

Board of Directors Regular Meeting Minutes March 8, 2018



The March 8, 2018 Special Meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Vice Chair Bonato at 6:00 p.m. in the Conference Room at the Administration Office.

CLOSED SESSION – 6:00 P.M.

Open Session Identification of Closed Session Matters

CONFERENCE WITH LEGAL COUNSEL – CURRENT LITIGATION- Pursuant to California Government Code Section 54956.9 (d) (1) Pleasant Hill Recreation & Park District v. Stephen E. Harriman, a natural person doing business as Stephen E. Harriman AIA & Associates; Harriman Kinyon Architects, Inc., a California Corporation Contra Costa County Superior Court Case No. CIVMSC13-01865

Board Vice Chair Bonato reported that the Board of Directors met in closed session and gave direction to legal counsel. No final decisions were made.

Board Vice Chair Bonato called to order the March 8, 2018 Regular Board Meeting of the Pleasant Hill Recreation & Park District Board of Directors at 7:24 p.m.

ROLL CALL

BOARD PRESENT: Bonato, Ortega, Pierce, Shess

BOARD ABSENT: Glover

STAFF PRESENT: Lacy, Thoits

PLEDGE OF ALLEGIANCE

Board Member Pierce led the Pledge of Allegiance.

PUBLIC COMMENT

There was no public comment.

REPORT FROM EX-OFFICIO KATELYN DOWNING, COLLEGE PARK HIGH SCHOOL

Ex-Officio Downing gave the following report:

Teen Council news:

- The Teen Council had their meeting on Monday, March 5. They announced that at the last dance there were 40 participants.
- The Battle of the Bands will be on March 16, 7:00 p.m. with various bands performing; Sad Vegan, California Hobos, Novicaine Road, Half Mad, and Martinez Underground.
- The Teen Council are thinking of spring fundraiser such as a car wash and donating the proceeds to the Monument Crisis Center.

College Park High School news:

- March Madness is this week.
- Dodgeball sign-ups are this week.
- This week is the Multicultural Week with themes each day with the rally on Friday and a performance of various multicultural groups.
- 8th grade parent night/open house is on March 15.

- The Choir Renaissance Feast Fundraiser is on March 9 & 10 from 6 – 9 p.m., tickets are \$50 for adults, \$25 for students and staff and \$15 for children 10 and under.
- The Jazz Rummage Sale is Saturday, March 10 where all proceeds go towards the Jazz Band and Jazz Ensemble trip to the Santa Cruz Jazz Festival on March 17.

REPORT FROM THE GENERAL MANAGER (ATTACHMENT A)

General Manager Lacy reviewed the report enclosed in the board packet. She added the following announcements verbally:

- Lacy said she will be attending the CPRS Conference in Long Beach and will be there from March 12 – 16. She will receive the Award for Marketing for the Tinkers and Thinkers event at the Awards Banquet on the last night of the conference.
- She asked that any Board Members attending the Community Awards Night on Tuesday, March 27 to RSVP to Susie Kubota. Board Members Jennifer Ortega, Sandy Bonato and Andrew Pierce along with his wife Stephanie stated they will be attending.
- The Summer Camp Expo will be on Saturday, March 10 from 9:00 a.m. – Noon at the Community Center.

CONSENT CALENDAR (ATTACHMENT B)

- a. Approve Bills to be Paid, warrants #25108-25168 (Exhibit 1)

Upon motion of Shess and seconded by Ortega, the Board approved the consent calendar as presented.

REVIEW AND RECOMMENDATION REGARDING THE FINAL DESIGN FOR THE DISTRICT'S BUS WRAP (ATTACHMENT C)

General Manager Lacy said there are two design concepts which were narrowed down from the Board input received at the January 25, 2018 regular meeting. The Pleasant Hill Community Foundation donated \$1,000 and their logo is on the back of the bus. Board Member Pierce liked S1, F1, and B1 for his number one choices and Board Member Ortega agreed on the same designs as Pierce. Board Vice Chair Bonato liked the brighter color of S2, but not that orange, but maybe a brighter orange and she also liked the F1 and B2. Board Member Shess liked the blue S1, F1 and B1.

Hal Jeffrey, Pleasant Hill resident and Pleasant Hill Community Foundation Board Member, likes the Foundation logo in maroon, which is their original logo color. He also asked what size the logo is and if it is about the size of a dinner plate. Thoits commented that it is the size of a license plate width. He commented that the Foundation is happy to be included. Board Vice Chair Bonato asked Jeffrey to extend the District's gratitude to the Foundation for their contribution.

Upon motion of Ortega and seconded by Pierce, the Board approved S1, F1 and B1 design choices for the bus wrap.

REVIEW AND FEEDBACK REGARDING DRAFT COMMUNICATIONS TACTICAL PLAN FOR MARCH – JUNE 2018 (ATTACHMENT D)

General Manager Lacy stated this is the implementation plan for the Communications Policies and Guidelines adopted by the Board at the September 28, 2017 regular meeting. She stated staff has developed a draft communications tactical plan. She asked the Board for feedback and input regarding the draft plan.

Board Member Pierce expressed kudos to staff in regards to the plan and stated it is very thorough, he likes the recurring themes and was impressed. He asked about the part on effective marketing

medium, is it referring to person to person. Thoits said yes. Pierce stated it is good to have this laid out in advance and generates discussion amongst staff and encourages brainstorming. Board Member Ortega said this type of plan is not easy and said it is very impressive and well organized. She asked on the first page of elected officials, Board Member, if the important message should emphasize that we have 40,000 constituents or that the District serves 100,000 people in our community. Lacy stated it would depend on the elected officials. For local elected officials, the focus would be the number of voters and then with an Assembly Member you would look at the larger number of people in the community that we serve and use District facilities. Ortega commented on local businesses and under marketing mediums, she asked if there is collaboration with the Pleasant Hill Chamber and are there opportunities to use their outreach programs. General Manager Lacy stated we have a good partnership with the Chamber and they have been great supporters and getting our messages out. Board Member Shess echoed everyone's sentiments so far. He said it is an impressive matrix that is easy to follow. He would encourage, as staff melds this, to think of differentiation. He said maybe talk about the openness of our parks and emphasizing the demographics, as well as how many programs and classes we offer compared to other agencies/cities. He mentioned that he said there are many places we express "Come with Us, Join with Us", he stated maybe we should consider empowering the individual. Lacy said come play with us, the "us" is being within our District and come enjoy our services and to let people know that we offer all these classes and services. Shess said that it a good point.

Shess also included that when you talk about the District and use the phrase "District", it should be used when speaking of the Board of Directors and when you speak of the District, instead of PHRPD, maybe state PH Rec, which is what people are familiar with. He said he thinks there is a different time when using District and when you speak of PH Rec. Board Vice Chair Bonato said that this is the Oversight Working Group (OWG) in action with Board Member Shess and Bonato a part of OWG. This has been the primary goal of that committee, attract people to our District and getting the word out. Bonato looks forward to a follow up report and knows it will take a lot of work. Ortega said she would be interested to hear when you track the analytics, what works and does not work as well and how we will pivot and plan for the next four months. She stated that only one is quantifiable. She said where possible to try and set quantifiable goals that are measurable and report back. Lacy said this is the first step. The thought is to give on-going updates and this may be brought to the Program Committee first and the plan is bring back reports to the Board as well.

BOARD ANNOUNCEMENTS AND REQUESTS TO STAFF

Shess made the following announcements/questions:

- He represented the Board at the Come Together event and said it was a great night. He said there were about two or three Council Members present.
- He attended the PHBA parade and opening day along with Board Member Ortega.
- He asked General Manager Lacy if she would write a note to Chief Bryan Hill for his permanent appointment either from the Board of Directors or from Chair Glover to congratulate Chief Hill.
- He requested information from staff regarding the Pleasant Hill Park restrooms by the Teen Center. Is the closure permanent, temporary or what is the plan. He knows it has been closed due to vandalism. He asked if they are still closed, but Park Superintendent Tom Bradley stated they have been open for the past few weeks.

Pierce made the following announcements/questions:

- He asked when the next Master Plan Community Meeting will be. There have not been any dates confirmed yet until data has been collected from the survey. Bonato asked when the video from the first Master Plan Community Meeting will be on-line; Lacy said it is available now.

Ortega made the following announcements/questions:

- She said the PHBA Opening Day was awesome. She gave the welcoming words for the event and welcomed everyone to the wonderful Recreation and Park District facilities.
- She will be attending the Camp Expo on March 10.
- She RSVP'd to Susie for the Community Service Awards Night.
- She had the privilege of attending the East Bay Women's Conference on Monday. It was a wonderful experience with about 600 attendees and the Keynote Speaker was Dr. Jill Biden. She said none of us have to save the world, but we each have to do our own part. She met Molly Maxwell and said she is a Transgender Rights Advocate who has a child that is transgender. Maxwell wants to connect with various organizations including Rec and Park to make sure that our staff at the Preschool, Community Center and Teen Center have the right tools and want to conduct training on diversity and inclusion and have the tools to be aware and sensitive for Trans Youth. She invited Maxwell to conduct staff training or give a presentation to the Board. Lacy said we would love to have Maxwell come and conduct training, it is a difficult subject to find qualified people. Lacy asked Ortega to give her Maxwell's contact info. Ortega commented that Maxwell was a fantastic speaker.

ADJOURNMENT

Board Vice Chair Bonato adjourned the meeting at 8:30 p.m. in honor of Bobby Glover and his family to congratulate him on his marriage.

Michelle Lacy, Clerk of the Board