



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Approve the Milpitas Parks, Recreation and Cultural Resources Commission Work Plan for Fiscal Year 2019-20 and Consider Approval of the Sister Cities Cultural and Community Relationship program
Category:	Leadership and Support Services
Meeting Date:	1/21/2020
Staff Contact:	Renee Lorentzen, 408-586-3409
Recommendations:	1) Approve proposed Parks, Recreation and Cultural Resources Commission Fiscal Year 2019-20 Work Plan and 2) Consider approval of the Sister Cities Cultural and Community Relationship program

Background:

The Milpitas Parks, Recreation and Cultural Resources Commission was originally established in May 1964, with the purpose of advising City Council on matters pertaining to recreation, bicycle, and pedestrian trails and access, historic preservation, planning and development of new and existing parks and facilities, and identifying, protecting, and enhancing structures and other features reflecting special aspects of the City's cultural heritage. The Commission's Fiscal Year 2019-20 Work Plan identifies goals, projects and ongoing tasks that the Commission plans to accomplish in this fiscal year.

At its September 9, 2019 meeting, Commissioners discussed and voted to move forward their 2019-20 Work Plan to the City Council for final approval.

At the December 17, 2019, City Council directed that the Parks, Recreation and Cultural Resources Commission begin advising City Council on the Sister City relationships and programs as they pertain to culture and community benefit, under the Commission's "Cultural Resources" advisory area; to update the Commission Work Plan to reflect the added advisory area; and to have staff return to City Council with a new program as recommended by PRCRC at the January 21, 2020 City Council meeting.

On January 6, 2020, PRCRC met and made recommendations for City Council consideration and approval of a new Sister Cities culture and community relationship program as part of the Commission's Work Plan.

Analysis:

The Parks, Recreation and Cultural Resources Commission advisory area and Work Plan goals are in support and alignment with the City Council Priority Area "Community Wellness and Open Space."

Key proposed tasks are detailed below with lead task resource in parenthesis:

Park Name History Project

1. Research Park Names & Develop Park Bios (Comm Subcommittee)
2. Update online webpage with map highlighting parks and corresponding name biographies (Commission & Staff)
3. Promote public awareness of Park Naming History (Commission)

Master Plan Updates and/or Recommendations

1. Receive updates and provide any requested feedback on the Parks and Recreation Master Plan (Commission)
2. Receive update and provide recommendation for final City Council acceptance of the Bicycle and Pedestrian Trails Master Plan (Commission)

City Historic Sites

1. Review current list of Historic Sites on the local and national registries (Commission)
2. Create online webpage with map highlighting Historic Sites and corresponding location information (Commission & Staff)
3. Work with Historical Society on promoting its Annual Historic Sites Tour (Comm Subcommittee)
4. Promote public awareness of Milpitas Historic sites (Commission)

Park Project Review

1. Receive presentation and make recommendation for final City Council approval on Park Projects as part of Private Development plans (Commission)
2. Receive presentation and make recommendation for final City Council approval on new Public Park Projects or existing Public Park Renovation Projects (Commission)

Make recommendation on Annual CIP

1. Make recommendations for City Council consideration on Park project priority as part of the Capital Improvement Program (Commission)

Family Bike Mini-Event

1. Review past Family Bike Event (Commission)
2. Select bike ride route (Comm Subcommittee)
3. Promote public awareness to encourage participation (Commission & Staff)

Sister Cities Culture and Community Relationship

1. Review and make recommendation on new Sister Cities Cultural and Community Benefit process (Commission)
2. Establish list of existing international "sister" relationships (Commission & Staff)
3. Conduct outreach to existing organizations with international "sister" relationships (Commission & Staff)
4. Recommend new/renew Friendship and/or Sister City relationships (Commission)

Sister Cities Culture and Community Relationship Program Overview

Existing Conditions

In response to City Council request, staff researched Sister City programs in other cities, including but not limited to the cities of Monterey, Pleasanton and Livermore. Cities participating in international relationship programs do so through either or both Sister City relationships and Friendship City relationships. Generally, friendship cities are less formal than sister cities. In some cities, "friendship city" is often used as a first stage in the relationship, and after it is strengthened, and the partners are sure they want a long-term relationship they will become "sister cities." Friendship cities are typically handled by letters of agreement between mayors where sister cities are memorialized through formal memoranda of understanding.

In several of the cities participating in a sister cities relationship, there is a group of residents formed either formally (non-profit) and informally as associations, that serve as the lead contact group for a sister city. These associations are not managed by their city but work with them to help promote the sister city relationships within the community. These associations also manage and coordinate delegation visits and exchanges, as well as events around a sister city relationship.

Staff also researched existing international "sister" relationships in Milpitas. Currently staff is aware of international relationships and/or exchanges with:

- Two service clubs (Rotary, Lions Executive)
- Sister Schools at the Jr. High and High School level

Based off the nearby city research, existing international “sister” relationships, and comments made at the December 17 City Council meeting, a new Milpitas Sister Cities culture and community relationship program would be community based and led, with the City taking a supportive role.

Roles

City

City staff and commissioners would provide support for the creation of informal, resident run “Friendship Associations” for Sister Cities relationships made directly with the City and would offer support to those external groups already formed and operating. In both scenarios, the City’s main contributions would be local government exchange information, staff presentations, and dignitary presentations and commendations.

The PRCRC would advise City Council on new requests for sister city relationships focused on culture and community, requests from an established friendship association or community group/service club for support beyond the scope of the City Council approved program, and/or any other matter pertaining to Sister Cities cultural and community relationships.

Friendship Associations

The friendship association would be the point of contact for the sister city. It would help promote the sister city relationships within the community through educational campaigns, coordinate delegation visits and exchanges, communication exchange program(s) i.e. “pen pals,” as well as events and fundraising related to the sister city relationship.

Delegations

Delegation visits and exchanges would not be required as part of a Sister City culture and community relationship. Delegations both to Milpitas and from Milpitas would be the responsibility of the Friendship Associations. The City would provide staff presentations, scheduled dignitary presentations and commendations to visiting delegations as requested. For delegations going from Milpitas to a sister relationship city, the City would provide appropriate dignitary commendations and messaging.

New Relationship Requests

Requests for the City of Milpitas to form a new sister city relationship would be received through staff via an application process that would assist in determining the current demographics, overall identity of the city, similarities and differences to Milpitas, and if the new city relationship would be based on cultural/community, or trade and commerce. The PRCRC would review applications pertaining to culture and community, and make recommendations to City Council for consideration and final approval or denial.

Fiscal Impact:

Marketing costs associated with the promotion of the Family Bike Mini-Event, Bike to Work Day and History Site promotion are estimated not to exceed \$700 and are within the Commission’s \$1,000 budget.

The City’s budget for supplies for Sister Cities Programs is \$6,240. These monies will be shared between Sister Cities programs related to cultural and community relationships and trade and commerce through the Economic Development and Trade Commission. This budgeted amount is adequate for Sister Cities programs for the remainder of the Fiscal year.

There is no additional fiscal impact to the Fiscal Year 2019-20 budget associated with any of the remaining items on the PRCRC Work Plan.

Recommendations:

- 1) Approve proposed Parks, Recreation and Cultural Resources Commission Fiscal Year 2019-20 Work Plan
- 2) Consider approval of the Sister Cities Cultural and Community Relationship program.

Attachment

Draft Parks, Recreation and Cultural Resources Commission Fiscal Year 2019-20 Work Plan