

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
November 12, 2014

MINUTES

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

ATTENDANCE

The following Commissioners were present; Robert Brennan, Erin Resner, Judy Salter 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

Cullen Kreider, a member of the West Redding Little League, asked that the start date for use of ballpark fields be moved up from March 1st to February 15th. Mr. Kreider stated that it is very difficult to accommodate a large number of players due to the lack of sufficient community fields. He believes that if WRLLE can access the fields two weeks earlier, it will alleviate the challenges of juggling 40 baseball teams. Mr. Kreider stated WRLLE was denied earlier access by the Parks Department and the Community Services Director due to a firm resting period for the fields. Mr. Kreider disagreed that using the fields two weeks earlier would interfere with the fields' need to "rest" and asked that the Community Services Advisory Committee consider approving WRLLE's request for a start date of February 15th.

Jason Parker, also associated with West Redding Little League, echoed Mr. Kreider's request for earlier ball field use. Mr. Parker stated that starting the baseball season earlier is beneficial to the participating teams and a good use of the resources that the City has to offer.

Commissioner Salter thanked both Mr. Kreider and Mr. Parker for their comments.

CONSENT CALENDAR

The minutes from the Regular Meeting held on October 8, 2014, and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for October 2014, were presented.

Trail. Commissioner Resner commented on the tremendous work done on the River Trail. She stated that citizens have told her personally that they feel safer on the trail due to better visibility.

PROJECT UPDATES

Director Niemer provided the Commission with a concept building-plan proposal from West Redding Little League. The concept plan provided by WRLL includes restructuring two existing fields into three fields. Director Niemer stated that the cost of restructuring the existing fields would be too great and suggested that finding alternate City-owned properties to develop would be more cost effective. Director Niemer stated that Ms. Lugo and WRLL will work on compiling a list of available locations that could be developed at a low cost and present their findings at a later date.

Commissioner Brennan asked for clarification as to why the ball fields can't be used earlier? Parks Superintendent Paul Anderson explained that fields need to be fallowed for a certain period of time in order to keep maintenance costs down. Director Niemer elaborated by stating that weather is also a key factor as February is traditionally a rainy month. Use of the fields during poor weather conditions will shorten the field-use time period.

On November 12th the Board of Administrative Review approved the site development permit for the Shasta-Trinity Fly Fisher's Clover Creek Club House.

On November 18th a budget resolution to replace the computers at the Shasta Public Libraries (Redding, Anderson, and Burney) and the Martin Luther King Jr. Community Center will go to City Council for approval.

Director Niemer announced the first "Winter Rink Downtown" will open on December 20th and operate through January 5th.

The Rivercrest modular bathroom order has been placed and is expected to arrive the middle of January 2015.

The Giants Foundation invited the City of Redding to apply to participate in the World Series trophy tour for 2015.

Mark Gunlgoson, a local contractor, donated and installed a patio table at a detention basin in south Redding.

Redding Recreation's Farm Camp program has been entered into a drawing as a finalist for the California Farm Bureau Innovator award. If selected the program will be awarded \$2,500.

The Palisades Trail is currently under construction and is expected to be completed by the end of May 2015.

Director Niemer reported that the Recreation Management Software went live on November 4th and has been working well.

Commissioner Brennan asked if Henderson Open Space was awarded a grant? Director Niemer answered the California Natural Resources Agency completed a site visit in October and notification of the grant award will be sent out in January 2015.

COMMISSIONER COMMENTS

Commissioner Wilson commented on a new anti-graffiti product that he had seen advertised.

Commissioner Brennan asked if there had been a rebuttal to the lane changes made to California Street? Director Niemer stated that she had not heard of any rebuttals.

Commissioner Brennan asked when the Parks Master Plan is due to be reviewed again? Director Niemer stated that she would like to start the review project the end of December or the beginning of January.

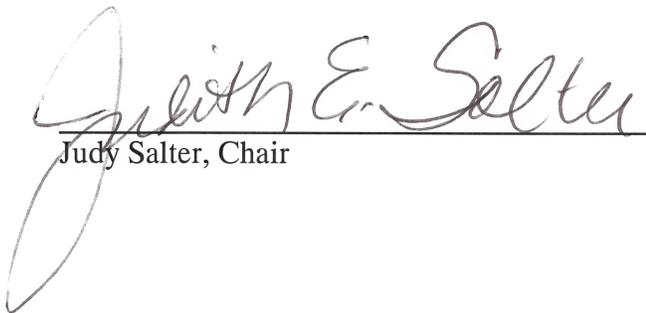
Commissioner Wilson would like to see an assessment of resources for baseball field development. Director Niemer stated that at this time it will be most effective if she works with WRLR to find solutions and report back to the Commission on her progress.

DIRECTOR COMMENTS

Director Niemer had no further comments.

ADJOURNMENT

There being no further business Chair Salter adjourned the meeting at 6:05 p.m.



Judy Salter, Chair

Commissioner Wilson asked for clarification on how TOT was paid to the CVB in percentages. Director Niemer stated that the TOT percentage can go up or down depending on the return for the prior year. Commissioner Wilson stated that he did not recall last year's revenue return percentage number, and whether it had went up or down. Deputy City Manager Greg Clark answered that since the initiation of the CVB contact, the payment from the City to the CVB has gone up each year based on yearly increases in TOT. It is measured April through March. The CVB receives 25 percent of any increase in annual TOT revenue. Likewise, its annual payment would be reduced by 25 percent of any decrease in TOT. This April TOT will be reevaluated and compared to last year, and the percentage that the CVB is paid will be adjusted accordingly.

Motion: To approve the Consent Calendar.

(Made by Commissioner Resner, Seconded by Commissioner Brennan)

AYES: Commissioners Salter and Wilson
NOES: None
ABSTAIN: None
ABSENT: None

Motion Carries

REDDING AQUATIC CENTER 2014 SEASON REVIEW

Director Niemer introduced Recreation Supervisor Jenny Moore who provided a PowerPoint presentation on the Redding Aquatic Center's (RAC) 2014 season, attached and incorporated herein by this reference. Ms. Moore advised that the RAC attracts users of all ages and economic backgrounds for fitness, skill acquisition, social gatherings and camps. She reported a record breaking season at the RAC with across-the-board increases in community swim, summer camps and special events. Ms. Moore highlighted the RAC's excellent staff, training programs, Junior Guard volunteer hours, and team efforts that help maintain a high level of service for the community.

This year, utilizing swim data, the RAC staff were able to identify groups of children who were in need of improved swimming skills. Ms. Moore plans to continue to seek out additional funding sources to support a program targeted at low-income, non-swimming children.

Ms. Moore detailed the newly installed 911-Alert system which notifies Risk Management automatically when 911 is called by RAC staff. This new system will expedite response time by Risk Management in the event of an emergency. Ms. Moore advised the Commission the high level of standards and training that the RAC staff adheres to. She provided the Commission examples of successful RAC training implementation that contributed to 45 active rescues.

Commissioner Brennan asked Ms. Moore to elaborate on the Aquatic Center's competitive pricing and attendance goals for 2015. Mrs. Moore stated that she has conducted a survey of similar community pools and found that the RAC offers great value at a competitively low cost.

She stated that the RAC fills to capacity most of the season. Small regular increases in entrance fees, swim lessons, private events and concessions has helped keep the RAC financially viable throughout the year.

Commissioner Salter asked if extending the pool season would help bring in additional revenue? Director Niemer answered that extending the season has been attempted in the past however attendance drops off after school is back in session.

Commissioner Brennan asked if the RAC has its own budget? Director Niemer stated that funds are allocated for the RAC out of Recreation's budget for staff and training, and that any Recreation or RAC revenue goes back into the General Fund. Currently, the revenue the RAC earns covers personnel and operational costs however it does not cover utilities and other capital expenditures.

Commissioner Brennan asked if the RAC staff were seeking out sponsors to provide funding for swim lessons for low-income children? Ms. Moore stated that the RAC staff is working on ideas to raise money to apply for the Step into Swim program's dollar-for-dollar funding as well as applying for other grants and seeking out community donations.

The Commissioners thanked Ms. Moore for her detailed presentation.

LIBRARY PARK UPDATE BY DIRECTOR NIEMER

Director Niemer advised the Commission that the construction fencing around Library Park will be removed soon, and she has been discussing park management options with the Lorenz Hotel and surrounding business owners. Collaborative efforts to ensure that Library Park remains free of illegal activity after it is reopened to the public have resulted in a good solution. Director Niemer suggested installing permanent fencing surrounding the park on Placer and Yuba Streets with rolling or accordion style locking gates that will remain open during open park hours. After park hours the gates will be locked to prevent entry. The cost of the fence will be paid for through local business partnerships with the City of Redding.

Commissioner Wilson asked who would be the gatekeeper? Director Niemer replied that this is still being discussed.

Commissioner Salter requested future updates on the Library Park fencing.

COMMUNITY CREEK CLEAN-UP PRESENTATION

Director Niemer provided a PowerPoint Presentation on the 2014 Community Creek Clean-Up, referenced and incorporated herein. This year Creek Clean-Up was a huge success with over 450 participants. Director Niemer stated that community partnerships contributed to the success of the event. Next year, the Director hopes to have a corporate sponsor provide a BBQ lunch or water bottles to show more volunteer appreciation. Next year's Community Creek Clean-Up will focus on the north side of the River Trail from the Senior Citizens Hall to the Stanford Hills