

Community Services Advisory Commission
Regular Meeting
City Hall - Council Chambers
777 Cypress Avenue
Redding, California
November 9, 2011

MINUTES

ATTENDANCE

The meeting opened with the following Commissioners present; Adam McElvain, Bob Brennan, John Wilson, Susan Hinz. Commissioner Leona McCoach joined the meeting at 4:04pm.

Also present were Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Convention Center Manager John Johnson, Assistant to the City Manager Greg Clark, and Executive Assistant Sarah Sheetz.

PUBLIC COMMENT

No public comment.

CONSENT CALENDAR

The minutes from the Regular Meeting held on October 12, 2011, the monthly Convention Center Activity Report, the monthly Parks Maintenance Activity Report, the monthly Recreation Division Activity Report and the monthly Tourism Activity Report were presented.

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

AYES: Commissioners
NOES:
ABSTAIN:
ABSENT: Commissioner McCoach

PRESENTATION BY SCWA - 2010/2011 YEAR IN REVIEW

Assistant to the City Manager Greg Clark introduced Bob Warren, General Manager of the Shasta Cascade Wonderland Association (SCWA) and the Redding Convention Visitors Bureau (CVB). Mr. Clark gave a brief description of the reporting requirements of the SCWA as part of their contractual obligation to the City of Redding, which include a monthly Activity Report to the Community Services Advisory Commission (CSAC), a Marketing Report, and an Annual Report which provides financial information to the CSAC.

Mr. Warren introduced staff Jenny Zink, Tourism Marketing Manager, and Laurie Baker, Industry Relations and Sales Manager, who were also present at the meeting.

A copy of the PowerPoint presentation is attached.

In addition to the presentation, Mr. Warren provided a glimpse of the new trails brochure, which should be available to the public within the next 30 days.

Mr. Warren also addressed two specific questions he was presented with prior to the meeting:

1. What is the \$157,140.83 line item indicated as 'Tourism' on the *Redding CVB Division Income Expense Statement FY 2011/2012* dated June 30, 2011? Mr. Warren referred to the *Marketing Spending Overview*, also included in the Annual Report and indicated that the figure was made up of everything in the Tourism column, with the exception of Public Relations. He further clarified that the figure was reached by taking the Total Tourism amount of \$178,717.23, subtracting the Public Relations amount of \$21,567.50 for a result of \$157,140.83 to represent 'Tourism' in the overall budget.

2. What is the \$75,000 line item indicated as 'Local Marketing' on the *Income Expense Statement*? Mr. Warren clarified that it would probably be better to call it 'Regional Marketing.' He reported that since the 1980's, the City of Redding has had a longstanding grant called the 'local partnership' with the SCWA to provide funds for regional marketing.

Commissioner Hinz requested that Mr. Warren explain further, inquiring as to whether or not the \$75,000 indicated as 'Local Marketing' was in addition to the \$750,000 the City pays SCWA pursuant to contract. Mr. Warren clarified that the terms of the contract between the City and SCWA specifically outline that the SCWA is to accomplish the same items that were accomplished by the CVB when it was a department of the City. When the CVB was a City Department, it was giving approximately \$55,000 to the SCWA for regional marketing. This amount has been increased to \$75,000 due to the expense of operating the Redding CVB by the SCWA, including accounting and administrative expenses.

Commissioner Hinz inquired as to whether or not an accounting of these funds is provided. Specifically, an accounting of the \$55,000 spent on regional marketing. Mr. Warren responded that there is no accounting of the \$55,000, and that it is a longstanding grant to support regional marketing. Mr. Warren clarified that the CVB is trying to duplicate exactly what was done before it was turned over to the SCWA, with the exception of actually working with visitors coming to the community, as this function has been turned over to Turtle Bay. He clarified that Turtle Bay receives \$51,800 per year to greet visitors coming to Redding.

Commissioner Hinz commented that it was her impression that the \$55,000 was going to 'go away' as part of this contract, hence the confusion. Commissioner McCoach stated that she thought that the \$55,000 grant to the SCWA came from the General Fund. Mr. Warren clarified that it has always come out of the TOT fund, after approval from the City Council. Chair McElvain requested that Mr. Warren clarify whether or not the \$55,000 is on top of TOT? Mr. Warren responded that they get one contract per year. This year it was approximately \$794,000, which pays for everything listed, and that the \$75,000 is included in that amount.

Commissioner McCoach inquired as to who the SCWA uses for the printing of the marketing materials. Mr. Warren responded that they use local printers, or have for at least the last 3-4 years.

Commissioner Wilson inquired as to whether Mr. Warren had any information regarding taxing houseboats as TOT? Mr. Warren responded that state legislation does not provide for it.

Commissioner Wilson inquired as to whether or not GPS coordinates may be added to the Trails Brochure. Mr. Warren responded that he would ask as to whether or not it is too late to add GPS coordinates to the Trails Brochure. He also advised that there is now an Android 'App' which

provides all of the GPS information one would need. An iPhone 'App' is also in process. The mobile application is fed from the events listed on www.VisitRedding.com.

Commissioner Hinz requested clarification on the administrative expenses of \$20,000 of the \$75,000 for 'Local Marketing', that is paid to SCWA. Mr. Warren stated that you could also use the City term 'cross-charges' for the \$20,000, and that it is for the accounting function of the operations. SCWA contracts with Denise Maxwell, assistant City Finance Officer to oversee the accounting of their operations. He further clarified that the salaries and benefits listed as line items in the SCWA budget are for the three marketing people stationed in Redding. Commissioner Hinz requested that the expenses associated with the \$20,000 be broken down. Chair McElvain inquired as to whether or not it is possible to breakdown the \$75,000 grant to SCWA. Mr. Warren responded that it is not possible because it is all included in the SCWA budget. He stated that the breakdown provided is what is required by the City as per the terms of the contract. Assistant to the City Manager Clark responded that this shows the difference between monitoring a city department and having direct oversight down to the hourly expenses versus contracting with an organization for a lump sum amount. The agreement states that the Annual Report should account for how the compensation is put forth and how it is expended. The \$20,000 is what SCWA sees as the CVB's portion of the overall accounting expense of the SCWA, which would include payroll, checks, tax information, invoicing, and other accounting related tasks. Mr. Warren noted that when the City was running the CVB, the cross-charges were approximately \$200,000. Commissioner Hinz commented that if expenses have been reduced by that amount for the same service, they have hit the jackpot with this privatization, although she also stated that she was not sure a like comparison was being made.

Director Niemer requested that in the future the line items be more clear, such as having a line item for administrative support, instead of having it lumped in with regional marketing. Ms. Niemer also suggested a response to Commissioner Hinz' request could be included in a future monthly Activity Report to describe the cost of administrative support for the SCWA budget, as well as the percentage that the administrative support required for the CVB makes up of that. Director Niemer also clarified that the work that Dennice Maxwell does for the SCWA is outside employment and she does not represent the City of Redding when performing that work. Commissioner Hinz approved of Director Niemer's suggestion.

Commissioner McCoach inquired as to whether or not the CVB would still be involved in marketing the Convention Center after January 2012. Mr. Warren responded that Laurie Baker is working with Sheri Silk of Advance Redding to market the Convention Center. However, there is a challenge due to the lack of a 7 day week. Ms. Silk, who was also present, added that many seven day weeks were available.

Chair McElvain requested a timeline of the online marketing efforts, and an annual report of the analytics with traffic, content, and visitor trending. He complimented the CVB for their website.

Commissioner Brennan inquired as to how the CVB tracks the visitors who come to Redding, and if they know the demographic of the typical visitor. Mr. Warren responded that the CVB works with six major overseas tour operators. Domestic visitors are more difficult to track because it is difficult to distinguish the visitor who is travelling Interstate 5 and stops in Redding for a break from the destination visitor, and that they rely heavily on input from local hoteliers to determine where visitors are coming from. Visitors are tracked at Turtle Bay, and occasionally zip code surveys are conducted. Turtle Bay's data confirms that many Redding visitors are from the Bay Area, Sacramento, and Southern Oregon.

Commissioner Wilson inquired as to what is involved in submitting a bid for an event. Mr. Warren described process, noting that it includes competing for hotel prices, fundraising, recruiting volunteers, securing police presence, etc. The CVB will submit a bid for the 2013 AMGEN Bicycle Race, the cost to host the 'Start' of an event like this is approximately \$50,000.

CIVIC AUDITORIUM PLAN UPDATE

Director Niemer provided an update on the Civic Auditorium Plan, advising that staff had taken a report to the City Council, at which time Chair McElvain spoke in favor of a different approach. The Council advised that they would like the Planning Commission and the Community Services Advisory Commission to determine whether or not to re-open the Redding Riverfront Specific Plan. A report was presented to the Planning Commission at their meeting on November 8, 2011. The recommendation was made that the Chairs of each commission meet with staff and that a joint meeting be planned for January 2012 to provide a primer on specific plan vs. community plan vs. master plan, and how it relates to the planning documents that are currently adopted and approved.

Chair McElvain stated that the City Council tasked the commissions with meeting as a group, and that he preferred not to get into too much discussion about the subject at this meeting. He stated that after re-thinking the proposal he presented to CSAC, he feels that it is vital that the planning commission is involved. Chair McElvain inquired as to whether or not the joint meeting could take place in December. Director Niemer responded that the Planning Commission has some items to take care of on their Agenda, and that the month of December is typically a holiday recess for the CSAC Commissioners.

Commissioner Wilson stated that he had attended the City Council meeting where the proposal was presented, and that it was his impression that the City Council wanted the Commissioners to review the Redding Riverfront Specific Plan to determine if they wanted to proceed with this course of action.

Commissioner McCoach commented that while she understood that Chair McElvain changed his mind, in the future it would be appreciated if the commissioners were notified so that they may have the opportunity to speak on behalf of the motion made. Ms. McCoach stated that she would have attended the City Council Meeting on behalf of the motion made by the Commission had she known Chair McElvain would be speaking against it. Chair McElvain replied that he would provide this notice in the future. Director Niemer commented that it is also very difficult for staff to speak on behalf of a unanimous motion that is no longer unanimous. She stated that while it is okay to have split votes, it is easier to describe that in a staff report presented to City Council, rather than to have the discussion, or change of plan, take place at the City Council meeting.

Commissioner Brennan requested a copy of the Redding Riverfront Specific Plan. Director Niemer responded that copies would be provided to the Commissioners.

PROJECT UPDATES

Director Niemer thanked Sheri Silk of Advance Redding for introducing herself. She stated that the Convention Center transition is in full swing and requested that John Johnson, Convention Center General Manager provide an update on the transition. Mr. Johnson responded that the turnover and training is going very well. He stated that Advance Redding is putting a lot of time into the process. Hands on training for setting up and taking down began on November 8, 2011 and will continue through November 11, 2011.

Director Niemer stated that all of the full-time Convention Center employees have now secured employment either with the City or with Advance Redding. Three of the part time employees have secured employment with Advance Redding and one with the City. Additionally, the site permit application for the modular office building and storage container was approved at the Planning Commission Meeting on November 8, 2011. Commissioner McCoach inquired as to where the modular office building would be located. Director Niemer advised that it would be located behind

the landscaped berm that rises up to the right of the driveway that leads to the second floor entrance of the Convention Center. Ms. Niemer also advised that the Bethel School of Supernatural Ministry has a parking permit process that works well, and will also secure off-site parking that they will shuttle to.

Director Niemer gave an update on the parks of Lake Redding Estates. When the CSAC did the Parks, Trails, and Open Space Master Plan there were two undeveloped pocket parks in the Lake Redding Estates neighborhood that were recommended for sale. City Council approved of the sale of the sites, but pledged that the funds resulting from the sales would be used to improve the existing parks in the neighborhood. There are two pocket parks in Lake Redding Estates, as well as Lake Redding Park. A neighborhood meeting took place November 8, 2011 to gather input from the residents and prioritize the improvements. The biggest components include a new playground structure for Amethyst Park, and a new non-traditional play set-up called 'Rocks and Ropes' for Lake Redding Playground located in Lake Redding Park. Commissioner Wilson inquired if the money from the sale of the parks could ever be returned to the General Fund, Director Niemer responded that the money replaces a park dedication and this will be deposited to the Park in lieu account.

The John F. Reginato River Access will be dedicated on November 10, 2011. Mayor McArthur will be in attendance as well as the Executive Director of the Wildlife Conservation Board, and John Reginato Jr.

The Community Creek Clean-Up post-event meeting took place on November 8, and the event was deemed an overall success, with yards of invasive vegetation, 5 tons of debris and 30 shopping carts being removed from the Henderson Open Space. Approximately two weeks after the Creek Clean-up took place, a member of the Wildlife Conservation Board was in town inspecting the Reginato River Access. They were very impressed with the project, and inquired as to whether Community Projects Manager Terry Hanson had any ideas for future projects. Terry took them on a tour of the Henderson Open Space and they have requested a proposal.

A new bucket truck for the Parks Maintenance division arrived today. The old bucket truck did not meet California Air Quality Emissions Standards, leaked hydraulic fluid, and had other mechanical problems. The Solid Waste division contributed approximately \$43,000 towards the purchase of the truck as most of the clearance work in residential neighborhoods is at the request of Solid Waste.

Management Analyst Matt McCallum provided an update on the Recreation Management Software program, stating that we are still on track for a first quarter 2012 'go-live' for Phase I, which is the internal module for Recreation staff. Phase II, which will allow customers to register for recreation programs on line is scheduled for the second quarter of 2012.

COMMISSIONER COMMENTS

Commissioner McCoach inquired if Turtle Bay pays City staff to assist with the placement of the Turtle Bay eagles nest cameras. Director Niemer responded that the City helped fund the cameras initially, and that the City has staff that is qualified to do the necessary climb. No payment was made.

Commissioner Brennan inquired as to the project taking place on the east side of Highway 44 bridge, stating that the project looks great. Director Niemer advised this is another project Terry Hanson is working on with the California Conservation Crew and that she would pass the comments along.

Commissioner Brennan also commented that the lights on the Sundial Bridge look great and inquired if it was The McConnell Foundation who paid for the replacement bulbs. Director Niemer stated that the City is working with The McConnell Foundation for a long-term solution of LED lights, but that the City of Redding paid for the replacement lights this time around. Commissioner Brennan inquired

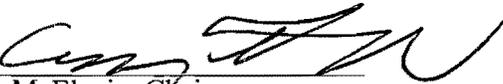
as to why REU would not pay for the lights for the Sundial Bridge the same way they pay for lights for other bridges around the City. Director Niemer advised that she would investigate.

DIRECTOR COMMENTS

There were no Director comments.

ADJOURNMENT

There being no further business, at the hour of 5:15pm. Chair McElvain declared the meeting adjourned.



Adam McElvain, Chair