

Community Services Advisory Commission
Regular Meeting
City Hall - Caldwell Park Conference Room
777 Cypress Avenue
Redding, California
March 9, 2016

MINUTES

Chair Deaton called the meeting to order at 4:05 p.m.

ROLL CALL

The following Commissioners were present: Chair John Deaton, Bob Brennan, Erin Resner, and Judy Salter. Also present were Mayor Missy McArthur, City Council Member Francie Sullivan, Deputy City Manager Greg Clark, Community Services Director Kimberly Niemer, Parks and Facilities Manager Adam Whelen, Parks Superintendent Joseph Forseth-Deshais, Management Analyst Matt McCallum, Management Analyst Michele Davis, 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 February 2016, were presented.

Commissioner Resner inquired about what was included in the cost of vandalism. Manager Whelen stated that staff time is recorded but the prices listed in the right-hand column of the report are for supplies.

Chair Deaton discussed the Shasta Cascade Wonderland Association's (SCWA) advertising expenditures in relation to the international portion; specifically, what local businesses were involved in the determination of how money would be spent and if any metrics exist to measure effectiveness. Deputy City Manager Greg Clark gave a short overview of the history of the Convention and Visitor's Bureau (CVB), which used to be its own department in the City's general fund. In 2010, the CVB was outsourced to the SCWA, which coordinates regional tourism efforts for Northern California and administers tourism advertising for the Redding Tourism Marketing Group. Clark continued to explain the Tourism Marketing Business Improvement District (TMBID) is comprised of all the lodging properties within the city limits. Clark explained that 2% of the transient occupancy tax (TOT) paid within the TMBID goes towards marketing and promotion. Clark informed the Commission that the annual contract payment this year was approximately \$963,000, which is less than it was costing to operate in-house. In addition to the contract payment, the SCWA receives the TMBID dollars. The contract lays out the deliverables

and what the City expects of the SCWA, part of which is providing a monthly activity report to the Community Services Advisory Commission. Each July, the SCWA's Marketing Plan is due and their Annual Report is due each September. When the contract was originally negotiated, the City required that 5% of the money had to be spent on marketing towards international visitors and 25% of the money had to be spent on specifically marketing Redding. Aside from those requirements, the contract does not get in to strict details, but the City expects the SCWA to meet the deliverables. The most important metric is an increase in TOT, which the SCWA has a stake in increasing because they receive 25% of it. The City also receives feedback from local tourism attractions such as Turtle Bay and Shasta Caverns. SCWA has and can pay for reports from VISA and MasterCard that will provide details on local lodging payments and country of origin.

Chair Deaton inquired about the City's model for outsourcing the CVB and if it is a common practice in other locations. Clark explained there are different models, including ones that pay for a CVB out of the general fund and some that are completely privatized. Clark explained that Redding's model is a hybrid, which he feels is the best model because both the City and the business community benefit.

Commissioner Resner inquired if the Commission could request a quarterly or more comprehensive report. Clark responded that the SCWA prepares a monthly report, an annual marketing plan, an annual report, and a report for the TMBID. Clark offered to work with the SCWA to include additional information in those, if requested.

Commissioner Salter and Commissioner Resner inquired as to whether the CVB had a strategic plan or smart goals for the Commission to read in order to gain context for activities. Clark explained that the CVB's marketing plan would be considered their strategic plan, where they look ahead and discuss the next year's focus.

Commissioner Brennan inquired if the 5% of money designated for international marketing could be changed. Clark explained that the 5% is in the contract and is a minimum, but the contract could be amended if it was the prudent thing to do. Commissioner Brennan requested a copy of the contract.

Commissioner Brennan inquired as to whether Director Niemer worked with the CVB often. Director Niemer confirmed that her department has worked with the CVB for Soccer Park promotions, lacrosse tournaments, Winter Fest, Shasta County Arts Council activities, as well as coordinating with other groups that are trying to bring people to Redding for events.

Commissioner Deaton requested that the next activity report emphasize the CVB's future plans. Clark said he would convey that message.

Motion: To approve the Consent Calendar.

(Made by Commissioner Resner, Seconded by Commissioner Salter)

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

Motion Carries

REVIEW OF THE PARK FUNDS, BALANCES, AND CASH FLOW

Management Analyst Matt McCallum reviewed the information presented in the staff report. McCallum explained that it has been a good year, whereas the low point is estimated to be \$614,000 compared to the beginning of the year projection at \$427,000. McCallum explained there are two elements of concern in regards to the Soccer Park fields in relation to replacement and legal costs. Commissioner Brennan expressed concern for the risk of spending money on litigation and not winning. Director Niemer explained that the City Attorney did a risk assessment for going forward with the litigation and determined the City will continue to move forward. Director Niemer informed the Commission that there will be a meeting in Sacramento on April 15th and she will update the Commission on any disclosable developments.

McCallum explained the projection for the next five years has the combined funds sitting at \$1.6 million in FY 2019-20. Commissioner Brennan inquired if the cash balance included any money owed. McCallum explained all fee credits for park development agreements are on a separate ledger.

Commissioner Brennan asked McCallum to confirm the money loaned to the general fund from the parks fund is not included; McCallum confirmed it is not. Commissioner Salter inquired as to whether the parks could trigger or request partial payment. Director Niemer explained there is no mechanism available to trigger repayment.

Commissioner Deaton inquired how often the park fee discussions come up in Council meetings. Director Niemer informed the Commission that the next time will be when the Parks Master Plan is updated. Commissioner Brennan asked about the reduction in grass areas at parks, particularly Highland Park. Director Niemer explained that the grass being removed is in planter areas, medians, parkways, and not playing fields. Manager Whelen explained the new State of California standards do not allow grass in medians.

Commissioner Deaton inquired about the negatives of no mow grass. Superintendent Forseth-Deshais explained that no mow grass has high water usage and is highly susceptible to weeds if it is not receiving the proper amount of water.

Director Niemer informed the Commission that City Council allocated \$50,000 for irrigation and water saving projects. Director Niemer explained that those funds coupled with the six workers from the SMART Center, which are currently contracted through November 2016, the Parks Division was able to exceed the state-mandated reduction.

Commissioner Resner asked for clarification and payoff date for the \$356,000 debt owned on Enterprise Park. McCallum confirmed the payment is roughly \$50,000 per year and will be completed in FY 2022-23.

Commissioner Resner expressed concern that the park development fund does not fund repairs on parks. Director Niemer confirmed that fees received are only for new capacity i.e. new structure or lighting. Commissioner Resner reaffirmed her concern for the lack of repair or redevelopment funds for parks and requested it is included in the Master Plan. Director Niemer explained that historically the parks maintenance was properly funded and even surplus funded, however, with the economic downturn, funding for all City operations was reduced. Director Niemer continued to share that the 2004 Master Plan had a policy to place new parks in Landscape Maintenance Districts to ensure they were properly maintained. Director Niemer also shared that after next year, out of the six parks needing renovations only three will remain. City Council has approved the Minder Park deductible and has funded the replacement of another.

REDDING RODEO ASSOCIATION LEASE RENEWAL OF THE REDDING RODEO GROUNDS

Director Niemer explained the current guaranteed term of the long-term lease is coming up and will go to one-year renewals. The Redding Rodeo Association would like to make some improvements and enter into a new lease for 10 years. Improvements include ADA compliant ramps, and a building for administrative activities during rodeo events and other meetings year round. Director Niemer explained that the Association pays \$50 per year and were previously held in the lease until the grandstands were paid off.

Commissioner Resner expressed concern for the length of the lease and requested a year-to-year lease. Director Niemer explained the Association's point of view was to amortize the cost of improvements over a long period. Director Niemer confirmed the City can give one-year notice for opting out of the lease.

Commissioner Salter expressed concern over the building and the repairs it needs. Commissioner Resner seconded that concern and added additional concerns about the length of the lease and location. Commissioner Brennan remarked that he does not believe anything will happen in the next 10 years. Commissioner Salter and Brennan inquired about the road being realigned and Director Niemer showed the design on a map and shared the timeline is dependent on a grant from California Boating and Waterways.

Motion: Recommend to the City Council the renewal of the Redding Rodeo Association's (RRA) lease of the Redding Rodeo grounds for an additional 10-year term.

(Made by Commissioner Brennan, Seconded by Commissioner Deaton)

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

Motion Carries

ISAAC LOWE LIBRARY PROPOSAL

Motion: Request the City Council consider naming the library at the Martin Luther King, Jr. Community Center, the "Isaac Lowe Library," in honor of her contributions to equality, race relations, youth, education and literacy.
(Made by Commissioner Salter, Seconded by Commissioner Resner)

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

Motion Carries

COMMISSION LETTER TO CITY COUNCIL RE HENDERSON OPEN SPACE AREA

Director Niemer presented the letter drafted with the assistance of Chair Deaton in consultation with Vice Chair Wilson. Director Niemer explained that Chair Deaton felt it represented the Commissioners' comments and points that had come up during the City Council's discussion, but was requesting comments to ensure consensus on the letter's content. The Commissioners discussed and confirmed bullet points. Director Niemer informed the Commission that the Natural Resource Agency has approved the scope change, but the City is still waiting for approval from California Boating and Waterways. Alexis Ross from Dignity Health informed the Commission that the items in the Commission's letter will be addressed during their legal review process.

Commissioners requested the following provision be added to the letter: In the event the California Department of Boating and Waterways grant is revoked or reduced, Dignity Health will reimburse the cash equivalent of the lost funding to the City within six (6) months of notice of the revocation/reduction, or complete construction of the improvements that would have been undertaken by the lost funding within twelve (12) months of notice for the revocation/reduction.

Motion: To finalize the letter with the additional provision and submit to Council
(Made by Commissioner Salter, Seconded by Commissioner Resner)

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

Motion carries

COMMISSIONER LIAISON ASSIGNMENTS

Director Niemer presented the Liaison Assignments and informed the Commission that the Clerk is currently working on a Liaison handbook. The Commissioners accepted their assignments.

PROJECT UPDATES

Director Niemer updated the Commission on the following projects:

Kids Kingdom - Sue Maxwell has joined the focus group. She helped with the original project and heard about Kids Kingdom in the paper. In addition, Redding resident and mother Christina Fox has joined. She had expressed interest to Council regarding an inclusive playground for children on the Autism Spectrum. Christina is a good representative along with the Far Northern Regional Center. Design is expected back this week with a presentation anticipated at the first City Council meeting of April to launch the campaign. The community fundraiser will incorporate three different donation levels sponsored out, one for residents, business, and service clubs. Commissioner Salter inquired about the fundraising goal and Director Niemer confirmed the goal is \$310,000.

Oregon Gulch - Director Niemer learned this week that the City received a site visit request for the grant. A tour of the property has been scheduled for next week, and a few missing pieces in the application will be submitted.

Landscape Maintenance Districts - Manager Whelen and Director Niemer are working with Public Works staff on two large neighborhoods that will be consolidating and growing. A public meeting is scheduled for March 23rd. There may be landscaping and a park added at Quail Ridge, which would be fronted by the Parks fund and reimbursed by an assessment on each parcel through a Landscape Maintenance District.

Sundial Bridge - Nine panels were replaced last year at a cost of \$660 each. The City currently has 18 new panels and 5 refurbished panels in inventory.

Irrigation - The Parks Department received \$50,000 to help fund irrigation and water saving projects. Plans include installation of smart controllers, "MP rotator" sprinkler heads, and removal of turf in medians. Superintendent Forseth-Deshais explained that a major water saver is lowering precipitation rate by matching watering with the infiltration rates, which also avoids runoff. For example, the 5,000 square feet of turf that was removed at the Redding Corporation Yard allowed the replacement of 114 heads, which put out 170 gallons per minute, with subsurface emitters that put out 13 gallons per minute.

Highland Park - Playing fields are scheduled to be finished by November 2016. We are currently working on the plans for irrigation systems and hydro-seeding.

COMMISSIONER COMMENTS

Commissioner Resner inquired about the Pump Park. Director Niemer informed the Commission that the Pump Park will be moving to Enterprise Park. An updated map will be available next month.

Commissioner Resner inquired about a bike path on Churn Creek between Boulder Creek and Little Country Church. Commissioner Resner commented that there are many bikers in the area and it is hazardous. Director Niemer informed the Commission that Public Works is putting together an active transportation plan and will request that Director Brian Crane revisit the Commission to give an update.

Commissioner Salter inquired about the Triathlon. Commissioner Brennan and Director Niemer were unsure if planning meetings were occurring. Director Niemer will request the event organizers come to the next Commission meeting to give an update.

Commissioner Brennan remarked that the Clover Creek fly fishing building is moving along. Director Niemer stated that the Shasta Trinity Fly Fishers has money for the building shell, but are still trying to raise money to finish the interior improvements.

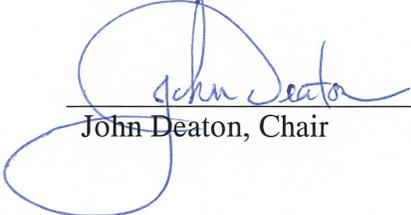
Commissioner Salter informed the Commission that she called Chair Deaton and asked him if research could be done on having the Sacramento River designated as a parkway in order to receive grant dollars from the State and Federal governments to preserve the riverfront. Director Niemer said she would ask Terry Hanson to be a part of that, and informed the Commission that it requires a legislative process.

DIRECTOR COMMENTS

Director Niemer had no further comments.

ADJOURNMENT

There being no further business, Chair Deaton adjourned the meeting at 6:03.



John Deaton, Chair