

Community Services Advisory Commission
Special Meeting
Redding Convention Center
700 Auditorium Drive, Redding, CA
March 23, 2010, 4:00 p.m.

Minutes

ATTENDANCE

The meeting opened with the following Commissioners present: Jason Waybright, Adam McElvain, John Wilson and Susan Hinz.

Also present were Support Services Director Gerard Kersten, Tourism Officer Bob Warren, Management Analyst Michele Davis, Facility Supervisor John Johnson and Executive Assistant Erica Thomas.

PUBLIC COMMENT

None

APPROVAL OF MINUTES FOR SPECIAL MEETINGS OF JANUARY 25 AND MARCH 4, 2010

Motion: To approve minutes from January 25, 2010 (Made by Commissioner McElvain, Seconded by Commissioner Waybright).
Ayes: Commissioners Hinz and Wilson
Noes: None
Abstain: None
Absent: Commissioner McCoach

Commissioner McElvain requested a correction in the minutes of March 4, 2010, as Chair Hinz was not present during the last two motions of the March 4, 2010, meeting. In addition, the "adjournment" should list Co-Chair McElvain, not Chair Hinz. Management Analyst Davis advised those two errors would be corrected.

ACCEPTANCE OF COMMISSION AUTHORIZED LETTER TO COUNCIL REGARDING RECOMMENDATION OF CVB MERGING WITH THE SHASTA CASCADE WONDERLAND ASSOCIATION

Motion: To Approve Letter (Made by Commissioner McElvain, Seconded by Commissioner Wilson).
Ayes: Commissioners Hinz and Waybright
Noes: None
Abstain: None
Absent: Commissioner McCoach

Support Services Director Kersten advised the letter will possibly be presented on the next City of Redding Council meeting scheduled for April 6, 2010. Commissioner Hinz questioned if they

should attend, Support Services Director Kersten advised that was probably a good idea and that he would advise the CSAC if item was indeed on the City Council Meeting agenda.

DISCUSSION OF CAPITAL PROJECT NEEDS

Support Services Kersten explained the agenda item stating that Commissioner Wilson had requested a list of items which needed work in the building. Maintenance fixes are estimated on the high end. And Support Services Director Kersten feels confident that TOT dollars can be stashed away instead of being spent primarily on fixing the building. Commissioner Wilson also requested the record show that he is in support of prevailing wage.

Commissioner Waybright questioned the floor status. Support Services Director Kersten explained the floor project was still in litigation. Depositions have been taken – potential settlement has been reached regarding a repair plan. Commissioner Wilson questioned if there were any additional funds that could be redeemed during this budget period. Support Services Director Kersten advised no, the money has already been spoken for (encumbered).

DISCUSSION OF STAFF RECOMMENDED FEE INCREASES

Support Services Director Kersten reviewed packets of fee increase suggestions. Commissioner McElvain advised he didn't feel comfortable leasing the Convention Center building to anyone for anything less than \$1,500.00 per day. Commissioner McElvain advised the non-profit rates were still listed a bit low. Commissioner Wilson questioned the rates for other facilities in the area (i.e.: fairgrounds, holiday inn, win-river, etc..). Commissioner Waybright suggested implementing 25% increase currently and revisit in one year. Commissioner Hinz questioned the cost per day to open doors (even to non-profits) and advised she would like to see a comparison of costs to run the Convention Center for different events. Support Services Director Kersten advised Commissioner Waybright's suggestion was welcome and he was in agreement.

Mary Machado/Shasta Voices questioned how room nights verified in order to receive the current Convention Rate? Tourism Officer Warren advised a survey goes out to the promoted hotels after each convention and the room nights are added up. Commissioner McElvain suggested schedule of fees and service adaptation be put into action effective January 1, 2011. Gerry advised the City of Redding operates on a Fiscal year calendar. Commissioner McElvain asked if the Box Office cap could be removed from the proposed schedule of increased fees? Management Analyst Davis explained we can only charge for the cost to do the service, we cannot make money on a service that is provided.

Motion: To Approve Recommendation of Fee Increases as provided by staff (Made by Commissioner McElvain, Seconded by Commissioner Waybright. Commissioner Hinz added a proviso that each year staff should provide implications of prior year status).

Ayes: Commissioners Hinz and Wilson

Noes: None

Abstain: None

Absent: Commissioner McCoach

LETTER TO CONVENTIONS, SPORTS AND LEISURE INTERNATIONAL WITH ATTACHMENT AND CONVENTIONS, SPORTS AND LEISURE'S RESPONSE

Support Services Director Kersten explained this agenda item was regarding an unsolicited letter sent by the above company which does bench marking analysis and then make recommendations, etc. Commissioner Wilson had suggested we find out how much the inquiry would cost. Letter prepared by Support Services Director Kersten produced a response by CSLI response advising evaluation of current operations, make strategic suggestions, fee would be \$40,000.00. Currently there is no money allotted in the budget to request such a service and therefore the inquiry was laid to rest.

NEXT STEPS

Outline presented by Support Services Director Kersten in a previous meeting was referenced. Support Services Director Kersten requested that the Commissioners review and send their updates to him directly. He also suggested a recommendation to City Council which would include the outline and suggested fee increases. Commissioner McElvain requested the outline in an electronic version – Word or other format - so that changes could be made. Support Services Director Kersten agreed to send that electronic copy out to all of the Commissioners. Commissioner McElvain wanted to discuss long-term plan to include in the recommendation. Support Services Director advised capital improvement suggestions should be made in final report which will be made to Council at a later date. Perhaps capital projects/long term plan can be revisited yearly along with fees and services. Commissioner Hinz advised ideas should be forwarded to Commissioner McElvain or Support Services Director Kersten and all could be revisited at next CSAC regular meeting.

Motion: To review the outline (after it is supplied in electronic format) and update as needed. At the next CSAC Regular meeting the Commissioners will review and impose. (Made by Commissioner McElvain, Seconded by Commissioner Waybright).

Ayes: Commissioners Hinz and Wilson

Noes: None

Abstain: None

Absent: Commissioner McCoach

Next regular meeting - Wednesday, April 14, 2010 – 3pm at City Hall.

ADJOURNMENT

There being no further business, at the hour of 5:13pm Chair Hinz declared the meeting adjourned.

Susan Hinz, Chair