

PARKS AND RECREATION COMMITTEE MEETING

APPROVED MINUTES

March 10, 2010

DIRECTORS PRESENT: Ron Treabess and Judy Friedman

STAFF PRESENT: Bob Bolton, Layne Van Noy, Roger Adamson, and Cindy Gustafson

OTHERS PRESENT: Ed Miller and Lolly Kupec with Wild West Communications Group, and Kelli Twomey

The March 10, 2010 meeting was called to order at 3:00 p.m.

1. 2010 RECREATION BROCHURE CONTRACT

Mr. Bolton has a contract worked out with Wild West Communications Group (WWCG) that he presented. Staff met with WWCG last week and it was agreed that staff would recommend a one year contract to the Board. Ms. Kupec with WWCG took the floor to give the Committee a bit of history. They have been producing the catalog for the last 19 or 20 years when the Parks and Rec. Department was still in the Tahoe Community Center. Dave Antonucci hired them to design a logo and design the catalog to be a multi-page brochure and not a mailer like it had been. Later with Bob Duffield WWCG convinced him to sell advertising to offset the cost of the catalog. He started selling advertising but it was taking up too much of his time so WWCG proposed taking over the selling of the advertising. WWCG would keep the revenues produced from advertising sales and give the catalog to the District at no cost to the District. This was the beginning of the first contract.

Mr. Miller supplied a timeline for the records. The first contract was for three years followed by a five year contract. It did go out to bid once but the last contract was automatically renewed by the Board in 2001 for 5 years, expiring in 2006. Since then, they have continued to work with the PUD without a contract. WWCG would like to continue under the current method of operation, producing the catalog at still no cost to the District except postage. WWCG even drives the brochures to each individual post office which reduces further the bulk rate. Ms. Kupec also pointed out that by delivering the catalog to each post office it guarantees quicker delivery into the post office boxes.

Mr. Miller added other cost savings WWCG has passed onto the District. Several times an entire redesign has been asked for but never charged for. The calendar was added to the brochure at no charge. The revenue stream from the advertising is not a big money maker for WWCG.

Advertisers have been baking out. This is directly related to the economy plus they are looking for other options for advertising.

Mr. Bolton commented on the changes being made to the brochure process. There used to be two catalogs but we are switching to one annual catalog with several tri-folds coming out at different times of the year. This is new for 2010. WWCG is concerned that if they set this up for 2010 and someone else gets the bid for 2011 they would be able to copy what WWCG has produced. Because of this WWCG would hold the rights for the tri-folds so someone else wouldn't be able to steal their design. Mr. Bolton recommends that for the remainder of 2010 WWCG produces the catalog along with the tri-folds and the RFP goes out at the end of the year to local businesses to bid.

Mr. Treabess asked how they could own the rights to a tri-fold. Mr. Miller explained that if it is exactly like their tri-fold someone else couldn't produce it. He went on to explain that the tri-fold is not much of a money maker and they are more concerned about the catalog. Ms. Friedman added that there is a value to someone's intellectual property. If someone comes in and uses the same fonts, design and graphic elements they are copying your intellectual property. This needs to be put into writing. Mr. Bolton referred to item 1.j. of the contract. WWCG would retain the copyrights to the catalog and brochures. Ms. Twomey asked if the maps and calendar were also something that someone else could not reproduce. Mr. Miller responded that normally there would be a statement in the contract or directly in the catalog that states no parts of this can be reproduced without the consent of WWCG. Ms. Friedman went on to add that what you copyright is the design, not the idea of a calendar. You can't copyright the month of March but you can copyright the design used.

Ms. Kupec clarified that WWCG produced this particular facilities chart and trail map for the PUD. If someone else got the contract, they could not produce these identically. WWCG never had a contract to produce the bike trail map, just a proposal letter. The design and production costs were covered by advertising and the PUD only paid for the printing costs.

Mr. Treabess wants the recommendation that we do this for this year with the knowledge that there will be a request for proposals for 2011. We have a contract here that has the intent to protect what WWCG is doing. This will show the Board that we are doing due diligence.

Discussion turned to timelines. Mr. Bolton said both sides discussed the detail of the contract including deadlines and penalties. It has always been tough to pinpoint which side is late getting the catalog out. Mr. Treabess asked if there had ever been the need to impose a penalty for it being late. Bob Duffield did once. WWCG hasn't held the PUD to the timeline and the PUD hasn't held WWCG because we are a team and there are other issues involved. Mr. Miller explained if we are late for the printer, we can't just push them back the three days we are late. We have to completely reschedule the print job so it could take a lot longer just to go to print.

Another savings Mr. Kupec addressed is the shipping costs. FedEx slashed their prices last year to compete with other carriers. Shipping has gone from \$475 to \$125.

Mr. Miller is concerned what such a short contract will do on advertising sales. If people find out that this could be the last catalog produced by WWCG, will they want to invest in something that is going away? Also going to one catalog a year could affect advertising. WWCG has been working since January of 2009 on this new idea of tri-folds and one catalog. To have a contract now that has to go to bid so quickly seems unfair. Ms. Freidman agreed that maybe it is unfair for WWCG to start the tri-folds now. Ms. Kupec stated that WWCG wants a five year contract so we can see if this new system is going to work – if people will still advertise. They may decide to change the time of year each publication comes out. We need time to see how it is going to evolve. Mr. Van Noy pointed out that we decided to do something different this year when we saw our numbers going down. Our new game plan was to go down to one annual catalog and the tri-folds.

Mr. Treabess asked if it would be better to try the bidding now rather than eight months out. Mr. Miller clarified that the PUD should do the bidding prior to the first tri-folds coming out. Whoever wins the bid would be starting fresh with the tri-folds. Let WWCG produce this catalog, then go out to bid now rather than the end of the year so they would be bidding for the catalog and the tri-folds together. But Ms. Kupec stated their intent is to sell advertising for all of the productions at one time. This will increase advertising revenue and keep the publications at no cost to the District. Mr. Treabess understood that because advertising is involved a one year contract makes more sense. Ms. Freidman agreed that since we don't know if the one catalog and three tri-folds is where we are going to end up we should go with the one year contract and then put out a contract for a whole new marketing plan.

Mr. Bolton reiterated that we aren't on track but we have to start somewhere and within a year we want to get on track. The schedule now is for the catalog to come out in April and the tri-folds in August, January and then to be determined. Ms. Friedman doesn't think we can design the marketing plan right now. If this is what we are comfortable as a time line for putting in the contract right now then put it in. Staff has been making a concentrated effort in the past few months to try to identify the effectiveness of everything in the campaign for classes at Rideout. Mr. Bolton said the current plan was for the RFP to go out in the fall so we could have a plan in place going into 2011. The direction from the Board was that we have to get this out to bid; we can't just continually renew contracts without putting them out for others to bid on.

Ms. Kupec responded that WWCG has to look at what will have the least impact to their business. She would prefer to do this as designed for 1 year rather than start with a new 5 year contract evolving the design of this tri-fold for someone else to take over. Mr. Treabess asked Mr. Bolton if he could handle putting the RFP out now. Mr. Bolton responded that he was hoping to wait until the fall to do this. The other option is to keep doing the two catalogs this year and start with a new process after the proposals come in. Someone could come to us with a whole new plan –

that's what the request for proposals for 2011 is. We want to know what new ideas are out there. Why don't we stay with the two catalogs, postpone the tri-fold for now and put out the RFP at the end of the year.

Ms. Gustafson commented that the idea of the tri-fold is that they are more immediate because customers don't keep the catalogs for that long. Ms. Friedman responded that discussion had turned to whether it was fair for WWCG to design a new product for a 1 year contract. It's going to be a dynamic process and we don't know how it is going to work. Maybe we do the 1 year contract so we know we have something out there and be diligent in supplementing it with electronic media while we try to figure out a plan. If WWCG is willing to do the brochure under a 1 year contract then let's go for it. Ms. Gustafson agreed that we either do this or keep it the way it is and do the tri-folds next year.

Mr. Bolton now recommended that we go back to the way we've done it in the past with two catalogs produced this year and put out proposals for 2011 on some other entirely new method. Ms. Friedman is in support of this. Mr. Bolton will update the contract and bring it to the Board next Friday.

2. WEBCASTING OF BOARD MEETINGS

Ms. Gustafson stated that for a long time she has felt the need for us to be more effective in getting news coverage of our meetings and getting it out to our general public. About a year ago she asked Craig Trumbull to look into televising our meetings like other districts are doing. He has since discovered a much less expensive method of televising in comparison to TV. For a reasonable cost we can webcast our meetings and people can hear and see for themselves what is said at a meeting. Power points can be seen first hand without ever actually coming into the meeting room.

Mr. Trumbull showed the Committee an example of a Tuolumne Meadows meeting on a webcast. The quote we received from Granicus is for a media kit that includes a tri-pod with a still camera, a wide angle lens and four microphones. Ms. Gustafson added we also get 200 extra hours of video where we could show commercials of our sailing program, information on why back flow is important, water meters, etc. These days people want things electronically from their computers and we want to give it to them accurately. You would be able to see people from the public making certain types of comments recorded accurately – you would see the validity of what people are saying. Power points and agendas would be emailed to the company in advance to be included in the webcast. Granicus would like to attend our April Board meeting and give a free demonstration. Ms. Gustafson went on to say she has lots of frustration that people are misrepresenting what the Board says and what the public says at meetings. Now the public would be able to look back at the archives to see what was really said. Tuolumne Meadows General Manager has been thrilled with it and says people are really watching.

Mr. Treabess will report to the Board that the Parks and Recreation Committee recommends that they do this test at the April Board meeting. Ms. Friedman agreed.

Ms. Friedman thanked the staff for a super soup day. She said they did a great job and people loved the event.

3. PUBLIC FORUM

No one was present for this item.

4. ADJOURNMENT

The meeting adjourned at 4:23 p.m.

**Amy Norman, Administrative Assistant
Prepared by Amy Norman**