

**CARMICHAEL RECREATION AND PARK DISTRICT
MINUTES: ADVISORY BOARD OF DIRECTORS
SEPTEMBER 1, 2011 SPECIAL MEETING**

Directors: Borman, Brown, Rockenstein, Safford, and Younger

CALL TO ORDER: The special meeting of the Carmichael Recreation and Park District Advisory Board of Directors was called to order at 6:02 p.m. by Chairman Borman.

ROLL CALL:

Directors Present: Borman, Brown, Rockenstein, Safford and Younger

Staff Present: Harrison and Penney

PLEDGE OF ALLEGIANCE – Director Brown led the pledge of allegiance.

PUBLIC OPPORTUNITY TO DISCUSS MATTERS OF PUBLIC INTEREST WITHIN DISTRICT JURISDICTION NOT ON THE AGENDA - None

PRESENTATION ITEM:

1. BENEFIT ASSESSMENT PROJECT

Presentation:

Administrator Harrison: Provided a recap and purpose of the meeting. Two other park districts (Arcade Creek and Mission Oaks) were added to the original benefit assessment scenario due to a change in the law. A joint meeting with the other districts was held. Arcade Creek has voted to take a neutral position on the proposed benefit assessment. Mission Oaks has not brought the benefit assessment to their board.

He said this discussion will give input to the Advisory Board to help them make a decision about whether to go forward on the benefit assessment; and if so, when that should happen. The intention is to bring together those who have worked on the project in the past to give input and talk about options. The CEC last left it with the possibility of a May 2012 election.

Administrator Harrison presented three options, with their respective pros and cons:

A- Defer any further action until the economy significantly improves.

B- Continue with plans to conduct a mail ballot election in the spring of 2012

C- Defer the mail ballot election until May 2013

Discussion:

Gary Hursh said he remembered the consultants saying 60% favorable on the survey was needed to get the benefit assessment passed.

Administrator Harrison said that's typical for a survey, needing a 10% favorable cushion on the survey to proceed with a benefit assessment election.

Dick Barbar said the ground rules have changed. Carmichael cannot move too far without the other two districts. Isn't it a moot point until the other districts are for it?

Administrator Harrison said both districts were asked if they wanted projects on the benefit assessment project list. Neither district proposed projects nor opposed the matter. Both are remaining neutral so far. And so far, there has been no educational campaign in the other districts. The consultants said if an educational campaign was conducted, the campaign would get a better response from those communities even if the leadership was neutral.

Joyce Carrol asked where the \$100,000 to finance the election comes from.

Administrator Harrison replied that the District would have to budget the funds.

Director Younger said that \$100K is the cost of funding the election; outside funding would be needed to run the campaign.

Peter Tateishi said it would cost about \$15,000 to \$30,000 to run the campaign, depending on volunteer help. The District cannot pay for this.

Director Younger said the District is very strapped for cash right now.

Administrator Harrison said if the Advisory Board chooses to go with a May, 2012 election, the District could pay for it after July 2012. A lot of the District revenue comes from leasing the La Sierra Community Center. The District has new leases with schools there while financially the first year is needed to pay for renovation, the District will start to make revenue in the second year. By the third year, the District should receive about \$500,000 in revenue from the new leases.

Dick Barbar said since there is a bigger universe of voters with adding the other districts, will it cost more

to run campaign?

Peter Tateishi said a lot depends on how many volunteers they get to go door to door on this campaign. The number of volunteers can substantially decrease the costs. It will cost more if the campaign has to pay for this.

Director Brown said a possible obstacle is that one of the districts already has an assessment. People may not understand that this is different.

Peter Tateishi said he would not recommend Option B (election in 2012). People will need to understand where the boundaries are. Residents living across from the La Sierra Community Center are not in the Carmichael Recreation and Park District but may not be aware of this.

Joan Komaromi said business owners could be very concerned about paying more in assessments.

Paul Menard said with all the publicity about area pools closing, it would be nice to have Carmichael pool operating and they should not wait on this. Option A would be putting it on hold indefinitely. The time to move on this is now.

Director Younger said the consultant survey was done in March 2011 and the results were not favorable. In 2009 the District sent volunteers door to door. The approval rate was several points higher in areas where outreach was done. Part of the challenge is going through the long education process.

Sandy Helland is with the Sutter Jensen park group. She said they just had some door to door in their park area and people are interested in improvements to Sutter Jensen but not interested in giving money. She said she believes slow and steady is what to do. Many near her cannot afford a benefit assessment, especially the elderly. She asked if there are areas in Carmichael where there are more children.

Administrator Harrison said according to demographics, Carmichael is generally a mature area with very little new housing. There is a slow turnover to younger families. He asked everyone to keep in mind this is a property owner vote.

Donn Reiners reminded everyone that elections are coming up. The governor is proposing tax measures. The presidential elections are coming in 2012. 2012 is not a good time to have the benefit assessment election. He suggested reconvening on an annual basis to assess the politics and the situation (make that Option D). He said at some point the committee would know when it was time to go forward.

Greg Smith said he thinks this is a nice plan. The problem is the economy and politics, but mostly the economy. The District is tight on money, too. It is good to hear that in three years the District budget will be better. He proposed to wait until the District has the money to go forward.

Dick Barbar said to remember that what changed was bringing in the neighborhood parks. This made the difference on the first versus the second surveys. The project cannot go forward without representatives from other districts and understanding their needs.

Greg Smith said he agreed that the other districts need to be on board.

Peter Tateishi said ultimately what the other boards say does not translate to neighborhoods. The people don't really know what stand their park board takes. The campaign will need to talk to the people in the neighborhoods. Outside residents should not get a free ride at Carmichael parks. Using La Sierra should cost non-residents, as well as the ball fields and classes, for instance. For \$2 per month, the neighbors in Mission Oaks and Arcade Creek could have the resident fees for these classes and facility use.

Administrator Harrison said if the District has a benefit assessment, it must have a non-resident fee which is more than the resident fees. Staff is working on fee structure now. The majority of the District's users don't live within the District. Staff may propose a resident discount program, not a non-resident fee.

Peter Tateishi said since the District does not currently have any assessment, this would bring the situation to non-residents' attention. There would be an incentive to be a "resident". There are excellent things happening in Carmichael; the District is credible and getting quality results, using funding wisely. He recommended May of 2013 for the benefit assessment election. Odd numbered years are good time for elections. A goal needs to be set and kept in sight.

Dick Barbar said the committee should put themselves in the shoes of the property owners in the other districts. It should be their districts coming to them with this. The other districts need to buy into this.

Donn Reiners said the need is to find out who the leaders in the communities are and get them on board.

Joyce Carrol said the Mission Oaks District has been active in this; Debby Walker (their District Administrator) has been at the CEC meetings. Joyce Carrol said she agrees 2012 is not a good time for a benefit assessment election. The need is to start the campaign at no cost by focusing on the good things Carmichael District is doing whenever there is a chance. It would be best to start the outreach now but not move forward with the election yet.

Director Younger said they need to make sure people are reminded that there is an empty pool at Carmichael Park.

Administrator Harrison said the last committee asked the other boards to supply names of leaders in their area, but they didn't want to get involved. Their reasoning was supplying information would make them appear to approve of the assessment and they want to remain neutral.

Director Rockenstein said he agrees with Director Younger that while out in the community the focal point

should be the pool. He also agreed that a lot of the older community is probably not as willing to participate, and that 2012 is not a good year to do this. He said the earliest should be 2013.

Chairman Borman said 2013 appears to be the consensus.

Joyce Carrol said the neighborhood associations in the benefit assessment areas should be identified and contacted. It needs to be a two-pronged approach: older people and younger families. The message needs to be clear and all need to say the same thing.

Peter Tateishi said that if someone comes to the door telling a resident what happens to their park, there is a more positive response. The project list must be clear to them.

Dick Barbar said he thought Carmichael residents are seeing what can be done, but owners of apartments where there is no pool would be good focus.

Peter Tateishi suggested the Advisory Board look at Option C (deferring the ballot until May 2013) and that the District should be working toward the resident discounts as well. Zone B survey feedback brought the positive response percentage down.

Donn Reiners asked if the group should then meet every six months in the interim.

Peter Tateishi said the group should start with that.

Dick Barbar said the committee should be integrated with members from other districts participating.

Administrator Harrison said he agreed in principle, but did not believe Arcade Creek Board will participate.

Peter Tateishi had a process question: If the benefit assessment goes to vote May 2013 and passes, what happens if both of the other boards don't certify it.

Administrator Harrison said their boards' role is to certify the results and report only if they see a problem with the actual election. They cannot subvert it.

Chairman Borman said the Advisory Board appreciated all of those who came to the meeting and participated.

TIME AND PLACE OF NEXT MEETING:

1. Regular Meeting

Proposed: Thursday, September 15, 2011 at 6:00 pm, Community Clubhouse #2 at Carmichael Park

ADJOURNMENT – The meeting was adjourned at 7:20 p.m.

Respectfully submitted,

Betty Phillips
Administrative Secretary

APPROVED BY:

ATTESTED BY:

KAREN BORMAN
CHAIRMAN OF THE BOARD

BETTY PHILLIPS
Administrative Secretary
Clerk of the Advisory Board of Directors