

Community Services Advisory Commission  
Regular Meeting  
City Hall - Caldwell Park Conference Room  
777 Cypress Avenue  
Redding, California  
November 11, 2015

## **MINUTES**

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

### **ATTENDANCE**

The following Commissioners were present: John Deaton, Bob Brennan, Erin Resner and Judy Salter. Also present were City Council Member Missy McArthur, Deputy City Manager Clark, Community Services Director Kimberly Niemer, Management Analyst Matt McCallum, Interim Parks Superintendent Dan Cannon, Recreation Supervisor Sue Roi, and Executive Assistant Brenna Bowers.

### **PUBLIC COMMENT**

There were no comments from the public.

### **CONSENT CALENDAR**

The monthly Parks Maintenance, Recreation, and Tourism Activity for October 2015, were presented.

**Motion:** To approve the Consent Calendar.

(Made by Commissioner Brennan, Seconded by Commissioner Salter)

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

**NOES:** None

**ABSTAIN:** None

**ABSENT:** Wilson

### **Motion Carries**

### **SOFTBALL PROGRAM UPDATE**

Director Kim Niemer introduced Sue Roi, Recreation Supervisor, to present on the Girls' Softball Program. Ms. Roi provided a brief history of the program. Ten years ago a decision was made to have the City take over the organization of the girls' playing

league. The local Little League organizations agreed to stop taking girls' softball registrations and the new girls' leagues was managed by the City under the Amateur Softball Association (ASA) rules and regulations. When the City took over, the program enrollment went from the low 200s to the high 400s. The program is still successful with enrollment in the 300s. Ms. Roi explained that ASA offers several tournaments, but does not offer a bracketed play post-season. With the recent World Series television exposure, there has been interest in the community to reconsider affiliations. Ms. Roi stated that she is forming an advisory committee to look at the rules and regulations of ASA and Little League and decide which is best for the girls. Commissioner Salter inquired about school involvement in the program. Ms. Roi explained that the City's program helps the schools as a feeder, building girls' abilities and knowledge at younger ages.

### **REDDING CVB ANNUAL REPORT BY 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 Greg Clark provided a brief background on the structure of the contract with SCWA and information on how the contract relates to the Transient Occupancy Tax (TOT). He introduced Laurie Baker, Chief Executive Office of the SCWA and the Redding Convention and Visitors Bureau (CVB).

Ms. Baker provided a PowerPoint presentation on highlights from the Annual Report, referenced and incorporated herein. The presentation included the launch of the new website, social media expansion, radio advertising, new partnership opportunities, international advertising, marketing expansion and an organizational overview. Ms. Baker introduced her staff which included Julie Finck (Marketing), Kallie Markle (Communications), and Lynnann Foster (Destination Coordinator). Not present was Chad New (Director of Industry Relations and Sales).

Commissioner Brennan inquired why they target Portland in their marketing efforts. Ms. Baker explained that the efforts were aimed at getting Portland residents to come south to enjoy more sunshine.

Commissioner Brennan inquired about an increase in visits to the website with the addition of a mobile friendly version. Ms. Baker responded that they have more new users and are expecting more repeat users.

Commissioner Salter commented that advertising in Oregon made sense.

Commissioner Brennan asked where the CVB received a 5% target for international advertising. Ms. Baker responded that it was included in the contract when she started. Director Niemer commented that it has been the historical target, but she did not know why.

Commissioner Salter asked about how they measure the effectiveness of money spent internationally. Ms. Baker explained that the only way to measure that is maintaining relationships with tour operators and finding out if they are selling trips here. Ms. Baker said that is a goal of the CVB to find a better way to track international impact. Director Niemer commented that at one point they purchased information from VISA, Inc., which provided details on purchases in Redding from international cardholders. She continued that with the growth of Bethel Church it is hard to know which international visitors should be credited to the CVB's efforts.

Commissioner Deaton asked if there were any metrics available on international travelers. Ms. Baker said no. Commissioner Salter expressed the need to receive metrics on all advertising in order to evaluate the effectiveness and funding. Director Niemer explained the main driver for the CVB's budget is an increase or decrease in the TOT. Ms. Baker replied that while an increase in TOT is nice, they are working hard for people stay here and not just for a night's rest.

Commissioner Salter inquired about a strategic plan or other plan that would include target increase in visitors. Ms. Baker explained that they do not, but to ask for more than a 10% increase would be asking a lot. Ms. Baker listed the top reasons people travel, which includes beaches, casinos, amusement parks, National Parks, and wine tasting. Ms. Baker said that Redding doesn't have a lot of the main attractions to justify a higher rate, but that they are advertising Lassen Park and wine tasting.

Commissioner Deaton asked about how quickly the CVB responds to requests for brochures. Ms. Baker said that the CVB will generally mail them out weekly during the busy season, but less often during the slow season. The reason being bulk mail, which keeps costs down.

Commissioner Brennan inquired if there were any films being shot in Redding. Ms. Baker explained that there was a small movie, but no big movies currently to discuss.

Commissioners Deaton and Salter inquired about the website's calendar, including concerns that not all community events were included. Ms. Baker said the CVB spent hours each week making sure the calendar is complete and that other organizations have the ability to add their own events. In addition, Ms. Baker said that the calendar may filter events during searches due to categories. Director Niemer suggested widening and reducing the number of categories.

With no other comments the presentation ended.

## **COMMUNITY CREEK CLEAN-UP PRESENTATION**

Director Niemer provided a PowerPoint presentation on the 2015 Community Creek Clean-Up (CCCU), referenced and incorporated herein. This year the clean-up was on the Sacramento River Trail behind Lake Redding Drive by Carter Creek. Director Niemer acknowledged the addition of corporate sponsors provided funding to properly thank volunteers. Dr. Randall Smith thanked City of Redding Parks staff for the additional support and stated that additional work would be done shortly to complete the goals for the area. This section of the trail is used frequently and public feedback has been very positive. Director Niemer recognized Dr. Smith's contributions as a founder of the event and the tactical commander for ten years. Dr. Smith announced at the Community Creek Clean-Up follow-up meeting that he was stepping away from the event. She thanked Randall Smith on his years of service, noting that he would be missed.

Chair Resner reported that she has received public comments about how wonderful the area of the trail looks now.

## **HENDERSON OPEN SPACE UPDATE**

Director Niemer informed the Commission that she, Terry Hanson and Assistant City Manager Barry Tippin visited with the state agencies on potential impacts of the Dignity Health project, and have received generally favorable responses. The one issue that arose was parking. Director Niemer explained that the City's team will be working with Dignity Health to come up with a configuration that would work within the guidelines of the grant.

Commissioner Brennan inquired about Dignity Health leasing the property where parking would be. Director Niemer confirmed it was an option and would be easier in some cases because it would not require a scope change.

Commissioner Salter inquired about distinct parking. Director Niemer replied that shared parking will not work for the granting agencies as they expressed the need for clear and separate parking for trail and river access visitors.

Chair Resner inquired about future meetings with the grantor agencies and if commissioners should attend. Director Niemer expressed her desire to have staff work through the project as to not politicize it which could damage relationships. Director Niemer commented that the agencies funded these grants and have an interest in making them work, but the parking component is important piece to them to maintain access.

Chair Resner inquired about the non-binding letter of intent and its status. Director Niemer informed the Commission that the letter is still being circulated.

Commissioner Salter requested copies of the PowerPoint presentations. Director Niemer said she would have them posted to the website.

Chair Resner asked for confirmation that parking for both projects share the same parcel. Director Niemer confirmed that is true and Dignity Health has additional parcels available for parking.

Commissioner Salter asked about the City's rights if the property was leased as opposed to sold. Director Niemer said that those rights would be negotiated and detailed in the nonbinding letter of intent.

Director Niemer informed the Commission that the next step in the process is City Manager Kurt Starman bringing the letter of intent to a CSAC meeting. Commissioner Deaton asked if the letter would include mitigation measures. Director Niemer replied that she had not seen the letter so could not comment. Commissioner Deaton inquired about mitigation measures and who is responsible for them. Director Niemer explained that in her experience mitigation measures are usually discussed during the entitlement process which would come after the nonbinding letter of intent.

Commissioner Deaton asked how much of the central parcel would be leased. Director Niemer responded that she is not sure yet, but may be all or a portion.

Commissioner Deaton expressed his hope that the minutes from the Commission's Special Meeting would include comments he felt were important. Director Niemer confirmed that the presentations will be summarized and comments included.

Commissioner Deaton expressed his hope that City Council members view a TED Talk that is being circulated before they make any decision.

Commissioner Deaton said he heard the City was sued over a floodplain development by downstream landowners and was unsure of the project details. Commissioner Deaton asked Parks Superintendent Cannon to comment. Cannon replied that he believed Clover Creek Preserve was built as a result of it. Director Niemer explained that Clover Creek Preserve was built as a settlement on that suit. Director Niemer said the Clover Creek Preserve serves as a detention basin to prevent the downstream flooding of residents on Goodwater.

Commissioner Brennan asked about the timeline related to the kayak parking. He expressed concern over the approaching grant horizon considering the remaining work to be done. Director Niemer said the new proposal would have the parking on the concrete pad, which would speed up the process as the ground is above the floodplain and already disturbed.

Commissioner Salter asked if they are just going through the motions as a commission. Director Niemer explained that CSAC is an advisory commission to the City Council. CSAC plays an important role in discussing public policy issues.

Commissioner Salter inquired about additional hearings at City Council about the sale. Director Niemer said she would expect that the non-binding letter of intent would be the next opportunity for public participation.

Chair Resner asked for clarification on the Commission's role in making recommendations. Commissioner Brennan responded that the Commission does need to make a recommendation. Commissioner Salter expressed her hope that City Council would hear the information that the Commission received at the public meeting which immediately followed the tour of the open space.

## **PROJECT UPDATES**

Director Niemer was in Yuba City on Friday for a North State Parks and Recreation meeting and visited Chico's pump track on her return. She had a very positive impression of the environment and users. She said it would be a good idea to have local residents tour the Chico site because it is very popular and positive.

There will be a triathlon on Memorial Day 2016. The open water swim will be at Lake Shasta. The triathlon organizers are not expecting a huge turnout in 2016 but expect a larger turnout in 2017 after publicity and logistics are in place.

Rivers for Change – Cal 100 Kayak Race organizers are interested in doing the Sundial Splash.

West Redding Little League – dialog on field improvements and the possibility of working in two more fields at the Caldwell Park baseball site. The need for more ball fields is very real, so we are trying to figure it out.

Working with some local organizations on a trail project that would create a new trail connection between the Sundial Bridge, the amphitheater, and the boat ramp. The organizations are currently fundraising to pay a consultant to prepare a design and grant application. Commissioner Brennan inquired about where the path would go and how that affects the road. Director Niemer responded that the project would realign the road to the shelf above the current location. Commissioner Salter commented on the positive experience it has been and the terrific way the organizations are going about crowdsourcing funds. Director Niemer informed the Commission that Anne Thomas is in charge of the publicity campaign. Commissioner Resner inquired about the length of the Rodeo lease. Director Niemer confirmed it is a rolling year-to-year lease.

The Shastina Ranch Park proposal should be coming to the Commission as concept around March 2016. The park will be themed around its tree canopy with a signature play feature. The design team is currently collecting ideas.

Highland Park received a deferral on the playing fields, but must be completed by November of 2016.

Director Niemer commented that many local commercials are featuring our parks and trails in their advertisements, which confirms the belief that people in our community find our parks, trails, and open spaces attractive.

Recreation Coordinator Christina Massey is working on an update to the MLK Action Plan and Commissioner Wilson will be on the working group. Director Niemer praised Christina's efforts and informed the Commission that the January CSAC meeting may be held at MLK to showcase all of the good things that are going on.

The City Council will be considering new positions which would include a reorganization. Community Services would grow to include Building Maintenance. Director Niemer commented that Parks and Building Maintenance would work well together and will allow the sharing of knowledge, equipment, and tools.

## **COMMISSIONER COMMENTS**

Commissioner Brennan expressed his hope that the Commission comes up with their recommendation on Henderson Open Space sooner than later.

Chair Resner requested more detail on the floodplain.

Director Niemer informed the Commission that they should receive a presentation on the nonbinding letter of intent prior to the Council meeting and at that point they will be able to review deal points to make a recommendation.

Commissioner Salter commented on the property behind View 202 that has a beautiful trail. Commissioner Salter suggested the Commission recommends Dignity Health buying that piece of property also in order to extend their trails. Director Niemer provided insight on the property, which is owned by Shasta Enterprises (now bankrupt). The City was interested in acquiring it but Shasta Enterprises is working through other issues, but Director Niemer is checking in with the landowner every couple weeks. Commissioner Deaton explained that this is the type of mitigation measures the Commission needs to consider and not just the floodplain. Director Niemer explained that the parcel is beautiful and the City has expressed interest, but it will be challenging from a maintenance perspective.

Commissioner Salter discussed concerns and health issues she had heard about in regards to kids playing on artificial turf. Director Niemer explained that she is aware of the recent discussion and is following closely to a new study commissioned by the State of California.

Chair Resner questioned the effects the drought will have on Highland Park's new field that is scheduled to be developed in 2016 and whether the project should be delayed. Director Niemer explained that Dan Cannon and his crew are developing new irrigation standards aligned with new state mandates, but the reality is that there is a huge need for new fields. Director Niemer's staff is looking at more drought tolerant seed mixes, but she is not inclined to push out the project beyond the two years it has already been extended.

Chair Resner shared that she has received some complaints from neighbors in Highland Park about their Landscape Maintenance Districts (LMDs). Director Niemer replied that there are two issues with Highland Park. The first being no-mow grass that is now being pulled out and will be replaced by bark. The second being graffiti on the sound wall which is only viewable from the freeway. A Redding Police Department volunteer painted over the graffiti.

Director Niemer shared that new Accounting Specialist Kelly Gardner is already improving the service and contract compliance with the LMD contractor. In addition, Kelly is on the Nextdoor App to improve communications with residents regarding LMDs.

Commissioner Brennan asked if the Shastina Park would be centrally located, and Director Niemer promised to provide a map of the park location.

#### **DIRECTOR COMMENTS**

Director Niemer had no further comments.

#### **ADJOURNMENT**

There being no further business, Chair Resner adjourned the meeting at 5:57 p.m.

  
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John Deaton, Chair