved at the March Meeting)
2. Special Event Application for Non-Town Sponsored Events (Update with Covid Specific Language being Drafted)

ENVIRONMENTAL REVIEW

Not Applicable

FISCAL IMPACT

Is there a Fiscal Impact? No

Is it Currently Budgeted? N/A

Where is it Budgeted? N/A

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Indirectly

If yes, Identify Strategic Goal and Objective. **Engaged Residents:** The Town embraces our residents' commitment to community as seen through volunteerism, civic engagement, and public participation that enhances the quality of life in Yountville. **Premier Destination:** The Town values its residents, rich history, natural environment, culinary excellence, arts, and distinguished businesses that make our home a place people love. **Quality of Life:** The Town enhances the livability of Yountville by providing well-maintained public facilities, parks, and trails, and quality programs and events.

Briefly Explain Relationship to Strategic Plan Goal and Objective. The Town Council and Staff support engaging residents in the process of decision making through the Parks and Recreation Advisory Commission. We support Yountville as a premier destination and provide a high quality of life for our residents by reviewing policies and procedures and recommending change as needed.

RECOMMENDATION

Receive staff report and direct questions to staff.

Receive public comment.

Conduct Council discussion on New Administrative Policy Limiting the Frequency and Location of Special Events in Town of Yountville Parks.

Adopt Resolution Number 21-4040 Approving New Administrative Policy Limiting the Frequency and Location of Special Events in Town of Yountville Parks.]