

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
May 13, 2015

MINUTES

The meeting was called to order at 4:02 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 Mayor Francie Sullivan, Vice Mayor Missy McArthur, Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson, Recreation Supervisor Jennifer Moore and Executive Assistant Eric Fischer.

Vice Chair Deaton served as the Acting Chair for the meeting.

PUBLIC COMMENT

There were no comments from the public.

CONSENT CALENDAR

The minutes from the Regular Meeting held on April 8, 2015; the minutes from the Special Meeting held on April 8, 2015; and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for April 2015 were presented.

Commissioner Deaton inquired as to whether the April 22nd volunteer brunch that was discussed in Parks Superintendent Anderson's report was an annual event. Community Services Director Niemer stated that the brunch is an annual City of Redding volunteers appreciation event. The Community Services Department had approximately ten volunteers in attendance; however, there are thousands of volunteers involved with the department. She expressed a desire to expand the event next year.

Commissioner Wilson asked if the five thousand volunteers included people such as coaches and community creek clean-up participants. Community Services Director Niemer stated the number includes these groups as well as anyone who has provided any amount of time or money to the department over the course of the year.

Commissioner Deaton inquired about the Waterama event and asked what type of activities are

undertaken in order to try to make it known to the public. Recreation Supervisor Jennifer Moore stated that the life jacket give away helps raise awareness for the event. Additionally, Waterama is advertised on the Recreation Department's Facebook Page as well as on their Twitter account. Community Services Director Niemer added that the event is included in the quarterly activity guide which is distributed to all students in Redding-area elementary schools.

Commissioner Brennan inquired about an update on Tiger Field. Community Services Director Niemer stated that she plans on talking about the latest developments with Tiger Field during the meeting's project updates.

Motion: To approve the Consent Calendar.
(Made by Commissioner Wilson, Seconded by Commissioner Salter)

AYES: Commissioners Brennan, Deaton, Salter and Wilson
NOES: None
ABSTAIN: None
ABSENT: Resner

Motion Carries

RECREATION TECHNOLOGY SURCHARGE UPDATE

Community Services Director Niemer stated that it has been a long journey to get the RMS system up and going. EnerGov is the software company that was tasked to develop the system. EnerGov was bought-out by Tyler Tech. There were a number of implementation and budgetary issues that occurred over the course of the project. The system went live in November of 2014.

Community Services Director Niemer stated that a 5% technology surcharge on recreation fee-based programs was adopted in 2010 in order to help fund the development of the RMS system. Admissions to The Redding Aquatic Center and free programs are exempted from the surcharge.

Community Services Director Niemer stated that in November of 2014, the RMS system went live. Through such features as online registration, the RMS system is helping the Recreation Department improve productivity and better track its payments and records.

Community Services Director Niemer stated that revenues from this surcharge fee were originally designated to be applied to the development and maintenance of the RMS system. After the annual costs of the RMS licensing and maintenance fees are paid, there is now a portion of the technology surcharge funding available for additional technology improvements.

Community Services Director Niemer stated that this money can be used to help better fully-leverage the benefits of the RMS system as well as provide enhancements to the recreation programs through additional technological services and equipment.

Community Services Director Niemer stated that some examples of the new technology include:

Tablets and other devices for the staff, thereby enabling them to be able to use RMS for registrations throughout the parks system; installation of Wi-Fi at Caldwell Park, Enterprise Park and other heavily-used recreation facilities; point-of-sale retail services for the Redding Aquatic Center; the development of mobile apps; and, Internet-based marketing content such as social media applications and websites.

Community Services Director Niemer proposed a request that the recreation technology surcharge fee be designated exclusively for the continued improvement of the RMS system and investments in new technologies for the Recreation Division.

Commissioner Wilson stated that he thinks the proposal is justifiable as long as the funds are going to the upkeep and improvements in the RMS system and the technology of the Recreation Department. However, he does not know the specific legal aspects related to the use-of-funds. Community Services Director Niemer stated that all activities like the current proposal are reviewed by the City Attorney.

Community Services Director Niemer stated that the RMS maintenance costs are approximately \$12,000 a year, which leaves \$18,000 available from the remainder of the \$30,000 in annual revenues generated from the technology surcharge fee. This \$18,000 allows for only a relatively limited amount of enhancements and improvements.

Commissioner Salter inquired as to if any problems were anticipated with respect to the City Council approving this proposal. Community Services Director Niemer stated that she did not anticipate issues.

Commissioner Brennan inquired if the four years of revenue was approximately \$120,000. Management Analyst Matthew McCallum stated that through March 2015, the total revenue was approximately \$123,727.

Commissioner Brennan expressed concerns that the proposed technology such as Wi Fi and iPads did not total up to \$18,000 per year. Management Analyst McCallum stated that the Wi Fi being looked into for the parks is actually a fairly large expenditure. Commissioner Brennan then proposed avoiding this expense by just using iPads with data plans. Management Analyst McCallum discussed several proposed Wi Fi uses such as making the Internet accessible to the public in the different City Parks and enabling employees to connect directly to The City's internal network.

Commissioner Deaton inquired as to whether the internet access at the Aquatic Center was a permanent hotspot. Management Analyst McCallum stated that the Aquatic Center has a dedicated data line.

Commissioner Salter brought-up the need to keep pace with the technology that is generally offered in the mainstream.

Commissioner Brennan inquired as to where the current surplus money that was over and above

the main RMS costs was being accounted for in the City's finances and what uses it could be applied towards. Management Analyst McCallum stated that the money is in the General Fund.

Commissioner Brennan stated that he has concerns regarding making sure that the participants of the fee-based programs are the sole beneficiaries of the investments from the surcharge fee. The money generated from the technology surcharge should not be invested anywhere else. The participants of the Recreation Department's fee-based programs need to be receiving all of the benefits from the 5% fees which they are being charged.

Commissioner Brennan stated he does not want a profit center set-up whereby the kids are not the direct beneficiaries of the money their families are spending. With the fees that are being invested in technology, the Recreation Department's programs should be improving for the benefit of the kids. And, from the enhancement of the technology, the Recreation Department should also be able to help pass-on the cost-savings in the overall fees it charges to the families of its programs. The money generated from the technology surcharge needs to provide one-to-one benefits for those paying the surcharge fee. Commissioners Salter, Deaton and Wilson concurred.

Commissioner Wilson stated that he wants to make sure the money is separated from the General Fund and designated only for its specific defined purpose of Recreation's investments in technology. Community Services Director Niemer stated that this is what was being accomplished with the proposal.

Community Services Director Niemer stated that if the technology surcharge fee looks like it is to be potentially used for any other uses other than the RMS system and the technology of the Recreation Department, the Advisory Committee will be informed and it will be brought to the attention of the Commissioners.

Motion: To approve the proposed designated uses of the technology surcharge fee.
(Made by Commissioner Salter, Seconded by Commissioner Wilson)

AYES: Commissioners Deaton, Salter and Wilson

NOES: None

ABSTAIN: Brennan

ABSENT: Resner

Motion Carries

COLOR VIBE REPORT

Recreation Supervisor Jennifer Moore provided an overview of the Color Vibe event recently held on May 2nd. There were about 3,000 participants. Approximately \$6,000 was raised for the benefit of the Redding Recreation Scholarship Fund. The event was sold-out this year, so they are therefore looking to explore larger venues in order to increase the turn-out in 2016. There

was a lot of positive feedback for the event and everyone had a lot of fun. Although some of the more serious runners expressed that the bottlenecks along the trail affected their times.

Commissioner Wilson inquired as to if there were statistics that showed the number of out-of-town participants. Recreation Supervisor Moore stated that this information was presently not available.

Commissioner Salter inquired as to how the proceeds compared to Gnarly Neon. Community Services Director Niemer stated that the overall net total was about the same.

Community Services Director Niemer congratulated Recreation Supervisor Moore on doing a great job.

COUNTRY CHRISTIAN SCHOOL SERVICE PROJECT REPORT

Recreation Supervisor Jennifer Moore provided an overview of the recent collaboration with Country Christian School to install a new patio area at the Aquatic Center. The project's estimated value is between \$8,000 and \$10,000. The school did a great job of fixing-up an area which is subject to 'sogginess' as a result of the combination of water splashing out of the pool and the shade of the trees. A section of the lawn was removed, weeds were pulled, a base of compacted sand was laid down, paved stones were put in place, and the borders and bark around the trees were also added.

Parks Superintendent Paul Anderson stated that the school did a wonderful job. The area looks really nice.

PROJECT UPDATES

Community Services Director Niemer asked Parks Superintendent Anderson to discuss The City's drought-related activities. Parks Superintendent Anderson stated that the overall water savings for last year was 46% for the Convention Center, almost 28% for the Corporate Yard, a little over 20% for the Landscape Maintenance Districts, and approximately 26.5% for the Parks. The State of California has increased the water saving mandate to 36% for 2015 using the same 2013 baseline.

Mayor Francie Sullivan recently had a meeting with California State Governor Jerry Brown regarding the drought and its effect on cities. Mayor Sullivan stated that Governor Brown was very firm regarding the current water saving mandates. There is potentially a \$1,000 per day fine, if the City does not get to the 36% savings rate.

Commissioner Brennan asked Mayor Sullivan if she had discussed with Governor Brown the issue of the relatively large percentage of households in the San Joaquin Valley who were not on water meters. Mayor Sullivan stated that while water usage was being monitored at the water

plant levels and not necessarily at each of the individual households, the overall water usage in many of the cities in Central California are being significantly lowered.

Mayor Sullivan brought-up related issues that should be considered with respect to water usage in Redding. The wildfires in the area and wildfire prevention are one aspect that differentiates Redding water needs from a lot of other areas of the state. Additionally the Redding community is responsible for being the stewards of the wild salmon in our charge. And, in order to maintain the necessary water temperatures for the salmon, water is pumped out of our wells and aquifers and into the Sacramento River.

Community Services Director Niemer stated that with respect to the 10% additional water savings, the water used for the ball fields is presently near its lowest possible limits. The City does not want to unnecessarily kill any trees or lawns that will, in turn, cost significant money to have to try to address later as the areas of loss are restored back to their original states.

Technology improvements like moisture sensor controllers can help conserve water-usage. Additionally, the City is trying to be proactive with the public in terms of asking the community to help report City irrigation mishaps.

Community Services Director Niemer stated that construction is progressing well for the Clover Creek Clubhouse which is being built in conjunction with the Shasta Trinity Fly Fishers. The project has received a lot of positive feedback. There was a brief disruption to the parking area for several days as trenching was needed to run utilities from Shasta View to the clubhouse. Additionally, people are very happy to be getting restrooms at Clover Creek.

Community Services Director Niemer stated that a number of parents have also expressed appreciation for the new restrooms at Rivercrest Park. Moreover, the Rivercrest Park restrooms have a minimal profile with respect to the overall aesthetics of the view and adjacent scenery. The Shastina Ranch development agreement which is in a landscape maintenance district will be incorporating a similar restroom model.

COMMISSIONER COMMENTS

Commissioner Salter expressed that she would like to see last summer's Sundial Splash become an annual event. With approximately three hundred boaters on the Sacramento River, it was a great success last year. And, many people have talked about how much they enjoyed the event. Community Services Director Niemer stated that she would like Sundial Splash to be held annually as well, but was unable to muster the resources this year. Going forward, different partnerships will sought in order to try to help make the Sundial Splash event happen again.

Commissioner Brennan inquired about the present state of the Slide The City event and brought-up the various concerns that have been expressed related to the drought and the event's use of water. Community Services Director Niemer stated that Slide The City is still planned for this summer. Water for the event is potentially being trucked in from Oregon, thereby, not being extracted out of California's water supply. The majority of the water used will be recycled. In

order to try to address the concerns that have been brought-up, the event planners are working on a water conservation information fair to be held concurrent and adjacent to the Slide event to raise awareness of the drought and educate the public on various water conservation steps.

Commissioner Brennan brought-up the 'Stay On Top Of It' swim safety program. The McConnell Foundation donated \$5,000. Color Vibe donated \$2,500. The Sunset Redding Rotary Club donated \$500. Community Services Director Niemer pointed out that, with this \$8,000 in matching funds which Commissioner Brennan was able to help raise, the total funding for the program is presently at \$16,000. The 'Stay On Top Of It' program helps fund swim lessons for children who have been identified as at-risk in terms swim abilities and economic resources. Cypress and Sycamore are the first two elementary schools partaking in the program. With \$16,000 in funding, 'Stay On Top Of It' will be able to help a number of kids with the fundamentals of swimming and water safety education.

DIRECTOR COMMENTS

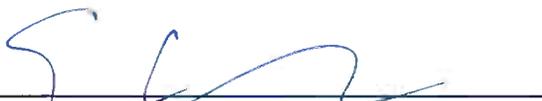
There were no additional comments.

ADJOURNMENT

There being no further business, Vice Chair Deaton adjourned the meeting at 6:01 p.m.

NEW OFFICE TOUR

After the meeting, Community Services Director Niemer invited the Commissioners for a brief tour of the new office location. On May 15th, The Community Services Administrative group and the Recreation staff are moving into a shared office space that was previously occupied by the Redding Electric Utility. Located on the 2nd floor of City Hall, the new offices provide the Recreation operations with much needed space as well as the more modern facilities of City Hall. With the shared offices, the Community Services and Recreation staff will be able to better coordinate with each other and can reduce a number of previously duplicated costs.



Erin Resner, Chair