

# **CONEJO COALITION FOR YOUTH & FAMILIES**

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## MEMBER AGENCIES

Conejo Recreation & Park District  
Conejo Valley Unified School District  
City of Thousand Oaks

Marissa Buss, Conejo Recreation & Park District  
*Conejo Coalition for Youth & Families Chair*

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## COMMUNITY PARTNERS

Community Conscience

## MEETING MINUTES

Tuesday, August 1, 2023

The Recreation Conference Room at Hillcrest Center  
403 W. Hillcrest Drive, Thousand Oaks, CA 91360

### 1. CALL TO ORDER

The meeting was called to order at 10:04 am by Buss.

### 2. ROLL CALL & INTRODUCTIONS

Present:

Marissa Buss, Conejo Recreation & Park District  
Cindy Goldberg, Conejo Valley Unified School District  
David Newman, City of Thousand Oaks  
Rochelle Callis, Conejo Recreation & Park District  
Alexandra South, City of Thousand Oaks, in place of Sarah Mailes

Absent:

Sarah Mailes, City of Thousand Oaks  
Brenda Rachels, Conejo Valley Unified School District

### 3. GUEST SPEAKER

#### A. City of Thousand Oaks-Alexandra South-Walk2SchoolTO.org

South introduced herself and shared a presentation on projector for the Walk2School initiative. A brief background was given to explain how the initiative came to be. The presentation included information on the website, Walk2SchoolTO.org, which will be mobile friendly and meet ADA standards. The website is expected to launch in Fall of 2023.

Golberg thanked South for putting the presentation together.

Newman thanked South for her efforts in the presentation and putting the website together. He shared his experience in talking to Tim Berners-Lee, the inventor of the World Wide Web, and the idea of websites being read and write, he

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shared appreciation for the ability to receive feedback to help groups be able to use the website.

Buss shared her experience walking to and from school as a child and the commonality of it. As school choice becomes more common, she understands why the idea of “Walk to School” needs to be re-introduced to the community.

## 4. PUBLIC COMMENTS

- A. Kathy Naoum informed that October 4<sup>th</sup> is National Walk to School Day. Suggested that the City could start to get this event organized. She presented the issue of needing information in English and Spanish. South informed her that everything would be available in Spanish as well.
- B. Drew Pletcher suggested making this a bigger event by taking this to the DAC meetings at the school sites. He presented the idea of making it small and achievable by breaking it down into clusters. Starting small will help the Sheriffs have better support.
- C. Pam Chasse from the Thousand Oaks Library and a retired Principal, stressed the need to educate parents on how to keep kids safe when walking and biking to school. She posed the question of how to make it last after the initial roll out. Reminded that middle school aged children are also walking to school. Suggested that it should be a city-wide initiative versus focusing on one school district.

## 5. CONSENT CALENDAR

- A. Newman moved to approve the minutes from the June 6<sup>th</sup> meeting, Goldberg seconded.

## 6. ITEMS FOR DISCUSSION

- A. Buss presented the Agreement from 2018 to review. Callis asked that everyone become familiar with items 5.1 and 5.2 of the Agreement. Also asked for them to review 14, Scope of Power and Goals Objectives to help remember the focus of the group.
- B. Callis asked for opinions on the length of the Summit. Goldberg stated that she feels that an hour is too short for the conversations to happen. Buss asked if everyone thought an hour and a half would be sufficient. Goldberg discussed back timing it to start at 7 a.m. so everyone can still make it to work after the event and would need to see what works for everyone. 7:30-9:00 a.m. was agreed upon with a 7-730 a.m. meet and greet breakfast.
- C. Buss presented the next Agenda item of the Walk N’ Roll to School. Newman stated that this is a discussion on how to create the conditions that help families walk or ride to school. There is a need to foster the impression that we have safe streets. The focus would be elementary school students. Newman offered to be one of the volunteers for the program.

Goldberg stated that she is willing to get the school district invested in this program but that she cannot commit to a specific site to do something.

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Newman suggested figuring out which of the agencies the stakeholder groups fall into, to figure out how to get the information out.

Buss stressed the fact of needing to make several “touches” to the public to help them retain the information. Will need to use marketing to get the word out.

Goldberg suggested to speak with Kim Gold and talk about the marketing aspect for the school district.

Buss agreed on making October 4<sup>th</sup> a focus.

Goldberg suggested sharing this information at Back to School Night.

There was discussion on the amount of Sheriffs available for one day. Asked if there was a possibility of a smaller roll out.

Goldberg reminded that there is already a Bike to School Day. Suggested dividing up the clusters for the Sheriffs to cover.

South suggested making their own campaign aside from the National October 4<sup>th</sup> Walk to School Day.

Newman stressed the point of figuring out the division of labor to get the information out.

Buss stated that CRPD will share on Social Media platforms and attempt to send it out once a week.

Goldberg stated that she will talk to the Superintendent and Kim Gold about the campaign. Goldberg to come back with information that is received.

Newman stated that he will continue to talk to the Traffic Commission, Mailes, South, and the Sheriffs Department about the campaign.

- D. Discussion ensued on possible guest speakers for the next meeting in October. Goldberg suggested Community Action Ventura County. Buss suggested Adelante if Community Action Ventura County is not available.

## 7. AGENCY REPORTS & ANNOUNCEMENTS

- A. Newman stated that the Council signed off on a Bike and Road Safety initiative.
- B. Buss reported that the Summer Camps are going great, Paige Lane is getting updated landscaping, and Phantom of the Opera sold out all shows.

## 8. NEXT MEETING DATE-

- A. October 3, 2023 10 a.m. at the Hillcrest Center
- B. Items for next agenda

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i. Update on Walk N' Roll to School

9. ADJOURN

It was moved by Buss to adjourn the meeting at 11:01 a.m.