Proposal: A Community Center for Mendocino

In public meetings held in fall 2011 to discuss the future of the Old Grammar School site, it became clear that the local community wanted more than just to maintain current programs. They wanted a Community Center that fosters healthy community interaction, creativity, collaboration and cooperation. Above all, they universally expressed a desire for the Center to be governed by, and responsible to, the local community.

In response, Community Center of Mendocino officially formed as a non-profit (registered with the California Secretary of State) and entered into a fiscal sponsorship agreement with North Coast Opportunities.

CCM’s proposal is designed to succeed without tax support, through the strength of community participation and control. All CCM proceeds will cycle back into programs, activities, and Community Center operations.

Looking to the Caspar Community Center and the Greenwood Community Center as examples, CCM is dedicated to creating a sustainable, vibrant, inclusive community center in Mendocino.

We envision transparent governance by a board of community members joined to meet the needs and desires of the community. We envision dynamic programs and activities for all ages, from preschool to seniors. We see a coalition of organizations and non-profits who would benefit and support a wider range of classes, events, entertainment and sports activities, in addition to the outstanding after-school program that has been operating for many years. We are committed to maintaining and cultivating the Old Grammar School building, Children’s Playground, Friendship Park, the Dojo, Dog Park, Community Gardens and Petanque Piste as a jewel of cooperation and sustainability in which we can all take pride.

We see a greater emphasis on outreach and advocacy manifesting in an expansion of activities and renewed support for our Center. We see cultivation of leadership, partnership, growth, human capital, and confidence, with fundraisers, activities, and programs tying the community together; a place for community members, visitors, and the generations to meet, mingle, network, and recreate.

CCM has received over three hundred signatures in support of this concept.
Overview: A Community Center for Mendocino

Mendocino's Historic Grammar School site, including Friendship Park, is the literal heart of the Mendocino community -- a vibrant and active community with a varied and talented population and numerous not for profit organizations, each contributing in valuable and important ways. What's missing is a community center, operated by the community, for the benefit of all. This is the vision of the Community Center of Mendocino.

Mission

• Serve all members of the community.
• Foster creativity, collaboration and interaction across generations and disciplines.
• Support the physical, mental and spiritual health of the community.
• Demonstrate community values of stewardship, interdependence and independence.
• Create a coalition of partner organizations for greater efficiency and broader offerings.

Immediate Goals

• Assuring the Center remains open and programs are fully supported.
• Building community involvement and support.
• Creating long-term financial sustainability.
• Broad community representation and effective non-profit management.
• Restoring Friendship Park.

Strategic Growth Areas

• Expand outreach in the community and scope of activities leading to increased use of the facilities, an increase in revenues, and additional employment opportunities.
• Create a coalition of local organizations and non-profits that would result in a wider range of classes, events, community building opportunities, entertainment and sports activities.
• Develop transparent governance with a board composed of participating community members dedicated to meeting the needs and desires of the community.
• Develop core Volunteer Program and In-Kind Support Program to support community center needs and build community involvement.
Strategic Objectives

- Develop Sustainable Revenue Sources
  - Planned Giving Program.
  - Alumni Association (Friendship Park).
  - Affiliate and Member support.
  - In-kind support program.
- Create strong local leadership.
- Support the health of the community through health and sports related programming, special events, and community services for all ages.
- Provide growing grounds for Next Generation Leaders through community service projects, internships, and teaching opportunities.
- Unify the various interest groups involved in Friendship Park, the Community Garden, the Dog Park, and other community amenities into a more powerful force for community growth.

Financial Overview

CCM is registered as a public benefit corporation with the Secretary of State of California. Federal 501(c)(3) exemption recognition is pending. An agreement for fiscal sponsorship was established in February 2012 with North Coast Opportunities, Mendocino County’s $17 million-a-year community action agency that sponsors Head Start and licenses child-care facilities, among other initiatives.

Using conservative revenue estimates based on current center revenue and historical actual center expenses, combined with extensive research and in-depth discussions with current staff, a balanced budget is projected:

- Donations and Associate Support    15%
- Special Events and Fundraisers     10%
- Programs and Facility Occupancy    75%

Who We Are

The Community Center of Mendocino Board of Directors and Steering Committee are an assortment of young and old community-involved volunteers and residents, parents, grandparents, business owners and nonprofit board members.

Universally, the people of Mendocino have expressed a desire for their Community Center to be governed by the community and responsible to the community. CCM has received over 300 signatures in support of its proposal. Success will require the support and involvement of many community members.

We invite you to join us!
Friendship Park

The Friendship Park Story

Built in the early 1990s — by the community, for the community — Friendship Park is an amazing representation of what this community can do. Our community raised over $100,000 in cash and more than $250,000 in in-kind contributions; more than 200 volunteers participated in the Park’s construction. The entire structure was built to last 50 years, using the highest-grade materials available.

Friendship Park is a vital part of our vision of a Community Center serving the entire community, creating a cycle of inspiration and energy. It’s the entrance to our town – the “Hello” we give ourselves and our visitors. It’s a strong visual that says we are a living and viable community.

Our Plan

Our plan for Friendship Park envisions increased income coupled with decreased cost. It aims to solve the financial burden of repairing, restoring and maintaining the facility while re-kindling the flame of community use of the ball field, surrounding Park, and snack bar.

The guiding principle is belief in our community; based not on faith, but on history. The Mendocino Community is a collection of proud and caring people who are living here by choice. This is a community who built a new fire station, and converted a scrub field into a beautiful stadium, finishing both within five years of each other. The talent is here, the trades that built those institutions are here, and the kids are still here.

Friendship Park was built by adults for their children. Today’s adults are no different than the adults that built those two institutions twenty years ago, and they will become a part of the Friendship Park Dream Team when given the chance. It is exciting to note that some of the same people who were central in making it happen back then have already come forward.

The Plan has three main elements. Together, they will reduce costs, increase revenue and, most importantly, increase community participation:

- Formation of a Supporting Trades Group to Repair, Restore, and Maintain
- Building Diverse Uses of the Field and Structure
- Formation of a Friendship Park Alumni Association

The Park also provides strong opportunities for connecting our local businesses and service organizations with our greater community, through activities, events, sponsorships and participation.
I. Repair, Restore, Maintain: *The Friendship Park Dream Team*

The first phase of activity will be focused on restoring the facility to its original splendor, including solving the critical water issues. To accomplish this we will bring together a group of professionals as the “Friendship Park Dream Team,” a group of plumbers and electricians, painters, landscape professionals and general contractors who will be the core crew. Many in the community who previously helped build and maintain Friendship Park have voiced their dismay at watching the “best little ballpark west of Hoboken” deteriorate, and have been frustrated by the lack of an organized way to pitch in to restore it. These people will form the core of the “Friendship Park Dream Team.”

In addition, we have a one-year commitment to fund a ten-hour-per-week Friendship Park Project Manager, paid for by Thanksgiving Coffee Company through their Community Service Employee Leave Program. 

*This is how Friendship Park was built, and this is how it will be restored.*

Our Community Center operating budget provides for the ongoing costs associated with operating Friendship Park, including:

- Up to ten hours per week custodial labor.
- Sewer, paper supply, waste management and utility expenses.
- Maintenance of the building and grounds.¹

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Dates</th>
</tr>
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<tbody>
<tr>
<td>Identify core volunteers [Dream Team]</td>
<td>August through October</td>
</tr>
<tr>
<td>First Meeting [form commitments]</td>
<td>November</td>
</tr>
<tr>
<td>Needs Assessment [field research]</td>
<td>November through January</td>
</tr>
<tr>
<td>Develop Work Plan [coordination]</td>
<td>January through March</td>
</tr>
<tr>
<td>Action Begins [work crews]</td>
<td>February through April</td>
</tr>
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</table>

¹ $12,000 annually, plus $3,600 annually in in-kind community support for park maintenance. For example, a community member has already volunteered time and equipment for mowing.
II. Build Diverse Usage: *If We Build It, They Will Come*

We believe the Friendship Park playing field is under-utilized. Originally envisioned as a youth ball park, the community has expanded Friendship Park’s use to include one-day events and holiday bashes. However, the field in its current state is not visually appealing. Players are attracted to a “jewel” of a field, one that mirrors a “field of dreams” seen at a professional sports match; you just want to touch the grass and smell the dirt.

Our plan envisions additional field opportunities for youth and adults, including seniors. There are currently very few league activities available in Mendocino, while team sports for adults and seniors do occur in Ft. Bragg, where adult leagues abound.

It is traditional for a community center to act as a league organizer, facilitating league formation and providing administrative and record-keeping assistance. Under such a “Pay to Play” system, based on 2010 census data, if only 5% of the population of the MUSD participated, at $5.00 per week for league play over an average season of twenty weeks, the fees would bring in over $25,000 annually.²

Examples of some Community Center Recreation Leagues that could be formed are Ultimate Frisbee, Frisbee Golf, Flag Football, Softball, Track, and Field Hockey. Each sport can field a league in many categories: young adult, adult, senior, co-ed, and single-gender. There is great potential in this approach for meeting the activity needs and desires of our community.

Recreation Leagues are Community Center programs are differentiated from independently-formed leagues such as Little League and high school women’s softball. Independent leagues pay rent for the use of the field. The Community Center will make Friendship Park available to both types of leagues. A volunteer with direct experience managing this park has already committed to the management of scheduling.

Development of the existing snack bar will create an increased community presence and an enhanced experience for users of the Park. The proposal to develop a “café” through the high school culinary arts program is an exciting possibility which the Community Center of Mendocino fully supports and would like to help bring to fruition.

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²2010 census data showed 557 youth aged 5 to 19 and 4,545 adults residing within MUSD boundaries.
III. Friendship Park Alumni Association

The current alumni pool of Friendship Park is estimated to be between 300 to 500 adults. This includes coaches who managed teams, and parents and grandparents who cheered from the stands. The majority are the young adults who are previous Little Leaguers. All Little League players who played on the field before 2002 are now in the 20 to 34 age group. Most are gainfully employed and many no longer live in the area. Coaches, managers, and parents of these young adults mostly continue to live in this area.

Utilizing local media-savvy volunteers, we plan to develop and maintain this alumni base through the use of Facebook, Twitter, local print media and web-based communication, providing nostalgia engagement as alumni endow the Field with history, stories, and financial support, building a bridge for inspiration between the past and the present. Goals will be set, and successes recorded and fed back into the communication network.

These past Little League players are the sons and daughters of our community. The Community built the park for them. If asked, they will step up and contribute to the future of the Field so that they know that it will be there, in all its splendor, when they return home to visit with their new families. We’ll see them, upon entering the town, point to the field and say to their son or daughter, “That’s where I played baseball when I was your age!”

<table>
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<th>Timeline</th>
<th>Dates</th>
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<td>Research to find Alumni</td>
<td>August through October</td>
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<tr>
<td>Organizational structure defined</td>
<td>September through October</td>
</tr>
<tr>
<td>Create social media communications</td>
<td>September through November</td>
</tr>
<tr>
<td>First contacts made</td>
<td>November through December</td>
</tr>
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</table>
In 1988, ten residents of Mendocino got together to build a community ballpark on a dusty, hardpan, scrub laden unused and dilapidated old lot that, in its heyday 30 to 50 years before, was the town’s playing field. What remained by 1988 was remnants of the chicken wire backstop slumping forward like last years Halloween scarecrow.

The residents met every Tuesday morning at 7:30 am for breakfast at Udo Nitner’s Mendocino Deli on Main Street, the Deli that was begun by Jim and Sandy Parsons back in the late 70’s. In 1990 we moved over to the Little River Inn because our little group had grown too big for Udo’s place. We met there until the unofficial opening day, July 4th, 1992. This July 4th will be the 20th Anniversary of Friendship Park. Two hundred and fifty townspeople came to watch The Elk All Stars and the Mendocino All Stars play the first game played on that field since the early fifties. Nick Jones hit the field’s first over the fence Home Run, playing for Mendocino. Elk won 10-1 and everyone went home believers. It was the first new community facility built in Mendocino by volunteer effort in 50 years or more. There were no bleachers, just the field. The grass was trucked in from the same supplier that provided the grass for Candlestick Park. It would take the next eight months to ready the field for Opening Day of Mendocino’s first Little League.

One year later, in April, the Official Opening Day, (with red, white and blue bunting draping the outfield fence and the bright green grandstands), featured two Main Events. In attendance were the 250 uniformed Little Leaguers and their coaches, three Umpires in their dark blues, and over 500 parents, friends, and townspeople. The sky was blue and the air was still. At noon the temperature was 65 degrees. The snack bar served hot dogs and sodas, popcorn, corn dogs and brownies and coffee. The 16 teams, four in each league, gathered on the field ready to be introduced. The MC held the microphone and the crowd got quiet. “Welcome to Friendship Park everybody. Today we have a special day for ourselves. We are here to honor all those young ballplayers who long ago used this field to play baseball, and although they are now in their 70’s and 80’s, five of them are here today to help us celebrate the future of baseball in Mendocino and the reopening of their field after so long seeing their field of dreams lie fallow. “ (Bill and Rich Lemos, who were in their 80’s, threw out and caught the first pitch that day.)

“I am standing on hallowed ground. Four years ago, when we began to survey the site, we found a carved Redwood Home Plate held in the ground by a 10-inch spike. To honor the past, we designed the field so that Home Plate is exactly where it was when the old-timers played here as kids and went to the elementary school next door.”

Opening day featured the sprinkling of home plate dirt that had been sent by every Major League team. Players were selected to sprinkle the dirt as they called out the team, the city and the stadium name. It was front-page news in the Press Democrat the next day.

Then, after that ceremony, the players were introduced and a double header was played In front of a crowd that remained until the last pitch, which came around 4 PM. That was how it all started… as a ball field.

The ballpark was leased to The Mendocino Youth Ball Park Association for fifteen years. MYBA, as the organization became known, managed the field. Little League was a separate organization and had first priority on the field’s use. Eventually, the High School Women's
Softball team adopted it as their home field. A fee for use was eventually set up to help cover a portion of the expenses of maintaining the field but it was still 95% volunteer effort that kept Friendship Park together.

The organizing effort began in 1988. The motive of the first responders was simple. They had young children who they wanted to play ball in their hometown instead of having to truck them to Ft. Bragg to practice and play three times a week. Their children were between the ages of four and eight years old. We knew we were in for a long effort so the first volunteers were sure their kids would not be too old to play Little League Baseball when the ballpark opened.

Volunteers were strategic in another way; they had specific skills that would be needed to build the ballpark. We had a plumber, an electrician, a graphics person, an architect, a contractor, a newspaper editor (from the Beacon), a lawyer, an accountant and some big equipment operators. All had young children and were committed in a way that only a parent with a dream for their children could be committed.

Friendship Park has always been a community space. It was not named after any individual, although many old timers names were bantered about. It was named to perpetuate the idea of community. Although we had no idea that it would become such an important part of the fabric of the community, it exceeded our wildest imagination. It inspired the Fire Department to build a new Fire Station, and for fifteen years it showed what could be done when people come together to build a dream for themselves.

This is the spirit that we will awaken in the next generation of plumbers, electricians, painters, roofers and contractors. The kids who played on that field 20 years ago are now 26 to 32 years old. Many of them are living among us, some far afield. But all of them remember the feeling they got when they ran out onto the field, white chalk lines perfectly laid from home plate to both foul poles, and the smell of fresh cut infield grass and slightly damp clay wafting up into their noses, hearts racing and parents cheering.

These are the people who will take care of Friendship Park when asked to step up. We will find them, and we will organize them, and we will administer for them. The Mendocino Youth Ballpark Association will renew its charter, renew its mission, and refurbish and maintain Friendship Park.

This is not a budget proposal or a “business plan”. It is a journey plan. It is a “How to think in the long run. It is a blueprint for organizing in harmony with history. Drawing on our human capital is the only way we can create the future in the present. Money comes and goes, but when it comes, it is never as powerful as the dreams of parents for their children. It is the power of the people that Friendship Park was built to inspire. It was not meant to be easy. It is there as a reminder to all of us who live in this community, that we need to work together or our place will fall under the spell of the ocean salt air into disrepair.

Friendship Park is located at the entrance to Mendocino. It was built with that in mind. People who live here and are proud to be here should care for it. Friendship Park tells us all, and all who visit, that we built one of the sweetest little ballparks for kids in America out of that kind of love.

Marshalling that love is how we will maintain Friendship Park for the Community Center.
Revenue

<table>
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<tr>
<th>Revenue Source</th>
<th>hours</th>
<th>days/week</th>
<th>days/week</th>
<th>seats</th>
<th>$ fee</th>
<th>$ week</th>
<th>weeks/yr</th>
<th>revenue</th>
<th>Adj. %</th>
<th>Plan $</th>
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<tr>
<td>After School Program</td>
<td>5</td>
<td>3</td>
<td>75</td>
<td>8</td>
<td>6.00</td>
<td>4,600</td>
<td>36</td>
<td>129,600</td>
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<td>5</td>
<td>3</td>
<td>75</td>
<td>8</td>
<td>1.00</td>
<td>600</td>
<td>36</td>
<td>21,600</td>
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<td>6</td>
<td>180</td>
<td>1</td>
<td>10.00</td>
<td>5,400</td>
<td>52</td>
<td>280,800</td>
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<td>56,160</td>
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<td>8</td>
<td>96</td>
<td>1</td>
<td>10.00</td>
<td>5,280</td>
<td>52</td>
<td>269,760</td>
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<td>53,932</td>
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<td>Sports</td>
<td>1</td>
<td>2</td>
<td>10</td>
<td>12</td>
<td>6.00</td>
<td>720</td>
<td>24</td>
<td>17,280</td>
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<td>3</td>
<td>4</td>
<td>1</td>
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<td>600</td>
<td>60</td>
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<td>Summer Classes</td>
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<td>Adult Classes</td>
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<td>5</td>
<td>6</td>
<td>6</td>
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<td>288</td>
<td>46</td>
<td>13,248</td>
<td>50%</td>
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</table>

$12000

Study Club

Value: 36 weeks at $10 hours = $360.00. 360 hrs to visit to families. Makes enrichment classes more affordable. Find sponsor or grant to offset.

Concessions
Increase by 25% by making available outside of AIP

Special Events
Three @ $500 net / Possibilities include: Stone Soup, Picnic in the Park, Shakespeare Festival, Christmas Fair

Craft & Dine Fair
Booth fees, 25 vendors @ $25, twice per year

Scholarships

Fifty @ $100

Dinners
Two per year, different restaurants - or hold catered affair at Center.

Associate Support
300 people/families @ $40 - Parks include Center and/or community-wide discounts/privileges.

Raffle
1000 tickets @ $10 per ticket

Movie/Concert/Event Nights
20 people @ $15 x 12 events

Merchandise
History booklets, gift cards, apparel, sports equipment, etc.

Donations
Our model estimates $15k potential. We've entered a 25% goal. ($2500 already received pledged from three sources)

Major Donors/Benefactors
5 people/groups @ avg. $1500 each (Two sources have already pledged a total of $15000)

Grants
(Children's programs/Senior programs)

Total Revenues

$333,916.00

Expenses

<table>
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<tr>
<th>Expense Category</th>
<th>Wages</th>
<th>Sti</th>
<th>Work Comp</th>
<th>Uf + ETT</th>
<th>Health Insurance Total Comp</th>
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<tr>
<td>Program Director</td>
<td>$36,000.00</td>
<td>$2,754.00</td>
<td>$1,188.00</td>
<td>$245.00</td>
<td>$5,400.00</td>
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<td>Assistant Director</td>
<td>$29,000.00</td>
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<td>$957.00</td>
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<tr>
<td>Aide</td>
<td>$6,400.00</td>
<td>$495.72</td>
<td>$233.84</td>
<td>$265.80</td>
<td>$7,416.36 (approx 9:00 x 20 hrs x 36 of school days)</td>
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<td>Custodians (20% Friendship Park)</td>
<td>$36,400.00</td>
<td>$2,789.60</td>
<td>$1,203.20</td>
<td>$245.00</td>
<td>$40,630.80 (2 shifts x 514 x 25 hrs x 52 weeks)</td>
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<tr>
<td>Facility Coordinator</td>
<td>$15,600.00</td>
<td>$1,193.40</td>
<td>$548.00</td>
<td>$245.00</td>
<td>$17,553.20 ($15/hr x 20 hrs/wk (plus incentive on amount over goal)</td>
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<td>Friendship Park Coordinator</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
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<td>Program Teachers</td>
<td>$58,392.00</td>
<td>$4,666.59</td>
<td>$1,926.94</td>
<td>$2,043.72</td>
<td>$66,829.64 Based on 50% of class fees</td>
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Total Wages $181,872.00, $13,913.21 $601,78.32 $3,250.52 $10,800.00 $215,837.50 $215,837.50

MUSD Rent $1200 month

Concessions 1250

ASP Materials Based on 50% of material fees (standard retail markup)

Summer Materials Charge materials fee?

Adult Class Materials Based on $2 per class hour, per student. Charge materials fee?

Enrollment packet production $100 x 6 sessions

Movie/Concert/Event Nights 12 x $50

Merchandise for retail 900

Donate/Assist perks & recognition 800

Office Supplies 1200

Phone 1500

Internet 600

Security System 600

Fire Extinguisher 200

Finger Printing 300

Housekeeping Supplies 2400

Maint. Equipment 1200

Waste Management 4085

Utilities Kemptoe 1000

Utilities PGE 3000

Utilities MCCSD Sewer 3091

Spring Water 400

Advertising/Promo/Raffle We have committed volunteer for promo and publicity support

Bookkeeping / Administration Bookkeeper @ 8 hrs/week x $25

Fiscal Sponsorship, NCO Est. at $500 x 8%

Tax Preparation 800

Legal 300

Insurance 12000

Maint. Bldg. & Grounds $15000 per year/30% in-kind

Friendship Park Maint. Bldg. & Grounds $12,000 per year/30% in-kind (We have committed volunteer with riding mower for 2x month)

Friendship Park Sewer 8400

Friendship Park Paper Supplies 600

Friendship Park Waste Management 917

Friendship Park Utilities 1000

Total Expenses $331,033.50

Net Revenue $2,992.50
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<th></th>
<th>Aug (2 wks)</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov (3 wks)</th>
<th>Dec (2 wks)</th>
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**Total Revenues**

- 40139.59
- 17270.50
- 34447.50
- 13994.79
- 17526.09
- 17429.50
- 34371.04

**Expenses**

- Program Director 1899.46
- Assistant Director 1575.84
- Aide 892.02
- Custodians 1682.95
- Facility Coordinator 731.39
- Program Teachers 6180.30
- MUSO Rent 600.00
- Concessions 52.09
- ASP Materials 585.00
- Summer Materials 69.00
- Rental per packet production 100.00
- Movie/Concert/Event Nights 50.00
- Merchandise Fe retail 75.00
- Donor/assoc perks & recog 66.67
- Office Supplies 50.00
- Phone 62.50
- Internet 25.00
- Security System 16.67
- Fire Extinguisher 8.34
- Finger Printing 12.50
- Housekeeping Supplies 100.00
- Maint. Equipment 100.00
- Waste Management 170.21
- Utilities Fines 416.67
- Utilities PSE 175.00
- Utilities MCCSD Sewer 128.88
- Advertising/Proms/Raffle 250.00
- Bookkeeping / Administration 413.34
- Fiscal Sponsorship, NCO 146.67
- Legal 1250.00
- Insurance 500.00
- Maint. Bldg. & Grounds 875.00
- Frisbee Park Maint. Bldg. & Grnd 700.00
- Friendship Park Sewer 120.00
- Friendship Paper Supplies 25.00
- Friendship Park Waste Mgmt 40.50
- Friendship Park Utilities 41.67

**Total Expenses**

- 12286.95
- 27794.58
- 28163.90
- 26048.56
- 24166.73
- 27206.35
- 25530.53

**Net Revenue**

- 27853.24
- 6357.11
- (12053.77)
- (6464.64)
- (9776.85)
- 8840.51

**Cash Flow**

- 27853.24
- 12822.16
- 19139.27
- 7085.70
- 444.86
- (9311.99)
- (494.48)
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<th>Wednesday</th>
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<td>Senior Yoga</td>
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<td>8:00 PM</td>
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<td>9:00 PM</td>
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<td>Yoga</td>
<td>Conference/Concert/Dance 2/month</td>
<td>Adult Silks</td>
<td>Elder Silks</td>
<td></td>
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</table>

Schedule represents one week of facility occupancy. Every cell represents one available room hour.
Fifty-five hours needed to meet budget projection.
This schedule represents sixty-nine hours.
Who We Are

The CCM Steering Committee & Board are your friends and neighbors, community volunteers and residents, parents, grandparents, business owners and board members of non-profits and community organizations. We strive to be your voice and we echo your concerns and your aspirations and dreams for our community.

Obe Brown has an MA in counseling and has been an educator for the last four decades. He currently teaches classes at the MCRPD Mendocino Recreation Center.

Hilleary Burgess is a 27-year Mendocino resident whose family, known locally as "the Boy Farm," includes five alumni of both Little League baseball at Friendship Park and the Mendocino after-school program. Having managed an entertainer for twelve years and a consumer electronics retail store for another twelve, he currently runs online auction fundraisers for nonprofits, and was the organizing mind behind the annual Caspar Creek Prius Raffle, now in its seventh year, and the establishment of their 501(c)(3) nonprofit.

Gail Daly is an active Music Festival, Film Festival and MAPA volunteer who owned a successful fashion business for several decades and lives across the street from the Center. Gail served on the 7-11 Committee and is currently a board member of Save Our Shelter.

David (Garnish) Daly has served six years on the Historical Review Board and currently works at Corners of the Mouth Food Store and is married to Gail. He is a MAPA, Film Festival and Music Festival volunteer. He has lived in Mendocino since 1980.

Elaine Wing Hillesland owns the Alegria Oceanfront Inn and Cottages and the Raku House Inn with her husband Eric. She served on the 7-11 Committee and has helped coordinate the Candlelight Inn Tour for the last eleven years. She also volunteers for the Kelley House, MUSE, and the Music Festival. She and Eric enjoy singing in local choral groups and are the parents of a 14-year-old daughter, Tavi, who started attending classes at the community center at age three.

Paul Katzeff is a forty year resident of the Mendocino coast, and the founder of Thanksgiving Coffee Company. Paul is also co-founder and first president (1988-1992) of The Mendocino Youth Ballpark Association, the group that built and named Friendship Park.

Wanda Traber is a local parent and grandparent, and has been a Mendocino business owner for twenty years. She and her husband own Zo Office Supply and the Village Toy Store. Four generations of Wanda's family live in Mendocino and every member of the family participates in the programs of our Community Center as students, instructors, or volunteers.

Niki Traber is a young mom who grew up in Mendocino playing Little League baseball and softball at Friendship Park. A Mendocino High School graduate, and a physical trainer by trade, her work took her to Berkeley and Waikiki, before returning to Mendocino to raise her daughter.

Lisa Weg is a former Operations Manager for MCRPD and currently runs the Home Energy Link Program for the City of Fort Bragg. Her 11 year old has participated in the Mendocino After School Program since kindergarten. Her three-generation family lives in Caspar, where she has served as a board member of the Caspar Creek Learning Community, and Caspar Children’s Garden.
### Index of Specific Responses to RFP Points

<table>
<thead>
<tr>
<th>Section</th>
<th>Section</th>
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<tbody>
<tr>
<td>1. Liability insurance</td>
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<tr>
<td>2. Employee health insurance</td>
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<td>3. Worker’s compensation insurance</td>
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<td>4. Employee compensation</td>
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<td>7. Budget projections under bankruptcy and…not under bankruptcy</td>
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<td>8. Target ages K-12, other programs</td>
<td>Introduction, Overview, Budget</td>
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<tr>
<td>9. Continuing Friendship Park and Recreation Center usage</td>
<td>Introduction, Overview, Budget</td>
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<td>10. Contact person</td>
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<td>11. Amount budgeted for rent</td>
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<td>12. Desired lease term and termination clause</td>
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<td>13. How we will collect rents and reinvest in programs, building and maintenance</td>
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<td>14. Maintenance plan</td>
<td>Budget</td>
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<td>15. Plans for management of water for Friendship Park and new lawn area</td>
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<td>16. “How much property taxes will be pledged for Mendocino operations?”</td>
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<tr>
<td>17. “What expenses of operations will be charged to Mendocino from the organization?”</td>
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Excerpts from the 2009 MUSD 7-11 report:

“The overwhelming consensus among the responses (387 vs. 16) was that the Old Historic Grammar School site should continue to operate and function as a community and recreation center. It should be noted that many of the respondents took the time to include thoughtful and often lengthy comments with their surveys. Most of the comments/recommendations focused on ways in which the programs and services (currently operated by the MCRPD) could be enhanced or expanded to reach a broader cross-section of the community and/or address additional needs of the community.”

“Many comments included specific ideas to increase programs and services to seniors and teens as well as offering a wider range of adult education opportunities. There were also recommendations regarding increasing the use of the facilities as a venue for private and public events to increase revenue.”

“On Sunday, September 13, 2009, a public meeting was held to give an opportunity for community members to voice their views in an open forum separate and in addition to the written responses of the survey. The meeting was attended by approximately 50 citizens. The conversations and recommendations that came out of the “café” style small group break-out sessions generally focused on expanding the programs & services (offered by MCRPD) rather than restricting or losing them. There was also a strong theme regarding the desire for the community & recreation center to continue to be responsive to the changing needs and desires of the community it serves. A number of participants suggested the formation of a citizens’ advisory committee (to work with MCRPD) to help develop and enhance programs and services offered through the Community and Recreation Center over time.”

“The community did express support for additions and improvements to both land and building use. Expansion of children, teen, adult, and senior education and recreation programs are desired. There are suggestions to improve the kitchen facilities and other amenities to attract more people and generate an increase in facility rental and program fees.”
June 26, 2012

Board of Trustees
Mendocino Unified Schools Enrichment
Post Office Box 433
Mendocino, CA 95460

Dear MUSE Board members,

As you may know, our group, Community Center of Mendocino (CCM), is preparing a proposal for the operation of the entire Old Grammar School site, including Friendship Park, as a locally-run Community Center. Jessica Grinberg has shared with individuals from our group the news that MUSE is also contemplating a proposal, but only for the operation of Friendship Park.

We believe our goals are the same as MUSE’s – enrichment of the lives of our children and our community. Friendship Park has always been a central element of our vision for a community-run Community Center, operated by – and for – the Mendocino community. Based on the limited information we have, we believe most, if not all, of what MUSE intends for Friendship Park can be accommodated in CCM’s proposed model for the operation of the park as a central component of a community-run Community Center. We are excited about what MUSE has to offer, and do not consider our two proposals to be in conflict.

We also believe the best outcome for the entire community is achieved when everyone works together. To that end, we would welcome the opportunity to meet with representatives of MUSE, or the entire MUSE board, at your earliest convenience, to explore the possibility of harmonizing or combining our visions for Friendship Park.

Sincerely,

Community Center of Mendocino Steering Committee:

Obe Brown  Hilleary Burgess  Gail Daly
Garnish Daly  Elaine Hillesland  Paul Katzeff
Nicole Traber  Wanda Traber  Lisa Weg