

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
October 8, 2014

MINUTES

The meeting was called to order at 4:00 P.M.

ATTENDANCE

The following Commissioners were present; Robert Brennan, John Deaton, and John Wilson. Also present were Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson, and Executive Assistant Misty Rhoads.

PUBLIC COMMENT

No public comment was made.

CONSENT CALENDAR

The minutes from the Regular Meeting held on September 10, 2014, and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for September 2014, were presented.

Commissioner Wilson inquired about the vandalism to the "Balancing Act" bronze sculpture in Caldwell Park. Director Niemer stated that the statue had been removed by separating the foot from the base and was later found in the Sacramento River. The sculpture is currently in storage.

Motion: To approve the Consent Calendar.

(Made by Commissioner John Deaton, Seconded by Commissioner John Wilson)

AYES: Commissioner Bob Brennan

NOES: None

ABSTAIN: None

ABSENT: Commissioners Salter and Resner

Motion Carries

REDDING CVB ANNUAL REPORT PRESENTATION, CEO 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). The contract began in 2010 with an initial payment of \$750,000 with a provision to increase or decrease funding depending on actual TOT revenue. He introduced Laurie Baker, Chief Executive Officer of SCWA and the Redding Convention and Visitors Bureau (CVB).

Ms. Baker thanked the Commission for the opportunity to share highlights from the Annual Report. A PowerPoint presentation was provided which highlighted the work of the CVB in the past year, including marketing strategies, new creative efforts, social media expansion, marketing videos and commercials, and a new focus on event planning for large groups coming to the Redding area.

Chair Brennan asked if the CVB advertises locally? Ms. Baker stated that the CVB's primary focus is to bring tourism to the Redding area; therefore, most advertising has traditionally been targeted toward the Bay Area. Recently, the CVB advertised in cities north of Redding and the Los Angeles Area. Ms. Baker stated in addition to outside advertising, the CVB sends out a newsletter to approximately 12,000 readers that provides information on events in the local community.

Chair Brennan asked what percentage of the CVB's annual budget is spent on international advertising? Ms. Baker stated that approximately 5 percent of the budget is spent on international advertising, and recent numbers are showing an increase in global interest in traveling to Redding.

Commissioner Wilson asked if movie production companies that come to Redding to film access local talent? Ms. Baker noted the CVB offers a directory of professional services listing many local businesses who offer relevant services.

PRESENTATION BY BIG LEAGUE DREAMS GENERAL MANAGER THERESA MUTH

Director Niemer provided the Commission with a brief history of the contract between Big League Dreams and the City of Redding. Director Niemer stated that Big League Dreams has a 40-year lease to manage, operate and maintain the park, and has done so for the last 10 years without any financial support from the City. Director Niemer then introduced Theresa Muth, General Manager of Big League Dreams, Redding.

Ms. Muth thanked the Commission for the opportunity to give an update on the current activities and special events that have helped revive Big League Dreams. She presented the Commission with a PowerPoint presentation highlighting the wide variety of sports, tournaments

and events now held at the park. Ms. Muth stated that BLD is proud to support the community and special events including Sober Grad and the Homeward Bound Fundraiser.

Ms. Muth advised the Commission that efforts have been made to accommodate Little League teams. BLD staff prepare the fields for use for free, as well as waive entrance fees for teams with players 12 and younger. Teams with older players pay the entrance fee which helps offset the preparation costs.

Commissioner Brennan asked how full are the fields? Ms. Muth answered that park use is seasonal, and that there is more field availability in the months of January and February. Most Big League Dream parks are located in larger cities and considering the population of Redding, the selection of sporting activities available is excellent. The variety of sports offered include softball, kickball, soccer, volleyball and hockey throughout the year. Ms. Muth reported an increase in participation in all sports over the last year, and a 38 percent increase in revenue since September of 2012.

Commissioner Wilson thanked Ms. Muth for the diligence and hard work she has invested into Big League Dreams.

PROJECT UPDATES

The Shasta-Trinity Fly Fishers' Clover Creek Clubhouse site development permit is currently under review; construction will begin early next year.

The Community Creek Clean-Up was a successful event. Over 350 volunteers helped remove over 1,000 pounds of garbage and over 80 cubic yards of vegetation was chipped. Director Niemer remarked that the help from committed groups such as Commercial Landscape owned by Jeff Haynes, and the California Conservation Corps was instrumental in completing such an ambitious project. Director Niemer stated she would like to find a corporate sponsor for the Creek Clean-Up in the future to provide a BBQ lunch or offer t-shirts for volunteers to show more post-event appreciation.

On October 11, 2014, community volunteers will participate in Redding's first "Parke Diem" held at four parks across the City of Redding. Postcards were sent to surrounding residents inviting them to help remove trash and weeds, and install new playground bark in their subdivision park. Director Niemer stated that attendance is anticipated to be good, and hopes that interest in participation will increase in the future.

The Highland Park development agreement to build a restroom to at Rivercrest Park will be going to the City Council on October 21, 2014.

The 2014 Smash Cup Soccer Tournament will be held at the Redding Soccer Park October 25th and 26th and includes 60 teams, most from outside Shasta County.

Director Niemer announced that the City of Redding trail system received recognition by community voters as the "Best Place to Walk a Dog in the Northstate" at an event put on by the

Record Searchlight.

Director Niemer stated that although the City is struggling with vandalism and transient issues, the robust efforts by the Redding Police Department in the parks has been appreciated and is making a difference. Commissioner Wilson also expressed his appreciation for the Police Department's hard work on the matter.

COMMISSIONER COMMENTS

Commissioner Deaton inquired if the surveillance cameras at the Library are working. Director Niemer stated that two of the Library surveillance cameras were recently vandalized, however the Redding Police Department has been more present at the Library since last spring which has resulted in an improved environment.

DIRECTOR COMMENTS

Director Niemer had no further comments.

ADJOURNMENT

There being no further business Chair Brennan adjourned the meeting at 5:24 p.m.



Robert Brennan, Chair