



Board of Directors Meeting Minutes September 26, 2012

The September 26, 2012 Board Meeting of the Pleasant Hill Recreation & Park District Board of Directors was called to order by Board Chair Donaghu at 6:02 p.m. in the Conference Room at the Administration Office.

PLEDGE OF ALLEGIANCE

Board Chair Donaghu led the Pledge of Allegiance.

ROLL CALL

BOARD PRESENT: Donaghu, Bonato, Sterrett, Glover

ABSENT: Shepard

STAFF PRESENT: Berggren, Lischeske, Spatz, Luke, Hunn, Miller, Young, Riley

PUBLIC COMMENT

No public comment.

TO CONSIDER SENIOR CENTER NAMING OPTIONS (ACTION)

The General Manager introduced himself to the large group of representatives from the senior community present. He explained that the idea behind considering a name change for the new Senior Center is to consider a name that would be more inclusive to everyone in the community. He explained that the facility will be rented out to the general public for events, and revenue needs to be generated by the facility. Staff is looking into ways to still have the Senior Center name, but also a way to positively market it out to the public. There is still a stigma in the public that people do not like to come to a "senior" center. Staff would like to get the Baby Boomers more involved in the center. Some of the naming suggestions were: Pleasant Hill Senior Community Center, Gregory Senior Center, Gregory Center, Gregory Senior Community Center, Parkside Senior Center, Parkside Senior Community Center, and Parkside Center.

Sybil Disch, resident of Pleasant Hill, spoke about her concerns with the possibility of re-naming the Senior Center. She has been a member of the Senior Center since 1977, and feels that the name should be kept as the "Senior Center". The name "Gregory" has a different meaning to her.

Lola Landis, resident of Pleasant Hill, spoke on behalf of the seniors in that they have raised a lot of funds for the building. She feels that the name should be left as the "Senior Center".

Bonnie Benson, resident of Martinez, and a member of the Senior Center spoke on behalf of the BINGO group. She stated that everyone in the BINGO group is against changing the name. She also stated that she worked on the Measure E committee.

Gary Kraft, resident of Pleasant Hill, spoke in regards to the Senior Center bylaws. He said that the bylaws state that the name should be the "Pleasant Hill Senior Club". The facility has been rented in the past as the Senior Center so he does not feel the name would affect the renting of the building. He feels that the bylaws would need to be changed if the name was to change, and the Senior Club does not have time to change the bylaws as it would need to be done at a General Meeting.

Bev Malpass, resident of Pleasant Hill, stated that she worked hard on the Measure E Campaign for the new Senior Center. She does not think it is fair to the seniors to not have it named the "Senior Center". The Senior Center has a great reputation within our area. She feels the seniors have earned the right to keep the name of the building the Senior Center.

Pat Carkhuff, resident of Pleasant Hill, feels that the Senior Center should stay the Pleasant Hill Senior Center. She is against the modernization of the name and said the current name is the important one. Her son lives in Concord, but has joined the Pleasant Hill Senior Center because of the quality of the programs offered there.

Dick Savage, resident of Pleasant Hill, stated that there are a lot of fifty year olds in the Senior Club right now. He does not feel that changing the name will affect the rental of the building.

Jan McDonell, resident of Pleasant Hill, said that she joined the Senior Center as a Baby Boomer. She has always felt included in the Center and feels it has a lot to offer for her age group.

Pat Williams, resident of Walnut Creek, has been a member of the Pleasant Hill Senior Center for the past 15 years. She stated that she also worked very hard on the Measure E Campaign. She feels that it is not the name of the building that will "sell" it to renters, but who the potential renters will be working with when they are looking into renting the facility.

Mary Ferris, resident of Lafayette, spoke to say that she prefers the Pleasant Hill Senior Center over Lafayette. She would like to know why the District would build a new building as big as the new one. She feels that there is no shame in the "Senior Center" name.

Board Member Bonato wanted all the seniors present to know that she does not want to not call the building the "Pleasant Hill Senior Center", but as a Board member she needs to be concerned about the revenue production of the building. She has proposed using an additional name; "The Silver Center" which would coincide to the silver color of the building. She would like to propose a double name for the center; she brought up the Strategic Business Plan which looked at rental revenue. She feels that there is a marketability issue to having two names; she recognizes that we are renting the building now because it is new, but is concerned about future rent ability.

Board Member Sterrett stated that she is prepared to keep the Senior Center named "The Senior Center". She said when she attended the Senior Club meeting it was brought up by Senior Center staff member Dana Krider that the newness of the building will lend the building to renting itself. Sterrett feels that with very good marketing the building will be desirable to all ages to rent. Sterrett feels it was important for the Board to make a decision tonight on the naming issue for the signage of the building if nothing else.

Board Member Glover expressed his appreciation to all the seniors who attended the meeting. He stated that he agrees with what both Sterrett and Bonato have said in regards to the naming issue. He spoke about the fact that senior membership has always been good, but this is a much bigger building to fill with activities. He brought up the idea about naming the specific rooms themselves independently of the whole building. He feels that it is important to keep the building filled, and that good marketing is key.

Board Chair Donaghu has given this issue a lot of thought; he likes Glover's idea of naming the individual rooms. He feels the building will sell itself. He would support naming it the Pleasant Hill Senior Center, and focus the marketing on the individual rooms themselves.

In General the Board felt that this is going to be an ongoing topic.

Upon motion of Board Members Sterrett & Bonato, the Board approved that the name of the Senior Center will remain "The Pleasant Hill Senior Center".

TO CONSIDER FUNDRAISING RECOGNITION PROGRAM (ACTION)

Acting Superintendent Tina Young was present to discuss the current fundraising efforts. She stated that the GNU Group designed two major donor display concepts that are simple, elegant, and easily maintained. The plans were designed to grow or change out as future fundraising continues, and the materials appropriately represent the information while remaining cost-effective. To date there are over 40 names that will be placed on the 2 donor recognition walls, one at the Senior Center and one at the Community Center. Young stated that the Teen Center will have a smaller donor plaque listing only those who have specifically given \$500 or more toward the Teen Center. However, these donors' names will also be on the major donor wall at the Senior and Community Center. Staff is recommending that the District use a "park" theme for the different donation levels. The following native tree names were proposed with the listed donation amounts:

\$100,000 or more	Sequoia
\$50,000-\$99,999	Valley Oak
\$10,000-\$49,999	Sycamore
\$5,000-\$9,999	Walnut
\$1,000-\$4,999	Monterey Cypress
\$500-\$999	Madrone

Sterrett questioned why the \$500 donors will be listed on the walls of the Senior Center and the Community Center if the money was donated to the Teen Center. The General Manager explained that these donations are looked at as overall recognition to all the projects. Sterrett also asked why the WW sign is not at the Senior Center. The General Manager confirmed that the WW money was for the Teen Center and the Community Center only, not the Senior Center.

Bonato asked if there could be signage at the Teen Center acknowledging all donations. The staff explained that there were cost considerations with site specific signage. Donors had specific sites that they would like to donate to. The General Manager said that staff could look at a way to have recognition signage at the Teen Center.

There was discussion about the District's Gift Policy. Bonato asked about the specific verbiage in the policy relating to in-kind donations for food for the Grand Openings of the buildings. The General Manager explained that staff would like to have food and festivities at the Grand Openings for the buildings. There was discussion as to whether in-kind donors should be recognized on the "Donor Wall". Sterrett questioned what the harm would be in having a person's name on a wall for an in-kind donation. She feels that an in-kind gift for the Grand Openings would potentially be items that the District would need to spend money on out of the budget anyway.

The Board felt that \$1000 in-kind donations should be recognized. Any in-kind donations would be brought back to the Board for approval.

Upon motion of Board Members Sterrett & Glover, the Board approved to accept the recommendation of the header to be "Make a Difference in our Community", the six trees as mentioned, the acceptance of the use of the WW funds for a standard plaque at the Community

Center and Teen Center, the gift policy as presented with a \$1000 in-kind policy level, and include overall recognition signage for the Teen Center.

UPDATES ON BOND PROJECTS

- **SENIOR CENTER**
- **TEEN CENTER**
- **COMMUNITY CENTER**
- **PLEASANT OAKS PARK**

The General Manager made the following comments:

- The flooring at the Senior Center will have the moisture test next week.
- Contractors are working on the trim at the Senior Center.
- Contractors completed the Teen Center's punch list items.
- The City Inspection for Planning and Engineering will take place on the Teen Center on Monday.
- The windows at the Teen Center and Senior Center will be water pressured tested on Monday.
- Work is continuing on the Community Center. Soil issues came up, but project manager Ron Johnson worked very hard to come up with solutions. We are on target with the budget projections on this project.
- The Planning Commission was held on October 9th for Pleasant Oaks Park. The hearing regarding Pleasant Oaks Park will be confirmed October 23rd.

Board Chair Donaghu started the regular board meeting at 7:30 p.m.

PUBLIC COMMENT

None

EX-OFFICIO MEMBER REPORT, GENESIS CASSIDY – COLLEGE PARK HIGH SCHOOL

- College Park is planning for Homecoming.
- The Teen Council is planning a couple of fundraisers for the new Teen Center. They will be having a Jewelry sale, and a Sees Candy fundraiser.

CONSENT CALENDAR (ACTION)

A. TO APPROVE BILLS TO BE PAID

B. TO APPROVE MINUTES OF AUGUST 8, 2012

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

REPORT ON AQUATICS PROGRAM

Aquatics Supervisor Korey Riley was present to give a summary report on the Aquatic programs.

- Aqua Zumba class has been a big hit, and it will be continuing into the winter.
- The Dolphin swim team numbers were up by 20 swimmers this year, and they are expecting the numbers to go up again next year. The Dolphins were also able to make a donation to the District from their Battle of the Ages event.
- Recreation swim had overall lower attendance this year compared to last year. A living social pass was offered this summer, and most were not redeemed.
- Water Polo & Splashball were offered again this year. Due to the increased popularity of the Splashball program there will be a summer season added next year.

- The Water Walking class has been geared towards the Seniors, but has been very popular to everyone 18 and over. This class will take the winter off, but start up again in the Spring.
- There were 42 part-time members of the District's Aquatic Team this year. Some of the staff participated in the Northern California Lifeguard Games on August 5th.
- New programs offered this Fall/Winter will include, Winter Swim Clinic, Pre-Swim Team, and Winter Swim Lessons.

Bonato asked about offering future activities in conjunction with the Teen Center. Riley said she has been discussing future endeavors with Teen Supervisor Katrina Hunn. Bonato asked Riley if she had specific things she would like to promote with the marketing money. Riley is looking into having an Aquatics specific E-news, and also looking into doing Google Ads which can be costly. She would like to build on the online marketing. Bonato commented that the Aquatics Center is a hidden jewel.

The Board thanked Riley for her report.

REPORT ON STRATEGIC PLANNING MEETING WITH COMMUNITY GROUPS AND AGENCIES

Acting Recreation Supervisor Tina Young reported that John Courtney and Tim Gallagher with RJM Design Group conducted two community workshops in August and September to get feedback from the District's co-sponsored clubs and organizations and local agencies. Board members Sherry Sterrett and Sandy Bonato were in attendance along with staff members Tina Young, and Katrina Hunn.

Sterrett commented that she felt there was good community representation at the meeting. She felt that the presentation was very informative, and thought everyone who attended the meeting appreciated being asked to be there.

Bonato agreed that everyone who attended the meeting was glad to be there, but felt that in general people did not know the financial situation of the District.

Glover brought up the point that a lot of people in the community still are not aware that the District is not a part of the City.

BOARD ANNOUNCEMENTS AND REQUESTS TO STAFF

Sterrett made the following announcements/questions:

- Attended the District Employee Service Award Luncheon.
- She has registered for the District's Trunk or Treat event on October 26th. She will be using her car instead of the District bus.

Bonato made the following announcements/questions:

- Participated in the Community Service Day on September 22nd. She had originally signed up for a painting project which didn't happen so she ended up at Rodger's Ranch. She stated that Denise Koroslev did a wonderful job organizing the day at the Ranch.
- She asked if the recycling bins that the District will be receiving will include one for Rodger's Ranch. The General Manger will look into this and get back to the Board with details. Bonato commented on how fabulous Rodger's Ranch looks.
- She asked for a report on the composition of the Board and what is happening with current Board positions.

Glover made the following announcements/questions:

- Attended the District's Employee Service Award Luncheon, and was very impressed with the years of service that were awarded.

Donaghu made the following announcements/questions:

- Attended the District's Employee Service Award Luncheon.
- Attended the Community Service Day, and was very impressed with the painting and the tree planting projects. He commended Tom Bradley for attending both events so shortly after his surgery.
- He shared an article from the Contra Costa Times about a Senior Wood Carving class. Thought it could be an idea for our Senior Center.

STAFF ANNOUNCEMENTS

- The California Special Districts Association is asking for participation on various committees. Sterrett commented that serving on the committees is a great experience.
- Received an e-mail from a Pleasant Hill citizen asking for a possible Pocket Park on a parcel of land on Greenwich. The General Manager explained that the City actually owns the land not the District. The General Manager responded to the resident that there might be some grant money for a project like this.
- The Seniors had a good fundraiser lunch at Hillcrest Church.

ADJOURNMENT

Board Chair Donaghu adjourned the meeting at 8:40 p.m.

Robert B. Berggren, Clerk of the Board