

Community Services Advisory Commission  
Regular Meeting  
City Hall - Caldwell Park Conference Room  
777 Cypress Avenue  
Redding, California  
September 9, 2015

## **MINUTES**

Vice Chair Deaton called the meeting to order at 4:01 p.m.

### **ATTENDANCE**

The following Commissioners were present: Judy Salter, John Deaton, and John Wilson. Also present were Mayor Francie Sullivan, Vice Mayor Missy McArthur, Community Services Director Kimberly Niemer, Management Analyst Matt McCallum, Interim Parks Superintendent Dan Cannon, Recreation Marketing Coordinator Therese Roberts and Executive Assistant Brenna Bowers. Commissioner Erin Resner joined the meeting at 4:40 p.m.

### **PUBLIC COMMENT**

There were no comments from the public.

### **CONSENT CALENDAR**

The minutes from the regular meeting held July 8, 2015, and the monthly Parks Maintenance Activity, Recreation Activity, and Tourism Activity for July and August 2015, were presented.

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

**AYES:** Deaton, Salter and Wilson.  
**NOES:** None.  
**ABSTAIN:** None.  
**ABSENT:** Resner and Brennan.

### **Motion Carries**

### **PRESENTATION BY GIRL SCOUT TROOP 70272 ON RECYCLING SERVICE PROJECT**

Director Niemer introduced Troop Leader Carrie Penn to present the Troop's recycling service project. Ms. Penn then turned it over to the Girl Scouts who made the presentation.

Eloise from Girl Scout Troop 70272 stated that their troop is working towards earning their Bronze Award. The girls attend Mountain View and Turtle Bay schools. Reagan explained that they plan on making 30 baskets that will be used for encouraging recycling of water bottles and soda cans on the

Sacramento River Trail. Each basket will cost \$15 to create. Claire explained that they want to attach the baskets to trash cans along the trail.

Director Niemer presented a copy of the signs that will be attached to the baskets recognizing the Troop for their efforts. Troop Leader Carrie Penn let the Commission know that they plan on placing them from the Diestelhorst Bridge up and around the Ribbon Bridge. Commissioner Wilson said the prototype basket looked really good. Commissioner Salter congratulated the girls on a terrific project and told the Girl Scouts she was very proud of them for being a part of the community. Director Niemer requested the Troop come back when they are ready for their Gold Awards.

## **CIVIC AUDITORIUM LEASE EXTENSION**

Director Niemer explained that the original term of the lease runs through September of 2016, however Advance Redding is starting to book events out past the lease end date. Director Niemer expressed that the lease has been a tremendous success as Advance Redding has met or exceeded all requirements. For example, the lease required 60 outside events per year and Advance Redding is doing well over 100.

Director Niemer referenced the staff report, which listed the original deal points and the proposed amendments. The amendment would extend the term until 2021, which takes the term out to the termination date with option of the original agreement. In addition, the amendment would reduce the lease rate to \$20,000 per month from the current \$25,000 with future increased being indexed with inflation. The reduction would be in response to a proposal from Advance Redding that better reflects operating expenses and revenues. She noted that Advance Redding has invested more than \$650,000 in improvements to the facility. There are also minor changes to maintenance responsibilities and an updated inventory list is included in the proposed amendment.

Director Niemer introduced Cory McCandliss, the General Manager of the Redding Civic Auditorium. McCandliss shared some highlights that include: local events such as the Library Foundation Event, Bridal Expo twice per year, and the Owens Healthcare Christmas Party; 40,000 tickets sold this year; five different children's dance events grew in attendance and revenue this year (three events were completely sold out) fire system electronics, water heater, and dishwashing system were replaced; and the stage was refinished and painted. McCandliss thanked the Commission for the opportunity to manage the Civic Auditorium and appreciates the encouragement they receive from the Commission. McCandliss reported Advance Redding is re-engaging a lot of promoters and building momentum for great events in the future.

Commissioner Deaton asked if they ever get any feedback from event staff about improvements. Director Niemer shared some of the prior complaints that were addressed with upgrades, which included sound and lighting. McCandliss shared that one of the biggest complaints is that the ADA compliant restrooms are on the third floor.

Commissioner Deaton asked if there were still concerns about the mechanical seating. McCandliss responded saying that they have spent about \$5,000 on building a device and it is working, but the seating systems are almost 50 years old, so there are challenges.

Commissioner Wilson asked for clarification about the splitting of rent between debt payments and maintenance. Director Niemer explained that the \$20,000 monthly check the City receives is deposited into two separate accounts. Thirty percent (30%) is deposited into an account to pay off existing debt and seventy percent (70%) into a maintenance fund for capital projects such as air conditioning repairs and the window wall project. Commissioner Wilson asked for clarification on improvements such as the \$5,000 on mechanical seating and whether that comes out of the rent. Director Niemer explained that is above and beyond rent.

Commissioner Wilson asked how much debt was left on the Civic Auditorium. Management Analyst Matt McCallum shared that there are two separate lines of debt on the building and advance that total more than \$2,000,000. Commissioner Wilson asked what the debt service per month is. Director Niemer said there is no loan, but that the City is paying back the Risk Management fund. Discussion continued between Commissioners about the reduction in rent. Director Niemer clarified that it is indeed a \$10,000 rental reduction as of October 2015.

Commissioner Wilson inquired about having a percentage of revenue in addition to lease payments. Director Niemer explained that the original intent of the City was to have bright lines of responsibility, whereas the City maintains major systems and anything outside the walls. If the City was to receive a percentage of revenue the City would be responsible for more expenses. In lieu of more revenue, the City chose in the past to be more hands off and let Advance Redding benefit from their hard work and additional investments in the facility. Management Analyst Matt McCallum explained that the City has built sufficient dollars into the maintenance fund projections to cover future major repairs including the roof and parking lot; and that these projections will not be affected by the reduction in rent.

*Commissioner Resner joins the meeting.*

Commissioner Wilson inquired about the debt payments. Management Analyst Matt McCallum said that the Civic Auditorium is now paying back debts owed whereas before Advance Redding took over the debt was increasing. Director Niemer said that she hopes in 2021 when the lease expires that Advance Redding will continue to operate the Civic Auditorium, but expects it to have less affiliation with Bethel Church because that will coincide with the planned opening of the church's new campus on Collyer Drive and the school will move there.

Commissioner Wilson inquired about Advance Redding's tax status. General Manager McCandliss clarified that Advance Redding is a public benefit non-profit organization and that last year they broke even after spending their excess cash flow on a new sound system. McCandliss reported that Bethel School of Ministry is charged over \$6,000 per day to use the facility and local events are charged a subsidized rate of \$3,500.

General Manager McCandliss shared that Shasta Regional Medical Center is paying \$30,000 this year to have banner flags flown as advertisements at the Civic and Foothill Distributing is paying \$20,000 to be the exclusive distributor.

Commissioner Salter commented that the City at some point is going to need to build a real performing arts center.

Commissioner Resner asked for clarification about the new lease rate being held at \$20,000 rather than increasing to \$30,000, and whether there would be a Consumer Price Index (CPI) increase. Director Niemer confirmed there will be an annual CPI increase to the lease rate starting in 2016.

**Motion:** To recommend to City Council to amend and extend the lease with Advance Redding.  
(Made by Commissioner Salter, Seconded by Commissioner Deaton).

AYES: Deaton, Resner, Salter, and Wilson.  
NOES: None  
ABSTAIN: None  
ABSENT: Commissioner Brennan.

### **MARKETING PRESENTATION BY THERESE ROBERTS**

Director Niemer introduced Redding Recreation Marketing Coordinator Therese Roberts. Ms. Roberts provided a presentation on the marketing efforts of Redding Recreation, specifically online efforts. The online presence includes publications, guides, email marketing, and new online registration. Ms. Roberts provided commentary on web traffic and future efforts to measure traffic appropriately. Ms. Roberts then provided a preview of the City's new website set to launch later in the month, which includes an update to the Parks Finder that links to Google Maps and provides directions. Ms. Roberts reports an increase in activity on Redding Recreation's social media pages. Social media pages include YouTube, Twitter, Pinterest, and Facebook. Commissioner Resner inquired about Instagram and Ms. Roberts said that Redding Recreation has set up the account but is not yet using it. Director Niemer reassured the commissioners that we are well represented on the City's Instagram page through pictures of trails, bridges, and parks. Commissioner Wilson inquired about having each park's picture link to Google street view. Ms. Roberts said that she will look into making that connection.

Director Niemer also thanked Ms. Roberts for the tremendous work that she does.

Director Niemer informed the Commission that ten years ago they eliminated a clerical position to create a marketing position and she attributes the increase in revenue to this switch. Director Niemer also informed the Commission that while Redding Recreation is receiving roughly the same subsidy from the General Fund from 10 years ago, they have doubled revenue and are running three times as many programs.

### **PARK FUND REPORT UPDATE**

Director Niemer introduced Interim Park Superintendent Dan Cannon and Executive Assistant Brenna Bowers.

Management Analyst McCallum explained that the Park Funds were trending down because of significant debt service and a decrease in revenues. With the 2004 bond paid off in February, the fund balances are now increasing. The funds were estimated to be roughly \$130,000 at the end of fiscal year

2015, but ended up at \$286,000. Mr. McCallum expects an increase to the funds of \$150,000 each year going forward. Commissioner Resner inquired about the projections and how they are calculated. Mr. McCallum explained that the City has a Park-in-Lieu Fund and a Park Development Fund, which both generate revenue through fees on various developments and permits. Mr. McCallum uses cash-generating permit numbers to estimate future revenues, because there is a lag time between development and occupancy based park fee. Mr. McCallum explained that the Park-in-Lieu fund has over \$2.4 million, but with loans out to other funds it is sitting at \$286,000 available.

Commissioner Resner inquired about the Park Development Fund and whether the funds can only be used for new facilities. Mr. McCallum confirmed that they can only be used to build new facilities or increase capacity and that they cannot be used for maintenance. Commissioner Wilson inquired if the funds could be used on a remodel if it was increasing capacity. Director Niemer said that historically the City used the funds for new developments only to increase capacity in step with the increasing number of households.

Commissioner Resner expressed concern about funds for parks in need of maintenance and renovation. Director Niemer said there is good news in the Project Updates agenda item.

## **PROJECT UPDATES**

Director Niemer informed the Commission that the City Council approved the money needed to make up the insurance deductible to replace the playground burned down at Minder Park.

Director Niemer discussed staffing in the Parks office, which includes a new Office Manager, a Working Supervisor, a new Interim Parks Superintendent, and a new part-time position for a bookkeeper to help with landscape maintenance districts. Director Niemer feels great about the new staff, but is still looking for another Supervisor in Parks and is currently recruiting for a new Office Manager in Recreation.

Director Niemer informed the Commission that the Soccer Park is very close to signing an agreement to develop a new strategic plan with Gordon Flinn, who is a retired administrator from Simpson University. In addition, Redding Subaru donated a car to the Soccer Park to raffle off. Director Niemer let the Commission know that there would be an update on the case related to defective turf at the next City Council meeting and that a hearing would not held until Spring 2016 due to the venue being changed from Shasta County to Sacramento County.

Director Niemer reminded the Commission of Sunset Rotary Club's past support and projects at the MLK Center. The Club's next projects will be to install a fruit tree orchard and possibly shade sails over the playground.

Director Niemer reports they are close to getting 20 new computers at the MLK Center that will be a part of the Library system. Director Niemer reported on the increase in program attendance and activity at the center. Commissioner Salter requested a report from Center staff and Director Niemer said it would be good to have Christina Massey present at a future Commission meeting. Commissioner Resner recommended that they inquire about kids being part of the Court Appointed Special Advocate

(CASA) program, because there may be additional funds available to help them. Director Niemer thanked Commissioner Resner for the great idea.

Director Niemer discussed Stillwater Heights Neighborhood Park. At the last neighborhood meeting, Director Niemer presented residents with three play structure proposals each with a cost of \$20,000. Residents voted for their favorite and it was ordered last week. Commissioner Wilson inquired if the proposals were from California companies. Director Niemer did not disclose all company locations, but confirmed that the winning structure came from a company in Redding.

Parke Diem is coming up in October with Redding East Rotary. Last year, they spread bark and trimmed trees at Ridgeview, Rivercrest, and Amethyst Parks. This year Rotarians and neighborhood residents are working at Mary Lake, Stillwater Heights, and Indian Hills Parks.

Mary Lake is at risk of losing oxygen which would result in a fish kill. Parks staff, Fish and Wildlife staff, and neighborhood residents are working together to aerate the water, remove grass, and control invasive species.

The Parks Division is adhering to the required water reduction and exceeded their goal. In addition, Parks is partnering with the SMART Center who received a special grant for drought impacted areas. The grant will place up to six individuals with the Parks Division who will help fix and replace irrigation equipment and reduce and remove fire fuels.

An application for up to \$200,000 matching grant to replace Kid's Kingdom with a park structure with accessible features will be submitted on October 1st. Discussions have been held with local Rotary Club presidents about helping raise the additional funds. The grants will be awarded by October 15th. The City's target is \$300,000 total. Community partners listed on the grant are Far Northern Regional Center and First 5 Shasta.

Community Creek Clean Up is coming up on October 4th. This year the Clean Up is on the Sacramento River Trail behind Lake Redding Drive by Carter Creek. Shasta Association of REALTORS donated \$1,500 to fund refreshment stations with sponsorship by Dutch Bros for drinks for volunteers. Shasta-Trinity Fly Fishers will be helping the effort from the water. Shasta Support Services will be bringing between 60-80 volunteers. Cummins will have about 20 volunteers. Firestorm will be bringing a team to operate chainsaws. Western Shasta RCD will be providing a chipper, which will bring the chipper count to six.

The Pump Park neighborhood meeting went well, but some residents are opposed to the development. When the design for the park is finished, it will go to the Board of Administrative Review for approval of the site development permit.

The City Council approved the agreement that the Commission recommended in regards to Shastina Ranch. One of the houses is being built as a Make-A-Wish fundraiser project. The neighborhood park design will come back to the Commission for review and comment.

Director Niemer read an email from the City Attorney to remind Commissioners to keep it social at the State of the City to abide by the Brown Act.

Interest is growing by stakeholders in the area to extend a trail from the Sundial Bridge along the river to the boat ramp, along the posse grounds, and then connecting to Continental Street.

Dignity Health has expressed interest in purchasing three parcels around Henderson Open Space. One is the former Gasmat parcel, the second is the former Redevelopment parcel, and the third is a 2.5 acre parcel where trails, environmental enhancement and parking lot is planned. This will be discussed by City Council in closed session. Director Niemer will bring it back as soon as there is something to report.

**COMMISSIONER COMMENTS**

Commissioner Salter inquired about saving the Dobrowsky House. Director Niemer informed the Commission that she received word through The McConnell Foundation that the Courts expect to release their decision on the relocation proposal by the end of this year.

Commissioner Wilson referenced a request by Council for a maintenance report from Director Niemer and asked if the Commission would see it. Director Niemer informed the Commission that the report will be included in the Park Master Plan.

Commissioner Salter informed the Commission that Rotary is very interested in building a shade structure at the Soccer Park, but needs more information. Director Niemer will get more information.

Commissioner Deaton asked if City Council responded to the Grand Jury report on the Soccer Park. The Council decided to have it come back to the Commission with an update on the situation and what they are doing.

**DIRECTOR COMMENTS**

Director Niemer had no further comments.

**ADJOURNMENT**

There being no further business, Chair Resner adjourned the meeting at 6:18 p.m.

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