

**CARMICHAEL RECREATION AND PARK DISTRICT
MINUTES: ADVISORY BOARD OF DIRECTORS
DECEMBER 19, 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 6:03 p.m. by Chairman Rockenstein.

ROLL CALL:

Directors Present: Arredondo-Carroll, Borman, Dax-Conroy, Rockenstein and Younger
 Directors Absent: None
 Staff Present: Smith, Kerth, Maddison and Penney
 Staff Absent: None

PLEDGE OF ALLEGIANCE – Chairman Rockenstein led the Pledge of Allegiance

PUBLIC OPPORTUNITY TO DISCUSS MATTERS OF PUBLIC INTEREST WITHIN DISTRICT JURISDICTION ON ITEM(S) NOT SCHEDULED ON THE AGENDA – None

CONSENT ITEMS:

1. **MINUTES**
November 21, 2013 – Regular Meeting
2. **FINANCIAL STATEMENT**
October 2013
3. **ACCOUNTS PAYABLE**
November 2013
4. **ACCOUNTS RECEIVABLE**
December 2013

Motion 1

M: Conroy S: Borman – The Advisory Board voted to approve Consent Items 1- 4. Unanimous vote

CORRESPONDENCE: None

NEWSPAPER ARTICLES: Received and filed

Carmichael Times: November 20, 2013 – Beautify Carmichael Day Boosts Civic Pride; November 27, 2013 – Celtic Pride at Carmichael Park; December 11, 2013 – Lights, Action – it’s Christmas!

WEST SIDE STORIES (West Fair Oaks Neighborhood Watch Assn.): November, 2013 – Annual Wall of Honor Tribute; This Wall of Honor (poem by Tracy Kerth)

SPECIAL PRESENTATIONS

1. **FRIENDS OF JENSEN GARDEN ANNUAL STATUS REPORT**
 Tracy Kerth introduced Beverly Scott, who is now head of the Friends of Jensen Garden.
 Beverly said she was presenting a final report from Pat Rhine, who was the former head of the group. They planted 600 more tulips on December 14. All the major projects are finished and they are trying to move to maintenance mode. Their next work day will be January 11. They are still looking for more volunteers. The Garden is looking very well, but they did have a problem with water that has now been fixed. The AmeriCorps kids did a lot of work moving mulch and other heavy work. Ms Scott said their group appreciates their partnership with the District. She reported that they are having some vandalism.

Chairman Rockenstein asked how often the vandalism is happening. Maddison said it is constant. Ms Scott said vandals are scratching the rubberized covering off the tables.

The annual plant sale will be in March this next year. Due to the Geranium Society donation, they are now funded for the next five years. They are hoping to make the nature area the big push for next year, working with the District. She thanked the District for all the support they receive.

ACTION ITEMS:

1. SURVEY RESULTS AND ASSESSMENT BALLOT DISCUSSION

On September 26, 2013 a joint meeting was held between the Carmichael Recreation and Park District and the CRPD Foundation Board to discuss the Foundation Board's survey results of community leaders/potential donors regarding financial support for the District and to discuss a survey for a potential benefit assessment for the District.

The Board and Foundation discussed several issues regarding District facilities, maintenance levels and park safety. Also discussed was timing issues in possibly going forward with a benefit assessment survey. At that time, it was decided that if they were going to proceed with a survey, they needed to do it soon. Budget and funding for a possible survey was presented by staff for consideration in making the decision. The Foundation has agreed to contribute support for the costs. Staff showed that funding was available for the cost of the survey for the 2013-14 fiscal year with some additional unbudgeted revenues and cost savings.

The Advisory Board approved moving forward on a survey.

A special meeting was held on October 9, 2013 to make decisions on the design of the survey, including what issues to survey and the possible assessment amounts to be surveyed. These surveys were mailed out to 8,000 property owners in the District on October 30. These results have been tabulated and are being presented to the Advisory Board this evening by SCI.

Administrator Smith pointed out that the District does have funding to go to a ballot without dipping into the contingency fund. He introduced Susan Barnes from SCI. Also with her were Lee Ann McCabe and Maria Garcia-Adarve.

Ms Barnes presented the survey objectives and methodology which included testing two annual rates: \$39.87 per single family home and \$44.87 per single family home, with tiered rates for other types of property. She said they had 1,668 respondents out of the 8,000 mailed out. This came out to a 21.7% return rate, with a margin of error of plus or minus 2.23%. She said this is pretty close to what a ballot as of that date would have been. The results included all types of property owners, showing what the property owner would actually have had to pay.

Barnes said a benefit assessment is a common local funding option for recreation and park districts and would be decided by all property owners within the District – including out of area and out of country owners of property within the District. All returned ballots are counted. Within the District, 72.5% of the property is single family residential, 16.1% is apartment and investment property, 6.2% is business and industrial property, and 4.9% is large property owners.

57% of the single family residential owners were in favor, but the total weighted support was 49.6%. SCI would like to have seen the overall support at 56% or better.

The strongest priority was strong fiscal safeguards such as financial audits. The second priority was providing needed repairs and upgrades for all the District parks, along with security patrols and daily maintenance.

She said the priorities are:

- Strong fiscal controls – only 5% of the proceeds would be used for admin; 95% would be used for park maintenance and improvements
- Repairs and upgrades for all District parks, including neighborhood parks
- Well maintained parks and recreational facilities

- Provide security patrols to increase public safety and security at all the District parks and recreational facilities.

Maria Garcia-Adarve worked with Mike Grace at Fulton-El Camino District to pass a ballot measure in 2011. They had an assessment, but it was going to end. Their survey came back at 49% support, but their District was only 40% single family properties. They decided to go forward with their ballot, but did a lot of outreach. They met with all the large property owners and went door to door in neighborhoods asking them to vote. They also made some phone calls. They mailed handouts to apartment owners. The ballots were mailed out in June and closed in July, receiving a weighted 68% approval. It was a successful ballot, but they had to work very hard.

Chairman Rockenstein recognized the Foundation Board members present. He then asked Ms Barnes if a return rate of 21% on the survey was common. Barnes said yes, it's a pretty common, representative rate. The return rate on the ballot is always higher.

Director Carroll asked who meets with the property owners. Barnes said their company is available to help train people and with handouts and press releases. But they do not meet with the property owners. They compile "walk lists" for volunteers to talk to property owners. The door to door outreach is done right when the ballots are going out, asking them to please vote. Also, if someone accidentally threw out their ballot, they can get a replacement.

Peter Tateishi, Foundation Chairman: The Foundation took steps to see how they can help the District. They raised funds to help fund the survey. He said he was disappointed that the approval rate on survey did not reach 56%, but he was not upset that it came in so close to 50%. The District needs to let the residents make a decision. They've had several surveys but never asked for a vote. The Foundation recommends putting it out for a vote at \$44.87. He believes more of the single family homeowners will vote. Also, the District has a large contingency of volunteers who will step forward to help get the word out.

Gary Hursh, Foundation Board member: He strongly recommends approving going forward with a benefit assessment ballot. Improvements are being made to Fair Oaks Boulevard. The District has a Master Plan in progress for Carmichael Park. There's a potential for a PBID for businesses. The District needs to move forward with this momentum in place.

It was mentioned that the Fire District may be going out for an assessment this year.

Chairman Rockenstein asked what else was going to be required if they decide to go forward. Barnes said they are going to be there for support on the process. If it is voted to move forward, there will need to be resolutions that announce dates and appoint them as Engineer of Record, for instance. Legal counsel will need to review these. Also a final list of projects to be included must be approved.

Tateishi recommended establishing an oversight committee similar to what San Juan Unified School District did. The Foundation supports going forward, and they will support the District as much as they can to help with the campaign.

Director Younger thanked the Foundation members for all they do to help the District. He said he trusts Tateishi's opinion. It's apparent there is a need for an educational campaign. He asked Tateishi if he would be personally willing to help run the campaign.

Tateishi said yes, he is willing. Jack Harrison has agreed to co-chair the campaign.

Director Younger said the District needs to take advantage of this opportunity and

go forward.

Director Carroll asked if the District had looked into the loan yet. Administrator Smith said he will get a meeting on this right away.

Ken Hall, Foundation Board member: He is very supportive of the previous comments. There is a big issue of fiscal responsibility and controls. He encouraged the Advisory Board to include four kinds of fiscal controls:

1. A 5% cap on administrative costs
2. Audits
3. An oversight committee – he suggested 7 members
4. An annual report to the community

Having these in place, he said, would be very positive.

Chairman Rockenstein said that having been on an oversight committee, he knows it is a very effective approach. This is now the District's opportunity to go to the community and the progress would be very tangible. He is also supportive of balloting for the \$44.87 amount.

Director Carroll said fiscal controls lend a great deal more credibility. Not dipping into the contingency fund sends another positive message. The right educational campaign could push the approval level over fifty percent. There's a renewed energy in the community. It's time to do this.

Chairman Rockenstein mentioned that the District has been innovative in creating new parks at a time when no one else did.

Director Conroy asked if the Foundation is helping with any of the funding.

Tateishi said the Foundation is helping pay for the survey. But they cannot help pay for the ballot. They are, however, committed to helping with paying for the educational materials. He would like to see \$5,000 to \$6,000 raised for this need, but \$10,000 would be better. The timeline involved will make a difference in costs. Administrator Smith said a vote tonight would get this matter in front of the Board of Supervisors for approval.

Chairman Rockenstein said the Advisory Board is effectively an oversight committee. The other items mentioned are also important.

Director Carroll suggested naming the other three safeguards "such as" and naming them there. She also suggested having more discussion later about an oversight committee.

Motion 2

M: Younger S: Carroll – The Advisory Board voted to: Approve and authorize Staff to proceed with a Benefit Assessment ballot for \$44.87 to build new and renovate existing facilities, upgrade security and increase park maintenance levels and add strong financial safeguards such as a five percent cap on administrative costs and annual reports and audits and other fiscal safeguards, contingent upon approval by the Sacramento County Board of Supervisors.

Unanimous vote

Chairman Rockenstein thanked the Foundation and SCI for their input. The Advisory Board is looking forward to working with SCI.

PRESENTATION ITEMS: None

REPORTS

1. **ADVISORY BOARD MEMBER REPORTS**

Chairman Rockenstein attended the Tree Lighting. He said the event, with food trucks and the Master Plan open house that evening was great. It was a well run event. Well done to all who were involved with putting it on.

Director Conroy also attended this event. She said the Master Plan done as an open house was very effective.

Director Borman said the outdoor heaters at the event were an excellent idea, too. Director Carroll also attended and thought it was a great event.

2. **STAFF REPORT**

Staff Presentation:

Tracy Kerth: Park Rec and Eat It was held on December 5 along with the Tree Lighting and the Master Plan public open house workshop. About 100 people came to the Master Plan workshop. The whole event was successful, the food was great and there was a great turn out. The heaters were much appreciated.

Elementary Basketball just got started.

Lots of families and small children came to the Tiny Tot holiday party which was held today, with Santa as the main attraction of course.

The food drive has brought in lots of food for the Sacramento County Food Bank and Family Services.

Kids Hang Out Camp is in session for the holidays, so parents have a safe and fun place to leave their kids while shopping or at work. It is open from 7 am to 6 pm weekdays.

Next month the Recreation Division will give the Advisory Board a year end overview of their program.

Keith Maddison:

At La Sierra Community Center: Staff is working on the renovation of suites 330 – 350. The rough plumbing underground waste and water lines have been installed and the concrete has been poured. They are beginning the electrical renovations. They hope to complete this project in March. Staff also performed a thorough cleanup and weed abatement of the baseball fields.

At Carmichael Park: Staff assisted the Recreation Division with decorating, setup, lighting and logistics for the annual holiday season display. Staff repaired numerous areas of the post and cable vehicle barrier in the front of the park.

Del Campo Park: Staff removed two problem trees and chipped the brush. Staff also chipped an existing large pile of brush. Park Rangers arrested two drug dealers and made multiple other arrests for drugs. The park neighbors are very happy about this.

Charles Jensen Botanical Garden: Staff repaired a water main that broke during the Big Freeze. Staff contracted the removal of two large problem trees, one next to the Jensen House and the other back on the Sutter site. The trees were located in areas that required climbing for removal.

District Wide: The District received the services of six work project buses during this period from the Sheriff's Work Program. The labor was used for park cleanup at Carmichael Park, Jensen Gardens and La Sierra Community Center,

Ingrid Penney: She has been providing support for some of the Foundation needs.

She took a call from a Del Campo Park neighbor complimenting the District on park maintenance and security.

Her staff is starting to wind down the end of year records for W-2 information.

The assessor anticipates a 4.5 percent increase for the District.

Training will be held here at the Clubhouse for the County purchase card training.

The Microsoft Enterprise agreement is up for renewal. She is working with the County on changing the licenses from "device" to "user."

CMP has begun paying for the new rooms they picked up.

Administrator Smith: In January and February Staff will need to meeting with the Budget and Facilities Committees to work up the list of projects to be included in the benefit assessment.

The next Master Plan meeting will be Saturday, January 11, 2014 from 10 am to noon.

NEW BUSINESS – none

UPCOMING EVENTS:

1. **Food Truck Event: Thursday, January 9, 2014 5 – 8 pm**

FUTURE AGENDA ITEMS

1. **RECREATION END OF YEAR PRESENTATION**
2. **RECREATION RETREAT REPORT**

TIME AND PLACE OF NEXT MEETING:

1. **Regular Meeting**
Proposed: Thursday, January 16, 2014 at 6:00 pm, Community Clubhouse #2 at Carmichael Park

ADJOURNMENT – The meeting was adjourned at 7:57 p.m.

Respectfully submitted,

Betty Phillips
Administrative Secretary

APPROVED BY:

ATTESTED BY:

MICHAEL ROCKENSTEIN
CHAIRMAN OF THE BOARD

BETTY PHILLIPS
Administrative Secretary
Clerk of the Advisory Board of Directors