



**SPARC**  
SANTEE PARK & RECREATION COMMITTEE

# NOTICE OF REGULAR MEETING AGENDA

## Santee Park and Recreation Committee (SPARC)

### MEETING INFORMATION

Wednesday, January 7, 2026

5:30 p.m.

Council Chamber

10601 Magnolia Ave • Santee, CA 92071

#### TO WATCH LIVE:

AT&T U-verse channel 99 (SD Market) | Cox channel 117 (SD County)

[www.cityofsanteeca.gov](http://www.cityofsanteeca.gov)

#### IN-PERSON ATTENDANCE:

Members of the public who wish to view the SPARC Meeting live may watch the live taping of the SPARC meeting in the Council Chamber on the meeting date and time listed above.

#### LIVE PUBLIC COMMENT:

Members of the public who wish to comment on matters on the SPARC agenda or during Non-Agenda Public Comment may appear in person and submit a speaker slip before the item is called. Your name will be called when it is time to speak.

**PLEASE NOTE:** Public Comment will be limited to 3 minutes. The timer will start when the participant begins speaking.

### MEETING AGENDA

1. Call to Order, Roll Call
2. Approval of the November 5, 2025, and December 3, 2025, Regular Meeting Minutes
3. Santee Community Center Project Update
4. Brews & Bites Event Consolidated Recap
5. Community Services Department Updates/Reports
6. Committee Updates/Reports/General Announcements
7. Non-Agenda Public Comment
8. Adjournment

State of California      }  
County of San Diego    } ss.  
City of Santee            }

#### AFFIDAVIT OF POSTING AGENDA

I, James Jeffries, City Clerk of the City of Santee, hereby declare, under penalty of perjury, that a copy of this Agenda was posted in accordance with the Brown Act and Santee Resolution 61-2003 on January 1, 2026, at 5:00 p.m.

01/01/2026

Signature



The City of Santee complies with the Americans with Disabilities Act. Upon request, this agenda will be made available in appropriate formats to persons with disabilities, as required by Section 12132 of the American with Disabilities Act of 1990 (42 USC § 12132). Any person with a disability who requires a modification or accommodation in order to participate in a meeting should contact the City Clerk at (619) 258-4100, ext. 114 at least 48 hours before the meeting, if possible.



**CITY OF SANTEE**  
**Santee Park and Recreation Committee (SPARC)**  
**Agenda Statement**

**MEETING DATE** January 7, 2026

**AGENDA ITEM NO. 2**

**ITEM TITLE** APPROVAL OF THE NOVEMBER 5, 2025, AND DECEMBER 3, 2025,  
REGULAR MEETING MINUTES

**BACKGROUND**

Submitted for your consideration and approval are the Minutes of the above meeting.

**FINANCIAL STATEMENT**

None.

**RECOMMENDATION**

Approve Minutes as presented.

**ATTACHMENTS**

November 5, 2025, Regular Meeting Minutes  
December 3, 2025, Regular Meeting Minutes

**Minutes**  
**Santee Park and Recreation Committee**  
**Council Chamber – Building 2**  
**10601 Magnolia Avenue**  
**Santee, CA 92071**  
**November 5, 2025**

**1. Call to Order, Roll Call**

This Regular Meeting of the Santee Park and Recreation Committee was called to order by Chair Dean Velasco at 5:30 p.m.

**Present:** Chair Dean Velasco, Vice Chair Cyndy Carlton and Committee Members Michelle Dressler, Lynda Marrokal, Kathleen Pishny, and Stephanie Price.

**Absent:** Committee Members Dan Bickford, Ken Fox, and Ryan McCarthy.

**Staff Present:** Nicolas Chavez, Community Services Director; James Jeffries, City Clerk; James Northum, Recreation Supervisor; and Sam Rensberry, Public Services Manager.

**2. Approval of the September 3, 2025, Regular Meeting Minutes**

**Action:** Vice Chair Carlton moved to approve of the September 3, 2025, Regular Meeting Minutes.

Committee Member Marrokal seconded the motion which was carried by the following roll call vote: Chair Velasco: Aye; Vice Chair Carlton: Aye; and Committee Members Dressler: Aye; Marrokal: Aye; Pishny: Aye; and Price: Aye. Ayes: 6. Noes: 0. Absent: 3.

Nicolas Chavez, Community Services Director, introduced Wendy Kaserman, City Manager.

**3. Shadow Hill Park Playground & Resurfacing Update**

Nicolas Chavez, Community Services Director, provided a PowerPoint presentation and responded to Committee questions.

**Public Speaker:**

- Carl Costantino

**4. Santee Teen Center Update**

Emily Tolliver, Recreation Coordinator, provided a PowerPoint presentation and responded to Committee questions.

**Action:** Chair Velasco moved approval of staff recommendation.

Committee Member Marrokal seconded the motion which was carried by the following roll call vote: Chair Velasco: Aye; Vice Chair Carlton: Aye; and Committee Members Dressler: Aye; Marrokal: Aye; Pishny: Aye; and Price: Aye. Ayes: 6. Noes: 0. Absent: 3.

## **5. Santee Seniors 55+ Program Update**

Matt Foster, Recreation Coordinator, provided a PowerPoint presentation and responded to Committee questions.

**Action:** Committee Member Marrokal moved approval of staff recommendation.

Committee Member Price seconded the motion which was carried by the following roll call vote: Chair Velasco: Aye; Vice Chair Carlton: Aye; and Committee Members Dressler: Aye; Marrokal: Aye; Pishny: Aye; and Price: Aye. Ayes: 6. Noes: 0. Absent: 3.

## **6. Voucher Incentive Program (VIP) Update**

James Northum, Recreation Supervisor, provided a PowerPoint presentation and responded to Committee questions.

**Action:** Committee Member Price moved approval of staff recommendation.

Committee Member Marrokal seconded the motion which was carried by the following roll call vote: Chair Velasco: Aye; Vice Chair Carlton: Aye; and Committee Members Dressler: Aye; Marrokal: Aye; Pishny: Aye; and Price: Aye. Ayes: 6. Noes: 0. Absent: 3.

## **7. Community Services Department Updates/Reports**

James Northum provided video recaps of the Movie in the Park and Brews and Bites events; he also briefly spoke on the Holiday Lighting event, recreation programs and sports field use.

Nicolas Chavez, Community Services Director, announced the Mayor would be presenting a Certificate of Recognition to Dr. Tuthill at the November 12, 2025, City Council meeting.

## **8. Committee Updates/Reports/General Announcements**

Committee Member Marrokal spoke about a recent post regarding the Committee on social media.

## **9. Non-Agenda Public Comment**

None.

## **10. Adjournment**

There being no further business, the meeting was adjourned at 6:25 p.m.

Date Approved:

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James Jeffries, City Clerk

**Minutes**  
**Santee Park and Recreation Committee**  
**Council Chamber – Building 2**  
**10601 Magnolia Avenue**  
**Santee, CA 92071**  
**December 3, 2025**

**1. Call to Order, Roll Call**

This Regular Meeting of the Santee Park and Recreation Committee was called to order by Vice Chair Cyndy Carlton at 5:30 p.m.

**Present:** Vice Chair Cyndy Carlton and Committee Members Lynda Marrokal, Ryan McCarthy, and Stephanie Price.

**Absent:** Chair Dean Velasco, Committee Members Dan Bickford, Michelle Dressler, Ken Fox, and Kathleen Pishny.

**Staff Present:** Anne Morrison, Recreation Services Manager; James Jeffries, City Clerk; Becky Lowndes, Special Events Supervisor; and Alicia Wong, Special Events Coordinator.

The City Clerk announced that a quorum was not present so no action would be taken.

**2. Approval of the November 5, 2025, Regular Meeting Minutes**

Item 2 was not heard due to a lack of quorum.

**3. Brews & Bites Event Report**

Anne Morrison, Recreation Services Manager, Becky Lowndes, Special Events Supervisor, and Alicia Wong, Special Events Coordinator provided a PowerPoint presentation and requested the Committee provide feedback and ideas related to the event.

**4. Community Services Department Updates/Reports**

Becky Lowndes, Special Events Supervisor, provided a video recap of the Holiday Lighting event and provided an update on Selfies with Santa.

Alicia Wong, Special Events Coordinator, provided an update on upcoming special events.

Anne Morrison, Recreation Services Manager, provided an update on Shadow Hill Park, recent activities for the senior and teen programs and the upcoming Holiday Closure for the City.

**5. Committee Updates/Reports/General Announcements**

Committee Member McCarthy requested an update on the transition of park maintenance services at a future meeting.

**6. Non-Agenda Public Comment**

None.

**7. Adjournment**

There being no further business, the meeting was adjourned at 6:24 p.m.

Date Approved:

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James Jeffries, City Clerk



**CITY OF SANTEE**  
**Santee Park and Recreation Committee (SPARC)**  
**Agenda Statement**

**MEETING DATE** January 7, 2026

**AGENDA ITEM NO. 3**

**ITEM TITLE** SANTEE COMMUNITY CENTER PROJECT UPDATE

**BACKGROUND**

Santee Engineering Department staff will provide an update regarding the Community Center Project Construction Contract awarded at the December 10, 2026, City Council meeting.

**FINANCIAL STATEMENT**

None.

**RECOMMENDATION**

Receive report and provide comment.

**ATTACHMENTS**

None.



**CITY OF SANTEE**  
**Santee Park and Recreation Committee (SPARC)**  
**Agenda Statement**

**MEETING DATE** January 7, 2026

**AGENDA ITEM NO. 4**

**ITEM TITLE** BREWS & BITES EVENT CONSOLIDATED RECAP

**BACKGROUND**

Community Services Department staff will provide a brief summary of the December SPARC 2025 Brews & Bites Event report.

The December SPARC meeting presentation recording can be viewed at the following link. [SanteeTV – SPARC Meeting 12-3-25\\*](#)

*\*Note that the Brews and Bites staff report starts at the 2:25 minute mark.*

**FINANCIAL STATEMENT**

None.

**RECOMMENDATION**

Receive the report and provide comment.

**ATTACHMENTS**

December Brews & Bites PowerPoint report

# City of Santee Brews & Bites 2025 Report

December 3, 2025



# Tickets & Vendors

- **Sold 1,008 tickets**
  - General Admission – 934
  - Designated Driver - 74

*(108 sold on site – 10.7% of total)*

- **7 VIP Tables Sold**
- **Vendor Attendance (52):**
  - 18 Alcohol or Beverage (35%)
  - 21 Food (40%)
  - 13 Business Booths (25%)



# Attendance



- 931 Ticket-Holders Attended
- 92.4% attendance rate (931 out of 1,008)
  
- Provided 125 complimentary tickets to vendors & volunteers

Total Attendance: 1,056



*Photo by Lynda Marrokal*

# Event Promotions

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- Local Podcasts
- Ticket Drawing Opportunities at Events
- TikTok & Social Media Posts
- Email Blasts – Square, ActiveNet, Eventbrite
- Vendors provided Social Media Kit
- Promotion on Band's Social Media Platform
- City Partnership Coupon Code
- Tabletop Signs at local businesses
- Banners, Flyers, Window Signs

*Photo by Lynda Marrokal*

# Guest Feedback

- **Overall Satisfaction**
  - 9 out of 10  
(Event layout, vendors, band, theme, communication)
- **Favorite Part? (Top 3 responses)**
  - Atmosphere / Vibe / Community
  - Theme
  - Discovering new businesses
- **Improvements? (Top 3 responses)**
  - More food / variety
  - More / better silent auction prizes
  - Restroom location

Majority of responders are Santee residents  
who have been to the event before



# Financials

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Gross Event Revenue — \$63,465

Total Event Expenditures — \$46,772

*(Year to Date)*

Estimated Net Event Revenue:

\$16,693

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# Revenue Breakdown

**Total Revenue: \$63,465**

- **TICKET SALES - \$49,875**
- **SPONSORS - \$7,400**
- **ON SITE FUNDRAISING - \$6,190**

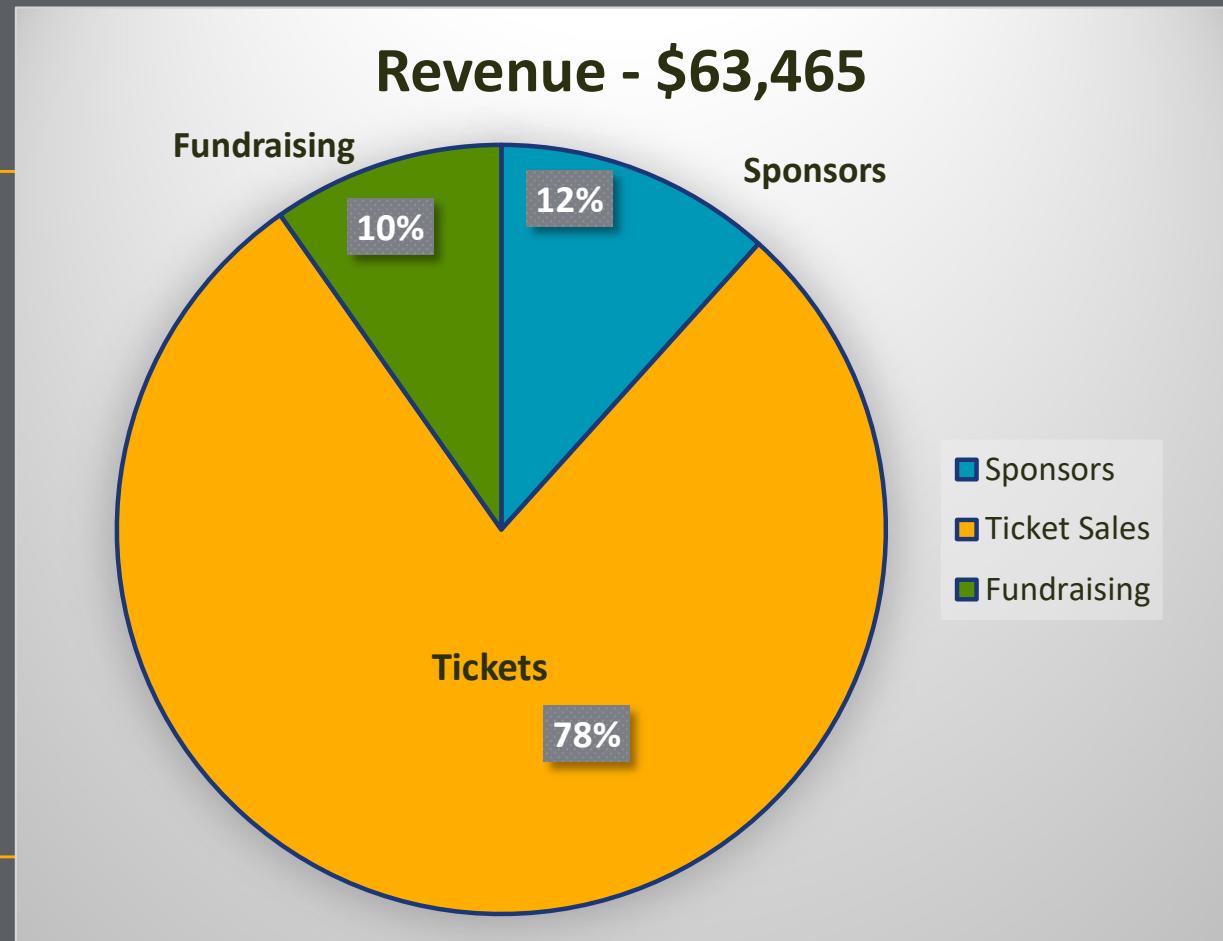


Photo by Lynda Marrokal

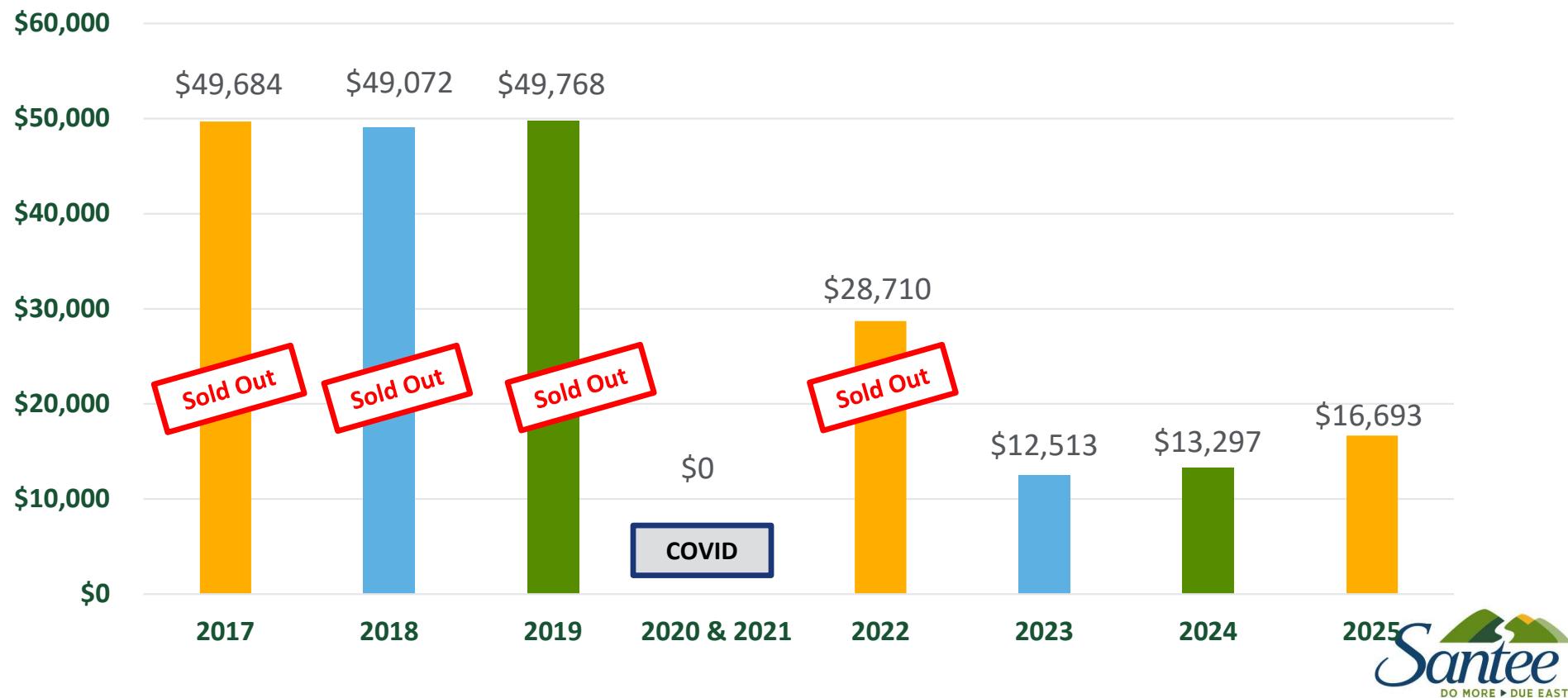


# Onsite Revenue

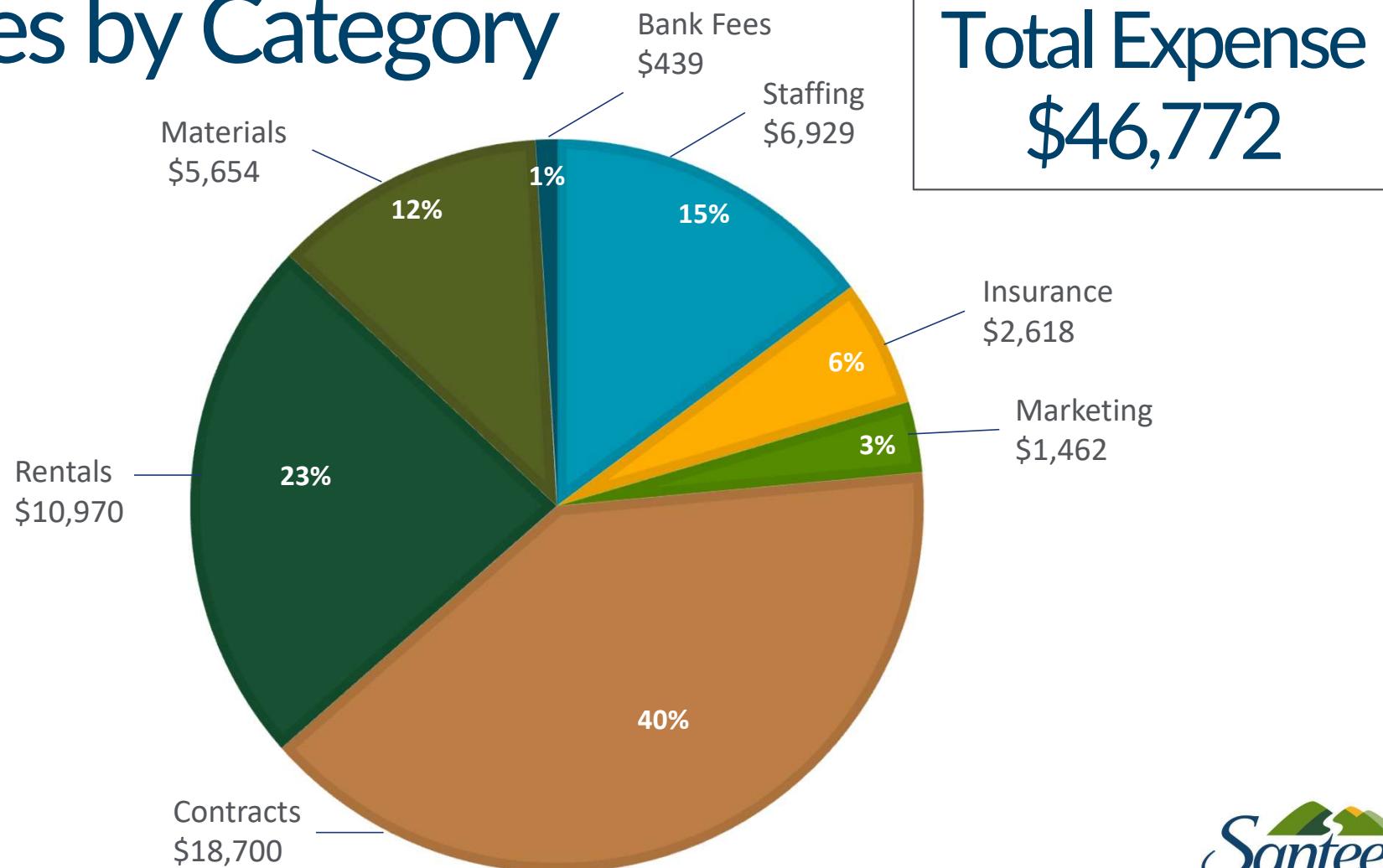
- Opportunity Drawing - **\$2,000**
  - 10 bundled packages
- Silent Auction - **\$2,860**
  - 9 bundled packages
- Captain's Quarters - **\$1,330**
  - \$20 entry + \$10 add on

**Total Raised - \$6,190**

# Net Revenue by Year



# Expenses by Category



# Expense Breakdown

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- **Contracts - \$18,700**

- Band & Sound System
- Vendor Stipend
- Security & Sheriff's Dept

- **Equipment Rental - \$10,970**

- Canopies / Tables / Chairs
- Restrooms & Fencing
- Radios & iPads
- Golf Carts
- Light-Up Marquee

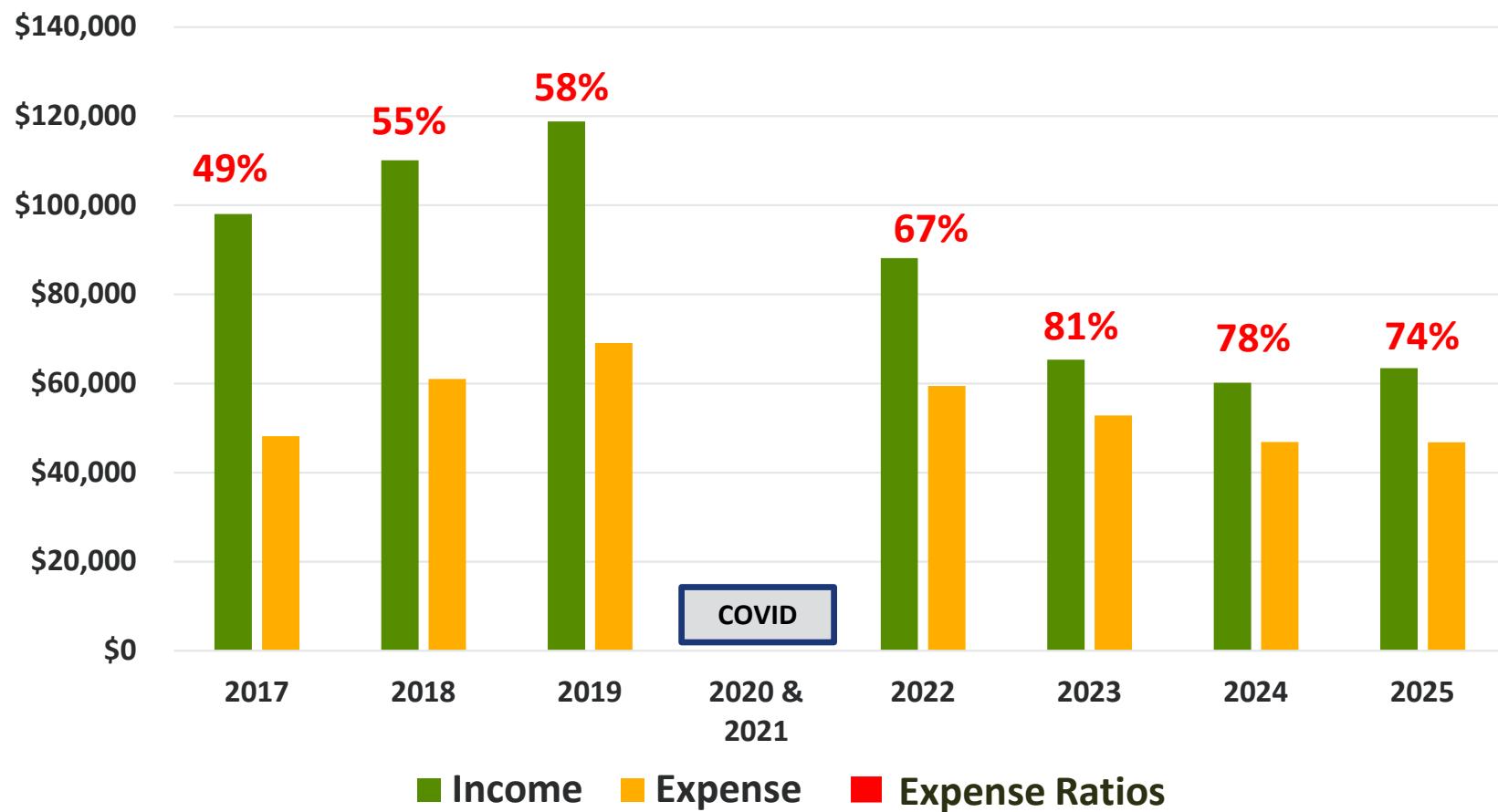
- **Staffing - \$6,929**

- Part Time

- **Materials - \$5,654**

- Ice
- Wristbands
- Cups
- Decor
- Misc. Supplies

# Gross Income vs Expense Over Time



# Attendance & Vendor History

Year	Tickets Sold	Total Attendance	Total Vendors	Ratio People : Vendors
2018	1,427	1,732	74	23
2019	1,584	1,934	78	25
2020	Cancelled	-	-	-
2021 – COVID Business Relief	500 <i>(Reduced Capacity)</i>	-	-	-
2022	1,231	1,288	47	27
2023	898	1,028	46	22
2024	959	1,105	43	26
2025	1,008	1,056	52	20

Averaging 24 people per vendor since 2022 (post-COVID)



# Historical Ticket Prices



## 2019 – 4 Hour Event

- Early bird: \$45
- Regular: \$50

## 2022 – 4 Hour Event

- No Early Bird
- Regular: \$50

## 2023 – 3 Hour Event

- No Early Bird
- Regular: \$60

## 2024 & 2025 – 4 Hour Event

- Early Bird / Discount Options: \$50
- Regular: \$55

*Customer pays online service fees*

# Event Comparisons

## Mt. Helix Food & Wine Festival

- \$75-95 General Admission
- 4-hour event
- 1-hour unlimited sampling, then for-purchase only

## La Mesa Rocks

- \$125 General Admission
- 4-hour event
- Catered dinner

## Vintage Alpine

- \$70-90 General Admission
- 3-hour event
- Unlimited samples



# 2025 Event Successes

- Halloween Theme noted as increase to customer satisfaction
- Digital Tickets allowed for a more streamlined entry & comprehensive attendance reports
- Processing fees paid by customer = 100% retention of ticket cost
- Vendors allowed to bring their own equipment
  - Better visual advertisement for the vendors
  - Decreased the rental cost for canopies and tables
- Marquee Sign is a great visual & event enhancement
  - Cost saving vs. light up trees



# 2025 Event Challenges

## Business Challenges

- Food Vendor Stipend \$250 each: remains a high overhead (\$5,250)
- Vendor Participation dropped 32% since COVID
- Challenges to secure high-value donations for Opportunity Drawings and Silent Auction
- Last minute boost in ticket sales
  - Sold approximately 300 tickets the week prior to the event

## Financial Challenges

- Event did not sell out – Goal is 1,200 tickets
- Decrease in Sponsorship – loss of \$6,500
- Event doesn't cover Recreation Services Division Program Expenditures



# Recreation Division

## Annual Program Expenditures FY24-25

**\$21,235 Spent in Fiscal Year 2024 -2025**

- VIP - \$5,903
- Special Event - \$1,061
- Youth/Teens - \$2,314
- Seniors - \$11,957

Does not include special projects

- Shadow Hill Park Improvements
- Town Center Park Irrigation Repairs



<b>Balance as of start of Fiscal year, July 1, 2025</b>	<b>\$134,369</b>
Below allocations for current fiscal year	
Veterans Memorial Banners (annually NTE)	-\$1,200
Financial Assistance/VIP Program (Budgeted)	-\$5,100
Teens (community enhancement)	-\$5,000
Seniors (community enhancement)	-\$12,000
Shadow Hill Park court resurfacing	-\$24,740
Special Events – Ipad annual fees	-\$1,000
<b>Total estimated expenses</b>	<b>(\$49,040)</b>
<b><u>Estimated Balance for Community Enhancement allocation</u></b>	<b>\$85,329</b>



# 2026 Event Considerations

## Under Review

- Event sustainability in current format
- Financial feasibility
- Theme / Date
- Ticket price: pre-sale and day-of
- Exploring Additional Revenue Options

Questions or Comments?



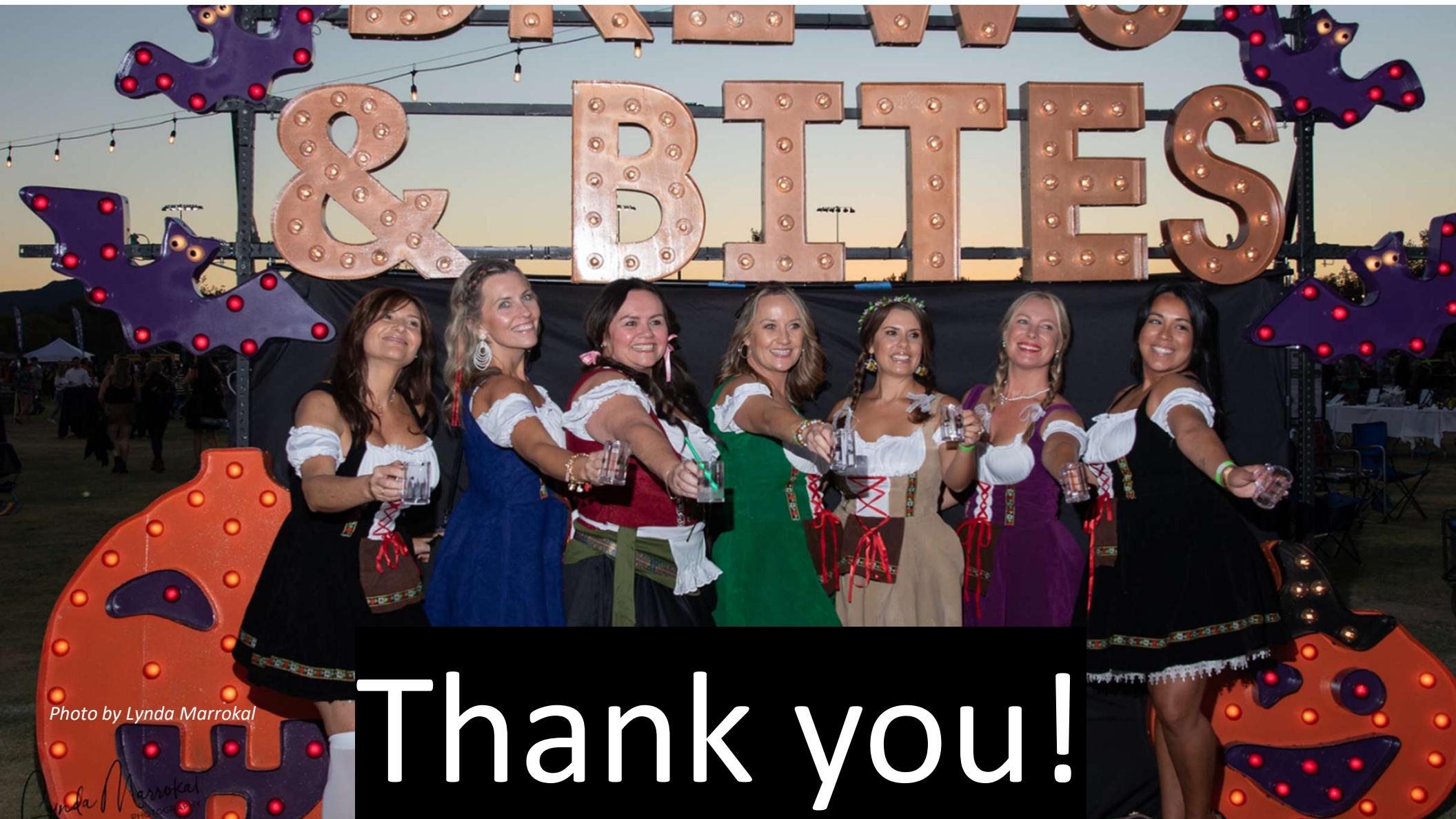


Photo by Lynda Marrokal

Thank you!