

PARKS AND RECREATION COMMITTEE MEETING

APPROVED MINUTES

January 12, 2011

DIRECTORS PRESENT: Judy Friedman and Dan Wilkins

STAFF PRESENT: Cindy Gustafson, Bob Bolton, Layne Van Noy and Amy Norman

OTHERS PRESENT: Karen Ellis, Don Cooper and Marylou Cooper with North Tahoe Arts, and Kelli Twomey

The January 12, 2011 meeting was called to order at 8:05 a.m.

1. NORTH TAHOE ARTS (NTA) RESTRUCTURE PROPOSAL

Mr. Bolton and Ms. Gustafson met with members of the NTA Board who are looking to restructure their rent at the Tahoe Community Center. It was decided to have NTA make a presentation to the Parks & Recreation Committee. Mr. Cooper commented on how valuable NTA is to the community and that their Board has several proposed actions to be taken to promote NTA. Recently the number of volunteers has diminished and more responsibility has been put onto Ms. Ellis, the Executive Director. NTA needs to grow and is looking to the PUD for help by reappraising in-kind services, volunteer hours, etc. in lieu of rent. Ms. Ellis led discussion on the list of programs NTA offers as in-kind services that benefit the community.

Director Wilkins stated that TCPUD has two roles, one as landlord and the other as a provider of recreation for the community. The PUD uses tax dollars to fund recreation programs and to operate the Tahoe Community Center (TCC), the building NTA leases. The PUD needs to be respectful of using tax dollars and cautious of undercutting other landlords in the community.

Mr. Bolton completed a comparison of rent with the two tenants at Fairway Community Center, both of which are non-profit. Creekside Cooperative School pays \$3,969 per month or \$0.99 per square foot (\$0.75 for storage). NTA net per square foot is \$0.70 but does not pay for utilities or exterior maintenance. The leases for the school and the other tenant, Tahoe Faith Fellowship, both come up in June of 2011 and Mr. Bolton is concerned about negotiations if they discover that the PUD did a deal with NTA. Mr. Bolton's recommendation is not to decrease rent with NTA at this point but to work out a payment plan. Ms. Gustafson pointed out the value of being a first floor store front in Tahoe City. First floor retail space is still going for around \$1.50 a square foot.

Director Friedman commented that it is not a question of the value of the arts in the community, but the PUD has to approach it as a landlord. Director Wilkins stated that what Mr. Bolton is suggesting is to defer the rent during the slow winter months until the busy summer season.

Then in the fall deferring rent can be reevaluated to see if the promotions were successful and if NTA is able to catch up with rent. Director Friedman reiterated that staff's recommendation is to keep rent as is and work out a payment plan with NTA. Director Wilkins added that the Board would look to staff to work with NTA to see if their financial model has improved by the fall. If they are not able to catch up with rent by the fall then talks will resume. It would not be appealing to have NTA leave the building and additional offsets could be looked into at that time. Director Friedman recalled the big discussion during the last lease negotiations and is not prepared to lower rent more than 50% for offsets.

NTA plans on several actions to be taken to gain input and reach out to the public to see what the community wants from NTA. They would like to use the TCPUD Board Room to hold public input meetings and possibly display art which Ms. Gustafson agreed they could do.

Ms. Ellis and Mr. and Mrs. Cooper left the meeting.

2. PARKS AND RECREATION ADVERTISING AND MARKETING SERVICES PROPOSAL

Parks and Recreation has been producing a bi-annual catalog for 18 plus years. RFP's were sent out in December and four proposals were received in response for Parks and Recreation advertising and marketing services. After thorough discussion with staff, it was determined that Wild West Communication Group (WWCG) was the most qualified consultant and most familiar with the PUD and local advertisers. Mr. Bolton would like the Committee to authorize a contract with WWCG to produce our catalog and look at what could be done beyond just the catalog. WWCG has always done a great job with the advertisers and understands what is appropriate to advertise in the catalog. Staff is recommending a three year contract with WWCG to produce the catalog. Other marketing ideas may come back to the Committee if other outside sources could be utilized. The Committee agreed with negotiating a three year contract with WWCG and gave Mr. Bolton the authority to do this and only bring it back to the Committee if there were issues with the negotiations. Both Board members approved to put on the consent calendar for the next Board meeting that Mr. Bolton has the authority to negotiate a contract with WWCG.

3. DEPARTMENT UPDATES

Mr. Bolton gave his updates. There is a meeting scheduled for next Thursday, January 20, for the Tahoe City sidewalk deficiencies. All property owners with deficiencies have been invited to this meeting along with the Board. The goal is get the owners to agree to have one contractor handle all the work because it would be much more organized and cost effective then getting several contractors involved.

In regards to snow removal, Ms. Gustafson would like to change Ordinance 240 to state that the snow has to be removed by 10:00 am instead of within 24 hours. This would help alleviate the impact of the snow being walked on during the 24 hour period and becoming compacted and icy.

Ms. Gustafson and Mr. Bolton will be talking with Carol Arnold concerning the Farmers Market. They want to discuss with Ms. Arnold the potential of having more local vendors involved. Director Wilkins asked if the contract can stipulate that they allow more locals. Mr. Bolton is concerned about getting too much into the market's business model. There are certain restrictions involved in keeping it a certified organic market. If the PUD wants to allow local vendors on the peripheral of the market that don't fall under the markets umbrella the contract may need to go to another level. Director Friedman pointed out that the Tahoe City Downtown Association feels strongly that local vendors need to be allowed. Ms. Gustafson added that staff needs to talk with Ms. Arnold to see why local vendors are not being allowed.

4. PUBLIC FORUM

Ms. Twomey asked where staff was on ideas for the Amgen race coming in May. Mr. Bolton said the PUD is going to participate but he's not certain on what level. The stages will be used, there will be additional snow removal on the bike trails, and the annual bike rally is scheduled at Rideout the day before the race. Mr. Bolton is waiting for the week long schedule from Andy Chapman to see where else the PUD can participate.

5. ADJOURNMENT

The meeting adjourned at 10:05 a.m.

Amy Norman, Administrative Assistant

Prepared by Amy Norman