

Community Services Advisory Commission
Regular Meeting
Redding City Hall
777 Cypress Avenue
Redding, California
December 12, 2007, 4:09 p.m.

MINUTES

ATTENDANCE

Community Services Advisory Commissioner Parker opened the meeting with the following commissioners present: Peckenpaugh and Waybright.

Absent was Commissioners Bandell and McCoach.

Also present were Community Services Director Niemer, Support Services Director Kersten, Convention Center Manager Green, Recreation Superintendent Carpenter, Community Projects Manager Glover, Management Analyst McCallum and Executive Assistant Szynal.

PUBLIC COMMENT

None

CONSENT CALENDAR

The [minutes from the regular meeting on October 10, 2007](#), the monthly Recreation Division [Activity Report](#), the Convention Center [Activity Report](#), the Convention Center [Calendar](#), the Convention Center [Capital Projects List](#) and Redding Soccer Park [Activity Report](#) were presented.

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

AYES: Commissioners, Parker, Peckenpaugh and Waybright

NOES: None

ABSTAIN: None

ABSENT: Commissioners Bandell and McCoach

CONSIDERATION OF PROPOSAL RELATIVE TO PARKVIEW RIVERFRONT PARK, FROM DR. DENNIS MIHALKA

Director Niemer noted that in late October the Board of Administrative Review (Board) approved an amendment to Dr. Dennis Mihalka's Site Development Permit for a new medical office building at 381 Smile Place. Dr. Mihalka currently owns an office at that location and is looking to expand his business. The Board took into consideration input from residents of the Parkview Neighborhood.

Parkview Park is a seven+ acre site adjacent to the Sacramento River, between Smile Place and the Cypress Bridge. The park includes seven parking spaces, picnic tables, benches and approximately 0.5 miles of concrete trail. The trail was designed to be part of the future Sacramento River Trail system, connecting City Hall to the rest of the Sacramento River Parkway.

Dr. Mihalka requested permission to build out the parking lot from 7 to 21 spaces; using 16 spaces to count toward off-street parking for the building. In exchange, Dr. Mihalka would be required to make certain improvements. The exact scope of those improvements has not been determined.

Five of the spaces would be reserved for park users exclusively. Outside of regular business hours, the remaining spaces would be available to the public. Staff is comfortable that this would accommodate heavy use patterns for the park, which is typically early morning, evenings and weekends.

Commissioner Peckenpaugh drove around the area and is concerned that the layout would make it appear that the parking lot is solely for visitors to the medical building. Director Niemer that in conversation with Dr. Mihalka it was agreed the five spaces would be posted specifically for park use. Commissioner Peckenpaugh requested a sign be posted facing the street so that it is clear when you drive by that parking is available for park visitors.

Commissioner Parker inquired whether the five additional parking spaces addressed the concerns of the Parkview Neighborhood. Director Niemer commented that the while the five spaces do not entirely meet their request for seven spaces, there are other aspects of the design which have been changed that accommodate other concerns they had.

Motion: To recommend City Council approval of encroachment permit parking arrangement in accordance with the proposal. (Made by Commissioner Parker, Seconded by Commissioner Peckenpaugh)

AYES: Commissioners Parker, Peckenpaugh and Waybright

NOES: None

ABSTAIN: None

ABSENT: Commissioners Bandell and McCoach

CONSIDERATION OF REDDING HOTEL/MOTEL ASSOCIATION PROPOSAL TO DEVELOP A TOURISM BUSINESS IMPROVEMENT DISTRICT

Director Kersten observed that a couple months previous he advised the Commission that the Redding Hotel/Motel Association was working on a proposal to levy a 1% fee to lodging bills to raise revenue which would be used for tourism advertising and promotion. The Association reviewed other destination markets and their marketing budgets. The Association believes that Redding should increase its investment in tourism marketing. Recently, representatives from the seven largest properties, which generate 54% of the total room revenue in the City, unanimously agreed to seek City Council's conceptual approval for the development of a Tourism Marketing Business Improvement District (TMBID), which would be the mechanism to effect a 1% fee per room.

The City Council conceptually approved the proposed formation of the TMBID, but there are additional issues, specifically the interest of other property owners, that will be addressed when final City Council approval is sought. The seven representatives are now taking the proposal to other hotel and motel operator for consideration. They plan to come back to the City Council with a formal request to authorize the TMBID and hopefully have this in place by July 1.

No action was required on this informational item.

OVERVIEW OF RECREATION DIVISION OPERATIONS

Superintendent Carpenter reported that the annual budget for the Division is \$1.8M, which is a small piece of the city budget of \$773M. The Recreation Division has five full-time employees, 40-50 year-round part-time employees and 175 to 200 part-timers in the summertime. The majority of the part-time employees are 16 - 20 year olds. One of the Division's largest contributions to the community is that it employs so many young people. The city's Recreation Division is the number one employer of youth in Shasta County

Management Analyst McCallum presented a [fiscal overview](#) of Recreation programs. Over the last few years, the need to have better financial reporting at the Recreation Division has become critical. In early 2006, the Recreation Division introduced a new class registration system to generate program-specific participation, revenue and expenditure data. With the availability of program specific data, the Recreation Division will be able to identify its primary customer base. This data will improve assessment of program offerings, help determine target audiences and under-served groups, and ensure compliance with the Fee Policy.

The Fee Policy directs that staff-delivered recreation programs for youth recover 85% of direct costs and staff-delivered programs for adults recover 100% of direct costs. Direct costs include part-time labor, materials and supplies. Overhead and facility costs are not considered direct costs.

Director Niemer noted that while it has been a lengthy process to get to this point with the data collection, it is well worth the effort when running 553 different sessions overseen by 3

supervisors. This data allows us to pinpoint those areas which need attention and also allows us to address our compliance with the Fee Policy.

Commissioner Waybright inquired into utilization of the scholarship programs. Director Niemer noted that the program is utilized by not to the extent it is needed. She is working toward partnership with Shasta County Health & Human Service Agency in an effort to get more kids involved in recreation programs. They hope to be successful working with case workers and social workers who are in daily contact with the population who would most benefit from this program. Superintendent Carpenter noted that the issue of access to programming is two-fold, making sure the community is aware of the scholarship program and then finding a way to transport the child to the program.

Commissioner Parker related how impressed she was with the depth of information presented. She inquired into how a program or class is selected to be presented.

Superintendent Carpenter discussed the challenges associated with each of the age groups and how those demands fuel other programs. Certain programs or instructors develop a following which generates additional programs. Some ideas for programs come from the parents or participants.

No action was required on this informational item.

PROJECTS UPDATES

Community Projects Manager Glover provided updates on the following projects:

Rivercrest Park

The bid packet and plans have been revised and this project will go out to bid in early January.

Foxtail Park

The Youth Action Council was instrumental in selecting the new equipment for this park, and we are taking receipt of the new equipment this week. This park has been adopted by the Youth Action Council.

No action was required on these informational items.

COMMISSIONER COMMENTS

None.

DIRECTORS' COMMENTS

Director Niemer pointed out that the annual State of the City luncheon would be taking place on February 4, 2008, and the Commissioners would soon be receiving their invitation to attend. This year the Chamber is also offering an evening presentation at the Cascade Theatre.

Director Kersten advised that the repairs to Fantasy Fountain in Enterprise Park are complete and the fountain will be ready to open in the Spring.

No action was required on these informational items.

ADJOURNMENT

There being no further business, at the hour of 5:55 p.m. Commissioner Parker declared the meeting adjourned.

DeAnne Parker, Vice-Chair