

**CARMICHAEL RECREATION AND PARK DISTRICT  
MINUTES: ADVISORY BOARD OF DIRECTORS  
JOINT MEETING WITH CRPD FOUNDATION BOARD  
SEPTEMBER 26, 2013 REGULAR MEETING**

**Directors: Arredondo-Carroll, Borman, Dax-Conroy, Rockenstein, and Younger**

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

**ROLL CALL:**

Directors Present: Arredondo-Carroll, Dax-Conroy, Rockenstein and Younger  
 Directors Absent: Borman – excused absence  
 Staff Present: Smith, Maddison and Penney  
 Staff Absent: Kerth – excused absence

Foundation Board Present: Tateishi, Koerner, Hursh, Pennington, Safford

**PLEDGE OF ALLEGIANCE** – Chairman Rockenstein led the Pledge of Allegiance.

Advisory Board Directors, Foundation Board Members, and Staff introduced themselves.

**PUBLIC OPPORTUNITY TO DISCUSS MATTERS OF PUBLIC INTEREST WITHIN DISTRICT JURISDICTION ON ITEM(S) SCHEDULED ON THE AGENDA** – None

**ACTION ITEM:**

**1. BENEFIT ASSESSMENT SURVEY EVALUATION**

Administrator Smith announced that four bids were received for the Carmichael Park Master Plan. This meeting is being held to discuss a survey for a potential benefit assessment.

Foundation President Tateishi said the Foundation has received the results of their survey of community leaders and possible donors, but no decision has been made on how to proceed further. They discussed what steps made sense for them as a board, and the conclusion was to request to talk to the Advisory Board about going out for a general community survey to assess the level of community interest.

The Foundation donor survey showed Carmichael Park is perceived as unsafe. Security is a real issue to potential donors. Using some of the assessment money to address safety with Ranger service would address their main issue and show the District is listening to the community.

Tateishi said he had been concerned about being able to put together an assessment vote timely. He now believes it could be done, especially if the Carmichael Park Master Plan is done. The Foundation is committed to help raise funds for a benefit assessment survey; however, it is not their call to go forward with the benefit assessment vote. That call belongs to the Advisory Board. The Foundation believes a positive outcome is possible.

Smith: The survey would cost about \$23,000.

Tateishi: The Foundation may be able to raise at least \$15,000 and maybe \$20,000.

Smith: He talked to SCI about a concurrent Master Plan and benefit assessment survey. They said it can be done. The cost for the benefit assessment campaign is \$60,000-70,000

Foundation Board Member Hursh: The first time the survey was done, walking the neighborhoods bumped up the positive reactions by 10%.

Tateishi volunteered to run the campaign as a private citizen. He would need 20 or so

regular volunteers and up to 60 people that can be called upon to help once or twice per month. This would be a political action committee.

Smith: He talked with Fulton-El Camino. Their survey came back at 45% but they went out anyway and did a “ton” of public education. The vote finished at 75% approval.

Chairman Rockenstein said there are many champions out there – service groups, park groups, and so forth that would help.

Tateishi: The benefit assessment could be sold at \$36 per parcel.

Director Younger: Potential Donors want the community to have some investment as well.

Tateishi: Donors want to see the District make a commitment. They want their money to go for making Carmichael Park special and unique, not just for fixing the roads or lights.

Administrator Smith: The District should put out a “laundry list” of what to expect to have done with assessment funds. A committee will be needed for this.

Rockenstein: It would be a great idea to have people from both the Advisory Board and the Foundation Board on that committee.

Tateishi: The Foundation needs to know if the Advisory Board wants to move forward. They need a decision at this meeting.

Chairman Rockenstein: How much money can the Foundation raise toward the cost of the survey?

Tateishi: He thinks they can raise \$20,000 but he is confident they can raise \$15,000.

Director Younger: We’ve been waiting for this for a long time. He said he is all for going forward with the survey.

Chairman Rockenstein agreed with Director Younger, looking at risk versus reward. Based on an improved economy and more District activity, he feels more positive about doing this. Now is the right time to do it.

### **Motion 1**

**M: Younger S: Carroll – The Advisory Board voted to: Go forward with the survey, conditional on the Foundation raising \$15,000 or more toward the fees for the survey.**

**Unanimous vote of those present. Absent: Director Borman.**

### **UPCOMING EVENTS:**

- 1. Founders Day – Saturday, September 28, 10 am – 3 pm**
- 2. Sunday Funday – Sunday, September 29, 10 am – 1 pm**

### **FUTURE AGENDA ITEMS**

- 1. Approval of Carmichael Park Master Plan Consultant**
- 2. Quarterly Recreation Activity Report**
- 3. Quarterly Financial Report**
- 4. Quarterly Work Plan Update**

### **TIME AND PLACE OF NEXT MEETING:**

- 1. Regular Meeting**  
Proposed: Thursday, October 17, 2013 at 6:00 pm, Community Clubhouse #2 at Carmichael Park

**ADJOURNMENT** – The meeting was adjourned at 6:50 pm.

Respectfully submitted,

Betty Phillips

Administrative Secretary

APPROVED BY:

ATTESTED BY:

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MICHAEL ROCKENSTEIN  
CHAIRMAN OF THE BOARD

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BETTY PHILLIPS  
Administrative Secretary  
Clerk of the Advisory Board of Directors