

Community Services Advisory Commission
Special Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
June 10, 2015

MINUTES

The meeting was called to order at 1:19 p.m.

ATTENDANCE

The following Commissioners were present: Robert Brennan, John Deaton, Erin Resner, Judy Salter and John Wilson. Also present were Vice Mayor Missy McArthur, Community Services Director Kimberly Niemer, Management Analyst Matthew McCallum, Parks Superintendent Paul Anderson and Executive Assistant Eric Fischer.

PUBLIC COMMENT

There were no comments from the public.

CONSENT CALENDAR

The minutes from the Regular Meeting held on May 13, 2015 and the monthly Parks Maintenance, Recreation Division and Tourism Activity Reports for May 2015 were presented.

Commissioner Brennan inquired as to how the limited budgets affect clearing brush or trimming trees and bushes which the Fire Department has determined are hazards. Community Services Director Niemer answered the Fire Department provides Parks a budget, and the high priority areas are identified and addressed. For each of the different potential targeted sites, Parks provides the Fire Department with cost estimates. The Parks crews follow-up with the actual work of removing the trees and other shrubbery which have been identified as fire dangers.

Commissioner Brennan inquired about the May 28th Dale Carnegie Training and what it entailed. Community Services Director Niemer stated that the Parks Division is working on team building with the consultant.

Commissioner Brennan asked if the \$8,000 in matching funds for the swim safety program 'Stay On Top Of It' had come in yet. Community Services Director Niemer stated that matching funds had not yet been received. However, the programs have identified the kids who are going to participate. There are funds available for the program to use in the interim. She offered to present an update at a future meeting.

Commissioner Resner stated that in reading the reports, it looks like everything is going great at the Aquatic Center.

Community Services Director Niemer stated that some of the Recreation Division's online stats are not as high as those in months prior. Therese Roberts who is in charge of overseeing the marketing effort will be making a presentation in the near future as to these trends and ongoing web-based marketing efforts. The RMS system might be a potential contributing factor. The user statistics from the websites of both RMS and Recreation are going to be compared and examined in further detail. Additionally, with respect to increasing the social media and online presence, Matt Morgan has been asked to develop an Instagram page for the City which is scheduled to go live within the next few weeks.

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

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

Motion Carries

COMMUNITY SERVICES DEPARTMENT BUDGET OVERVIEW

Community Services Director Niemer stated that the directive from the City Manager's Office was to prepare a status quo operating budget for the next two years. The City Council has priorities involving public safety that will be funded this year. With respect to operating funds, the Department could certainly put additional funds to good use; however, the budget staying at consistent levels means that the programs do not need to be cut and no personnel have to be laid off. Community Services Director Niemer then asked Management Analyst Mathew McCallum to discuss the operating budget in more detail.

Management Analyst McCallum stated that the City has a bi-annual budget policy whereby every two years a new budget is developed for the next two years. The Community Service Department consists of nine divisions which utilize five funds. The General Fund allocations are approximately \$5 million annually; \$2.5 million of which goes to Parks, \$2 million to Recreation, and \$500,000 to Administration. The largest expenditures for each division are the staff costs, representing 55% of the costs in Parks, 67% of the costs in Recreation, and 84% of the costs in Administration.

Commissioner Brennan inquired about the \$500,000 administration costs. Management Analyst McCallum stated that the costs are for Community Services Director Niemer, himself, and the executive assistance as well as for the related operating overhead and the different projects under Administration that the other divisions such as Recreation and Parks are not directly responsible for overseeing.

Management Analyst McCallum stated that Recreation is able to offset a certain portion of its budget through program revenues. It has generated \$900,000 per year, and this number is increasing. In 2001, approximately 75% of the costs for Recreation were paid for using the General Fund, with revenue recovery covering the other 25% of costs. This year revenue recovery accounted for approximately 56% of Recreation's total costs. Factoring in inflation, the annual General Fund subsidy is about \$165,000 less today than in 2001.

Community Services Director Niemer stated that in 2001, a policy was implemented whereby program fees are able to be adjusted administratively to cover costs rather than with City Council action. This allows for more real time adjustments and improved revenue streams. Additionally, there has not been a Recreation Superintendent in the budget for several years. Without the cost of this salary and other related personnel expenses, this results in the lowering of total costs as well.

Library operations account for approximately \$2.2 million in annual costs. Of this amount, \$1.975 million is for the Redding Library and \$225,000 is for the branch Libraries in Burney and Anderson. The operating and materials contracts with Library Systems and Services Inc. (LSSI) are the largest expenditures. 72% of the Redding Library budget is for LSSI. And, 90% of the Branch Libraries budgets are for LSSI.

Commissioner Resner inquired as to the specific costs related to LSSI and the percentage of the \$1.975 million. Management Analyst McCallum stated the LSSI costs are approximately \$1.5 million for the Redding Library and approximately \$180,000 for the Branch Libraries. These costs include the administrative staff, I.T. systems, and materials such as the books and eBooks.

The County of Shasta provides funding for the libraries in general. The City of Redding provides funding for the Redding Library. The City of Anderson provides some funding for the Anderson Library. Revenues are also generated from fines and fees. Additionally, different grants such as adult literacy also provide funding.

Management Analyst McCallum stated that the Civic Auditorium and the Visitors Bureau have a budget of approximately \$1.1 million. The Division's budget is funded through revenues generated from the Transient Occupancy Tax which is applied to hotel rooms. The lease revenue from Advance Redding is approximately \$285,000 annually and is budgeted separately. 70% of the revenue is allocated for capital improvements, and the other 30% is applied towards paying down pre-existing debt.

Commissioner Salter inquired if Bethel's development plans include a comparable building. Community Services Director Niemer stated that the proposed campus does not include a viable alternative to the Civic and that Advance Redding has plans to continue leasing the building through current option period and possibly beyond.

Commissioner Deaton inquired as to what date the lease is up for the Civic Auditorium. Community Services Director Niemer stated the current lease is up in August of next year. But, the five year option is already being worked on with Advance Redding.

Commissioner Deaton inquired as to what the budgeted labor costs were for the Civic Auditorium prior to Advance Redding. Community Services Director Niemer stated that the overall budget was \$2 million. \$1 million of which was generated through facility revenue, and the General Fund accounted for the other half.

Community Services Director Niemer stated that with costs like the \$385,000 window wall project, the capital improvements expenses are more than was initially estimated. Advance Redding has also invested significantly in terms of enhancements to the building.

Commissioner Salter inquired as to whether Community Services gets any money from Big League Dreams. Community Services Director Niemer stated that revenues go to the City's General Fund. The revenues previously went to the Park Development Fund, but they were reassigned during the recession.

Commissioner Salter inquired as to how much revenue Big League Dreams generates. Management Analyst McCallum stated that the revenue was approximately \$100,000.

Commissioner Brennan inquired as to the decision-making process for the allocation of the revenues from Big League Dreams. Community Services Director Niemer stated that the City Manager makes the recommendation and the City Council approves it.

Commissioner Brennan inquired as to if efforts could be undertaken now in order to try to return the Big League Dreams revenue back to Community Services. Community Services Director Niemer stated that the department was told to prepare a status quo budget.

Commissioner Resner suggested that Management Analyst McCallum continue with his report, and the Big League Dreams discussion could be revisited afterwards.

Management Analyst McCallum stated that the 2015 - 2017 Budget is essentially status quo. Existing staffing levels are being maintained and there are no increases in material expenses. The recommended changes to City Council include a part-time Accounting Specialist in Park Maintenance; use-of the undedicated Technology Surcharge Fee revenues for other Recreation technology needs; and, a capital outlay of \$40,000 to replace an outdated wood timberform playground structure.

Management Analyst McCallum stated that while one playground structure is proposed for replacement, there are another ten sites that are in similar disrepair. Kids Kingdom is approaching its end of expected lifespan. There are deferred maintenance costs at the various facilities including the Aquatic Center, Caldwell Park, Lake Redding Park, Buckeye Park and the Sacramento River Trail.

Commissioner Wilson stated that the budget needs to have more money designated to sustain what has already been built. Additionally, maybe closing some of the more minimally-used pocket parks should potentially be considered in order to help save money and lower some of the overall costs in the budget.

Commissioner Salter stated that a motion should be made to have the Big League Dreams money reallocated back to the Parks Fund. In light of the Soccer Park issue as well as the other projects that are in need of maintenance, the revenue generated from BLD could be used to try to help address these issues.

Discussion was held regarding the use of the Big League Dreams revenues in terms of addressing the Soccer Park and applying the money to other park maintenance projects. A motion was made to include the reallocation of Big League Dreams revenues for consideration in the current budget approval process. It was determined that Chair Resner would write a letter to the City Council.

Motion: To approve the current budget in conjunction with making a recommendation to the City Council that the revenue from Big League Dreams be allocated specifically to a designated Park Maintenance fund.
(Made by Commissioner Brennan, Seconded by Commissioner Wilson)

AYES: Commissioners Brennan, Deaton, Resner, Salter and Wilson

NOES: None

ABSTAIN: None

ABSENT: None

Motion Carries

CONSIDERATION OF SHASTINA RANCH CREDIT AGREEMENT REVISIONS

Community Services Director Niemer stated that Shastina Ranch is a residential development project with plans to build 446 single-family homes in the subdivision west of Airport Road and south of Rancho Road. The development plans include a neighborhood park with a multipurpose turf ball field as well as parking facilities and a restroom. Twenty-five acres have been allocated within the Clover Creek floodplain. And, a Clover Creek trail is to be developed within the open space and slope areas.

S & J Development, the developer for Shastina Ranch has recently recorded the first phase of the project and has requested modifications to the park development credit agreement with the City.

Community Services Director Niemer stated that the original credit agreement for Shastina Ranch was executed in 2005. The 2009 Highland Park Credit Agreement, along with its amendments, provides for a better template to use. The Highland Park Agreement incorporates a number of improvements which outline obligations and processes with greater clarity.

Community Services Director Niemer recommended using the Highland Park Agreement as a

template for the Shastina Ranch Credit Agreement as well as for other future park credit agreements.

The current Shastina Ranch Agreement specifies park construction be completed in four different phases. Consolidating the four phases into two is much more efficient and offers economies of scale which can help lower costs. The money saved by reducing the number of construction phases can be used for park improvements.

The current Shastina Ranch Agreement specifies that park construction is to start upon the completion of a certain number of lots, and the park construction completion date is a designated time period, such as one year. The proposal for the new contract specifies that the first phase of park construction be completed prior to the recordation of the 185th lot; and, the second phase of park construction be completed prior to the recordation of the 285th lot. Requiring park construction to be completed prior to a designated number of recorded lots enables for more accountability and improved management of timelines.

Community Services Director Niemer introduced Mr. Jeb Allen and invited him to talk about the Shastina Ranch Development. Mr. Allen is the President of S&J Development. S&J is the sole developer for Shastina Ranch. Additionally, Mr. Allen and S&J Development are the named parties on the City's Shastina Park Credit Agreement.

Mr. Allen thanked Community Services Director Niemer for inviting him to speak. Mr. Allen provided an overview of the Shastina Ranch development plans and discussed the current progress. Mr. Allen stated that he had worked with Community Services Director Niemer on the details of the contract being proposed and he felt the contract was fair for both S&J as well as for the City of Redding.

Mr. Allen, Community Services Director Niemer, and Commissioners Brennan, Deaton, Resner, Salter and Wilson had a discussion regarding the details of the Shastina Ranch development. The discussion included topics such as lot sizes, timelines, adjacent subdivisions, Clover Creek, the planned baseball field, street construction, and trails.

Community Services Director Niemer thanked Mr. Allen, and then recommended that the proposed revisions to the Shastina Credit Agreement be approved.

Motion: To approve the Shastina Credit Agreement Revisions.
(Made by Commissioner Salter, Seconded by Commissioner Deaton)

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

Motion Carries

REVIEW OF DRAFT OPEN SPACE STRATEGY

Given the limited amount of time remaining for the meeting, Community Services Director Niemer made the recommendation that the review of the draft for the Open Space Strategy be postponed until the next meeting.

Commissioner Deaton provided a copy of the edits, suggestions and recommendations which he made to the draft of the Open Space Strategy. Community Services Director Niemer expressed her appreciation to Commissioner Deaton for taking the time and effort to review the draft as well for his input and advice.

PROJECT UPDATES

Community Services Director Niemer stated that 'Stay On Top Of It' is in full swing. The swim safety program is currently working with kids from Sequoia and Cypress elementary schools in addition to children from MLK.

The grand jury report was recently issued on the Soccer Park. The City Council has 60 days to respond. Community Services is working with the City Manager to prepare a recommendation. Based on the City Council's direction, Community Services will then respond accordingly. There are two new board members on the Soccer Park Board who seem to be very motivated regarding raising money in order to assist with the funding challenges that the Soccer Park has experienced.

Commissioner Wilson inquired as to if the Soccer Park revenue is up, given that its attendance has been improving. Community Services Director Niemer stated that while this is the case, the numbers are not as high as they had projected. Management for the Soccer Park also thought that they were going to be able to raise a lot more money in terms of advertising revenue and sponsorships. The overhead costs for things like lighting are also considerations to keep in mind.

Commissioner Salter stated that this is an issue in terms of attracting people who want multi-year commitments. Pursuing the lawsuit probably should have been undertaken sooner. Moreover, the members of the Soccer Park Board are working extremely, extremely hard to address the issues.

The McConnell Foundation awarded a grant of \$25,000 to be used for the resurfacing of the court at Enterprise Park. The court is dual purpose, providing opportunities for both pickleball and the roller rink. Al Shipman has agreed to be the project manager. Commissioner Brennan inquired as to the extent the court is used by people other than the pickleball players. Management Analyst McCallum brought-up that in addition to skating, the court is used for roller hockey.

The Shasta Trinity Fly Fishermen are progressing well with the Clover Creek Clubhouse. A vehicle entry gate has been repurposed from Palisades to Clover Creek for installation. A large portion of the trenching has been dug for the utilities. The project continues to receive a lot of positive feedback.

The Aquatic Center is open and in full-swing. Revenue is looking good. School party season is doing well.

Community Services Director Niemer has had some good discussions with the Rotary Club Representatives about working as a group to undertake the project at Kids Kingdom.

The area for the Community Creek Clean Up has been determined. The clean up is going to be on the north side of the Sacramento River, west of the Senior Citizens Hall and extending from Carter Creek through the Temora Court Area. Steve Gaston has agreed to be the registration chair again. The Shasta Trinity Fly Fishermen are also arranging boats in order to access that section of the River and assist in the clean-up.

With the help of the Street Maintenance Division, the path at the Aquatic Center between the soccer field and the Jump River Playground was resurfaced. Chair Resner stated that she was just running on it yesterday and noticed how nice it looked.

COMMISSIONER COMMENTS

Commissioner Salter inquired about what needs to be done in order to bring-in Oregon Gulch. Community Services Director Niemer stated that it is going to be part of the Open Space Strategy and the plan is for this year. Commissioner Salter stated that she would like to act while we have a council which supports it.

Commissioner Salter inquired about the plans regarding the repairs and maintenance needed throughout the parks. Community Services Director Niemer stated that there is a list which is matched-up with outside funding, and new opportunities for sponsorships and grants are always being looked for. The efforts underway regarding Kids Kingdom and the Rotary Club are two examples of this. Another example is at Indian Hills Park. A Boy Scout who is working on his Eagle Scout requirements needed a project. He lives on the west side of town. And, Community Services was able to match him up with a plan to replace the swing set at Indian Hills Park.

Commissioner Salter stated that she would like to see a presentation of the list of different park repair and upgrade projects that are on-hold pending the availability of funding sources. Community Services Director Niemer stated that a detailed list would be provided. Parks Superintendent Anderson pointed out that the parks and their equipment are reviewed monthly. Any identified safety issues are addressed. Although funds might limit expensive purchases of new equipment, minor repairs are carried-out in order to ensure the park playgrounds are safe. Commissioner Resner inquired as to if there was some kind of a reserve fund that might potentially be able to be used. Community Services Director Niemer stated that there are presently not any funds like this available.

Commissioner Resner raised the question that while new parks are being built, what sort of reserve funds are in place in order to maintain and keep-up the existing parks? Community

Services Director Niemer stated that the new parks such as Highland Park and Shastina Park incorporate maintenance funds in order to repair and upgrade the equipment over time.

Commissioner Salter commented that she would like to see the Sundial Splash event brought back.

Commissioner Salter inquired about Parks Superintendent Anderson's future plans for the upkeep of the turf on the fields, given the current water conservation measures that are in place for the drought. Parks Superintendent Anderson said that playing fields are being given preferential treatment with water and maintenance efforts. He also noted that the Parks Division is partnering with other City departments to present a drought workshop in a couple of weeks.

DIRECTOR COMMENTS

There were no additional comments.

ADJOURNMENT

There being no further business, Chair Resner adjourned the meeting at 2:52 p.m.



Erin Resner, Chair