

Community Services Advisory Commission  
Regular Meeting  
Redding City Hall  
777 Cypress Avenue  
Redding, California  
June 10, 2009, 3:04 p.m.

## MINUTES

### ATTENDANCE

The meeting opened with the following Commissioners present; Leona McCoach, Adam McElvain, Judy Salter and Jason Waybright. Absent was Commissioner Susan Hinz.

Also present were Council Member Mary Stegall, Community Services Director Kimberly Niemer, Support Services Director Gerry Kersten, Community Project Manager Terry Hanson, and Management Analyst Matthew McCallum.

### PUBLIC COMMENT

None

### CONSENT CALENDAR

The minutes from the meeting on May 13, 2009, the monthly Recreation Division Activity Report, the Convention Center Activity Report, the Convention Center Calendar, the Convention Center Capital Projects List were presented.

**Motion:** To approve Consent Calendar. (Made by Commissioner Waybright, Seconded by Commissioner McElvain)

**AYES:** Commissioners McCoach, McElvain, Salter and Waybright

**NOES:** None

**ABSTAIN:** None

**ABSENT:** Commissioner Hinz

## **CONSIDERATION OF ADOPTION OF ACTION PLAN FOR MARTIN LUTHER KING JR. CENTER**

Director Niemer recalled that over the past year, participation levels at the Martin Luther King Jr. Center dropped significantly. In response, the City convened a Blue Ribbon Committee to develop an Action Plan for the Center that addresses program needs and priorities, updates policies and increases awareness of Center activities within the surrounding neighborhood.

The key recommendation of the Plan is to partner with Redding School District to establish the Center as a satellite site for the Cypress School After-School Education and Safety Program (ASES). In addition, the Plan outlines the provision of after-school services, complementary enrichment programs, various multi-cultural activities, and marketing and community outreach initiatives through the Center. Staffing will be provided through the combined efforts of the Redding School District, the City of Redding and community volunteers. A coordinator hired by the City of Redding will provide oversight.

The Action Plan also identifies six primary goals:

1. Provide after-school enrichment programs for children in grades K-5.
2. Foster an atmosphere of a friendly family / neighborhood center.
3. Promote an awareness of multi-cultural backgrounds and history to the community.
4. Nurture relationships with other groups to promote partnerships.
5. Conduct a neighborhood survey.
6. Continue ongoing communication with neighborhood and supporters.

Blue Ribbon Committee Member Eddie McAllister expressed his support for the Action Plan. The Center needs some fresh energy infused into it and he is excited about the Plan being a catalyst to help revitalize the Center. Blue Ribbon Committee Member Charlie Menoher commented that the Cypress School partnership was a positive step forward.

Commissioner Salter noted she had served on the Blue Ribbon Committee and expressed her appreciation to staff members for the quantity and organization of the material which was presented to the Committee.

**Motion:** To adopt the Action Plan for the Martin Luther King Jr. Center. (Made by Commissioner McCoach, Seconded by Commissioner Waybright)

**AYES:** Commissioners McCoach, McElvain, Salter and Waybright  
**NOES:** None  
**ABSTAIN:** None  
**ABSENT:** Commissioner Hinz

## **CONSIDERATION OF PARTICIPATION IN SACRAMENTO RIVER PARKWAY PARTNERSHIP**

Community Projects Manager Hanson recalled that the city has achieved considerable success in partnering and developing amenities along the Sacramento River Parkway from Shasta Dam to the Bureau of Land Management (BLM) Bend area near Red Bluff. These partnerships have been beneficial for both the city and BLM. These numerous past successes have generated discussions regarding formalizing the partnerships and expanding the geographic boundaries to include Red Bluff and Tehama County. Two meetings have been held to discuss the concept and the necessary steps to implement the broader partnership. The entities involved are the Bureau of Land Management, the Bureau of Reclamation, the cities of Anderson, Corning, Red Bluff, Redding and Shasta Lake; the Sacramento River Area Forum and both Shasta and Tehama Counties. Staff are recommending to the Commission that they recommend to the City Council participation in the partnership by entering into a Memorandum of Understanding (MOU) with all of the partners listed above. The MOU would be an expense neutral agreement, which would be entered into for the purpose of the entities providing assistance with grant applications and supporting each others requests for amenities in the parkway. A draft of the MOU is not currently available, however its language will closely follow the outline the staff report

Commissioner Salter inquired whether the Commission would want to agree to participation in the Partnership pending review of the MOU, which would be sent to the Commission via email when it is available. The Commissioners agreed they would like to have an opportunity to review the MOU prior to it being presented to Council.

Director Niemer noted that the Sacramento River Parkway has been a vision for many years and it is exciting that the city has this opportunity to extend the Parkway. It is a testament to Community Projects Manager Hanson's reputation in his field that the city was approached by Tehama County and the City of Red Bluff to assist with their efforts to replicate what we have here in Redding.

Commissioner McCoach inquired who would head up this effort from the city. Director Niemer pointed out that Community Projects Manager Hanson would be available to do this.

**Motion:** To recommend to the City Council the City's participation in the Sacramento River Parkway Partnership, pending review of the MOU. (Made by Commissioner McElvain, Seconded by Commissioner McCoach)

**AYES:** Commissioners McCoach, McElvain, Salter and Waybright  
**NOES:** None  
**ABSTAIN:** None  
**ABSENT:** Commissioner Hinz

## **HEALTHY COMMUNITIES DISCUSSION - INVOLVEMENT BY HEALTH PROFESSIONALS**

Director Niemer recalled that agreement the May meeting hold a discussion on one topic under the Healthy Communities Top Five at each meeting. The first item on the list is “Health professionals being involved - either providing input to programs/events or providing information to their patients by being made aware of community support.” Dr. Ron Reece was the President of the North Valley Medical Association (NVMA) last year and has taken an interest in built environment/healthy communities issues. He is here to partake in open dialogue with the Commission on advocacy and education.

Dr. Reece proceeded to present his qualifications for speaking to the Commission on the topic of health professionals becoming involved with promoting healthy choices. Dr. Reece observed how fortunate the community is to have Shasta County Public Health so active in promoting healthy living choices.

Dr. Reece discussed a twelve month pilot program at a local area high school which involved answering the question, “How are you going to implement healthy food and exercise into your curriculum?” This helped to institute a whole new way in which food was delivered: the school removed soft drinks and added water and healthy food to the vending machines. Teachers received free lessons, students receive twice monthly nutrition information and parents/ guardians also received nutrition information.

One of the areas which the school administrators paid attention to was whether having fewer sugar options on campus would impact the test scores and general academic achievement. Those results have not yet been compiled.

Commissioner McCoach inquired whether the school will continue with this program. Dr. Reece stated that he does not know at this time.

Commissioner Salter asked whether there was any contact with the larger school districts. Dr. Reece replied that Shasta County Office of Education was involved.

Commissioner Salter inquired whether this is a continuing interest of NVMA. Dr. Reece responded that the overall idea of promoting healthy food/exercise with children is the primary focus of the sub-committee on which he sits as Chairman.

Director inquired whether there is a way to activate the medical community when connectivity topics are under consideration with Planning Commission? Dr. Reece indicated that Shasta County Public Health is an excellent resource for these type of issues.

Director Niemer requested direction from the Commission on the next item up for discussion on the Healthy Communities topic: Students being involved - safe routes to school - trails connecting school/home - encourage active living. Commissioner McElvain commented that he would like to hear from a school superintendent. Commissioner McCoach stated she would like to find out how to promote healthy living with youth ages 5 to 12, while they are still establishing their patterns.

No action was required on this informational item.

## **PROJECTS UPDATES**

Director Niemer provided updates on the following projects:

### River Bend

The golf course appraisal is being conducted and staff expect to receive the appraisal within the next two weeks. The appraisal is a two step process. The initial appraisal is to determine the highest and best use of the property (golf course or residential) and the second step will be to then move forward to appraise the property based on the determination made in the first step.

### Freedom Festival

This is the first year she has been directly managing the event and the solid staff support has helped this event to move forward smoothly. This event takes a lot of cooperation between many city divisions, including police, fire and the convention center. Pyro Spectacular will be returning as the fireworks vendor.

### Bike Plan

This group is re-convening in an effort to wrap up this project. Reduction in staff has impacted this project.

### Bonnyview Boat Ramp

There was an effort to rename the boat ramp after John Reginato, who was instrumental in getting boat ramps funded for Redding. He also served on a number of state committees and also served in the capacity of Tourism Director for the Redding area for more than 25 years. State legislation is required to rename the ramp.

Director Kersten related that at the next City Council meeting one of the items up for discussion will be the question regarding privatization of the Convention Center and the Convention & Visitors Bureau. Should Council decide this is something to consider investigating, staff has recommended this topic be assigned to the Community Services Advisory Commission to look into the full operation and determine whether there might be merit to proceed along the path of privatization.

No action was required on these informational items.

## **COMMISSIONER COMMENTS**

None.

## **DIRECTORS' COMMENTS**

None.

## **ADJOURNMENT**

There being no further business, at the hour of 4:51 p.m. Chair Salter declared the meeting adjourned.

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Chair Salter