



**Minutes**  
**Surf Camp/School Policy Advisory Task**  
**ForceCity of Pacifica**

**REGULAR MEETING – 6 PM**

Tuesday June 15, 2021

VIA Zoom Link: <https://zoom.us/j/91956994341>

**CALL TO ORDER:**

**Facilitator Cindy Abbott:** called the meeting to order at 6:02pm. She welcomed the members and thanked them for attending. She advised that Nia Rivers would not be attending.

**Recreation Specialist Kenda Seeley:** read the COVID announcement.

**Facilitator Cindy Abbott:** mentioned that the City of Pacifica will remain conducting Virtual Meetings via Zoom until further notice.

**I Roll Call:**

**Surf Camp Task Force Members Present:** Cindy Abbott, Kevin Kellogg, Cynthia Knowles, Cliff Hodges, Johnny Irwin, Stefan Mayo, Kimberly Williams, Malcolm Carson.

**Members Absent:** None

**Members Excused:** Nia Rivers

**Staff Present:** Director Michael Perez, Recreation Assistant Supervisor Beth Phipps, Aquatics Coordinator Anthony Schriver, and Recreation Specialist Kenda Seeley.

**II Administrative Business:**

**A. Operating Procedures:**

**Cindy Abbott:** advised that the City of Pacifica will remain conducting virtual meetings via Zoom until further notice. The City is also utilizing the Close Captioning option and explained how to hide from screen if needed. Reminded members to use the raise hand features if there are comments.

**B. Approval of Minutes:**

**Cindy Abbott:** called for a motion to approve the minutes of the 05/18/2021 meeting. Kimberly Williams requested a change to Cliff Hodges (page 4) comments regarding proof of WSI/CPR, clarifying that his comments were to not include WSI certification as a requirement [a certificate more appropriate to swim lessons]. **Motion was made by Cliff Hodges, seconded by Kimberly Williams with that change, motion carried 8-0**

**III Recapping Progress:**

**A. Purpose and Current Policy Snapshot:**

**Cindy Abbott:** reminded members that they had received the Policy Snapshot and recapped the CAPP program, Surf Camp Policy, Application Process, and the idea of an RFP. She advised that if there was an item that a member felt they did not want to make a recommendation on, to please voice that as well.

**B. Roadmap Review and Meeting Timeframe:**

**Cindy Abbott:** advised that staff is working on a grid for the recommendations that can be presented to the PB&R Commission once agreements have been made. A discussion can be made at the end of this meeting regarding the conclusion date for this task force if they need more time. The Self-Imposed end date is July 20, 2021.

**IV Streamlined Proposal:**

**Cindy Abbott:** introduced Malcolm Carson and advised that he will share his proposal concept with the members tonight.

**Malcolm Carson:** briefly explained his thoughts while putting together his proposal and asked the members to consider the information from the standpoint of what is best for Pacifica, the beach, and the community. He commented that with this process, it would be moving the bar from the permitting stage to the calendaring stage. The priority of this proposal includes continuity, safety, access, cooperation, availability, and opportunity. He opened the floor for questions.

**Cindy Abbott:** commented that they could also go over the proposal slides and talk about each point.

**Malcolm Carson:** walked the members through the proposal generalizing and explaining each phase.

**Cliff Hodges:** commented that a lot of thought and work went into the creation of the proposal but that he felt it was problematic from many perspectives. Issues include, complexity of proposal, workload for City staff to implement and enforce, perspective of operating a surf school, the restriction placed on schools, and calendaring restrictions.

**Malcolm Carson:** responded that he really considered the time slot issue and feels this proposal addresses the time allocation for all six operators with room for additional slots.

**Cliff Hodges:** commented that a surf camp has to remain extremely flexible with time. Giving out more permits to various applicants and then dividing the time is not flexible. He feels the proposal is open ended.

**Cindy Abbott:** reminded the members that the number of permits and the number of operators will be addressed by Director Perez later in this meeting.

**Malcolm Carson:** agreed that the quality of operators are important and that the proposal addresses experience and qualifications as well as equity and access.

**Cliff Hodges:** made clear that he comes to these meetings in support of equity and access but that he found the proposal to be too open ended for anyone who wants a permit. He is not trying to block anyone but feels it is the Cities

duty to set those operators up for success which includes making sure they can operate a successful business/camp.

**Kimberly Williams:** feels that there are two issues that are being discussed 1) what the Commercial Surf School operators process will be and 2) what the CAPP permitting process will look like and if the two are integrated. She asked Cliff Hodges if he would be willing work by proposing solutions so that they can change the current process to meet the need for all.

**Cliff Hodges:** commented that he has been 100% supportive of the CAAP program. He said there has to be a limit.

**Cindy Abbott:** asked staff to parking lot the limit of the number of organizations/operators overall per permit year.

**Kimberly Williams:** remarked that it is important for the Task Force to think about how to get to the end goal. They have the chance to review the recommendations and agree instead of sending it back to the PB&R Commission or Council to decide and blow this

**Johnny Irwin:** commented on the proposals rating system for both the CAPP and the Commercial schools. He feels there needs to be two separate scoring or rating systems due to the differences like profit, safety, and equity. It's important to first give CAPP schools permits to make it more equitable and then down the line, a proposal like Malcolm's can be considered with limits.

**Malcolm Carson:** clarified that his proposal was inclusive to both Non-Profit and Commercial Surf Schools and there is a place in the raking system to express safety and equity at the beach. The points can be adjusted depending on priority.

**Cliff Hodges:** stated that there have been many references this far indicating that non-profits are the only type of camp that supports equity and diversity, Equity and diversity have been a key point at Adventure Out for many years. They have a diverse staff and students of all races, sexual orientation, and financial backgrounds. He wants to make clear that diversity does not exist only on the non-profit side.

**Malcolm Carson:** advised that with this proposal, a Commercial School will get more points on equity and diversity for having those qualities than a Commercial School who does not.

**Cindy Abbott:** commented that she liked the proposal because it is a single process and includes important criteria as far as diversity and equity and is where the Task Force needs to be heading. There needs to be a balance between organizations who are supported by this proposal.

**Malcolm Carson:** remarked that what he is getting from this conversation is that there is a need for scoring and not to keep it open ended.

**Cliff Hodges:** commented that the conversation seems to be leading back to an RFP process due to ranking and calendaring conflicts.

**Malcolm Carson:** advised that the calendaring process a new operator would not be able to project a two-year calendar and get those slots like an established commercial school would.

**Cindy Abbott:** mentioned that with all of the on-line tools, calendaring might sound difficult, but that it is not. Load vs permits will also be a part of tonight's conversation.

**Cynthia Knowles:** commented that the proposal seems to be a total overhaul

of the CAPP program. It is a starting point but wrapping both non-profit and for-profit into one is a time issue. Taking the focus off of access and equity should not be an option.

**Malcolm Carson:** responded that the proposal was geared towards the ranking system. Access and equity would need to be dialed in and prioritized which would be voted on.

**Cynthia Knowles:** asked if Brown Girl Surf has commented on this proposal.

**Cindy Abbott:** answered there were no written comments regarding the Agenda Packet or items. Johnny Irwin did comment earlier on the proposal and comments will be available at the end.

**Cynthia Knowles:** would like to replace the word "pro-rata" with proportional, and "citizenship" with collaboration.

**Malcolm Carson:** agreed that we could change it to any other word.

**Kevin Kellogg:** commented that tweaking things are in order like the number of operators, detailed rankings, ranking for local businesses, and other criteria.

**Malcolm Carson:** replied that the idea of having that dial was specifically for tweaking criteria as the Task Force agreed and moved forward with recommendations.

**Cindy Abbott:** reminded the members that there is much more material to cover in this meeting.

**Kimberly Williams:** commented that Surf Rider thinks the proposal is good but would still like to see an emphasis on the CAPP program.

**Cindy Abbott:** commented that a phase approach to recommendations can be implemented if that is what the Task Force decides they would like to see happen. The proposal was talked about first so that there is a jumping off point to implementing the program.

## **V Recommendations Discussion:**

**Cindy Abbott:** requested the PowerPoint be displayed for the Recommendations that included the Purpose Statement the Number of Surf Camps, the Application Process, and the Qualifications, Guidelines, and Rules.

**Director Perez:** shared the input that he received from the Task Force members. He went over changes that were made to specific terms and sections of the prior Purpose Statement. These changes were presented as bullet points for ease of review.

**Cindy Abbott:** thanked the members for their input. A show of hands showed that the members agreed to the changes that were made. She moved the discussion to Load and went over the prior qualifications and presented the recommended changes. She asked Johnny Irwin what his recommendation was regarding using load.

**Johnny Irwin:** advocates using the load system. It is useful regarding the monitoring of time slots, draft process and number of permits given, and for adding additional operators in the future.

**Cynthia Knowles:** asked if there was a point of equalization where they would opt. for the calendaring proposal for permits, as opposed to the load concept when optimizing space on the beach at all times for all schools.

**Malcolm Carlson:** advised that he supports the load process and said that

maybe using calendaring software as an option may be a way of creating a tangible resource for time slots.

**Stefan Mayo:** asked for clarification regarding moving from set limits to a load system and if that means there is no cap on the number of permits if they went to load.

**Cindy Abbott:** answered that the Task Force can give recommendations on the set number of organizations per permit year and the set number of spots on the beach.

**Johnny Irwin:** clarified that the concept of load is a more specified way of looking at the use of a permit, the number of participants, and when are they being used.

**Cindy Abbott:** asked the members what they thought about the Load concept and asked them to use the 1-5 hand scale. She mentioned that there was a 3, 5, 5, 4, 3, 5, and a 1. She did a time check 7:35 pm.

**Cliff Hodges:** Commented that he has a bachelor's and a master's degree in Engineering, and he is programmed to solve problems. The load system is trying to solve a problem that doesn't exist, which is having too many surf schools on the beach. He recommends getting the CAPP program implemented and then come back to the Load discussion in a few years.

**Cindy Abbott:** commented that Brown Girl Surf and City Surf are out there now on the beach conducting instruction.

**Kevin Kellogg:** asked Cliff Hodges, if more operators were added, would that be a problem and could the load system alleviate that problem.

**Cliff Hodges:** If a few operators were added then no, if there was an open-ended permitting process where numerous operators were added then the load system would only alleviate if they signed up for different times. If they are all agreeing that they want to be out at different times, does the load system help or complicate scheduling.

**Malcolm Carson:** commented that with 98 spots, there are multiple operators at one time.

**Cindy Abbott:** commented that the load system would require operators to spread out their time. It gives assurance that all of those spaces are being fully utilized.

**Cliff Hodges:** would like to see that load increases access not decreases access.

**Cindy Abbott:** commented that there could be push and pull for prime times. Load can make opportunities and times available for any school who might have a program that would fit those times that are not filled. She briefly went over information on the remaining slides - Application Process, Guidelines and Rules, Applicant Qualification Review, Additional Criteria. She asked if there was anything the members wanted to address off these slides today or if they wanted to save it for the next meeting. She also asked the members if they thought they could get the information ironed out within one last meeting or if they felt extending into August would be more realistic.

**Stefan Mayo:** answered that they could finish and make recommendations in one last meeting.

**Kimberly Williams:** answered that one longer meeting should be an appropriate time frame.

**Cliff Hodges:** answered it would be good to have a grid where each topic can be discussed and then voted on so that they can finish in one meeting.

**Cindy Abbott:** asked if anyone had any other questions.

## **VI Public Comments:**

**Adrianna Guerrero:** wanted to remind everyone why the Task Force was created and gave a recap of the Brown Girl Surf programs goals and mission of developing the CAPP Program.

**Mary Ellen Carol:** introduced herself as a local Pacifica resident who has a longtime interest in the surf community here. She commented that there is a need for equity, and she is in full support of an equitable resolution to the CAPP program.

**Sutara Nitenson:** introduced herself as an instructor for Brown Girl Surf and spoke to an unfortunate experience they encountered at Linda Mar Beach during their Youth Event where another surfer made condescending remarks. She advised that without an equitable process there will not be affinity spaces.

**Grecia Rojas:** introduced herself as a volunteer at Brown Girl Surf. She expressed that equity and having the beach available to all is the most important point of program.

**Christina Bourassa:** introduced herself as the Program Manager of Brown Girl Surf. She asked the Task Force to seek consensus base decision and to make recommendations based on equity.

## **VII Task Force Closing Comments:**

**Cindy Abbott:** commented that everyone joined the Task Force knowing that the goal was to move towards equitable access for underrepresented groups and is still firmly in favor of that goal. She thanked everyone for good feedback and sharing the willingness to hear each other out. A matrix for voting will be available next week. The next meeting will be from 6:00 pm to 9:00pm.

**Kimberly Williams:** thanked the Task Force for all of their efforts and hard work.

**Cynthia Knowles:** reminded public attendees that the Task Force has been in works for a very long time and every member is passionate about the goals of the CAAP program. They would not be there twice talking about the program if they weren't committed.

**Director Perez:** Did not have anything else to add. He appreciates all the feedback that has been provided.

## **XI ADJOURNMENT:**

**Cindy Abbott:** Adjourned the meeting at approximately 8:03 pm.

**Next Meeting:** 07/20/2021

Respectfully submitted by,  
Kenda Seeley, Recreation  
SpecialistParks, Beaches, and  
Recreation

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**Facilitator, Cindy Abbott**