



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Consent Calendar (**ACTION**)

- a. To Approve Bills to be Paid
- b. To Approve Minutes of July 14, 2016 and Special Board Meeting of August 25, 2016

<u>Check</u>	<u>Date</u>	<u>Vendor No</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Voucher</u>
23139	09/08/2016	AmerPai	Clifton Mathews	1,485.00	000000
23140	09/08/2016	AmFid	American Fidelity	2,648.27	000000
23141	09/08/2016	AmFidAs	American Fidelity Assurance	431.12	000000
23142	09/08/2016	Antai	Antai Solutions LLC	8,324.00	000000
23143	09/08/2016	ATT CC	AT & T	225.22	000000
23144	09/08/2016	ATT3	ATT CALNET 3	252.46	000000
23145	09/08/2016	BayAlar	Bay Alarm Company	1,310.28	000000
23146	09/08/2016	BeckRob	Robert Becker	250.00	000000
23147	09/08/2016	BillAce	Bill's Ace Hardware	5.36	000000
23148	09/08/2016	BonaSan	Sandra Bonato	200.00	000000
23149	09/08/2016	CalDivi	Cal Diving Club	840.00	000000
23150	09/08/2016	CCC	County Of Contra Costa	26.13	000000
23151	09/08/2016	CCCOofEd	Contra Costa County Office of	25.00	000000
23152	09/08/2016	CCWat	Contra Costa Water District	5,252.94	000000
23153	09/08/2016	CintCorp	Cintas Corp # 185	233.18	000000
23154	09/08/2016	Cole	Cole Supply Co., Inc.	700.03	000000
23155	09/08/2016	CoLock	County Lock & Key	392.80	000000
23156	09/08/2016	CommPool	Commercial Pool Systems, Inc.	651.00	000000
23157	09/08/2016	ConSoft	Concord Softball Umpires	5,440.00	000000
23158	09/08/2016	CPSCons	CPS HR Consulting	54.05	000000
23159	09/08/2016	Decotech	DecoTech	135.00	000000
23160	09/08/2016	DonDen	Dennis A. Donaghu	200.00	000000
23161	09/08/2016	DurSch	Durham School Services	1,008.00	000000
23162	09/08/2016	EBMUD	East Bay Mud	1,063.86	000000
23163	09/08/2016	EBPool	East Bay Pool Service	5,745.00	000000
23164	09/08/2016	Ewing	Ewing Irrigation	71.96	000000
23165	09/08/2016	FarWest	Farwest Sanitation	79.53	000000
23166	09/08/2016	FordH	Hilary L Ford	320.40	000000
23167	09/08/2016	FranTx	Franchise Tax Board	105.00	000000
23168	09/08/2016	GlovBob	Bobby Glover	200.00	000000
23169	09/08/2016	GURUS	GURUS Educationalt Services	768.00	000000
23170	09/08/2016	HolmBas	Holm Base	2,516.36	000000
23171	09/08/2016	INKEM	INKEM	224.60	000000
23172	09/08/2016	KidzLove	Kidz Love Soccer Inc	2,851.20	000000
23173	09/08/2016	Mallory	Mallory Safety & Supply	283.87	000000
23174	09/08/2016	MDUSD2	MDUSD, M&O Dept	14,301.78	000000
23175	09/08/2016	MurdDeb	Debbie Murdock	1,505.00	000000
23176	09/08/2016	Nextel	Nextel Communications/Sprint	878.88	000000
23177	09/08/2016	P&DApp	P&D Appliance	402.00	000000
23178	09/08/2016	PerlGui	Guillermo Perla	975.00	000000
23179	09/08/2016	PERS	CalPERS	15,159.27	000000
23180	09/08/2016	PG&E	Pacific Gas & Electric Co	18,821.65	000000
23181	09/08/2016	PleaHill	Pleasant Hill Rec & Park Distr	162,064.34	000000
23182	09/08/2016	R-Comput	R-Computer	4,467.35	000000
23183	09/08/2016	RothDar	Darlene Roth	305.00	000000
23184	09/08/2016	Scien	Sciensational Workshops for Ki	1,500.00	000000
23185	09/08/2016	ShessZac	Zac Shess	200.00	000000
23186	09/08/2016	Spinitar	Spinitar	380.00	000000
23187	09/08/2016	SterSher	Sherry Sterrett	200.00	000000
23188	09/08/2016	SuppWor	Supply Works	860.56	000000
23189	09/08/2016	Travel	Travel Center, Trust Account	10,833.50	000000
23190	09/08/2016	UNIVAR	UNIVAR USA Inc	563.23	000000
23191	09/08/2016	USBank	U.S. Bank	4,293.97	000000
23192	09/08/2016	USBankP	U.S. Bank Corporate Payment	37,344.19	000000
23193	09/08/2016	Valic	Valic	600.00	000000
23194	09/08/2016	Xerox	Xerox Corporation	425.71	000000

<u>Check</u>	<u>Date</u>	<u>Vendor No</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Voucher</u>
23195	09/08/2016	Zarpana	Zarpana Design	945.00	000000

CHECK TOTAL: \$321,346.05

Board of Directors Special Meeting Minutes

July 14, 2016

DRAFT



The July 14, 2016 Special Board Meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Vice Chair Dennis Donaghu at 6:03 p.m. in the Conference Room at the Administration Office.

ROLL CALL

BOARD PRESENT: Bonato, Donaghu, Glover, Sterrett

PUBLIC COMMENT

There was no public comment.

CLOSED SESSION

Board Chair Zac Shess announced the closed sessions:

STAFF PRESENT: Young, Legal Counsel William McInerney

CONFERENCE WITH LEGAL COUNSEL – PENDING LITIGATION

Pursuant to California Government Code Section 54956.9(d)(1)
Pleasant Hill Recreation & Park District v. Abey Arnold Associates Inc.,
Contra Costa County Superior Court Case No. CGC-15-546406

STAFF PRESENT: Young, Legal Counsel Curt Kidder (conference call),
Consultant David Bowlby

CONFERENCE WITH LEGAL COUNSEL – PENDING LITIGATION

Pursuant to California Government Code Section 54956.9(d)(1)
Pleasant Hill Recreation & Park District v. Contra Costa County
Contra Costa County Superior Court Case No. N16-0477

Board Chair Shess announced there were no final decisions made in closed session.

ADJOURNMENT

Board Vice Chair Donaghu adjourned the meeting at 7:25 p.m.

Tina Young, Acting Clerk of the Board



The July 14, 2016 meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Vice Chair Donaghu at 7:30 p.m. in the Conference Room at the Administration Office. Board Vice Chair Donaghu stated he adjourned closed session at 7:25 p.m. and reported that no final decisions were made. The Board gave direction to consultants and legal counsel.

PLEDGE OF ALLEGIANCE

Board Vice Chair Donaghu led the Pledge of Allegiance.

ROLL CALL

BOARD PRESENT: Bonato, Donaghu, Glover, Sterrett

BOARD ABSENT: Shess

STAFF PRESENT: Young

PUBLIC COMMENT

There was no public comment.

CONSENT CALENDAR (ACTION)

- a. To Approve Bills to be Paid, warrants #22892-22974**
- b. To Approve Minutes of June 10, 2016 Special Board Meeting and June 23, 2016 Special Board Meeting and June 23, 2016 Board Meeting**

Upon motion of Board Members Sterrett and Bonato, the Board approved the Consent Calendar with amendments to the Special Board Meeting Minutes of June 10, 2016 and June 23, 2016.

REPORT FROM CO-SPONSORED ORGANIZATION, SOCIETY OF YOUNG MAGICIANS

Representative Jerry Barrilleaux reported there are thirty five members and they are celebrating 40 years of the Club. They meet at the Veterans Hall once a month. Jerry announced there is also a Young Magicians group, ages 7 – 14, that meets once a month. Four members of the adult magicians go to their meetings to work and mentor the youth. Jerry shared that it has been 24 years that the Society of American Magicians has been offering the Share the Magic program in October for the District. The Society is doing more community outreach and has performed for Juvenile Hall, Boys Clubs, Rotary Clubs, etc. Jerry ended his presentation with a couple of magic tricks.

REVIEW JUNE GRANT REPORT FROM CALIFORNIA CONSULTING, LLC

Interim General Manager Tina Young reported that we have successfully submitted the grant for the Heavy-Duty Zero Emission (ZEV) and we should hear back from them in September. Young reported meetings are on-going with Brian Royer from California Consulting regarding upcoming submittals for the CalRecycle Tire-Derived Grant for outdoor basketball resurfacing at Pleasant Hill Park and Brookwood Park are due in Fall 2016, and the California Dept. of Park and Recreation: Habitat Conservation Fund Program for the removal of the eucalyptus grove and oak restoration is due October 3rd. Board members expressed the need for staff to lead California Consulting to pursue grants that are a priority to the District's capital improvement plan.

REPORT FROM PROGRAM COMMITTEE

a. Review Fall/Winter Spotlight

Committee Chair Donaghu walked through the Spotlight to talk about the new activities, features and highlights for Fall. It was pointed out that in the travel section, the same photo was used twice. Young stated that she will make sure to change one out.

REPORTS AND TO SET BOARD COMMITTEE MEETING DATES

- a. Land and Facility Development Committee** – June 28, 2016 – Glover reported that Land and Facility Development Committee is meeting monthly, the 4th Tuesday of each month. The Tree Policy, Rodgers Ranch Agreement, and the gate at Dinosaur Hill Park are current items they are working on and will soon be brought to the Board.
- b. Personnel Committee** - Nothing to report
- c. Budget & Finance Committee** – Nothing to report
- d. Program Committee** – Committee reported to Board on the Fall Spotlight tonight.

BOARD ANNOUNCEMENTS AND REQUESTS TO STAFF

Sterrett made the following announcements/questions:

- She announced that she will be attending the CSDA Chapter Meeting on July 18, 2016.
- She asked where we are on the Policy Manual. Young said she will check with Mark Blair.

Bonato made the following announcements/questions:

- She said she took her grandchildren to Rankin Aquatic Center in Martinez and said it was very nice.
- She asked Young to contact June Catalano, City Manager, and ask if the Council Members will be able to see the story poles at Pleasant Oaks Park from the neighbor's yard.

Glover made the following announcements/questions:

- He will be volunteering for the Blues and Brews this weekend.
- He asked that a letter be sent to the City Council by either the Chair, or the entire Board, in support of the PHBA shed project.

Donaghu made the following announcements/questions:

- He complimented everybody for the 4th of July involvement. He could not attend, but was able to see lots of photos of the event that his son took.

STAFF ANNOUNCEMENTS

The Interim General Manager made the following announcements:

- She reported we received a letter and a donation of \$500 from the Pleasant Hill Garden Study Club to go towards beautifying the District.
- Young announced that Acting KIDSTOP Director, Danny Martinez has been hired as the KIDSTOP Director and will begin his new title on July 16th.

ADJOURNMENT

Board Chair Shess adjourned the meeting at 9:05 p.m.

Tina Young, Acting Clerk of the Board

Board of Directors Special Meeting Minutes
August 25, 2016
DRAFT



The August 25, 2016 Special Board Meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Chair Zac Shess at 5:47 p.m. in the Conference Room at the Administration Office.

ROLL CALL

BOARD PRESENT: Bonato, Donaghu, Glover, Shess, Sterrett

STAFF PRESENT: Young, Legal Counsels Curt Kidder and William McInerney

CONFERENCE WITH LEGAL COUNSEL – PENDING LITIGATION

Pursuant to California Government Code Section 54956.9 (d) (1)
Pleasant Hill Recreation & Park District v. Abey Arnold Associates Inc.,
Contra Costa County Superior Court Case No. CGC-15-546406

STAFF PRESENT: Young, Legal Counsels Curt Kidder, Bryan Wenter, Matt Henderson
and Consultant David Bowlby

CONFERENCE WITH LEGAL COUNSEL-PENDING LITIGATION

Pursuant to California Government Code Section 54956.9 (d) (1)
Pleasant Hill Recreation & Park District v. Contra Costa County
Contra Costa County Superior Court Case No. N16-0477

PUBLIC COMMENT

There was no public comment.

CLOSED SESSION

Board Chair Zac Shess announced the closed sessions:

CONFERENCE WITH LEGAL COUNSEL – PENDING LITIGATION

Pursuant to California Government Code Section 54956.9 (d) (1)
Pleasant Hill Recreation & Park District v. Abey Arnold Associates Inc.,
Contra Costa County Superior Court Case No. CGC-15-546406

CONFERENCE WITH LEGAL COUNSEL-PENDING LITIGATION

Pursuant to California Government Code Section 54956.9 (d) (1)
Pleasant Hill Recreation & Park District v. Contra Costa County
Contra Costa County Superior Court Case No. N16-0477

Board Chair Shess reported decisions were made for Pending Litigation for Pleasant Hill Recreation & Park District v. Abey Arnold Associates Inc. and the final decisions will be announced at the regular board meeting.

Board Chair Shess reported no final decisions were made for Pending Litigation for Pleasant Hill Recreation & Park District v. Contra Costa County.

ADJOURNMENT

Board Chair Shess adjourned the meeting at 7:04 p.m.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

**Presentation by Martin Nelis, City of Pleasant Hill Public Information Officer,
Regarding Measure K – City of Pleasant Hill ½ Cent Transactions and Use Tax**

Martin Nelis, City of Pleasant Hill Public Information Officer will provide the Board of Directors with information regarding the City of Pleasant Hill's Measure K which will appear on the November 2016 ballot.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Report from Co-Sponsored Club Pleasant Hill Tennis Club

Representative Dave Wax will be present to give a report on the membership and activities of the Pleasant Hill Tennis Club.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Introduction of Pleasant Hill Chamber of Commerce President & CEO Steve Van Dorn and Receive Report on Chamber Activities

The General Manager will introduce the new Chamber of Commerce President & CEO Steve Van Dorn. Mr. Van Dorn will provide the Board of Directors with a verbal report regarding upcoming Chamber activities.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Receive Pleasant Hill Blues and Brews Festival End of Event Report and Provide Input Regarding Suggested Improvements for 2017

The District's 7th Annual Blues and Brews Festival was held on Friday, July 15. The event wrap-up report has been submitted by Co-Chairs Katrina Hunn and Shelia Cotruvo is attached for your review. Highlights from the report include:

- Excellent partnership with Pleasant Hill Chamber of Commerce which co-sponsors event
- Friday night Home Brew Competition has been well received and has potential for expansion
- Community-wide event which offers activities for entire family
- 22 corporate sponsors provided financial support for event
- New marketing effort included sponsoring a July Summer Concert at the Lake to cross promote event
- Event net profit \$19,805 is down from the event high in 2015, but up 35% from 2014
- District net profit is \$9,902
- Attendance was down from high of 2015, but estimated total attendance for Brews Festival is 575 (500 General Admission and 75 VIP)

It is requested the Board of Directors review the attached report and provide input regarding potential improvements for the 2017 event.



MEMORANDUM

TO: Michelle Lacy

FROM: Katrina Hunn, Recreation Supervisor II & Sheila Cotruvo, Special Events Coordinator

DATE: August 29, 2016

RE: Blues & Brews Festival 2016 – Final Report

- **Event Details:**

- 7th Annual Blues & Brews Festival
- Friday, July 15 from 6pm-9pm and Saturday, July 16 from 12pm-6pm at Pleasant Hill Park
- Co-Sponsored by the Pleasant Hill Chamber of Commerce who receives 50% of the event's net revenue

- **Sponsorship:**

- 22 paid sponsors (Republic Services, Land Home, Oasis Veterinary Hospital, Pleasant Hill Rec, PH Coin & Jewelry, City of Pleasant Hill, Advance Upper Cervical, Attunement Massage, WAVE, Comcast, Martin Chiropractic, Barton Chiropractic, Zachary's Pizza, WiseGirl Ristorante, Rotary Club of PH, Brew Dr. Kombucha, Togo's Restaurants, STAT Med Urgent Care, Jack's Restaurant, Grocery Outlet, Farm Fresh to You, Center for Gravity Preschool)
- 2 media sponsors (WC Magazine & KKDV)
- 3 in-kind sponsors (C&M Party Props, Sierra Nevada Brewing Company, Champlin Wireless)

- **Tickets:**

- Friday Night Home Brew Tasting Ticket \$20 advance/\$30 at-door
- Saturday VIP Tasting Ticket \$55 advance sales only
- Saturday General Tasting Ticket \$40 advance/\$50 at-door
- Single Beverage Ticket: Beer \$6, Wine \$8 or 3 pours for \$20
- Estimated Ticket Purchases: Friday Home Brew Ticket – 120, Saturday VIP – 75, Saturday General Tasting – 500, Single Beer – 900, Single Wine – 40, 3 Pour Wine Ticket – 50

- **Marketing:**

- Social Media Marketing consisted of Facebook and Instagram. The Blues & Brews Festival Facebook page currently has 2,030 likes.
- District promotions: Back page Spotlight ad for Spring/Summer 2016 Issue. Featured on kiosks at facility and park locations throughout the District. July ENews. Banners posted at Gregory Lane and Winslow Corner.
- Radio Marketing included Radio ads on KKDV in July as well as a ticket give-away the week of the festival. Ads were also run on the Brewing Network (Home Brew Talk Radio) in June & July.
- Media Outlet Marketing included ads that were run in the June Celebrator Magazine (craft beer industry magazine), July/Aug Outlook, July Community Focus and the July/Aug Walnut Creek Magazine. Digital Marketing included featured on the Walnut Creek Magazine website with banner ads running through

the months of June and July. There were also links to the event site on the Districts website as well as the Pleasant Hill Chambers website and their weekly news.

- Community Outreach included event posters at District facilities and local business/sponsor locations, event postcards distributed at Off The Grid, 4th of July Parade float, a booth at a July Summer Concerts at the Lake promoting Blues & Brews. A press release was circulated to our media contacts and the event was posted on free festival and event calendars throughout the Bay Area
- **Vendors and Partners:**
 - 3 Food Vendors (Steel Smokin BBQ, Covey's Catering Pizza, S&K Wings)
 - 9 Shopping Vendors (Mindseye, Helping Hands, Ituri Scents, Desert Sky, Pamela May Collection, Tibet Horizon, Tart Collection Outlet, Mary Kay/American Cancer Society, C-Lite Designs)
 - 13 Home Brewers for Friday Night
 - 24 Craft Breweries for Saturday Tasting
- **Entertainment:**
 - Friday Night : The Big Jangle and the Home Brew People's Choice Contest
 - Saturday: Live performances by Gregg Wright, Frankie G & the Conviction, Caroompas Room, GG Amos and the Indecision Band. Craft beer tasting from 12pm-5pm.
- **Committee/Volunteers:**
 - The Event Committee was comprised of 7 committee members of which 4 were the event chairs: Katrina Hunn, Sheila Cotruvo, Steve Van Dorn and Tina Traum.
 - There were over 30 volunteers who helped with Blues & Brews throughout the event.
- **Financials:**

We are still anticipating a couple additional invoices. The totals below are currently estimates. Our MOU with the Pleasant Hill Chamber states that event financials will be closed out within 90 days of the event date.

Blues & Brews Festival 2016 Financials		
Revenue		
	Sponsorships	\$16,900.00
	Food Booths	\$2,165.00
	Craft Vendors	\$1,500.00
	Eventbrite Online and Day of Credit Card	\$22,279.63
	Presales at Offices (Manual sales)	\$512.00
	At Door Cash Sales/Day of Cash Sales (Cash Deposited less parking)	\$9,700.00
	Parking at Senior Center - (50% of sales - split with CPHS Lacrosse)	\$508.00
	Total Revenue	\$53,564.63
Expenses		
	Advertising/Marketing	\$2,684.62
	Beverages	\$4,984.57
	Entertainment	\$6,400.00
	Permits	\$583.00
	Rentals	\$13,114.39
	Security	\$1,378.96
	Supplies	\$4,613.63
	Total Expenses	\$33,759.17
	Event Profit	\$19,805.46
	Split	\$9,902.73

SWOT Analysis of the 2016 Blues & Brews Festival

The following SWOT Analysis was prepared by all Blues & Brews Committee Members

Event Strengths:

- Longevity. We have been rockin' for 7 years!
- Event is unique. Has a ticket element and a free element and is a family friendly event opportunity
- Brings community together in a fun/safe environment
- Not so much for the guests, but provides revenue to two non-profits that add to the quality of Life in PH
- Great one of a kind Community event which provides not only the beer tasting, but an afternoon of free music.
- The fantastic location. Could not see this event happening anywhere else in PH
- Free event for our community and surrounding areas, great entertainment and Beer Selections
- Strong leadership in committee chairs

Event Weaknesses:

- This year we had a lighter crowd
- Keep pre-paid ticket registration area open longer
- Volunteers, Volunteers, Volunteers! More volunteers, as no one should work more than a 2 hour shift.
- Advertisement. Need more outside our area. Radio, TV, beyond Diablo Valley Area
- Start earlier on the advertisement and sponsors to get the word out before other competing events
- Outside food and beverage brought into the event takes away from revenue potential

Event Opportunities (to grow/improve):

- Friday Night Home Brew Competition has great growth potential. Work with more home brew clubs and increase number of home brewers participating.
- Ask participating breweries to promote the event to their email databases
- Partnering with local restaurants and Hotels and offer weekend packages
- Bring back the signed guitar drawing to increase revenue
- Increase youth activities at event to draw more families to the event

Event Threats/Challenges:

- Competition from other fundraisers and community events throughout Contra Costa County and the Bay Area on the same weekend
- Staff burnout
- Increase in Craft Beer Festivals in the Bay Area
- Sponsorship/support base is spread thin and competes with so many other requests in the community
- Losing volunteers because they'd rather attend the event as a guest
- Staff changeover among the partners
- Economic downturn
- Katrina/Sheila leave Rec and Park (Be sure additional Rec/Park staff are cross trained)
- Rising costs

BBF Committee is ready to start planning for next year's event and while this year was a great success there is still room for improvement and event chairs have been and will continue to collect feedback from committee members, volunteers, guests and event partners. We recognize that the crowd was lighter in 2016 which effect the total revenue for the event this year. The growth from 2014 to 2015 was such a significant jump, it is my opinion that we were not going to be able to keep up with that growth. I feel that with expanded marketing efforts we can increase attendance in 2017.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Provide Input on Draft Schedule of Annual Board of Directors Tour of Facilities Tentatively Scheduled for September 22, 2016

At the regular meeting on August 25, 2016 the Board of Directors requested staff to schedule its annual tour of District Facilities. It is requested the Board provide input on the following items:

1. Confirm date of September 22, 2016 and identify start time
2. Identify sites to include on tour.
3. Identify information the Board would like to discuss at each tour stop

It was also suggested the Board of Directors invite the new Board candidates to attend. I will have information from District legal counsel regarding any parameters required to honor that request.



MEMORANDUM

TO: Board of Directors
FROM: General Manager
DATE: September 1, 2016
RE: September 8, 2016 Board Meeting

Reports and To Set Board Committee Meeting Dates

- a. Land and Facility Development Committee**
- b. Personnel Committee**
- c. Budget & Finance Committee**
- d. Program Committee**