

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
February 12, 2014

MINUTES

The meeting was called to order at 4:00 p.m.

ATTENDANCE

The following Commissioners were present; Robert Brennan, John Deaton, Judy Salter and John Wilson. Commissioner Erin Resner was absent. Also present were Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson and Executive Assistant Sarah Sheetz.

PUBLIC COMMENT

There were no comments from the public.

CONSENT CALENDAR

The minutes from the Special Meeting held on January 15, 2014, and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for January 2014, were presented.

Commissioner Wilson inquired as to how many replacement panels remain available for the Sundial Bridge. Parks Superintendent Paul Anderson advised he did not have an exact count.

Commissioner Wilson stated that he liked the aggressive marketing campaign underway by the Redding Convention and Visitors Bureau. The other Commissioners agreed.

Motion: To approve the Consent Calendar.

(Made by Commissioner Brennan, Seconded by Commissioner Deaton)

AYES: Commissioners Brennan, Deaton, Salter and Wilson

NOES: None

ABSTAIN: None

ABSENT: None

Motion Carries

REDDING CIVIC AUDITORIUM ANNUAL UPDATE

Director Niemer welcomed Cory McCandliss, the new General Manager of Advance Redding, Nathan Parmelee, the Marketing Director of Advance Redding, and Charlie Harper of Bethel Church. She stated that the lease agreement with Advance Redding has performance parameters that Advance Redding has exceeded.

Mr. McCandliss introduced himself to the Commission. He is in his second week on the job, and stated that he is a native of Northern California and is excited to be in Redding. Mr. McCandliss provided a presentation, incorporated herein by this reference. Advance Redding continues to make upgrades to the Civic Auditorium, including the addition of folding walls on the first floor to yield 1-3 conference rooms depending on the configuration, the addition of speakers both inside and outside the building, the addition of large screens in the lobby. Advance Redding has taken over operation of the coffee bar on the main level and is contracting with a new caterer. Kitchen upgrades were completed by the City of Redding.

Mr. McCandliss reported 137 non-Bethel event days, which is 11 days more than in 2012, and 156 Bethel event days, which is up 9 days. Total event days were 293, which is up 20 days from the 2012.

Commissioner Brennan inquired how many event days were taking place when the City of Redding operated the facility. Management Analyst Matthew McCallum provided the figures of 158 event days in 2010 and 135 event days in 2011.

Mr. McCandliss stated that part of Advance Redding's agreement with the City of Redding is to honor use of the facility by the community. This year, Advance Redding hired a Marketing Director specifically for this purpose. Mr. McCandliss introduced Marketing Director Nathan Parmelee, whose goal is to go after concerts, promoters, bands, and convention use for the Civic Auditorium.

Mr. Parmelee thanked the Commission for the opportunity to speak to them today. He continued the presentation began by Mr. McCandliss, summarizing the non-Bethel events that took place at the Redding Civic Auditorium in 2013. He discussed the changing marketing efforts, and relationships in the local community.

Director Niemer stated that she is working closely with Mr. Parmelee on the Celebrate 10 event and that Advance Redding and Bethel Media have invested a lot of time and expertise in the event.

REDDING RECREATION YOUTH BASKETBALL PROGRAM UPDATE

Recreation Supervisor Sue Roi was out ill today. Her presentation will be deferred to the next meeting.

TIRE DERIVED PRODUCT GRANT UPDATE

Parks Superintendent Paul Anderson provided a presentation on the Tire Derived Product Grant Project, incorporated herein by this reference. The City of Redding received \$149,989 in grant funding from CalRecycle for the purchase of rubber mulch to be installed at various landscape medians throughout the City. Parks Maintenance is working with several groups including Bethel City Projects, Cal Fire's Sugar Pine Crew and the Streets Division on installation of the product.

PROJECT UPDATES

Director Niemer stated that the Community Services Department hosted the Annual Cultural Cruise along with eight other locations throughout the City.

Redding Recreation was notified of a grant award in the amount of \$32,000 from the California Department of Boating and Waterways last week. The funds will be used to purchase equipment, repair existing equipment, provide life vests for the Redding Aquatic Center's Waterama Event, and to subsidize sailing camps for youth.

A summary vacation of trail easement will be submitted to City Council for consideration next week. This is a result of the work done with the residents of the Fleur de Lac Subdivision in the past year to reconfigure the Gregory Pond Trail as some homeowners had improvements in the trail easement. The homeowners paid the additional cost for the re-alignment and the survey work is complete.

Henderson Open Space continues to gain interest throughout the community. Several donations have come in, including one in the amount of \$50,000, one for \$6,000, and one in the range of \$8,000-\$10,000. A proposed project would establish a parking lot, with some trail head amenities and maps.

Community Services will participate in a campaign by the National Parks and Recreation Association in partnership with Macy's to raise money for the Redding Trails Fund, which will help fund trails at Henderson Open Space.

Commissioner Wilson inquired if there is any place the public can access dog-friendly locations in the City. Director Niemer advised that the City is beginning the process of updating web pages which will help make this type of information more easily accessible.

Community Services is coordinating the Sundial Splash, which will take place on June 28, 2014, as part of the two-week Celebrate 10 event commemorating the 10th anniversary of the Sundial Bridge. Staff will be requesting shuttle services from RABA for transportation from the end point back to the parking lot at the beginning. The public is invited to attend. Registrants will receive a T-shirt, refreshments, and transportation back to the parking lot.

The Celebrate 10 Committee continues to work; Bandaloop is expected to be in the area in March 2014. \$180,000 has been raised at this point, with several requests still pending.

Chair Salter inquired about the progress the Shasta-Trinity Fly Fishers have made on the Clover Creek Clubhouse. Director Niemer advised that they plan to do an 'ask' within their own organization to start.

Francie Sullivan stated that May is "Bike Month" and May 3-18, 2014, is the "Bike to Work Challenge." She asked that the Commissioners encourage their businesses to participate.

COMMISSIONER COMMENTS

Commissioner Brennan stated that he noticed a lot of clearing along the Sacramento River Trail and that it is really nice to be able to see the river from the trail.

Commissioner Wilson stated that he might like to volunteer to help with the Gnarly Neon Event, which is scheduled for May 3, 2014. Director Niemer advised she would share the information with him.

Commissioner Brennan inquired about how the new FlashCams are working. Superintendent Anderson stated that they are working well; the message has been changed to be friendlier. There has been no vandalism since installation of the cameras at the Lake Redding Gazebo.

DIRECTOR COMMENTS

Director Niemer stated that the Spring Guide is out and that Recreation is now hiring for Summer 2014 positions. Most of the hiring will be complete by April 2014.

ADJOURNMENT

There being no further business Chair Salter adjourned the meeting at 5:21 p.m.



Judy Salter, Chair