

Board of Directors Meeting Minutes October 8, 2014



The October 8, 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 before the regular meeting and gave direction to staff.

PLEDGE OF ALLEGIANCE

Park Maintenance Superintendent Tom Bradley led the Pledge of Allegiance.

ROLL CALL

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

STAFF PRESENT: Berggren, Lischeske, Young, Bradley, Miller, Hunn

PUBLIC COMMENT

None

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**

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

EX-OFFICIO MEMBER REPORT, ALLIE NACCARA – COLLEGE PARK HIGH SCHOOL

Ex-Officio Naccara was not present to give a report

REPORT ON ANNUAL BLUES & BREWS FESTIVAL

Recreation Supervisor Katrina Hunn reported on the fifth annual Blues & Brews Festival held on Friday, July 18, 2014, and Saturday, July 19, 2014. Hunn reported that the event attracted about the same crowd as the previous year for Saturday, but a little larger crowd than last year for the Friday Pre- Party Concert. She said that sponsorships increased this year, but unfortunately so did the expenses. Hunn reported that she has already met with the Pleasant Hill Chamber to discuss possible changes to the event next year. She said one change she would be interested in would be fencing the park, and charging an admission fee.

Board Chair Sterrett asked who the revenue for the parking was split with. Hunn said it was the College Park Athletic Boosters Club. Board Member Donaghu asked if there had been any complaints regarding paying for parking. Hunn said she did not have any complaints.

Board Chair Sterrett asked Hunn how many people she thought attended the event. Hunn said around 1500-2000. Sterrett said for such a small planning committee she thought they did a great job with the Festival.

Board Member Shess commented that he feels the event needs to be refreshed. He said he supports the event, and sees it more as a cultural event. He suggested adding a home brew contest on the Friday. He said a contest may bring in more sponsorship for the event. He also felt the planning

committee for the event should be bigger, and that there should be more volunteers at the end to help break down the area. Shess said he would like to see more District branding and advertising for the Festival at the main stage.

Board Member Glover commented that he would like to see more emphasis on the beer tasting aspect of the event.

Ann Luke from the Pleasant Hill Chamber was present. She said the Festival is a great event that the Chamber is committed to being a part of.

The Board thanked Hunn for her report.

TO CONSIDER CAPITAL ITEMS (ACTION)

a. PROJECTOR MOUNT AT THE COMMUNITY CENTER

b. SIGN FOR RODGERS-SMITH PARK

The General Manager reported that the Board approved the Fiscal Year 2014-15 budget with the following two items included:

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

The General Manager commented that during the budget process the staff submits only estimated costs for budget items, including capital items. In researching both items further the estimated cost for the Projector Mount is closer to \$14,400, and the Monument sign including installation is \$16,000.

The General Manager reported that a total of \$15,000 was allocated in the 2014-15 budget for both projects, but in reality that amount will only cover one of the projects. District staff is recommending the ceiling mount projector project over the signage. The reason for this is that the projector is an important amenity for rentals in the Perera Pavilion at the Community Center. The General Manager commented that currently there is a sign at Rodgers-Smith Park which is adequate at this time. He said that staff and the General Manager are 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 Capital items again.

Board Members Bonato and Shess both commented they would like more information on the projector mount for the Community Center. Shess said he would like to see the WIFI issue fixed at the Community Center, and asked if there is a cost associated with that. Building Maintenance Superintendent Carrie Miller was present. She explained that the WIFI in the building is good; the issue is AT&T's cell service.

Board Member Glover commented that he has a local AT&T contact. He encouraged staff to get in touch with him to help resolve the issue. Glover will give the contact information to the General Manager.

Miller commented that the installation of the projector can not be done in steps. It has to be done all at one time which is why it is expensive.

Board Member Bonato requested an update on the FF&E budget, and would like to see if funding for the projector could come from that budget. She commented that she would like to look into alternatives that are not as costly.

The General Manager suggested that the AT&T contact come to the Community Center as he may have other suggestions regarding phone coverage.

Board Member Glover commented that he is in support of moving forward with the projector. He said he feels that the Community Center is top notch so the equipment should be too.

Upon motion of Board Members Donaghu & Glover the majority of the Board approved to install the projector mount in the amount of \$14,400, do what the District can to get the signage costs lower, and come back with an FF&E update. Bonato opposed.

PROGRAM COMMITTEE REPORT

Board Member Shess reported that the 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. Shess commented that in the Fall/Winter 2014 SPOTLIGHT post production evaluation, he complimented the larger photos and the personal features in the SPOTLIGHT including "A Fond Farewell" recognizing two retiring staff members, Eran Perera and Maureen Valley. He also liked the feature on the District's new Rental Facilitator, Ryan Herriman. Herriman's profile was featured on the inside back cover ad promoting District rentals.

Board Member Donaghu agreed with Shess' comments and added that he has received a lot of positive feedback about the glossy cover. A glossy (paper) cover was first introduced for the Winter/Spring 2014 SPOTLIGHT issue. Donaghu commented that the Spotlight is being noticed more by the community.

Shess reported that 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. Shess complimented Marketing Director Jennifer Thoits on her involvement and expertise with the Spotlight.

Board Member Bonato commented that she was glad to see the Senior Center so well represented in the Spotlight.

Board Chair Sterrett commented that she was glad to see classes offered for the Special Recreation community.

BOARD ANNOUNCEMENTS AND REQUESTS TO STAFF

Donaghu made the following announcements/questions:

- He attended the Mayor's Conference, and spoke with other Mayors in the area. All were very complimentary about the District.
- He took part in the Community Service Day.

Bonato made the following announcements/questions:

- She thanked the General Manager for the list of the Teen Council.
- She commented that she received a notice regarding the Rodgers Ranch Clampers sign. She thought Rodgers Ranch was coming back to the Board with design ideas for the sign. She asked the General Manager if he would contact Denise Koroslov for more information on this issue.
- She attended the Mayor's Conference.
- She attended last night's Gateway meeting.
- She took part in the Community Service Day helping at the Adult Day Care Center. She asked the General Manager to look into partnerships with them.
- She would like an update on the Holiday Festival sponsorships.

Shess made the following announcements/questions:

- He took part in the Community Service Day. He said the event had a good turn out this year. He was at Rodgers Ranch.
- He attended the Art, Jazz, and Wine Festival. He said it was a great event. He thanked the District staff for their role in the event.
- He asked if the stipend for the Ex-Officio could be raised. The General Manager said it was a Board decision, and could be placed on a future agenda.

Sterrett made the following announcements/questions:

- She took part in the Community Service Day.
- She attended the Mayor's Conference, and was glad to hear parks discussed.
- She attended the Gateway meeting and found it very interesting.
- She would be interested in researching the new drinking fountains that refill bottles.
- She thanked everyone for honoring the Bond Oversight Committee.
- She attended the library reception which had a large turn out.

STAFF ANNOUNCEMENTS

The General Manager made the following announcements:

- He announced that the East Bay Artists Guild will be having a Friday night reception.
- He invited the Board to attend the District Employee Service Award Luncheon on October 21, 2014.
- He distributed information regarding the grade the City received for the no smoking policy.
- He announced the California Special Districts quarterly meeting will be October 20, 2014 at 10:00 a.m.

ADJOURNMENT

Board Chair Sterrett adjourned the meeting at 8:43 p.m.

Robert B. Berggren, Clerk of the Board