

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
May 14, 2014

MINUTES

The meeting was called to order at 4:03 p.m.

ATTENDANCE

The following Commissioners were present; Robert Brennan, John Deaton, Judy Salter and John Wilson. Commissioner Erin Resner arrived at 4:10 p.m. Also present were Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson, Recreation Supervisor Jennifer Moore and Executive Assistant Sarah Sheetz.

PUBLIC COMMENT

Bob Miller, Chairman of the Heritage Plaza Board of Directors was present. Since 2009 Heritage Plaza has purchased family swim passes to the Redding Aquatic Center for its tenants. This year, they are purchasing forty (40) family swim passes totaling \$4,000. He stated that he feels a responsibility as an owner of businesses and properties in Redding to support both the families and the City facilities.

Chair Salter thanked Mr. Miller, stating that it was a wonderful gift to the families and that the Commission appreciates that Heritage Plaza recognizes the value of healthy outdoor recreation.

Recreation Supervisor Jennifer Moore stated that Shasta County Foster Agency recently purchased 93 family swim passes for its youth. The Redding Aquatic Center opens Memorial Day Weekend.

CONSENT CALENDAR

The minutes from the Regular Meeting held on April 9, 2014, and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for April 2014, were presented.

Commissioner Resner inquired about the funding source for the upcoming BANDALOO performance. Director Niemer stated that the Celebrate 10 committee raised approximately \$200,000 to fund the two-week celebration. Director Niemer stated that the website lists the sponsors who have helped fund the events.

Motion: To approve the Consent Calendar.

(Made by Commissioner Resner, Seconded by Commissioner Deaton)

AYES: Commissioners Brennan, Deaton, Resner, Salter and Wilson

NOES: None

ABSTAIN: None

ABSENT: None

Motion Carries

SMOKE FREE PARKS PRESENTATION

Jessica Duckett, Project Coordinator for the Shasta County Tobacco Education Program, provided a power point presentation on the Smoke Free Parks Campaign, attached and incorporated herein by reference. Project Coordinator Duckett stated that the Tobacco Education Program did a survey prior to the ordinance being passed by the City of Redding prohibiting smoking in parks, and will be doing a post survey in the fall to determine the effectiveness of policy implementation. The Shasta County Tobacco Education Program provided the City with 160 metal signs for posting in the parks, and has many posters, print and digital ads running at this time.

Commissioner Brennan inquired as to where the funding for the signage comes from. Project Coordinator Duckett advised that the funding comes from the State of California, the funds are generated from the tobacco tax.

Commissioner Brennan asked how Shasta County compares to the rest of the State percentage-wise for those who smoke. Project Coordinator Duckett advised that that the most recent survey from the State indicates 13.8 percent are smokers. In Shasta County, the most recent information indicates 20 percent to 26.8 percent are smokers.

Chair Salter inquired about the levels for schools, Project Coordinator Duckett advised the latest survey indicates 17.8 percent of youth in Shasta County are smokers.

Commissioner Deaton inquired about the policy as it applies to e-cigarettes. Director Niemer stated that the policy does not currently cover e-cigarettes, as they were not as prevalent when the policy was implemented.

PUBLIC WORKS AND NON-MOTORIZED TRANSPORTATION IN REDDING

Brian Crane, Director of Public Works, provided a presentation on non-motorized transportation in Redding, attached and incorporated herein by this reference. Director Crane introduced Sarah Grant, new Transportation Planner for the City of Redding, and John Bulinski, District 2 Manager for Caltrans. Director Crane explained the internal partnership between Public Works, Community Services, Planning and the Redding Police Department, as well as external partnerships with Caltrans, Healthy Shasta and the general public to name a few. He identified the key documents that guide transportation planning for the City of Redding.

Director Crane discussed the infrastructure that the City of Redding Streets Division maintains, and the challenges it faces. The City's index for pavement is 55. Statewide the average is 66, which is considered a crisis. The City would like to be at an index of 80. Director Crane outlined the funding sources for streets maintenance.

Director Crane presented recent street improvements that included creation of bike lanes or other non-motorized transportation improvements and shared planned improvements that address non-motorized transportation.

Director Crane discussed the upcoming Caltrans project on California Street, which is also a state highway. This project is identified as a pavement maintenance preservation project. The funding source is the Caltrans Highway Maintenance Fund. The funding source allows for fixing the pavement only. Director Crane advised that he discussed broader changes to both California and Pine Street with Caltrans, but this project is intended only to be a 4-6 year project, and the next project will be larger in scope. John Bulinski concurred. He stated Caltrans is looking at the project in an incremental approach, and that there are concerns about traffic volume. He stated that it would require a lot more funding to do some of the other improvements suggested, such as a bike lane in both directions.

Commissioner Wilson inquired about the feasibility of reverse angle parking. Director Crane stated that he would like to install reverse angle parking at Enterprise Park, which is a good location because there is a small parkway, or landscape strip, between the sidewalk and the street. He stated that it increases parking capacity and has a traffic calming effect. Director Niemer referenced a previous presentation suggesting that the bike lane be between the sidewalk and street parking and mentioned the difficulty of and lack of safety with implementing reverse angle parking with such a configuration.

Commissioner Brennan inquired about land and fees dedicated to building a road near Shasta View Drive and Rancho Road that is not necessarily needed and asked whether the funding could be repurposed. Director Crane replied that funding had not been put aside for the project, but rather just for the right-of-way.

Caltrans District Manager John Bulinski invited the group to bike the California/Pine Street Corridors on Friday, May 16, 2014. The group will survey the area and discuss the project from a cyclist's perspective.

Chair Salter thanked Director Crane for attending and for the thorough explanation from the Public Works Department.

PROJECT UPDATES

Director Niemer updated the Commission on currently open and recently finished projects.

The dedication ceremony at Turtle Bay East was held May 11, 2014. Attendees included students from University Preparatory School, who have adopted the site, representatives from the State of California's Natural Resources Agency, local representatives, and Commissioner Deaton.

Community Services is applying for a grant through Caltrans' Active Transportation Program for a lighting project on the Sacramento River Trail between the Sundial Bridge and Caldwell Park.

The Gnarly Neon event was attended by 1,384 runners from many parts of California, including Hayfork, Chico, Grover Beach, San Luis Obispo, and Atascadero, as well as the Redding area. Gross revenue from ticket sales was slightly over \$45,000; from that, the payout to the City of Redding Youth Scholarship Fund was \$6,800 and to Turtle Bay was \$4,500. The City also received an additional \$120 from the merchandise percentage. Commissioner Resner critiqued the level of advertising on social media of the event as compared to the previous year. The City's social media had next to no posts about Gnarly Neon, and the main informational and advertising posts were only viewable through a 'liked' page. Director Niemer replied that, although she had increased her department's involvement in advertising the event, much of the previous year's participation could possibly be attributed to the fad of attending a color run. Commissioner Resner also noted that there was no finish line or timer, and the after-party was over by the start instead of the finish, so people were confused by the event. While there were lots of people from the City of Redding, there was no one from Gnarly Neon at the finish line.

Community Services submitted an application for a Department of Boating and Waterways Grant for non-motorized boating access at Henderson Open Space.

The current *Art in the City* Exhibit is the largest the City has had in the building. The Quilters Sew-Ciety of Redding, Inc., has 60 quilts on display commemorating the 150th Anniversary of California State Parks. There is also a collection of oil paintings from the Grand View Fine Arts Society, three dimensional work by Patricia Cook, and photography by Kirk Beedle at the Redding Library.

Preparations for the Memorial Day event are underway. City staff works with the Shasta County Veterans Affiliated Council and other local agencies and individuals to plan the event. The event takes place on Memorial Day, May 30, each year and is attended by approximately 400 people.

Parks Maintenance recently finished repair work at the Redding Aquatic Center. The City Council approved funding for the repair based on initial cost estimates. The bids came in higher than expected. Parks Maintenance purchased the materials and performed the work on its own. Director Niemer stated that cost savings may be enough to fund replacement of the pump on the Signature Fountain at City Hall.

Parks Maintenance recently hired new gardeners, and Director Niemer stated that the Community Services Department also employs many part-time people, although there have been issues with delays in starting employment due to pre-employment physicals.

Celebrate 10 is shaping up well. Marketing for the events is in full swing, with regional and national coverage as well as local advertising.

The first 2014 Community Creek Clean-up meeting was held this week. The location selected is the Sacramento River Trail (south side) from Dieselhorst landing to the Buenaventura trailhead. Commissioner Brennan inquired as to whether it would be better to continue working on one area until it was completed, instead of changing areas entirely each time. Director Niemer replied that the location selection is made by a Committee. The site selected for 2014 was also selected in 2009, the committee feels it is time to revisit this location.

The projected spring implementation of the Recreation Management Software was missed, so the program will not be starting in summer. Many of the summer Recreation programs are sold out, including Farm Camp and swim lessons. Fantasy Fountain is open full-time on the weekends starting June 6, 2014.

The Shasta Trinity Fly-Fishers plan to break ground on the Clover Creek Club House in the fall.

COMMISSIONER COMMENTS

Chair Salter would like to continue to review the Parks Master Plan. Commissioner Brennan stated his only concern was that there was so much time and energy spent on the last Master Plan that was disregarded when decisions were made about the impact fees.

Chair Salter attended a tourism workshop that pulled together people from seven counties. She stated that it was very informative.

Chair Salter inquired about the status of the Soccer Park turf issue. Director Niemer stated that the City has retained legal counsel regarding the matter.

DIRECTOR COMMENTS

Director Niemer had no further comments.

ADJOURNMENT

There being no further business Chair Salter adjourned the meeting at 6:30 PM.



Judy Salter, Chair