



## **MEMORANDUM**

TO: Board of Directors

FROM: General Manager

DATE: October 3, 2014

RE: October 8, 2014 Board Meeting

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### **Consent Calendar (ACTION)**

- a. To Approve Bills to be Paid**
- b. To Approve Minutes of June 26, 2014**
- c. To Approve Resolution 2014-10-08, Honoring Eran Perera**

<u>Check</u>	<u>Date</u>	<u>Vendor No</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Voucher</u>
20500	10/08/2014	Aantex	Aantex Pest Control	980.00	000000
20501	10/08/2014	AEC	Architectural Energy Corporati	4,030.00	000000
20502	10/08/2014	Aflac	Aflac	157.04	000000
20503	10/08/2014	AmerSta	American Stage Tours	2,472.50	000000
20504	10/08/2014	AmFid	American Fidelity	2,204.95	000000
20505	10/08/2014	ATT CC	AT & T	114.40	000000
20506	10/08/2014	ATT3	ATT CALNET 2	65.95	000000
20507	10/08/2014	BayAlar	Bay Alarm Company	1,294.95	000000
20508	10/08/2014	BerBob	Robert B. Berggren	400.00	000000
20509	10/08/2014	BillAce	Bill's Ace Hardware	1,140.35	000000
20510	10/08/2014	Bomac	Bomac's, Inc.	729.57	000000
20511	10/08/2014	BonaSan	Sandra Bonato	200.00	000000
20512	10/08/2014	BsnPas	BSN Sports/Sport Supply Group	1,588.97	000000
20513	10/08/2014	CaSt	California State Disbursement	252.07	000000
20514	10/08/2014	CaUsss	California USSSA	119.00	000000
20515	10/08/2014	CCWat	Contra Costa Water District	208.65	000000
20516	10/08/2014	CintCorp	Cintas Corp # 185	173.34	000000
20517	10/08/2014	Cleansou	Cleansource	1,203.01	000000
20518	10/08/2014	CleVent	Clean Vent	695.00	000000
20519	10/08/2014	Cole	Cole Supply Co., Inc.	404.30	000000
20520	10/08/2014	ConSoft	Concord Softball Umpires	5,060.00	000000
20521	10/08/2014	Cyber	Cybercopy	17.33	000000
20522	10/08/2014	Denelect	Denalect Alarm Company	138.00	000000
20523	10/08/2014	DolChar	Dolphin Charters	2,400.00	000000
20524	10/08/2014	DonDen	Dennis A. Donaghu	200.00	000000
20525	10/08/2014	Eames	Eames Hardware & Supply	90.01	000000
20526	10/08/2014	EBMUD	East Bay Mud	5,372.48	000000
20527	10/08/2014	Ed2go	Education To Go	336.25	000000
20528	10/08/2014	Ewing	Ewing Irrigation	259.16	000000
20529	10/08/2014	FarWest	Farwest Sanitation	509.54	000000
20530	10/08/2014	FirstSt	First Student Inc	150.38	000000
20531	10/08/2014	FranTx	Franchise Tax Board	105.00	000000
20532	10/08/2014	Furber	Furber Saw, Inc.	48.54	000000
20533	10/08/2014	GenPlum	General Plumbing Supply	35.19	000000
20534	10/08/2014	GlovBob	Bobby Glover	200.00	000000
20535	10/08/2014	Leslie	Leslie's Pool Supplies Inc.	798.48	000000
20536	10/08/2014	LincEqu	Lincoln Equipment, Inc.	1,181.29	000000
20537	10/08/2014	LukeDes	Luke Design Associates	1,281.39	000000
20538	10/08/2014	MacAlv	Mac Alvey's Nursery	148.43	000000
20539	10/08/2014	MacJam	James MacCabe	450.00	000000
20540	10/08/2014	Muir	Muir/Diablo Occupational Medic	120.00	000000
20541	10/08/2014	MurdDeb	Debbie Murdock	894.60	000000
20542	10/08/2014	NaccAll	Allie Naccara	10.00	000000
20543	10/08/2014	Nextel	Nextel Communications/Sprint	656.71	000000
20544	10/08/2014	Parker C	Parker Communications	1,303.64	000000
20545	10/08/2014	ParkSB	Parker South Bay	67.50	000000
20546	10/08/2014	PerlGui	Guillermo Perla	450.00	000000
20547	10/08/2014	PERS	PERS	18,815.93	000000
20548	10/08/2014	PG&E	Pacific Gas & Electric Co	18,475.27	000000
20549	10/08/2014	PhCit	Pleasant Hill, City of	3,012.48	000000
20550	10/08/2014	PHFOCUS	Community Focus LLC	450.00	000000
20551	10/08/2014	PleaHill	Pleasant Hill Rec & Park Distr	123,698.56	000000
20552	10/08/2014	PleaWal	Pleasant Hill/Walnut Creek Mot	155.00	000000
20553	10/08/2014	RotoRoot	Roto-Rooter Sewer Service	425.00	000000
20554	10/08/2014	SanchezW	Walter C Sanchez	100.00	000000
20555	10/08/2014	ShessZac	Zac Shess	200.00	000000

<u>Check</u>	<u>Date</u>	<u>Vendor No</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Voucher</u>
20556	10/08/2014	Shn	SHN-Group Sales	1,555.00	000000
20557	10/08/2014	StarSpo	Star Sports	3,412.87	000000
20558	10/08/2014	SterSher	Sherry Sterrett	200.00	000000
20559	10/08/2014	Travel	Travel Center, Trust Account	8,359.50	000000
20560	10/08/2014	USBank	U.S. Bank	2,309.90	000000
20561	10/08/2014	USBankP	U.S. Bank Corporate Payment	19,641.73	000000
20562	10/08/2014	Vagabond	The Vagabond Players	50.00	000000
20563	10/08/2014	Valic	Valic	1,550.00	000000
20564	10/08/2014	Xerox	Xerox Corporation	379.64	000000

CHECK TOTAL: \$243,508.85



**Board of Directors Meeting Minutes**  
**June 26, 2014**  
**DRAFT**

The June 26, 2014 Board Meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Chair Sterrett at 7:00 p.m. in the Conference Room at the Administration Office. Sterrett reported that the Board met in Closed Session prior to the regular meeting and that no action was taken.

**PLEDGE OF ALLEGIANCE**

Board Chair Sterrett led the Pledge of Allegiance

**ROLL CALL**

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

**ABSENT:** Glover-excused

**STAFF PRESENT:** Berggren, Young, Miller, Bradley, Luke

**PUBLIC COMMENT**

Harold Jeffrey, resident of Pleasant Hill, spoke regarding the application for the Diablo Valley Macintosh user group to be added as a District Co-Sponsored group. Board Chair Sterrett reminded Jeffrey that this item was approved at the June 12, 2014 meeting. Jeffrey commented that he was aware of the approval, but had been interested to research the group further. He stated that he was originally impressed with the group's assets, but after more research he questioned the group's actuality of their assets. Board Member Bonato asked the General Manager to have the District's Accounting Supervisor review the financials of the group, looking specifically if they fall into special accounting rules. The General Manager said he would follow through on the request.

The Board thanked Jeffrey for attending the meeting and for his research.

**PUBLIC HEARING**

**Assessment Districts Annual Assessment**

**Valley High II**

**Valley High IV**

**Valley High V**

**Woodside Hills I**

**Woodside Hills III**

**Landscaping and Lighting District #6**

No Public was present for comment.

**PUBLIC HEARING PRELIMINARY BUDGET FISCAL YEAR 2014 – 2015**

No Public was present for comment.

**E CLAMPUS VITUS PLAQUE PRESENTATION FOR RODGERS RANCH**

Denise Koroslev from Friends of Rodgers Ranch was present. Koroslev reported that E Clampus Vitus Group has selected Rodgers Ranch to receive a historical plaque. Koroslev commented that

the group would pay for all the costs of the monument. The General Manager asked Koroslev who would determine the wording for the plaque. Koroslev said Rogers Ranch would with direction from the District. She commented that the plaque would include the history of the ranch including the current owner. Koroslev said the actual placement of the plaque on the site will be discussed with the City of Pleasant Hill. She reported that it would be a monument imbedded in stone. Board Member Shess asked if the design of the house could be incorporated in the plaque somehow. Koroslev said it would be an option if everyone agreed to it. Board Chair Sterrett asked how the monument will benefit Rodgers Ranch. Koroslev explained that the monument would tell the story of the ranch to the public if members of the Rodgers Ranch group are not present on the site. Koroslev commented that the "Clampers" group likes to go around and recognize different historical sites. She said the group is very well known. Board Member Bonato asked if the District would need to enter into an agreement with the group. The General Manager commented that it would be a good idea. Koroslev reiterated that the Board would have the final word on the verbiage for the plaque.

The Board thanked Koroslev for attending the meeting and for the information that she presented.

**CONSENT CALENDAR (ACTION)**

**A. TO APPROVE BILLS TO BE PAID**

**B. TO APPROVE MINUTES OF APRIL 10, 2014**

**C. TO APPROVE RESOLUTIONS 2014-06-26A - 2014-06-26E FOR PROPERTIES OF THE LANDSCAPE MAINTENANCE DISTRICTS OF VALLEY HIGH II, VALLEY HIGH IV, VALLEY HIGH V, WOODSIDE HILLS I AND WOODSIDE HILLS III APPROVING FINAL ENGINEER'S REPORT FOR THE ANNUAL LEVY OF ASSESSMENTS FOR FISCAL YEAR 2014-15**

**D. TO APPROVE RESOLUTION 2014-06-26F FOR PROPERTIES OF THE LANDSCAPE & LIGHTING DISTRICT #6 APPROVING THE FINAL ENGINEER'S REPORT FOR THE ANNUAL LEVY OF ASSESSMENT FOR FISCAL YEAR 2014 - 15**

**E. TO APPROVE RESOLUTIONS 2014 - 06-26G - 2014-06-26K FOR PROPERTIES OF THE LANDSCAPE MAINTENANCE DISTRICT OF VALLEY HIGH II, VALLEY HIGH IV, VALLEY HIGH V, WOODSIDE HILLS I AND WOODSIDE HILLS III ORDERING THE LEVY OF ASSESSMENTS FOR FISCAL YEAR 2014 - 15**

**F. TO APPROVE RESOLUTION 2014-06-26L FOR PROPERTIES OF THE LANDSCAPING MAINTENANCE DISTRICTS OF LANDSCAPE AND LIGHTING DISTRICT #6 ORDERING THE LEVY OF ASSESSMENT FOR FISCAL YEAR 2014 - 15**

Board Member Bonato asked where the District is in the status of the combination of the Woodside Hills assessment, and if the dollars allocated for all the Districts were adequate for the maintenance of the Districts. She commented that residents of Woodside Hills have said to her that the area is not as cleaned up as it should be. The General Manager stated that an education forum is needed for the residents in the Woodside Hills area and the Valley High II area. The General Manager said that he is still planning on combining Woodside Hills I and III Landscaping and Lighting Districts to make the assessment amounts more equal. He stated that a vote from the residents in these areas would be necessary for this to take place. The General Manager went on to explain that the District provides basic services to the Woodside Hills area. He said the Valley High II District will need to be increased to cover the costs in that area. Board Member Bonato asked if the Engineer's reports go to the residents of the areas in question. The General Manager said they do not, but since they are public documents the residents can review them any time at the District office. He commented that the best time to provide education to the public regarding the assessment districts is in the fall, as there is a one year lag in the process.

Upon motion of Board Members Donaghu & Bonato, the Board approved the Consent Calendar.

## **REPORT ON CALIFORNIA SPECIAL DISTRICTS ASSOCIATION (CSDA) LEGISLATIVE DAYS**

Board Chair Sterrett reported on the California Special Districts Association Legislative Days that were held in Sacramento from May 20-May 21, 2014. She commented that the theme for the event was to be positive. She reported that there was a lot of discussion on shifting of Redevelopment Agency's funds. She commented that the local government panel had a very refreshing discussion. Sterrett said the event was a very good networking and educational experience. She commented that the legislative staff who attended the event made a point of knowing everyone present at the event which she was very impressed with. Sterrett reported that she was glad CSDA is finally receiving recognition in Sacramento. Sterrett encouraged the other Board members to attend the event in the future, as it is a great way to meet legislators. She commented that all in all it was a very productive and well run day.

### **Report from Land and Facility Committee**

#### **a. Consideration of Labyrinth at Brookwood Park**

#### **b. To Consider Extending Agreement of Veterans of Foreign Wars (VFW) Building at School House Annex (ACTION)**

The Land and Facility Committee consisting of Board Members Shess and Glover met on June 17, 2014.

- a. Board Member Shess reported that the Committee met with members of Kindred at Home Hospice, and the Madrone Foundation to discuss the possibility of the group installing a living labyrinth at the District's Brookwood Park location. Shess reviewed the location and the design of the proposed labyrinth. He described the look of the labyrinth and commented that it would be an area for reflection. He said the group was very sensitive to the Brookwood Park area in terms of constructing something that would blend in and enhance the surroundings. Board Chair Sterrett asked if the area would be wheelchair accessible. Shess said he would check into that. Shess reported that the group is prepared to fund the whole project, but there may be some District staff time involved. If the labyrinth is approved by the District, the group is hoping to have it completed by September 21, 2014. Shess commented that there is a labyrinth constructed on church ground's in Walnut Creek if the Board would like to see an example of one. Shess said the Land and Facility Committee have asked the group to come back with more information on signage of the project and the Madrone Foundation.

Shess commented that the neighbors in the Brookwood area should be informed of the project. He reported that the Land and Facility Committee gave the group confidence that the District would be willing to pursue the idea. Shess stated that the group was very sensitive to the needs of the District and were more than willing to work with the District on its requests.

Board Chair Sterrett and Board Member Donaghu commented that Brookwood Park seemed like the most logical site for the labyrinth based on the design of the labyrinth. Board Member Bonato said she wondered if the whole idea was appropriate for a public park. She commented that she did not want the area seen as a religious venue. The General Manager said he has seen labyrinths like the one proposed in areas that are similar to Brookwood Park. Board Member Shess commented that he was less concerned about the religious aspect and more concerned with the group promoting their organization.

All Board Members present expressed that they would like more information on the project.

**TO CONSIDER ADJUSTMENTS TO FISCAL YEAR 2014 - 2015 PRELIMINARY BUDGET (ACTION)**

The General Manager reported that this item was on the agenda as an action item so the Board could discuss the Capital items list if needed. Board Chair Sterrett asked if the items were thoroughly discussed at the last Board meeting. Board Member Bonato said they were. The General Manager explained that the Capital items were currently in the budget as place holders. Board Member Bonato commented that District staff has brought the Board a budget showing \$173,500 available for Capital items in the coming fiscal year. She said that some of the items are indeed necessary and some are a wish list. She commented that the question before the Board is what items the money should be spent on. She commented her top priority would be to set aside monies for the reserve fund as well as the pathways in Pleasant Hill Park. She said that this is the Board's opportunity to decide how to best allocate the monies budgeted.

The Board reviewed the Capital items that were not unanimously decided upon by Budget Committee. These items included: a new passenger van for District programs, the Community Center ceiling mounted projectors, a new sports scoreboard at the Pleasant Hill Education Center gym, park sign at Rodgers Smith Park, a second infield prep machine, and the Pleasant Hill Park pathways. In general the Board requested more information on these items and wanted to wait until Board Member Glover was present to make final decisions. Board Member Bonato asked that any budget ideas for these items from the Board also be brought back when the whole Board is present. The Board asked the General Manager to rework the numbers for the Capital items list so that they show more current figures. The action on this item will be continued when the list is complete.

**REPORT ON WINE, WOMEN & SHOES EVENT**

Recreation Superintendent Tina Young, Senior Center Supervisor Kendra Luke, and District staff member Sheila Cotruvo were present to report on the event to the Board. Young reported that all the Wine, Women and Shoes Committee members felt it was a great event, and that it should be continued next year. Board Member Donaghu asked if the Hospice group would like to be a partner for next year's event. Young said that they have their huge gala event next year during the same time as the proposed Wine, Women and Shoes event so they would not be available. Board Member Bonato asked if the Hospice group would like to be involved in the 2016 event. Young said they would probably like to be considered. Board Member Donaghu asked Young what she thought the sense of interest was from the 2015 potential partners. Young said that all the potential partners had attended this year's event, and that she felt the Monument Crisis Center would be the most interested.

Board Member Bonato asked Cotruvo if Hospice of the East Bay thought the event was a lot of work for the money they received. Cotruvo said they did not, and that they were very happy with the partnership.

Board Chair Sterrett asked Young, Luke and Cotruvo if they thought there were any improvements that should be made to the event. Young commented that they would only be minor improvements on the day of the event, but nothing in the planning phases.

Young, Luke, and Cotruvo shared a video presentation of the event with the Board. Board Member Donaghu commented that the video would be good to show to potential sponsors.

Recreation Superintendent Young reported that May 17, 2015 has been reserved for next year's event, and that a partner for that event should be chosen soon, as that will help to secure sponsors

for the event. She asked the Board to e-mail her with any partnership ideas. Young also requested to have Hospice of the East Bay attend a Board meeting to receive their fundraising check from the event. The Board all agreed to have them come.

The Board thanked Young, Luke, and Cotrovo for their report, their video presentation, and for their hard work on the event.

### **BOARD ANNOUNCEMENTS AND REQUESTS TO STAFF**

**Bonato** made the following announcements/questions:

- She would like recommendations from staff as to where the fundraising money from the 2015 Wine, Women & Shoes event should go.
- She attended Ted and Suzie Winslow's party last night. She said it was a very nice event, and a lot of nice things were said about the District at the event.
- She thanked Board Chair Sterrett and the General Manager for the accommodation and letter given to the Eagle Scout for his project with the District.

**Donaghu** made the following announcements/questions:

- He attended the water conservation forum at the Community Center. He felt it was very informative and well done. He would like to see similar forums offered in the future.
- He attended a Chamber Board meeting at which it was announced that the plastic bag ban will be on the July 7, 2014 City Council Meeting agenda.
- He also attended the party for the Winslow's and thought it was a great event. He got to see a lot of people he has not seen in a long time.

**Sterrett** made the following announcements/questions:

- She said the next Board meeting on July 10, 2014 will begin with a closed session regarding the review of the General Manager.
- She attended the water conservation forum and found it very informative.
- She attended the Winslow's party and felt it was a very successful event. She said the scrapbook was a great idea and asked the General Manager to thank Susie Kubota for her work on the scrapbook.
- She would like an update on the Fourth of July plans. She would like to know if she will be doing a welcome in the park. The General Manager said the Fourth of July Commission should be in touch with the Board. Recreation Superintendent Young said she will get a timeline for the day and e-mail it to the Board.

### **STAFF ANNOUNCEMENTS**

The General Manager made the following announcements:

- He stated that according to AT&T the cellular service should improve at the Community Center by the end of June.
- He reported that the Family Camp Out event has 170 signed up.
- He said that July 11, 2014 will be another Fire District Safety Day at the pool with a helicopter landing on the Pleasant Hill Park field.

### **ADJOURNMENT**

Board Chair Sterrett adjourned the meeting at 10:15 p.m.



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Robert B. Berggren, Clerk of the Board



147 Gregory Lane  
Pleasant Hill, CA 94523  
(925) 682-0896  
(925) 682-1633 fax  
pleasanthillrec.com

# Board of Directors RESOLUTION

PLEASANT HILL RECREATION & PARK DISTRICT  
**PLEASANT HILL RECREATION & PARK DISTRICT**  
COUNTY OF CONTRA COSTA, STATE OF CALIFORNIA

## BOARD OF DIRECTORS

IN THE MATTER OF  
**HONORING ERAN PERERA**

**RESOLUTION 2014-10-08**

**THE PLEASANT HILL RECREATION & PARK DISTRICT BOARD OF DIRECTORS DOES FIND:**

**WHEREAS**, Eran, was hired with the District in 1989 as a Preschool Teacher working with 3-5 year olds; and

**WHEREAS**, Eran became the Preschool Director in 1998, supervising 12 Teachers and up to 145 students and their families; and

**WHEREAS**, Eran, in addition to her daily responsibilities as the Preschool Director, has served on the District's Supervisors, Holiday Festival and Spirit Committee, and was instrumental in the design elements of the NEW Community Centers Preschool Rooms, and the Grand Opening Ceremonies; and

**WHEREAS**, She has touched the lives of thousands of families who have participated in the Preschool program over the years; and

**WHEREAS**, PHR&PD Preschool's wonderful reputation is a tribute to Eran's commitment to early childhood education, leadership and dedication to her job; and

**WHEREAS**, Eran will be missed by her District family and all whom she has built a friendship with, but we know she will enjoy her retirement life spending more time with her grandchildren, traveling, volunteering and the many hobbies she loves to participate in; and

**THEREFORE, BE IT RESOLVED** the Board of Directors and the staff of the Pleasant Hill Recreation & Park District hereby congratulate Eran Perera for her 25 years of dedication and commitment to the District and to this community.

**PASSED AND ADOPTED** on October 8, 2014 by the following vote:

**AYES:** Bonato, Donaghu, Glover, Shess, Sterrett  
**NOES:**

\_\_\_\_\_  
Sherry M. Sterrett, Chair

I hereby certify that the foregoing resolution was approved by the vote indicated herein above at the regular meeting of the Board of Directors on October 8, 2014.

\_\_\_\_\_  
Robert B. Berggren, Clerk of the Board



# MEMO

To: Bob Berggren, General Manager  
From: Katrina Hunn, Recreation Supervisor II  
Date: September 29, 2014  
Re: 2014 Blues & Brews Festival Recap

The 5<sup>th</sup> Annual Blues & Brews Festival was held on Friday, July 18<sup>th</sup> and Saturday, July 19<sup>th</sup>. The six person committee consisted of Ann Luke, Paul & Sheila Cotruvo, Valerie McDonald, and Justin Pitcher. The committee felt that the event was a success and enjoyed by all who attended. There were no reported crowd problems from the Police Department. The bands and almost all vendors were extremely happy.

The event attracted about the same crowd as last year for Saturday but a little bit of a larger crowd for Friday's Pre Party Concert. We sold 474 presale tasting tickets this year which was down a little bit from last year but our day of tickets were at 210 and single beverage tickets were at 1272, up from last year. Sponsorships increased this year and expenses increased slightly due to rises in cost of goods. We used an online ticket sales system to track all tickets sales in live time. This system also processed all credit card transaction fees so this was not an added expense to the District. We are still expecting a few invoices that we have not seen yet. This year we estimate \$8100 ±\$1000. Please see the financial analysis attached. The yellow indicates invoices that have still not been received.

The Chamber & District have completed the evaluation but are still waiting for a few invoices to come in. Community and District committee members recommend continuing the event in 2015. We have brainstormed some ideas for next year to help boost revenue. They include raising the single beverage ticket price by \$1 or \$2. We would also like to find a Friday Night Pre-Party sponsor and offer other sponsorships for that evening. We want to get an estimate to consider fencing the entire event area. If this occurs we would charge a small admission fee for people to get in for the festival. A tasting ticket would include admission to the festival if this occurs. We also will work closely with Jen to expand the marketing plan.

**Blues & Brews Festival 2014 Financials**

<b>Revenue</b>		<b>2014</b>	<b>2013</b>
	Sponsorships	\$13,270.00	\$11,385.61
	Food Booths	\$3,790.00	\$2,915.00
	Craft Vendors	\$840.00	\$405.00
	Eventbrite Presale and Day of Credit Card	\$21,748.64	\$20,525.81
	Presales at Offices	\$1,015.00	\$2,485.00
	At Door Sales/Concessions (Cash Deposited)	\$10,962.00	\$12,869.00
	Parking at Senior Center - (\$1110 split 50% with CPAB)	\$555.00	
	<b>Total Revenue</b>	<b>\$52,180.64</b>	<b>\$50,585.42</b>
<b>Expenses</b>			
<b>Advertising/Marketing</b>			
	Community Focus	-	-
	Facebook Ad	\$232.96	-
	UPS Store		-
	KKDV	\$1,050.00	\$1,050.00
	Half Price Banners - 2 Banners		-
	Celebrator Magazine	\$350.00	\$340.00
	The Brewing Network	\$300.00	\$300.00
	Graphic Design - Alex Curran	\$600.00	\$290.00
	Website Updates (3 updates) - Alex Curran	\$200.00	\$100.00
	Website Maintenance - Transfer to Fatcow hosting	\$130.00	\$300.00
	Sandwich Board Promotions in Park & Off the Grid	\$145.44	
	Comcast Commercial	-	-
	Astound Broadband (Jesse Gregory)	-	-
	Diablo Magazine	-	-
	Markstein - Print Banners (stage, beer, wine, beer tent)	-	-
	<b>Total Advertising</b>	<b>\$3,008.40</b>	<b>\$2,380.00</b>
<b>Beverages</b>			
	Markstein	\$2,911.72	\$2,075.22
	Bay Area Beverage	\$2,335.00	\$1,496.00
	Bay Area Distributing		\$879.00
	Altamont Beer Works	\$265.00	\$210.00
	Creek Monkey Tap House	\$245.00	\$240.00
	Hoppy Brewing	\$154.00	\$135.00
	Wine Warehouse	\$185.00	\$194.00
	Wine (Chamber)	\$270.70	
	Chrissa Imports		\$249.00
	Baeltane Brewing		\$240.00
	Triple Voodoo		\$285.00
	Knee Deep		\$320.00

	Adam McCloskey - Draft Tech		\$200.00	\$200.00
	Alhambra Water - Hydration Station Beer Tent		\$135.90	\$103.98
	Diamond Ice - 100- 40lb bags		\$678.53	\$900.55
	Ticketmaster - Tickets & single bev tickets		\$166.64	\$79.04
	Smart & Final-table covers		\$58.52	\$117.14
	Boelter beverage Group - Beer glasses		\$2,519.03	\$2,380.00
	<b>Total Supplies</b>		<b>\$3,937.30</b>	<b>\$4,024.42</b>
	<b>Total Expenses</b>		<b>\$35,813.95</b>	<b>\$34,910.66</b>
	<b>Event Profit</b>		<b>\$16,366.69</b>	<b>\$15,674.76</b>
	<b>Split</b>		<b>\$8,183.35</b>	<b>\$7,837.38</b>
	Notes: Jack's Sponsorship paid to Chamber. \$250 to be withheld from Chambers profit split			
	Some invoices that we expect have not been sent to us yet			



## **MEMORANDUM**

TO: Board of Directors  
FROM: General Manager  
DATE: September 30, 2014  
RE: October 8, 2014 Board Meeting

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### **To Consider Capital Items (ACTION)**

- a. Projector Mount at Community Center**
- b. Sign for Rodgers-Smith Park**

The Board of Directors approved the Fiscal Year 2014 - 15 budget with the following two items included in the budget:

- a. Projector Mount at Community Center - estimated cost \$7,500
- b. Monument Sign for Rodgers-Smith Park - estimated cost \$7,500

During the budget process, staff submits to the General Manager estimated costs of all the budget items including capital items. The projector mount at the Community Center had an early estimate of \$7,500. However, as Carrie Miller has further researched the challenges involved with the projector mount is the cost has significantly risen due to the complexities of the location, wiring and installation of the ceiling mounted projector. The estimated cost for the ceiling mount projector in the Perera Pavilion at the Community Center is \$14,400.

Likewise, similar to the above estimated cost, the monument signs were originally estimated by the GNU Group at \$7,500 and this was just the sign and not the other related items that included the big ticket item of installation. The cost of the monument sign at Rodgers/Smith Park is \$16,000.

In the budget we have a total of \$15,000 that we thought we were going to have for two projects and in reality, the \$15,000 will only cover one of the capital project items and does not cover the entire sign, although relatively close. In reviewing this with District staff, the recommendation is that the Perera Pavilion would be the higher priority with the installation of the ceiling mount projector at approximately \$14,400. The reason this would be a higher priority is that the Perera Pavilion and the installation of the ceiling mount is an important part of the rental of the Community Center. Currently, we do have a sign at Rodgers-Smith Park and although it would be great to add to our signage throughout the District, people can find Rodgers-Smith Park and the sign is adequate at this time.

Staff and the General Manager is recommending that the Board approve shifting the funds to the projector mount for the Perera Pavilion at the Community Center and either add additional funding for the signage at Rodgers-Smith Park or wait until the next Fiscal Year to review the Capital Items at that time.



## **MEMORANDUM**

TO: Bob Berggren

FROM: Tina Young, Recreation Superintendent  
Jennifer Thoits, Marketing Director

DATE: 10/1/14

RE: Program Committee Meeting Update

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The Board of Directors Program Committee met on September 24, 2014 to evaluate the Fall/Winter 2014 SPOTLIGHT, review the upcoming Winter/Spring 2015 SPOTLIGHT, exchange content ideas, review the production schedule and discuss the feedback process.

In the Fall/Winter 2014 SPOTLIGHT post production evaluation, Zac Shess, Committee Chair complimented the larger photos and the personal features in the SPOTLIGHT including "A Fond Farwell" recognizing two retiring staff members, Eran Perera and Maureen Valley. He also liked the feature on the District's new Rental Faciliator, Ryan Herriman. Herriman's profile was featured on the inside back cover ad promoting District rentals. Dennis Donaghu, Board member concurred with Shess' comments and added that he received a lot of positive feedback about the glossy cover. A glossy (paper) cover was first introduced for the Winter/Spring 2014 SPOTLIGHT issue.

The Program Committee also exchanged content ideas for the Winter/Spring SPOTLIGHT issue to improve the publication quality and readership interest with added personal and/or informative features. Top ideas included highlighting a staff member(s) in every issue and a "Did You Know" section featuring an interesting aspect about Pleasant Hill Recreation & Park District (e.g. Recycling Program or Anti-Smoking Policy). Shess also mentioned the idea to include Rodgers Ranch Urban Farm upcoming activities and to explore the possibilities for future Special Recreation offerings. Committee agreed that additional discussion would be required to incorporate new special recreation offerings. Staff will follow up with Rodgers Ranch to inquire about January – April list of activities. The cover, inside cover, inside back cover and back cover will continue to highlight District programs and/or services. The program or service selected for these key placement positions will be based on promotional need, season and revenue potential.

A new change to the content organization will be the incorporation of all senior classes into the Adult section of the Winter/Spring 2015 SPOTLIGHT. Senior class instructors requested that the District open up participation to adults of all ages (18+) and in some cases, teens, to improve enrollment numbers. Every senior friendly class description will include a small icon that denotes that that particular class qualifies for a Senior Club discount. Not all adult classes will qualify at this time. Senior Club discount pricing will vary by class and will be listed accordingly in the individual class description. The remaining content in the 50+ section will include a clear reference to the senior friendly classes in the adult section, senior services information, local senior trips and events.

The Winter/Spring 2015 production schedule was reviewed and the feedback process discussed. The Program Committee will be included in the input process from the beginning to end of the production schedule. They will see publication proofs (2 draft proofs + final proof) as they come available to provide timely input. The final proof will be presented at the Board Meeting on November 19<sup>th</sup> as a finished document. Any last-minute Board edits will be considered and implemented based on need and cost/benefit ratio.