

Community Services Advisory Commission
Special Meeting
City Hall - Community Room
777 Cypress Avenue, Redding, CA
September 17, 2009, 4:00 p.m.

Minutes

ATTENDANCE

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

Also present were Convention Center Manager Chris Gonzalez, Support Services Director Gerard Kersten, Management Analyst Michele Davis, and Executive Assistant Erica Thomas.

PUBLIC COMMENT

Steve Gaines, PEC Board Member, advised he was in attendance simply to observe non-profit organization public comments.

Barbara Harrison, a member of five non-profit organizations in Redding, spoke generally about her thoughts on the privatization of the Redding Convention Center. She advised the Convention Center staff is outstanding and she is not in favor of any study or inquiry supporting privatization. Barbara explained Turtle Bay took their annual auction/banquet to another venue for 2009 and decided for 2010 to bring it back, as did the Redding Republican Women Federated. She concluded that no other venue could accommodate the annual Kool April Nites car show.

PUBLIC INPUT - NON PROFIT ORGANIZATIONS

Nadine Bailey, Sierra Cascade Loggers Association Board Member, spoke about the annual Forest Products convention held at the Redding Convention Center every February. Between 8,000-12,000 attend the convention each year. There is no cost to be a part of the convention which lasts from Thursday-Saturday and approximately 50% of all exhibitors come from out of town. The SCLA donates up to \$80,000 per year to educational groups and historically has utilized both the Anderson Fairgrounds and the Redding Convention Center for the convention, however they intend on using solely the Convention Center for their 2010 event. This would extend the event from Monday-Saturday in February 2010. Nadine advised keeping costs low is one of the more important issues to SCLA and their annual convention.

Jerry Nistronder spoke on behalf of Bethel Church and Jesus Culture. Approximately 5,000-6,000 youth gather twice per year to attend the Bethel Church Youth Convention titled Jesus Culture. 95% of all attendees come from out of town and obtain hotel rooms, eat at local restaurants, etc. If the Convention Center was no longer available for Bethel Church's use, the Youth Conventions would be moved to the Sacramento area. Jerry explained that, if necessary, Bethel Church could afford to pay an increase in fees for rental of the Convention Center. He advised the staff at the Convention Center is awesome and Bethel Church enjoys working together on these events.

Rodney Forseth spoke on behalf of the NCIF Wrestling tournament. Rod explained he was not much of a public speaker and so he read from a prepared list of information (attached).

Bill Rawlston spoke on behalf of the Redding Breakfast Lions Clubs's Annual Gun & Antique Show. Bill explained the event was moved from the Holiday Inn four years ago due to an increase in rates. The event is the third largest gun show on the west coast and approximately 5% of vendors come from out of town. There are approximately 4,000 attendees at each show and of that, 20% are from out of town. He advised that the RBLC produces \$20,000 in profit each year which is filtered back into the community. Bill said the Redding Convention Center staff is flexible and easy to work with and the RBLC could afford to pay an increase in fees, if necessary. Bill suggested that a way to possibly decrease the deficit the Convention Center currently faces is to charge less on the "off" days (ie: Monday-Wednesday).

Vicki Cook, President of Kool April Nites, spoke on behalf of the annual car show event. Vicki advised KAN celebrated their 20th year anniversary in 2009 and saw over 10,000+ attendees on Saturday for their 7-day production. Approximately 150-200 vendors were present in 2009 and KAN was able to donate \$30,000 back to the community as a result. Mrs. Cook said approximately 66% of the vendors are from out of town which produces community support in the way of room rentals, restaurant patronage, etc. In 2006 over 5,000+ room nights were documented for the week long event alone which result in a TOT tax increase in revenue, sales tax increase in revenue and additional spending by all out of town patrons/vendors. She explained that the Asphalt Cowboys also assist with a pancake breakfast on the morning of KAN's Saturday show and they too would lose revenue if the show was to be moved. Vicki advised the staff at the Convention Center is very accommodating and all around great to work with. If the Convention Center was no longer available to KAN, Vicki advised she did not know what would ultimately happen to the show, as the original concept was created for Redding only. Vicki offered that the Convention Center is a City of Redding amenity and perhaps the City government just has to simply accept the loss each year.

Howard Stubblefield asked to speak as a Vice President of Kool April Nites and Founder of Big Bike Weekend. Howard explained that hundreds of volunteer man hours are spent for one week(end) each year and if each event was a "break even" deal a lot of people would stop volunteering. Howard felt as if this is a "quality of life" issue and asked the Commissioners how much revenue the City of Redding collects for use for the Sacramento River Trail? He further stated the non-profit organizations bring people to the Redding area and if they are ultimately driven out it would be very hard to ever get them back. Howard concluded that there are more important issues and dollars and cents and advised the Commissioners and Redding City Council to look at the economic impact as a whole before making any decisions about privatization.

Dawn Hess, Founder and Executive Director of Kids Unlimited spoke on behalf of the annual music, song and dance production. Dawn started by saying that if the Convention Center were to privatize or be unavailable to her any longer, Kids Unlimited would be forced to close its doors. Mrs. Hess explained that KU is not a national organization, kids are the centerpiece of her production and are very important to the community. KU was started twenty two years ago and Dawn believes the experience is priceless for the children of the Redding area. Currently there are only three schools in Shasta County with strong music programs and with twenty teachers in the KU production she feels this is an asset to the Redding community. Dawn advised an increase in fees is not an option for her production. In 2009 the tickets to her four shows were between \$7-\$15.00, with tuition for each child varying between \$475-550 depending on how involved any particular child is in the final production.

Jane Wittman, Publicity Chair for the Shasta Community Concert Association, spoke on behalf of the concert series currently held at the Redding Convention Center. Jane advised the SCCA has been doing productions the Convention Center since 1968. They currently have no offices, all of their staff work from their own homes. Their annual budget is \$64,000 and of that, half goes directly out for artist talent fees. Jane feels the SCCA provides a quality of life series to the community and most certainly for the students of the Redding area. Before each concert an Outreach Program allows students in the area to attend a free showing of the production and meet with the artists on stage. Over 19,000 kids have been a part of this program since the year 2000. Jane advised the SCCA has a wonderful working relationship with the staff at the Convention Center and in fact, the Convention Center staff has assisted with marketing the SCCA series and helped them obtain sponsors. Jane feels that if Convention Center fees increase, the SCCA would lose a lot of members and attendees. The Cascade Theater would be the only other option for their series and the proposal from that theater is higher than the rates they are currently paying at the Convention Center.

Wendy Tempest, parent of a Kids Unlimited student simply stated that her daughter was a member of the KU production for many years and is now a thriving California State University at Chico student who comes back to Redding every summer to volunteer for the Kids Unlimited production

Robin Wright of Redding Harley Davidson asked the CSAC Commissioners when the study would be concluded and Commissioner McElvain advised December 2009 the study should be complete and the recommendation handed to the Redding City Council soon after that.

Commissioners agreed to September 29, 2009, at 4:00 p.m. for the next special meeting to be held at the Redding Convention Center, Room 125. The following will be included on the agenda:

1. For-Profit Organizations which currently utilize the Convention Center;
2. All remaining Non-Profit Organizations which did not have a chance to attend the September 17, 2009 meeting.

COMMISSIONER COMMENTS

None

ADJOURNMENT

There being no further business, at the hour of 5:44 p.m. Commissioner Hinz declared the meeting adjourned.

Susan Hinz, Chair

CSAC 9/17 – NON PROFIT REPRESENTATION

Bethel Church

NCIF – High School Wrestling

Redding Breakfast Lions Club

Kool April Nites

Kids Unlimited

Northern California Diocese (Episcopal)

Shasta Community Concert Association

Sierra Cascade Loggers

Redding Republican Women's Assoc.

CSAC 9/29 – NON PROFIT REPRESENTATION

Soroptimist International of Redding

Little Country Church

Big Bike Weekend

Redding Rodeo Association

North Section C.I.F. Wrestling

First tournament at Redding Convention Center in 1995

43 schools in our section with wrestling programs

224 participants each year in the tournament

Over half of the teams stay in motels during the tournament, average 3 to 4 rooms per team

1000 spectators average each day of the tournament

3136 participants have competed at this tournament

Our wrestlers have improved at the State Tournament because of the similarities of this venue and the venue at the State Tournament. The atmosphere is the same and the pressure on the student athlete to perform is similar. We are better prepared.

The loss of this facility would result in the tournament going back to the host's home school, IE: Modoc, Pleasant Valley, Corning, Orland, Burney, Live Oak(last year) and Paradise this coming year.

Redding is the hub of the North State, the center of commerce. The Redding Convention Center is the best facility to hold public events of this nature. I have gone to Cool April Nights, where I am a vendor, a participant, and a spectator. I have gone to both my children's and grandson's graduation from Parsons Junior High School at the Convention Center, I have seen my granddaughter dance on stage with Kids Unlimited, I have gone many times to the Freedom Festival on the 4th of July, where Redding was able to show it's patriotism, and of course I have been to many concerts and trade shows at the Convention Center. The financial obligations of the City, while difficult for the short term, should include room for the Convention Center and the Quality of life that is associated with it. It is that Quality of life that brought my family to Redding in 1978 and for many people , it's the reason we stay.