

Community Services Advisory Commission  
Regular Meeting  
City Hall - Caldwell Park Conference Room  
777 Cypress Avenue  
Redding, California  
September 11, 2013

## MINUTES

Chair Brennan called the meeting to order at 4:00 p.m.

### ATTENDANCE

The following Commissioners were present; Robert Brennan, Erin Resner and John Wilson. Also present were Community Services Director Kimberly Niemer, Deputy City Manager Greg Clark, Management Analyst Matt McCallum, Parks Superintendent Paul Anderson, Recreation Marketing Coordinator Therese Roberts and Executive Assistant Sarah Sheetz.

### PUBLIC COMMENT

There were no comments from the public.

### CONSENT CALENDAR

The minutes from the Regular Meeting held on August 14, 2013, and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for August 2013, were presented.

**Motion:** To approve the Consent Calendar.

(Made by Commissioner Wilson, Seconded by Commissioner Resner)

AYES: Commissioners Brennan, Resner and Wilson

NOES: None

ABSTAIN: None

ABSENT: None

### Motion Carries

## **REDDING CVB ANNUAL REPORT, LAURIE BAKER**

Director Niemer introduced Deputy City Manager Greg Clark who manages the City's tourism contract with the Shasta Cascade Wonderland Association (SCWA).

Deputy City Manager Clark provided a brief background on the structure of the contract with the SCWA and information on how the contract relates to the Transient Occupancy Tax (TOT). He highlighted the fact that the TOT has risen for the last four years. He introduced Laurie Baker, Chief Executive Officer of the SCWA and Redding Convention and Visitors Bureau (CVB)

Ms. Baker thanked the Commission for the opportunity to share highlights from the Annual Report. Ms. Baker introduced Krista Buckel and Chad New, both new to the CVB staff in the last year. A PowerPoint presentation was provided which highlighted the work of the CVB over the past year, including contract compliance, marketing strategies, creative efforts, social media, location-based service, a marketing video, print brochures, the visitor's desk at Turtle Bay and billboards. Steve Gaines, former Chair of the SCWA, complimented the work of Ms. Baker and the staff at the CVB.

Chair Brennan asked if the CVB would be marketing to fly-fishers in the coming year. Ms. Baker stated that Forbes Magazine has listed Redding as one of the top 10 fly-fishing destinations in the United States and that strategies would definitely include marketing to fly fishers and working with local organizations and businesses to attract fly fishers to our area.

Director Niemer complimented the staff of the CVB, stating that they have been very supportive of events Redding Recreation has brought to Redding as well, turning local events into more regional events.

## **REDDING RECREATION MARKETING PRESENTATION, THERESE ROBERTS**

Director Niemer introduced Redding Recreation Marketing Coordinator Therese Roberts. Ms. Roberts provided a presentation on the marketing efforts of Redding Recreation including information on the marketing strategies including the quarterly 'Guide,' print advertising, social media, Redding Recreation's website, videos that have been produced in the past year, and ideas for the future.

Chair Brennan thanked Marketing Coordinator Roberts for the presentation. Director Niemer also thanked Ms. Roberts for the outstanding work that she does.

## **PARK FUND REPORT UPDATE**

Analyst McCallum gave a summary of the two funds that contribute to the Park Fund, the Park-in-Lieu Fund and the Park Development Fund. He provided a recap of the staff report distributed with the Agenda, including current revenue and debt, as well as projections for the coming years. The Park Fund remains positive, however, the Park Development Fund is

currently in the red, and is borrowing money from the Park-in-Lieu Fund. Commissioner Resner asked why the Park Development Fund is so far in the red. Director Niemer stated that it is due to debt service paid out of the Fund. Analyst McCallum stated that last year at this time the Park Fund was projected to go approximately \$12,000 in the red at the low point, and that now, due to better than projected permit fee revenue, the low point is projected to be approximately \$63,000 in the black. Commissioner Brennan inquired if there is still a loan that the General Fund owes to the Park Development Fund. Analyst McCallum advised that yes, there is still a loan of approximately \$450,000 that the General Fund borrowed from the Park Development Fund. Director Niemer clarified that the General Fund borrowed money from the Park Development Fund for the construction of the Redding Soccer Park. Chair Brennan asked if it should be included on the spreadsheet as a footnote. Analyst McCallum stated that information is in the staff report. Commissioner Resner inquired if there is rent being paid on the Soccer Park. Director Niemer responded that there is not rent being paid on the Soccer Park. Analyst McCallum stated that there is revenue from the Big League Dreams Park, but that the Soccer Park is not in a revenue producing state yet. Director Niemer clarified that the revenue from Big League Dreams was reallocated to the General Fund several years ago due to the recession.

Commissioner Wilson asked for clarification stating that the General Fund owes the Park Development Fund \$450,000, and is taking \$120,000 of revenue generated by Big League Dreams from the Park Development Fund each year. Director Niemer clarified that there is nothing contractual that stated the revenue from Big League Dreams would go to the Park Development Fund. Commissioner Wilson stated that he thought this arrangement is wrong. Commissioner Resner concurred. Director Niemer stated that when the recession hit, approximately \$20,000,000 was cut from the General Fund, any dollars that were not contractually obligated as revenue for various funds were on the table for reallocation.

Director Niemer stated that staff took the Commission's recommendation on the Park Development Fee proposal to the last City Council meeting. The Council decided to leave the existing fee intact. There was some discussion at that Council meeting about reducing park standards and acreage. A review of the *2004 Parks, Trails and Open Space Master Plan* (Parks Master Plan) is scheduled for 2014. Director Niemer stated that one of the drivers of the current large neighborhood park standard is the acreage required for ball fields. When the Parks Master Plan was being developed, the youth sports organizations stated a need for more practice fields in neighborhood parks where children live.

Director Niemer stated that she has been speaking with the Library group regarding the need to do a community survey. When the Parks Master Plan was done before the City contracted with a firm to conduct a scientifically sound community survey. She stated she would be soliciting proposals to have a survey conducted so we have current data on community service oriented uses.

Commissioner Brennan asked if the Commission could provide any recommendations. Director Niemer stated that there would likely be an ad hoc committee.

Commissioner Wilson inquired if there is a break-out of developed vs. undeveloped acreage in the park inventory. He recalled a discussion he had with a community member regarding the

large inventory of undeveloped acreage. Director Niemer stated that there is an inventory of undeveloped acreage, and park development fees pay to develop such sites. The fees are not necessarily used to acquire more land, but the funds are necessary to develop existing undeveloped sites.

Commissioner Brennan inquired if the parks going in at new development sites would be scaled back according to the amount of fees collected. Director Niemer stated yes, the projects will be scaled back. The cost estimates are right on target, but the revenue is not there.

Director Niemer stated that the surplus of the undeveloped park site on Hemingway Street in Hacienda Heights will be on the September 17, 2013, City Council Agenda. She stated that without proper funding for park development the City may encounter this type of situation again, where the developer has dedicated the land, but the City does not have the funds to build the park.

Director Niemer thanked Chair Brennan and Commissioner Deaton for attending the City Council meeting and speaking on behalf of the Commission regarding Park Impact Fees.

## **PROJECT UPDATES**

The Lake Redding Gazebo Dedication ceremony will be taking place on October 1, 2013. Refreshments and entertainment will be provided.

The Turtle Bay East project continues, with the contractor on site doing site prep. Paving and shade structure construction will be underway shortly.

Staff has been working with volunteers from Bethel Media on a signage project, with a focus on standardizing park signage.

Work continues at Henderson Open Space, and interest continues to grow at this site. Staff is awaiting a response from the Natural Resources Agency on the Environmental Enhancement and Mitigation Project grant application. The site has been designated as the recipient of donations received in honor of the late Frank Sawyer, a longtime Redding resident and partner in Sharrah, Dunlap, Sawyer, who recently passed away. In addition, a bench was recently donated by Janet Mikkelson in honor of her mother, a member of the Hemsted Family who owned the property at one time.

The Community Creek Clean-Up is coming up on October 5, 2013. Jeff Haynes from Commercial Landscaping will be in attendance, as well as Redding Rotary, Bethel Church and local area high schools will also be involved

The Amethyst Park playground has been completed.

The Recreation Management Software project continues with delivery of the first installment of software.

Director Niemer advised that there are two items on the September 17, 2013, City Council Agenda, which are the sale of the Hacienda Heights park site and the proposal from the Shasta-Trinity Fly Fishers to construct the Clover Creek Clubhouse at Clover Creek Preserve. Both items were recommended by the Commission in previous meetings.

Director Niemer shared some photos of the Martin Luther King Jr. Center camping trip which took place August 9-11, 2013. The Lassen Park Foundation contributed a grant amount of \$1,000 towards the camping trip for the children. Director Niemer thanked Eagle Bus Ministries for providing transportation at a very reasonable rate for the trip.

### **COMMISSIONER COMMENTS**

There were no additional comments from the Commission.

### **DIRECTOR COMMENTS**

Director Niemer had no further comments.

### **ADJOURNMENT**

There being no further business, Chair Brennan adjourned the meeting at 5:36 p.m.

A handwritten signature in black ink, appearing to be 'RB', written over a horizontal line.

Robert Brennan, Chair

