



## MEMORANDUM

TO: Board of Directors

FROM: General Manager

DATE: January 20, 2016

RE: January 26, 2016 Board Study Session

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The Board Study Session is scheduled for Tuesday, January 26 beginning at 8:30 a.m. at the Community Center in the Republic Services Room.

This is an opportunity that the Board and staff have to review accomplishments of 2015 and set goals for 2016. Attached to your packet are the staff recommendations regarding accomplishments for 2015 and goals for 2016. Board Chair Zac Shess has requested the Board to bring their three accomplishments of 2015 and top three goals for 2016.

At the beginning of the meeting there will be a short presentation. Recreation Supervisor Kendra Luke attended a fundraiser workshop along with Sheila Cotruvo. There is some good information that we thought would be important to share with the Board of Directors. Two items are included in your packet, the exercise on individual articulation, talking about the purpose of the Pleasant Hill Recreation & Park District and Board Member activities. The purpose of this was not to ask Board Members to go out door to door fundraising, but to be able to discuss with people in the community the District's uniqueness and purpose, especially when there are so many events and activities that we are asking support from our community and local businesses.

# Exercise

## Individual Articulation

1. List some unique characteristics of PHRPD.
2. Why is PHRPD worthy of philanthropic support?
3. Why does PHRPD bring value to the Community?
4. Why are we unique?
5. Why should a donor invest in your work?

## Board Member Activities: What You Can Do

Turn 10 individuals each year into "friends".

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Join The Bequest Society and Provide a Testimonial

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Call Donors to Thank Them for Their Gifts

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Drop a Personal Note to Lapsed Donors

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Identify Prospects and Host Cultivation Events & Stewardship Events

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Donate to the Best of Your Ability

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Identify and Recruit Future Board Members

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Speak Frequently About Your Organization and its Programs and Purpose

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Accompany Staff on Solicitation/Cultivation Visits

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Identify Contacts in Private and Family Foundations

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Identify Potential Corporate Donors

**Accomplishments for 2015**

1. Driven by dramatic rental income increases, and significant improvements in the Teens and Child Care departments, the District completed the 14-15 year with a profit that was over 4 times higher than the original budget projections.
2. Hired a full-time special events coordinator to produce bigger and better events for the community and fund raising opportunities for the District.
3. Held a number of successful special events – Egg Hunt, Wine Women & Shoes, Pool Safety Day, 4<sup>th</sup> of July, Blues & Brews, Holiday Festival, and Golf Tournament.
4. Teen Center After School Program exceeded enrollment expectations and now has wait list.
5. Streamlined Summer Camps by creating a Summer Camp Committee and did recruitment, group interviews, and held one program training day for all the District summer staff working with children.
6. New Train for events!!!
7. E-marketing & website continue to improve. Improved SPOTLIGHT content with inclusion of new Human Interest sections highlighting a PHRec employee, new park feature (labyrinth) or interesting fact about the District. Streamlined SPOTLIGHT production process that resulted in on-time delivery each cycle. Pursued OWG cost accounting principles to program features, page allocations and photo selection. Maintained SPOTLIGHT production costs with historical averages. Spring/Summer 2015 SPOTLIGHT issue included an inaugural separate summer camp section that also served as a distinct summer camp brochure.
8. Completed the initial version of a reserve study by Browning & Associates that will generate guidelines for funds needed to set aside for future capital replacements/improvements.
9. Building Maintenance Customer Service –team developed improved traits in working with customers due to meetings and trainings.
10. The Community Center was awarded the CPRS Award of Excellence in Facility Design.
11. Refurbished Bocce Courts.

**Other Accomplishments for 2015:**

- Began the Board review to approve the new Policy Manual & Employee Handbook to replace the outdated versions currently in use.
- OWG Committee continues to develop processes and procedures to implement the recommendations listed in the business plan prepared by RJM.
- 2<sup>nd</sup> year of Holiday festival in new Community Center was a huge success and ran much smoother than the previous year.
- 2<sup>nd</sup> year of Wine Woman and Shoes was a huge success, higher revenue; higher attendance and ran smoother.
- Solidified our superintendent positions with Tina, Tom and Carrie.
- Completed the KIDSTOP flooring.
- Rebranded the KIDSTOP program.
- Held meeting/ mixer with Co-Sponsored Groups to educate and streamline marketing efforts and support each other.
- Re-instituted 2 year budget to improve planning process.
- Completed catwalk project for CC roof and gutter maintenance.
- Revised the Senior Club Board of Directors. Changed the positions & job responsibilities.
- Completed Window treatments in the Chateau Room & CC Café.

1. Hire an exceptional individual as the new GM for the District.
2. Purchase former Oak Park Elementary School property from the County for park development. Look into another bond measure to get funds for a gym, fields & facility updates.
3. Launch new integrated District website with mobile capabilities and secure website administration support. Assess applicability of mobile apps.
4. Make a decision regarding the Old School House and other properties. Make formal schedule for closing out WC facility use (end of service life of building).
5. Provide customer service training for all district staff. Offer some classes or seminars to the staff that might help us become better employees.
6. Continue to generate an annual surplus from operations that allow funds to be set-aside for future capital replacement needs. Finalize a reserve funding policy to prepare for known future capital replacement needs.
7. Budget for a new roof for the KIDSTOP building.
8. Complete pathway replacement in Pleasant Hill Park.
9. Improve camaraderie and communication across all departments.
10. Complete PH Aquatic Pool Deck Replacement Project.

Other Goals:

- Change our health care coverage for full time employees (not grandfathered in), to be competitive with other local agencies.
- Consider adjustments to the pay scales. Conduct a salary survey.
- Have the Administration Office freshened up by a new coat of paint and repairs to front lobby area.

Other Considerations:

- Begin implementation of procedures to achieve the specific goals as prioritized by the OWG and the Board from the business plan prepared by RJM and complete the review/approval process for new District Policy Manual. Complete District and employee policy handbook.
- Get more involved with Active software, stop complaining about the way it works and learn to use it as its intended. Be proactive and learn more about the system. There are upgrades and tools we can all use from, we just need to put in the time and figure it out.
- Work with Preschool Parent Committee and District on an additional shade structure on the CC playground.
- Develop universal and individual Disaster Preparedness Plan for District and all sites
- Upgrade the speed of the computer system!!!
- Introduce Supplies Inventory Management System for all facilities.
- Resolve all outstanding impedances to building remedies - especially SC roof and HVAC issues
- Continue to provide the community with more programs that not only are fun but that enrich the lives of our customers.
- Increase profitability 10% on all programs that benefit individuals
- Consider new signage and kiosks at Rodgers Smith Park and Paso Nogal Park.
- Create new District Annual Report highlighting successes in each department to promote the community value of District programs, events, properties, parks and facilities.
- Raise Funds for New Play Structure at Pleasant Oaks Park.
- Consider Re-Naming Senior Center to Increase Rentals