

Community Services Advisory Commission
Special Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
August 22, 2012, 4:00 p.m.

MINUTES

The meeting was called to order at 4:02 p.m.

ATTENDANCE

The following Commissioners were present; John Wilson, Leona McCoach, Adam McElvain, and Robert Brennan. Commissioner Susan Hinz joined the meeting at 4:09 p.m. Also present were Community Services Director Kimberly Niemer, and Executive Assistant Sarah Sheetz.

PUBLIC COMMENT

Chair Wilson stated that he attended the Tourism Summit and found it very interesting and expressed appreciation for how hard our local tourism industry works to bring tourists and money to our area.

CONSENT CALENDAR

The minutes from the Regular Meeting held on May 9, 2012, the monthly Parks Maintenance Activity Reports for May, June, and July 2012, the monthly Recreation Division Activity Report for April, May, June, and July 2012, and the monthly Tourism Activity Reports for May, June, and July 2012, were presented.

Motion: To approve the Consent Calendar.
(Made by Commissioner McElvain, Seconded by Commissioner McCoach)

AYES: Chair Wilson, Commissioners McElvain, McCoach, and Brennan

NOES: None

ABSTAIN: None

ABSENT: Commissioner Hinz

Motion Carries

CONSIDERATION OF PROPERTY LINE ADJUSTMENT BETWEEN THE CITY OF REDDING AND DAVID AND LIANNE BOREN AT 227 MORA COURT

Director Niemer provided a brief history of the property line adjustment requested by property owners David and Lianne Boren, whose property is located adjacent to the Sacramento River Trail (SRT) and an access trail to the SRT. Director Niemer advised that Mr. Boren was also present in the meeting.

The proposed property line adjustment would offer more side yard privacy to the Boren family, and would put two large heritage oak trees in City ownership. Mr. Boren explained that eventually he would like to install a fence if the property line adjustment is approved to protect landscaping in his side yard in addition to offering more privacy from users accessing the SRT near his property.

Motion: To recommend to the City Council the property line adjustment between the City of Redding and David and Lianne Boren at 227 Mora Court.

(Made by Commissioner McCoach, Seconded by Commissioner McElvain)

AYES: Commissioners

NOES: None

ABSTAIN: None

ABSENT: None

Motion Carries

PROPOSAL FROM SHASTA REGIONAL SOCCER ASSOCIATION RELATIVE TO REDDING SOCCER PARK LEASE

Director Niemer advised that the City has had a partnership with the Shasta Regional Soccer Association (SRSA) at the Redding Soccer Park (RSP) since its inception. The SRSA is comprised of local professionals volunteering to guide the non-profit organization. The RSP is youth-oriented, alcohol and smoking are prohibited, and the cost of admission is less than that of neighboring Big League Dreams. Director Niemer advised that she sits 'ex-officio' on the SRSA board and attends most meetings. She attested that it has been difficult to get the operations going and that sponsorship and advertising revenue have fallen short of projections as the park opened at the start of a great recession.

Keith Hunting, president of the Shasta Regional Soccer Association stated that he would love to be able to contribute to the replacement fund per the terms of the lease agreement, however the funds just aren't there. He stated that he knows they are providing a great service, but it is tough to make a lot of money operating a community park. He stated that they have a budget of approximately \$350,000 to \$400,000 per year. He reiterated the difficulty they have faced obtaining sponsorship, advertising, field naming rights, etc. that are part of the business plan for the RSP. He stated that the SRSA cannot commit to something that is not realistic with its revenue.

Eric Keating, Program Development Director/Tournament Director for the RSP distributed marketing packets that are handed out to prospective partners. Mr. Keating identified several vendors who are advertising with the RSP and named several more that are interested. In addition to soliciting new advertisers, Mr. Keating is working on an agreement to do some athletic training at the fields that will fit in well with the operation. The idea is to provide added training for soccer players interested in taking their skills and/or fitness to the next level, as well as perhaps providing some exercise options for parents while children are playing or practicing at the park. The RSP is also capitalizing on the positive energy in the community generated by Redding native Megan Rapinoe and her contributions to the US Women's Soccer Team winning a gold medal at the 2012 London Olympics.

Mr. Hunting advised they are proud of what they have done, and that they have operated the park without costing the city any money. They have created a good reputation for the RSP. The park is known in other cities, by other coaches, and attracts a lot of teams from out of town.

Commissioner McCoach inquired as to the increase in participation in soccer since the park opened

to now. Mr. Hunting replied that the overall number of players has probably stayed relatively the same since the park opened. He advised that youth soccer is the second largest sport, only to basketball in the United States, and that the players are made up of approximately half girls and half boys.

Joan Caldwell, Business Manager of the RSP, stated that last spring there were 30 percent more field rentals from teams wanting to book the field for practice. She stated that coaches are realizing that rather than go practice for free at a school or on other grass fields, that they can rent field space at the RSP and provide a safe environment with consistent fields for their teams to practice. She stated that while the number of teams in the youth leagues remains the same, it is becoming more popular for teams to practice at the RSP.

Director Niemer agreed and stated that in Recreation they are experiencing similar trends. The number of players is about the same, although they are hearing from schools that they are experiencing declining enrollment.

Commissioner McCoach inquired that if the replacement fund requirement is removed how is the field going to be replaced? Director Niemer responded that there are a couple of items on the horizon that the city is actively involved in, including a problem with the drainage system that was installed at the park. Claims are pending, and it is likely that we will get some relief that would go towards field replacement. In addition, three of the fields wear differently than the fourth field. The field fibers are being tested, and if there is some defect we will pursue manufacturers. In the meantime, SRSA is doing a good job maintaining the field and we hope to get the maximum life out of the existing fields.

Chair Wilson inquired if there would be any extra money from the claim. Director Niemer the claim would be to have a drainage system that works. Chair Wilson inquired if the claim would include new turf. Director Niemer advised that it would include new underlayment, which is a big portion of the replacement cost.

Mr. Hunting stated that he believed there will be some money put aside if the proposed lease changes are approved, but that it is difficult to know how much. He stated the fields are supposed to last 8-10 years, and that at five years in, the fields are wearing well. He believes we will easily get to the 10 year mark.

Commissioner McCoach inquired about the naming of fields as part of the original business plan and wondered if that had generated any funds. Mr. Hunting responded that very few funds were generated and the efforts of the team were originally focused on operations. Mr. Keating stated that he had visited a facility in Rock Hill, South Carolina, where naming rights cost \$5,000. The fields at the RSP had originally been advertised for \$25,000 per field. He stated that Redding Kia-Subaru is interested in naming two fields for one year each at a price of \$5,000/field.

Commissioner Brennan requested clarification from Mr. Hunting if the SRSA is one hundred percent self-sufficient and receives no additional funding from the City of Redding. Mr. Hunting confirmed that other than the cost of construction the RSP is self-sufficient. Commissioner Brennan asked what the estimated replacement cost of the fields is. Director Niemer advised the replacement cost is approximately 1.5 million dollars. Commissioner McElvain asked if spot replacement could be done on the fields. Mr. Hunting replied that the fields don't wear that way. Director Niemer responded that if we can get the drainage done, then we are only replacing the carpet turf.

Commissioner Hinz requested clarification on the proposed lease modification. Mr. Hunting advised that the SRSA would like to have a basic reserve of one month of projected operating expenses, and would then put 50 percent of any revenue generated above and beyond operating expenses into the replacement fund.

Commissioner Brennan requested clarification that the RSP projects that it brings in \$65,000 per year in Transient Occupancy Taxes. Mr. Hunting confirmed that is correct. Ms. Caldwell stated that the RSP contributes to the local economy by providing full hotels during the 'off-season.' She stated that as the popularity of the park has increased, so too has the cooperation and support of local hoteliers.

Director Niemer commented that a talented group of individuals that are carrying the weight with this group. She stated that the board had recently restructured the job descriptions of the Program Development Director/Tournament Director and Business Manager to make its priorities in terms of marketing and advertising very clear.

Chair Wilson stated that he supported the changes but would like a time frame be added to the lease modification.

Commissioner Hinz stated that she thought the advertising rates were incredibly reasonable and that she approved of the creative way of advertising on the concrete. She commended the SRSA for its hard work.

Commissioner McElvain inquired if the SRSA would bring back lease change language to the next meeting. Director Niemer advised that if a motion included a request for a timeline to revisit the agreement that would be included in the request taken to the City Council. Chair Wilson advised that he did not think the proposed changes need to be brought back to the CSAC, but would like the three-year term on the proposed modification. Commissioner McCoach agreed.

Commissioner Brennan inquired if there was any way to funnel any of the Transient Occupancy Tax dollars back to the RSP as part of the Replacement Fund. He stated that he believes the RSP is a moneymaker for the City, and that the work being put in by the SRSA is fantastic. He stated that he doesn't want to see the RSP go away and supports any efforts to keep it going. Director Niemer agreed and stated that there have been some growing pains at the RSP, but that she feels we have a good team, a great board, and that things are on the right track.

Commissioner McCoach inquired if REU could donate lighting expenses. Director Niemer advised that REU has been a donor and a sponsor and the park receives the best available rate for their venue.

Motion: To recommend to the City Council a lease amendment that revises the replacement fund language to that put forward in the August 9, 2012, letter with a provision to revisit in 36 months.

(Made by Commissioner Hinz, Seconded by Commissioner McCoach)

AYES: Commissioners
NOES: None
ABSTAIN: None
ABSENT: None

Motion Carries

CONSIDERATION OF REVISIONS TO REDDING MUNICIPAL CODE RELATING TO CHAPTER 10.20 PUBLIC PARKS - PROHIBITED ACTIVITIES, INCLUDING A PROVISION TO PROHIBIT SMOKING AT ALL PARK FACILITIES, AND A PROPOSAL FOR A NEW CHAPTER 2.56 COMMUNITY SERVICES DEPARTMENT

Director Niemer provided a brief summary of the proposed ordinance and the process of coming to the recommended changes. The proposed ordinance is reorganized in a format that is easier to read, less redundant and contains a significant policy change suggesting prohibiting smoking in all city park facilities which includes parks, trails, and open space. She advised that smoking is currently prohibited on the Sacramento River Trail, and that there is state law that prohibits smoking around playgrounds. In addition, City Hall is a non-smoking campus as is the Library, and the beaches at Whiskeytown National Recreation Area have recently been designated as non-smoking.

Commissioner Hinz appreciated Director Niemer's desire to streamline the municipal code. She briefly addressed the no-smoking ordinance and stated that she fully supports a motion to amend so that this becomes a policy across the board for the City.

Commissioner McElvain stated that he was on the board of the Friends of Whiskeytown when they adopted the no-smoking policy at the beaches. He inquired of Jim Milestone, Superintendent of Whiskeytown National Park, what the process and timeline was for notifying the public and gaining public comment when they were going through this process. Mr. Milestone stated that they had a public meeting and had a 30-day open period when the public commented on it. He stated that there was a lot of press, editorials in the newspapers, a lot of build-up for it, and that they haven't heard anything since. He stated that the public has embraced the policy and that he thinks the City parks could benefit from a no-smoking policy as well. He stated that they haven't written any citations in two years, and that the reduction in litter has been dramatic.

Commissioner Brennan wondered how this would be policed in the City of Redding. Mr. Milestone stated that once posted as smoke free, the cooperation of the community has self-policed, which is a trend that more and more people are seeing. Director Niemer agreed that it is not something that Redding Police Department would be involved in unless another issue were taking place at the same time. Staff in our Parks Maintenance Division do remind patrons of the park rules while they are working in the parks. She stated that once signed, the community does enforce these types of rules. She also stated that the litter issue is very challenging for our Parks Maintenance staff.

Commissioner Brennan asked if there would be a smoking area in our parks at all. Director Niemer advised that there would be no smoking in the parks at all unless you are in your own personal vehicle.

Nathan Read of the Tobacco Education Program at Shasta County Health & Human Services stated that he has worked with a lot of communities who have dealt with these problems. He stated that a similar ordinance was passed in Anderson in November 2011, and since there have been only seven complaints about the ordinance. He stated that Anderson has done a great job with community education and that the public usually self enforces with law enforcement rarely needing to be involved. He also stated that the county has a tobacco compliance officer and that contact information can be posted on any signage the City of Redding plans to install.

Mr. Read stated that recently the beaches at Whiskeytown, the Shasta District Fair Grounds, as well as the City of Anderson have adopted no-smoking policies. He stated that there are more than 1,200 jurisdictions in the United States, and more than 130 jurisdictions in California that have policies prohibiting smoking in outdoor areas.

Charles Alexander, a resident, stated that recently before the Shasta County Board of Supervisors there was a proclamation to having a 'think before you drink sugary beverages month.' He stated that there are many bans being considered and passed by local governments, and wondered where it stops. He stated that the economy is in shambles, the jails are full, and misdemeanors are almost impossible to punish by any means other than a fine. He stated that one of the things that is making the parks less attractive to go to is not what is being put in peoples mouths, such as a cigarette, a soda, or potato chips, but the number of different transients who like to occupy the parks, some of whom are AB109 offenders who are unable to find housing. He concluded that we have better things to do than this.

Councilwoman Missy McArthur inquired if there was language in the proposed ordinance that prohibited smoking at community events? Director Niemer responded that if it were a community event at a City Park it would become smoke free under the proposed ordinance, but that this chapter of the municipal code was specific to Park Rules and Regulations.

Aleta Carpenter, the Communications Coordinator for the Tobacco Education Coalition in Shasta County stated that the Coalition is very supportive of this ordinance and glad to see it coming before the City of Redding.

Commissioner McElvain stated that he agreed with the Whiskeytown smoke-free zones, but was troubled by the amount of acreage this ordinance would cover in the City. He requested more time to consider the issue. Director Niemer advised that if the changes were recommended by the CSAC. The changes would be presented to City Council and would require a public hearing with published public notice and a 30 day public comment period.

Commissioner Brennan agreed this is a significant change and also wondered where one draws the line.

Commissioner Hinz stated that if this matter is recommended to the City Council she would like to have a unanimous vote. She thought it would be worthwhile to allow time for further research and consideration.

Commissioner McElvain inquired if there were any responsibilities shifted in the new code. Director Niemer advised that the responsibility for park closure now falls on the Community Services Director.

Motion: To continue to the September 12, 2012, meeting.
(Made by Commissioner Hinz, Seconded by Commissioner McElvain)

AYES: Commissioners
NOES: None
ABSTAIN: None
ABSENT: None

PROJECT UPDATES

Director Niemer advised that Fantasy Fountain is well underway. Wallner Plumbing has been busy doing the plumbing, Guiton's pools shot the gunite for the volcano and did a lot of repair work on the rocks at the site. The Record Searchlight has been running ads about the project. The above ground features of the equipment will be able to be removed in the winter time to be stored safely. Motion detectors will activate the equipment when people are there during the 'on' season. The Paint by Number campaign is underway, with 125 of 600 available items already sold.

Commissioner Brennan requested a draft of a letter from this Commission thanking everyone for this work. Director Niemer agreed to have a letter prepared for the September meeting.

Planning for the Community Creek Clean-Up is underway and will return to Henderson Open Space this year. Director Niemer stated that we have made some good progress at Henderson in the last couple of years, but there is still plenty of work to be done.

Turtle Bay East is turning out to be a beautiful project, with many people now using the trails. Director Niemer shared that the most compelling piece of information she has heard about the project came from Community Services Officer Brannon, who stated that he has picked up five homeless camps since this project started, while he has picked up more than 200 at Henderson Open Space. This is evidence that cleaning it up, opening it up and getting more traffic of trail walkers and dog walkers it makes it more difficult and less appealing to illegal camping.

Commissioner Brennan inquired on the timeline for Henderson Open Space. Director Niemer advised that we applied for two grants with the California Conservation Corps, and received one. The grant will provide for a lot of work, but does not provide for re-vegetation. We are relying heavily on volunteers and the Creek Clean-Up event.

The Recreation Management Software is still fairly limited with some big issues relative to interfacing with the City's finance system.

The Lake Redding Gazebo project has had some new life breathed into it. Local contractor Jon Cadorin has stepped forward to help with this project, and Kathy Anderson has also stepped forward to offer assistance with fund-raising. Mr. Cadorin finished the project budget last week, they will be meeting again the first week of September, with fund-raising planned in 2012 and construction in 2013.

Commissioner McCoach inquired about the Buckeye Disc Golf course. Director Niemer responded that the disc golf course is open, but that we are on the verge of closing down the concession stand due to repeated vandalism. We are rolling out a trial with new security cameras to be installed at the Martin Luther King Jr. Center. If successful, cameras will be considered for other locations as vandalism has been rampant in the parks.

COMMISSIONER COMMENTS

Commissioner Hinz inquired how the evacuation center is going at Big League Dreams. Director Niemer advised that she had visited earlier in the week, and that they had everything that they needed. She stated that she was not sure how long they are going to be there. Councilwoman McArthur shared that the Sheriff had just announced that all of the evacuations associated with the Ponderosa Fire have been lifted with the exception of one small area off of Highway 44.

Director Niemer advised that Big League Dreams has hired a new manager, Theresa Muth, who has worked at Turtle Bay and was the superintendent at the North Highlands Recreation District in the Sacramento area.

Commissioner Brennan asked if there are restrictions at the Redding Aquatic Center for swim meets. Director Niemer responded that there are not explicit restrictions. She stated that the aquatic center typically does two large swim meets per year, the Junior Olympics and the North Valley Aquatic League Championships. They have found that if they do more swim meets than that they lose a lot of business because the public gets the impression that they are closed for swim meets every weekend.

Commissioner McElvain inquired if any non-profits have come forward to volunteer to put in a flag pole at the library yet. Director Niemer advised that she has spoken with some interested parties and is very confident that it will happen.

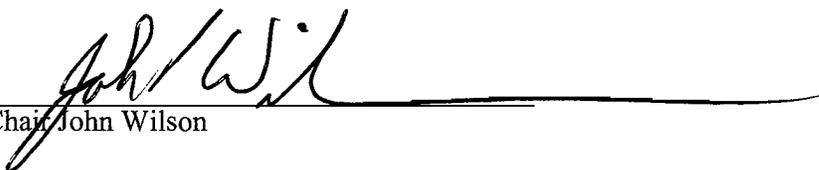
Donnell Ewert, Director of Public Health at Shasta County Public Health offered to assist with doing a survey of park users, collect data, and bring it back for the next meeting. Aleta Carpenter advised that she had volunteers who could do this work. Commissioner McElvain requested the results from the Whiskeytown surveys as well. Nathan Read suggested the Commissioners speak with the Shasta District Fair and the Anderson Parks Commission who both have recent experience with passing non-smoking ordinances and are out there day to day seeing the results.

DIRECTOR COMMENTS

Director Niemer shared that on September 7, 2012, there will be a big Megan Rapinoe public event beginning at 6:45 p.m. at the Redding Soccer Park.

ADJOURNMENT

There being no further business, Chair Wilson adjourned the meeting at 5:40 p.m.


Chair John Wilson