

**County of Santa Clara
Parks and Recreation Department**



24-4252

DATE: February 6, 2024 (Item No. {{item.number}})
TO: Board of Supervisors
FROM: Don Rocha, Director, Parks and Recreation Department
SUBJECT: Donation from the Friends of Martial Cottle Park

RECOMMENDED ACTION

Consider acceptance of gift/donation of \$18,000 from the Friend of Martial Cottle Park on behalf of the Parks and Recreation Department.

Possible action:

- a. Accept gift.
- b. Authorize President of the Board to forward letter of appreciation to the Friends of Martial Cottle Park.

FISCAL IMPLICATIONS

There is no impact to the County General Fund as a result of this action.

This donation revenue will be utilized to offset the expenses incurred by the Department for completing projects at Martial Cottle Park, including installing shade structures, adding farm cutout displays, and continuing to develop the hedgerow site. The funds will be deposited into the Park Dedication Development Fund, specifically for these projects at Martial Cottle Park.

REASONS FOR RECOMMENDATION AND BACKGROUND

Acceptance by the Board of Supervisors is required to recognize the monetary gift/donation from the Friends of Martial Cottle Park (Friends group) in the amount of \$18,000 for completing the designated projects at Martial Cottle Park on behalf of the Santa Clara County Parks and Recreation Department (Department). The Friends group organization is contributing this amount specifically to fund the purchase and installation of shade structures, and design and installation of farm cutout displays, and to supplement funding for developing and maintaining the hedgerow site. Each of these projects is at Martial Cottle Park.

The Friends of Martial Cottle Park unfortunately dissolved, effective December 31, 2023, which is the impetus of this contribution. The Friends group was formed in 2018 as a

501(c)(3) non-profit public benefit corporation specifically for providing financial support to Martial Cottle Park. The organization was part of the Park Partner Program pilot approved by the Board of Supervisors in October 2018, which was designed to facilitate relationships with cooperating parties to ensure that all projects and donations further a proper park purpose, are appropriate to the mission and strategic goals of the Department and allow consistent recognition and acknowledgement to those providing the service or donation. Regrettably, after five years of supporting Martial Cottle Park, the Friends group determined it must dissolve due to the inability to recruit new board members to continue its legacy.

The Friends group has been an invaluable asset to the Department and specifically to Martial Cottle Park. The Department appreciates Friends of Martial Cottle Park's five years of service and dedication. Four out of the five current Friends of Martial Cottle Park Board Members have served on the board since the organization's inception. The group had its highest level of participation in 2021 with 42 members.

Previous Contributions of the Friends of Martial Cottle Park

The goal of the Friends of Martial Cottle was to raise at least \$5,000 annually. They exceeded this goal and have provided funding for unique elements for the Department's sole agricultural park. The Friends group successfully raised funds to support the park, contributing \$15,143.13 to date, for a total of \$33,143.13 with the anticipated approval of this donation. Their funds have offset costs for the development of a sample hedgerow site, informational signs at the park, and restoration of the site's historic vehicles.

The Friends group will have contributed services and products at an additional value of \$8,000. This includes \$3,000 contributed directly to Environmental Volunteers for bus transportation bringing low-income school groups to programs held at the park. For the cutout displays, the Friends group selected an artist and had him create three farm cutout displays which were installed at the park in October 2023. These interpretive displays will be enjoyed by the public for years to come.

Alongside the monetary contributions, the Friends of Martial Cottle Park have provided various fundraising opportunities at the park, giving the public the opportunity to participate in you-pick events of park's crops, take part in tours of the Cottle and Lester Historic Ranch – an area which is closed to the public until development is complete, enjoy a movie night held at the park, and more. The Friends of Martial Cottle has raised awareness of the park itself, along with promoting volunteer opportunities, and events and programs held at the park, through participation in outreach opportunities and presentations to neighborhood organizations and other groups. The group has also supported events put on by the Department through participation as an informational and interactive booth.

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve this action will result in Santa Clara County Parks being unable to accept the donation from the Friends of Martial Cottle Park.

STEPS FOLLOWING APPROVAL

Upon processing, provide notification to Sabine Sander, Parks and Recreation Department, and prepare and send a thank you letter to:

Friends of Martial Cottle Park
Attn: Marjorie Alfs
1177 Branham Lane, PMB 318
San Jose, CA 95118