

PARKS AND RECREATION COMMITTEE MEETING

APPROVED MINUTES

February 10, 2010

DIRECTORS PRESENT: Ron Treabess and Judy Friedman

STAFF PRESENT: Bob Bolton, Layne Van Noy, Roger Adamson, Cindy Gustafson, & Amy Norman

OTHERS PRESENT: Kelli Twomey

The February 10, 2010 meeting was called to order at 3:04 p.m.

1. 2010 STRATEGIC PLANNING GOALS FOR PARKS AND RECREATION

Mr. Bolton opened the discussion on the strategic planning goals for recreation. The Board met with management to set these goals. The main numbers are policy statements under which fall objectives then action plans. We want to identify demographics and meet with community representatives of each demographic group to obtain ideas for new programs. Ms. Friedman asked which people in the community we were targeting. Mr. Van Noy replied people from TTUSD, High School coaches, Mother's Club, local TV, etc. Mr. Bolton said we are trying to identify areas we have not hit before by asking those involved who we're missing. We know we are missing the teens and the seniors but who else. Mr. Treabess pointed out that it is hard to get the people who aren't used to participating to participate or they don't want to be categorized into a certain group. Ms. Twomey suggested we ask around at the other recreation centers to see how they reach their audience.

Surveys seem to help but they can be too broad ended. Instead of asking what people would like to see us offer, we should narrow it down with a list of options which does not include items beyond our constraints like a swimming pool. Mr. Treabess agreed that we need to list options for things that can be realistically provided. Currently we offer surveys to participants in most programs but not after all programs. In order for this to work we have to get the instructors to buy into it. Ms. Twomey suggested offering incentives to complete surveys and utilize them more by adding a teaser at the bottom for upcoming events. Another way to receive input is to put a suggestion button on our website where someone could easily send in ideas.

Another goal is to develop consistent and recognizable promotional material including flyers to schools, TCPUD display cases, bulletin boards and catalogs to give us a 'brand' and make us recognizable. We use Activenet for email blasts and we are looking into Social Media like Facebook and Twitter but we need to decide on a good action plan first. This plan would include

things like who administers the pages and how often. It was pointed out that the Chamber is holding a workshop next month on Social Media and someone from the PUD should attend.

We are also trying to improve the intern program. It seems like the interns we have set up keep bailing out at the last minute. Mr. Treabess suggested building a volunteer organization with a pool of volunteers. Ms. Friedman said there is one called Helping Hands which is run through TTCF but she's not sure of the details. Ms. Twomey asked who handles our marketing efforts and Mr. Bolton replied that he and his staff does.

Mr. Bolton turned discussion to the parks and facilities goals. We have talked for a long time about developing a computerized maintenance management system and now we have made it a goal. Mr. Adamson has been working with the PUD's IT Tech on this and they hope to purchase a module by July.

Another goal is to apply for appropriate grant funding, especially for the playground at Rideout. Unfortunately, there are some requirements we need to follow up on. We need to have a ten year lease at Rideout to get a grant approved but our lease is for only five years. Ms. Gustafson pointed out that this is typical; organizations want to see funds given out for a specific amount of time which in this case is ten years.

Ms. Friedman asked about dredging at the boat ramp. Why does the PUD have to pay for dredging when we don't own the ramp? Mr. Bolton replied that the Department of Boating and Waterways considers dredging maintenance and the PUD is responsible for maintenance at the ramp. Add to this the fact that we now charge to launch so we are viewed as having more revenue to use for maintenance. Ms. Friedman stated that these extra funds will help to cover the deficit the boat ramp operates at. Mr. Treabess added the alternative may be to say we will have to close the ramp which the DBW does not want to see happen.

Mr. Bolton moved on to the MOU we have with TTUSD. Things have changed now that we have a lease in place at Rideout and the MOU needs to be readdressed. Next was maximizing staffing efficiencies and using more volunteers. Another big issue facing us is the new fire station and planning for the future of the old station and TCC. There are questions about what will happen to the old building.

One goal recently added to the list is the gym floor at Rideout which is failing. It is 40 years old and had a life span when put in of 20 years. There are several bubbles or dead spots on the court and they move around making it even more unpredictable. A contractor who helped put the original court in has taken a look at it. The quote he gave is \$60K to replace the floor. There is also the cost of disposing of the old floor and this expense is over the \$10K maintenance issue with TTUSD. Again, if we were able to extend the lease to ten years we could go after some per capita funds.

Ms. Friedman brought up that our goals are missing the fundraising component. Ms. Gustafson thought this might be a shared goal with Alan Harry's objectives. She added that the strategic plan was designed for each department to be accountable and follow their progress. It keeps the managers accountable to the Board and the Board from over loading the staff with new projects. The staff will provide the Board with monthly reports so they can follow the progress on their goals. Mr. Treabess stated that he feels these goals are general goals that could stay on the list forever. The action plans are more directed goals for this year and should be revised yearly. He doesn't see in Parks ways to expand or to find short comings. He asked if we are looking at the facilities and how they meet the community needs. We should look at ways to improve the facilities we have that are within financial reason. We can't build a pool but we could put more benches at Commons Beach. We should also look at Rideout and see if this building could be used more effectively.

2. ORDINANCE NO. 248 – SNOW STORAGE ON BIKE TRAILS: REVISION OF RECREATION USE PERIOD COMMENCEMENT

Mr. Bolton moved discussion to Ordinance No. 248 which was established by the Board for rules and regulations for the storage of snow and removal of stored snow from the District's bicycle trails system. Staff is recommending that the TCPUD Board designate an earlier time to commence recreational use to March 31 instead of April 30 which is an option under 1.4 of the ordinance. This would allow more flexibility to start clearing the snow earlier and allow more time to get the trails cleared. The ordinance states this option can be brought to the Board each year after February 1. Ms. Gustafson added that when the Board put this option in it was to allow the PUD to push residents to remove snow earlier rather than later so the trails can be opened earlier. Mr. Bolton will bring this to the Board at their next meeting for approval with the recommendation of the Committee.

3. DEPARTMENT UPDATES

Mr. Bolton gave an update on several other items he is working on. He and Mr. Adamson met with the TRPA and the TRCD concerning offsite inspections this year for invasive species. They are attempting to have an offsite area at each major route into the Lake but some areas have backed out so they are still looking. New this year they are implementing a better fee structure. When your boat is inspected you will pay the inspection fee and a yearly BBP fee. If you leave the basin and don't have a wire but you have paid the BBP you don't have to pay for the required inspection again. This will ease the burden on the PUD because we will only need inspectors at our ramp to check for wires and to attach wire to vessels that are leaving the Lake. For the offsite inspections to work smoothly there needs to be a huge outreach program to educate the public from the TRPA and the TRCD. There is also discussion that other lakes in the area will be starting similar inspections and could combine efforts in the future. Ms. Friedman notes that since inspections will be offsite there will be a lot less cash at the Lake Forest Kiosk.

There is a Farmer's Market meeting scheduled on February 23 with Carol Arnold. There have been rumors going around that they are looking at other sites but Mr. Bolton doesn't think this is going to happen. There are several Health Department requirements that these other sites couldn't supply like running water. Mr. Bolton will discuss at this meeting allowing other vendors besides produce and allowing local organizations to have booths. It was pointed out that there needs to be a clear policy on what is allowed and staff needs to all be on the same page.

Mr. Bolton is attending the NLTRA Chamber of Commerce Awards dinner this evening and Bryce Griffith will be recognized as the TCPUD volunteer of the year. Even though Mr. Griffith is a paid employee of the District he also puts in a lot of volunteer hours, especially promoting the sailing program in the off season.

Ms. Friedman asked if we had decided to allow concessions at Commons Beach this summer. Mr. Bolton replied that it has been discussed but nothing finalized. The concert dates have been set and bands are being booked. We are having a concert on the Fourth of July since it falls on a Sunday this year. We can leave the stage up and have music during the fireworks. There is also the opportunity to sell food. The TCDA coordinates the food vendors at the concerts so we will need to speak with Justin about the TCPUD serving food that day. Because of the holiday there is a good opportunity to make some money on food sales. The TCDA is going to be consistent this year and have food vending at every concert so the public will know food will always be available.

Mr. Van Noy reported on Recreation. He proposed a time line for the production of our annual catalog and tri-fold brochures. The annual catalog will be finished the beginning of April and the tri-folds will be done in August and December. The catalog is still being produced by Wild West Communications but after 2010 we are putting it out for others to bid on. Ms. Friedman asked since Wild West gets paid through the advertising what holds them to deadlines. The contract we have with them holds them to cash penalties if they are late. Mr. Van Noy continued with why it is better to publish the annual catalog in April. It helps Wild West obtain more advertising, it is just prior to our big summer sign-up day and several customers requested this timing. The tri-folds would come out in time to advertise fall and winter classes. Ms. Friedman asked if this would increase postage costs which it will but not substantially.

Mr. van Noy then highlighted some of the promotions accomplished this month:

16. Pickle ball – contacted interested parties and held a pickle ball day at Rideout CC. Ms. Friedman asked if we can have more pickle ball in the summer. Mr. Van Noy reported that we can with the two outside courts we have.

23. Developing new Family Friday Movie Night program – Pam Pokorny will run the movies and bring in food vending each movie night. The first movie night will be on Saturday, Feb. 27 to coincide with the Souper Showdown event scheduled.

25. Formulating TCPUD Recreation Task Force meeting – we are developing a group of champions in the community to meet and discuss what programming we can offer. Ms. Twomey mentioned we should add Tahoe Yacht Club to the group because they have a social coordinator and AAUW.

6. Mr. Van Noy met with managers on adult basketball and volleyball leagues to discuss needs. He derived from the discussions that there was a desire for a women's volleyball league which we have now developed and are holding Thursday evenings at NTHS. We had approximately 17 women show up the first evening.

10. Met with North Tahoe Family Resource Center to develop collaboration and share information.

13. Mr. Van Noy attended the International Night they hold each year for ski resort employees. This was a good opportunity to promote Rideout to the J1's.

22. We will also be attending the NTPUD Community Expo March 13 in Kings Beach to promote programming.

Mr. Van Noy reported on the results of his adult sports evaluations. 91% of the respondents were happy with the volleyball program while 75% were pleased with the basketball league. Ms. Gustafson asked why the youth basketball numbers are down. Mr. Van Noy responded that there are conflicts for some families and we have seen a change in our population. We need to find out further what other barriers might be present.

4. PUBLIC FORUM

No one was present for this item.

5. ADJOURNMENT

The meeting adjourned at 5:21 p.m.

Amy Norman, Administrative Assistant

Prepared by Amy Norman