

Community Services Advisory Commission  
Regular Meeting  
City Hall - Caldwell Park Conference Room  
777 Cypress Avenue  
Redding, California  
September 12, 2012, 4:00 p.m.

## MINUTES

The meeting was called to order at 4:04 p.m.

### ATTENDANCE

The following Commissioners were present; John Wilson, Susan Hinz, Adam McElvain and Robert Brennan. Commissioner Leona McCoach joined the meeting at 4:06 p.m. Also present were Community Services Director Kimberly Niemer, Deputy City Manager Greg Clark, Management Analyst Matt McCallum, and Executive Assistant Sarah Sheetz. Parks Superintendent Paul Anderson joined the meeting at 4:10 p.m.

### PUBLIC COMMENT

There were no comments from the public.

### CONSENT CALENDAR

The minutes from the Special Meeting held on August 22, 2012, the monthly Parks Maintenance, Recreation Division and the monthly Tourism Activity Reports for August 2012, were presented.

**Motion:** To approve the Consent Calendar.  
(Made by Commissioner Hinz, Seconded by Commissioner Brennan)

AYES: Commissioners Hinz, Wilson, Brennan and McElvain  
NOES: None  
ABSTAIN: None  
ABSENT: Commissioner McCoach

**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 an overview of the discussion on this topic from the August 22, 2012 meeting, at which time this item was carried over as the commission requested more time for deliberation and requested that staff publicize the issue. The issue to be continued for discussion centered on the no-smoking ordinance. Since the August 22, 2012, meeting, Director Niemer participated in several interviews with the media and the Shasta County Tobacco Education Coalition conducted surveys of the public. The survey results were included in the agenda packet for this meeting.

Commissioner Hinz inquired about the Police Chief's position on the issue. Director Niemer advised that in terms of the cigarette smoke they do not plan to enforce. However, a smoking ordinance which bans smoking of any material in the parks would provide a tool for law enforcement with regards to medical marijuana. There is currently no prohibition on smoking of medical marijuana in the parks, Chief Paoletti supports the cause for this reason. Parks Maintenance Division reports that they spend time everyday picking up cigarette butts, both on the medians and in the parks each and every day. Research also shows that as there have been more bans on indoor smoking, the littering of smoking related materials has increased.

Commissioner Brennan commented that staff had reported that in Anderson every park is smoke free and that is not the case. Director Niemer thanked Commissioner Brennan for the opportunity to clarify the statement. The City of Anderson has two parks, Volonte Park, and Anderson River Park. Volonte Park is smoke free, while Anderson River Park is smoke free in active recreation areas and at community events within the park. In addition, Anderson has banned smoking at all community events, whether in or outside the parks.

Chair Wilson stated that he is comfortable that the issue has been publicized.

Commissioner McCoach thanked the Tobacco Education Coalition for getting the survey done so quickly.

Nathan Read of Shasta County Public Health's Tobacco Education Coalition (Coalition) summarized the survey conducted. The survey was conducted over a two-week period of time, and the analysis included 344 interviews using a similar survey to the one at Whiskeytown. Twelve individuals conducted the survey during various times of the day and week, utilizing a canvassing approach. The results were entered into a database and were analyzed by an epidemiologist, who estimates the margin of error is approximately +/- 5.3% of all park users. The results found that 74 percent supported a smoking ban, while 18 percent opposed. The majority of individuals surveyed did not smoke a cigarette in the last week. A strong majority observed litter and were bothered by smoking in the park, and 95 percent responded that they would come as often or would use the park more often if the policy were passed.

Commissioner Hinz inquired what percentage of Shasta County residents are smokers? Mr. Read responded that Shasta County is in the range of 16-21 percent of residents are smokers, while 13 percent of residents in the State of California are smokers. The survey results revealed that the smoking percentage in the parks was 13.7 percent.

Donnell Ewert, Director of Public Health for Shasta County Health and Human Services stated that while people are aware of the health consequences of smoking, a lot of people are not aware of the acute consequences of breathing second-hand smoke. Asthmatics in particular are vulnerable to

second-hand smoke and breathing it can trigger an acute attack immediately. Mr. Ewert also advised the Commission that all of the school sites in Shasta County are smoke-free now, and residents utilizing the schools as parks are accustomed to the idea that when you take your child somewhere to play on a playground or practice sports, it should be a smoke-free environment. He also addressed the argument that a smoking ban may be an infringement on civil liberties and the rights of people. He countered that non-smokers have the right to breath clean air for their own well-being. Furthermore, this ban does not discriminate against a group people, but rather bans a behavior in certain areas. Our community faces significant challenges in regards to medical marijuana, including children being exposed to people smoking medical marijuana in parks as if it is a socially accepted norm.

Aleta Carpenter, Communications Coordinator for the Tobacco Education Coalition offered to answer any questions the Commission might have regarding the specifics of the survey conducted. Commissioner Hinz thanked the Coalition for doing the survey on such short notice and expressed appreciation for the excellent work.

Charles Alexander, a resident, thanked the commission for the opportunity to speak on the subject. He stated that the proposed ban is just another step down a slippery slope of such policies. He stated that health related arguments are being used to justify the current ban, and the prohibition of anything, anyone, anywhere, anytime that one could find the least bit distasteful. He asked the commission to reject the proposal. Chair Wilson thanked Mr. Alexander for his comments.

Commissioner McElvain stated that he appreciated tabling of the item. He thinks it is an important step, and he agrees that the Commission should come with a unanimous recommendation. He stated that he understands the importance of fire safety, pollution, and public health. Commissioner McElvain asked the Commission to consider that Big League Dreams and the Convention Center Structure be exempt from this ban. Director Niemer clarified that the proposed ban would not extend to the properties suggested by Commissioner McElvain and referred to the Definitions on Page 1 of Chapter 2.56 Community Services Department of the draft new ordinance, which defines 'Park Facility' as any body of water, land, trail, open space, archaeological site, skate park, building, structure, or other appurtenance owned by the City and managed, controlled, or operated by the Department, including the grounds of the Redding Civic Auditorium. The ban would not include City owned properties not managed by the City, (i.e., the Soccer Park, Big League Dreams, the Civic Auditorium Building, or the Rodeo grounds). Commissioner McElvain stated support for the revisions and that the marijuana component was significant to his deliberation.

Commissioner Brennan stated that he also appreciated the time to deliberate on the issue. When the proposed changes were first presented he was not in favor, however, after further consideration and in reviewing the survey results he is in favor of the proposed ordinance changes. He does not feel we are infringing on smokers because they can still smoke, just not in certain areas. He concurred with Commissioner McElvain's statements..

Chair Wilson stated that while the Record Searchlight poll yielded results of approximately 50 percent in favor, 50 percent opposed to the proposed ordinance, everything else is in the 75 percent in favor range.

Commissioner Brennan advised that he spoke with Pam Lewis from Anderson and they are very pleased with their ordinance, and that they have had very few problems with enforcement.

**Motion:** To recommend to the City Council adoption of the proposed revisions to the 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.

(Made by Commissioner Hinz, Seconded by Commissioner McCoach)

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

### **Motion Carries**

Director Niemer clarified that the next step is a report with the recommendation to the City Council, and that there would be public notice and a public hearing.

The Commission thanked the Tobacco Education Coalition for its work and the members of the public for their comments today.

### **PRESENTATION BY REDDING CONVENTION AND VISITORS BUREAU - 2011/2012 YEAR IN REVIEW**

Chair Wilson welcomed Laurie Baker, Chief Executive Officer of the Redding Convention and Visitors Bureau (CVB) to the meeting and her new position.

Deputy City Manager Greg Clark provided a brief background on the privatization of the CVB and outlined highlights of the agreement between the City and the CVB. Mr. Clark identified recent changes in both the Shasta Cascade Wonderland Association (SCWA) and the CVB, with the retirement of the former CEO of the CVB and the president of the SCWA. Ms. Baker has been appointed CEO, and Ed Rullman is the incoming president. Mr. Clark also touched on highlights of the Annual Report including the increase of 4 percent in Transient Occupancy Tax (TOT) during the first year of the agreement, and an increase of 6 percent last year.

Laurie Baker thanked the Commission for the opportunity to present the Annual Report to them. She introduced Jenny Zink, Director of Marketing for the CVB; Chad New, new Director of Industry Relations and Sales; Steve Gaines, outgoing President of the SCWA; and Ed Rullman, incoming President of the SCWA. Ms. Baker provided a PowerPoint Presentation.

Commissioner Hinz thanked Ms. Baker for the presentation and welcomed her to her new position.

Steve Gaines stated that Ms. Baker was the best candidate for her position. He also shared some statistics about Redding-area hotels from a peer report prepared by Smith Travel Research stating that in March 2012 that the market tier of Northern California was 49.7 percent occupancy, while Redding was 64.8 percent. The 12-month figures put Northern California at 57.3 percent occupancy, while Redding was 65 percent. The latest number, for the month of August 2012, put Northern California at 69.5 percent, while Redding was at 76.6 percent occupancy. Mr. Gaines offered to make the figures available to the Commission on a monthly basis.

Ed Rullman advised that when you start hitting 70 percent occupancy on a consistent basis, developers begin to show interest in building new hotels in the community.

Commissioner Brennan asked how the CVB ties in with the Fly Shop, Aquatic Center, the Soccer

Park, the Civic Auditorium, and other local business and venues around the City. Laurie Baker advised that with businesses, they build a relationship and take the marketing materials for the business with them to trade shows. She stated that with the local sports facilities, the CVB works with them to try to get other areas to want to come here for tournaments or other events that are taking place at the various venues. The CVB does internet advertising to target those groups. With the Civic Auditorium, the CVB will work to bring associations to have conventions in the building. Ms. Baker advised that a new committee has been formed that has a member from each of those organizations and the CVB and that they are working together to market and bring tourism to Redding. Additionally, the CVB works with the Chamber of Commerce to create 'swag bags' to be offered at such events.

Commissioner Brennan inquired if the CVB staff knew how the City of Jacksonville, Oregon, had acquired the Britt Festival. Jenny Zink advised that it is a non-profit organization that has created the festival. Ms. Baker stated that the CVB would like to bring more festivals to Redding and would like to work with small groups to support their events and help make them bigger.

Ed Rullman mentioned Jarret Yount and his desire to bring the Amgen Tour to Redding. Ms. Baker advised that proposals have been submitted to Amgen for two years now.

Councilwoman Missy McArthur inquired if they were working with Mayor Dick Dickerson on bringing the BMX races to Redding. Ms. Baker advised that a proposal has been submitted and a response is pending.

Valerie Long stated that through her travels that pet friendly hotels are a big thing. She also mentioned that at the State Fair, Placer County won the past two years, and they have had a 25 percent increase in tourism and shopping. Ms. Baker stated that they have been working closely with Dog Tracker to identify pet friendly hotels. She also advised that they have renewed interest in the State Fair.

Commissioner Brennan inquired if there was a way of gauging the return on the international spending. Ms. Baker stated that the tour operators are saying that they want to set themselves apart, and that the travelers they sell to want to be in the outdoors. She also stated that if you go out to the Sundial Bridge and sit and listen you will hear many different languages. Lastly, Ms. Baker stated that they have purchased Visa View to identify travelers using their Visa card when they travel in the U.S. The reports provide information broken out by the type of merchandise purchased by foreign travelers as well as their country of origin.

Commissioner Hinz expressed appreciation for the horse trails being identified on the trails map. She stated that people come from all over to ride the trails in Shasta County. She advised that in the spring she participated in an endurance ride with 80-plus riders for a 50-mile ride through Whiskeytown. Ms. Baker asked if she and Mr. New could work with Commissioner Hinz to tap into that market. Commissioner Hinz agreed that would be a fantastic idea.

Director Niemer stated that Ms. Baker has been very good at taking forward ideas that have been percolating for a while, one of which is getting the sports facilities groups together. Ms. Baker is now working with them to draw these crowds together and draw more tournaments to Redding. The Fly Fisherman is another group that is starting to coalesce. Director Niemer thanked Ms. Baker and her staff for all of their good work.

## **PRESENTATION BY ADVANCE REDDING, INC. - REDDING CIVIC AUDITORIUM UPDATE**

Director Niemer introduced Sheri Silk, the General Manager of Advance Redding, Inc. Ms. Silk provided a PowerPoint Presentation covering some of the recent improvements in the building and to the website, a summary of event days scheduled and employee statistics. Ms. Silk stated that Advance Redding continues to work with many of the organizations the City worked with in promoting events at the Civic Auditorium.

Valerie Long stated that Sheri Silk is an outstanding manager and thanked her for keeping the Civic Auditorium open.

Chair Wilson stated that the Commission had concerns when the transition was taking place, but that it appears that things are going well. Commissioner Brennan inquired about the event day statistics, Ms. Silk clarified that Advance Redding has 129 event days scheduled on the calendar for 2012. Director Niemer concurred that Advance Redding has made significant improvements to the building and applauded their efforts. She clarified that all improvements are authorized by the City of Redding prior to being made, and that everything that Advance Redding has done adds value to the building.

Chair Wilson inquired about the City employees who still work at the Civic Auditorium. Ms. Silk provided a brief update on these employees, stating that Advance Redding is pleased to have them on board as employees. In particular, Bob Frampton has been an asset during the transition.

## **PRESENTATION - 2012 COMMUNITY CREEK CLEAN-UP**

Director Niemer provided a PowerPoint presentation regarding the upcoming Community Creek Clean-Up.

## **PROJECT UPDATES**

The Fantasy Fountain Re-Creation is ongoing. Concrete will be poured next week, which will begin the 28-day curing period. The Record Searchlight will then be working on scheduling the Paint by Numbers fundraiser. The YMCA sent an e-mail out to the its membership today encouraging them to support the project. Universal Precast volunteered their time to paint the volcano. The Record Searchlight has been an amazing partner, donating \$40,000 in cash and almost daily support. The water spray park is expected to open this year.

The Lake Redding Gazebo Project is back and has been reorganized. Jon Cadorin of Cadorin Construction has stepped forward as a volunteer and has completed a cost estimate. Kathy Ann Anderson has stepped forward as the project fundraiser. Meanwhile, Richard Quintana, of the U.S. Marine Corps brings many contacts and donations already in place.

The Diestlehorst Bridge Rehabilitation project has begun. The bike and pedestrian traffic has been re-routed. There will be additional lighting, and water plumbed to the site for this historic restoration.

The Recreation Management Software project is making progress. We expect to be live for winter registration internally and live in spring for public. Director Niemer advised that we are one of the few cities that provides recreation services to non-residents without charging an additional fee. The RMS software has an interface with our GIS mapping system that would check residency, making it easier to charge a non-resident fee if desired.

## COMMISSIONER COMMENTS

Commissioner McCoach inquired on the status of the park development fund, as the Record Searchlight reported today that permits for single family resident housing are double last year's numbers. Analyst McCallum responded that it is good news, that we are most of the way toward the projections made last year, and that we hope to exceed those projections.

Director Niemer advised that she is working with Jeb Allen of Highland Park on the Park RFP right now, and that we are starting to see more infill projects.

Analyst McCallum advised that last year Park Development Fees were approximately \$190,000 for the entire year. Park Development Fees are at \$145,000 for this fiscal year, which began July 1, 2012.

Commissioner McCoach advised that she has decided to resign from the Commission, citing family and additional work responsibilities. She stated that this will be her last meeting.

Director Niemer stated that Commissioner McCoach has been our longest-serving member of the current Commissioners. She has been a great resource and will be missed.

Commissioner Brennan inquired how many employees transferred back to the City when the Civic Auditorium was leased to Advance Redding, Inc.? Director Niemer stated that she would get back to the Commission with an accurate answer.

Commissioner Brennan inquired about whether REU could be assigned responsibility for the lighting on the Sundial Bridge. Director Niemer advised that the budget updates come up in February and we would be pushing for that.

Commissioner Brennan inquired as to how many part time people were hired in Parks Maintenance in the past year. Director Niemer advised that Shasta Voices recently did an article on this subject, and that she would share the data prepared for the article with the Commission as well.

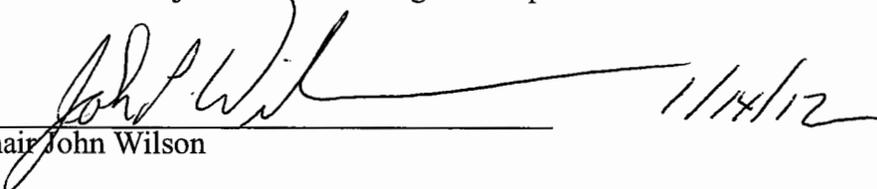
Commissioner Brennan inquired about the cost for the City to install and stock doggie bag containers at parks or trails. Director Niemer advised that several years ago the City was spending approximately \$4,000-\$5,000 per year on doggie bags. Director Niemer advised that we do not currently have the resources, and that we are spending a lot of money on vandalism and arson repairs. Commissioner Brennan asked at what point do the areas that are continually hit get shut down. Director Niemer stated that we are closing down some of the restrooms, and it has a mixed effect.

## DIRECTOR COMMENTS

There were no additional comments from Director Niemer.

## ADJOURNMENT

Chair Wilson thanked Commissioner McCoach for her service. There being no further business, Chair Wilson adjourned the meeting at 6:12 p.m.

  
Chair John Wilson