

**CARMICHAEL RECREATION AND PARK DISTRICT
MINUTES: ADVISORY BOARD OF DIRECTORS
MAY 21, 2020 REGULAR MEETING**

Directors: Borman, Carroll, Dax-Conroy, Judd, and Rockenstein

CALL TO ORDER: The regular meeting of the Carmichael Recreation and Park District Advisory Board of Directors was called to order at 6:01 p.m. by Chairman Rockenstein.

ROLL CALL:

Directors Present: Borman, Carroll, Dax-Conroy, Judd, and Rockenstein
Directors Absent: None
Staff Present: Blondino, Lofthus, Penney, and Perry

PUBLIC OPPORTUNITY TO DISCUSS MATTERS OF PUBLIC INTEREST WITHIN DISTRICT JURISDICTION ON ITEM(S) SCHEDULED NOT ON THIS AGENDA ONLY. –

Joan Komaromi addressed the Advisory Board re: the goats at Schweitzer Grove Nature Area. She was amazed at what they could do; great success, lots of fun, worthwhile and hopes that the District will consider using them again.

DISCUSSION:

1. CORRESPONDENCE DATED MAY 13, 2020

Don Hall addressed the Advisory Board re: a Memo from Don and Marie Hall re: Farmers Market at Carmichael Park. He discussed location and management; concerns about heat, disc golf, loss of vendors and participants. Requested reconsideration of location.

Chair Rockenstein shared that after reviewing their memo he went out to observe the market. He felt that rain and COVID-19 affected the turnout on 5/17. The Advisory Board is vested in keeping the Farmers Market going with consideration for the health and safety of constituents and protection of District assets.

Director Carroll mentioned that the market at Sunrise Mall is held in the parking lot on the asphalt during the summer too. Mr. Hall agreed; however, the Saturday market hours are earlier. The Carmichael Park market hours allow church goers to come after services.

Administrator Blondino shared that the District has been flexible; reviewed and considered making changes to the layout/traffic flow and operations (dog policy). Shared his concern re: the long-term impact to the health of trees and turf. The District has already lost one mature tree and about to lose a second.

Director Carroll indicated that the Food Trucks have been moved from turf area to the asphalt because of the compaction issue. PSM Perry spoke of the impact to turf and sprinkler care and maintenance.

Mr. Hall acknowledge the Food Trucks but mentioned that they operate in the late evening.

It was the consensus of the Advisory Board to keep the course, look for ways to optimize; mitigate damage to soil and trees; encouraged Farmers Market to continue work with District Staff.

REPORTS:

1.*ADVISORY BOARD MEMBER REPORTS (Advisory Board Members)

Report on activities of interest to the District

Director Carroll thanked PSM Perry for scheduling firebreaks at Jan Park.

Director Conroy is enjoying walking in Carmichael Park. It's become like a neighborhood park.

2.*STAFF REPORT (Blondino)

Administrator Blondino shared a PowerPoint Presentation (attached) on current District operations, projects; highlighting District activities and accomplishments despite the impact of COVID-19.

ACTION ITEM:

1. LA SIERRA COMMUNITY CENTER LEASES

Main address: 5325 Engle Road, Carmichael, CA 95608

ASM Penney made a presentation and recommendation to approve a Lease Addendum with MCS Preschool dba Montessori Children's School; to recommend approval for temporary delegation authority to the District Administrator to evaluate tenant requests involving operations and monthly rental payments, negotiate and execute amendments for leases normally executed by the Board of Supervisors;

- A. Chautauqua Playhouse, Inc. – A non-profit, performing arts theatre group leasing Suite 110; a total of 6,122 sq. ft. Staff recommending approval for delegation authority to District Administrator to amend lease normally approved by the Board of Supervisors.
- B. Sacramento Fine Arts Center – A non-profit, visual arts leasing gallery and office space at 5330 B Gibbons Ave., Carmichael, CA; a total of 7,097 sq. ft. Staff recommending approval for delegation authority to District Administrator to amend lease normally approved by the Board of Supervisors.
- C. Living Smart Foundation – Farmers Markets, leasing office and storage space in Suite 820 and 820A, a total of 770 sq. ft. Staff recommending to *deferring the Addendum pending further review and report back*. While drafting the Addendum, Staff discovered that their non-profit status was revoked, pending the filing of documents; therefore, the District cannot execute an Addendum with Living Smart until their status is resolved.
- D. MCS Preschool Inc dba Montessori Children's School – A CA Corporation providing preschool services, leasing Suite 170, 3,711 sq. ft. with approximately 1,500 sq. ft. of asphalt space within the adjacent enclosed fenced area; 960 sq. ft. portion of property/footprint for a modular classroom/portable trailer with an additional 4,128 sq. ft. of shared outdoor space.; recommend retroactive approval for the Addendum to reduce monthly rent by 30% for total monthly lease rental of \$4,045.39 for April and May 2020.

Following the presentation, the item was discussed by the Advisory Board and then opened for public comment. After discussion, questions, and comments, the following motion was made:

Motion 1

M: Carroll S: Borman – The Advisory Board voted to approve the Lease Addendum for MSC Preschool, as presented; for the Lease Addendums normally approved by the Board of Supervisors, recommend delegation authority to the District Administrator granting temporary authority to approve short-term retroactive amendments (180 days or less) to tenant agreements that adjust operating requirements, and/or abate or defer fees and rents payable to the District on the basis recommended, as deemed practical and necessary, to assist tenants that are suffering material financial losses as a result of the recent Coronavirus (COVID-19) pandemic. Unanimous.

Vote:

Ayes: Directors: Conroy, Judd, Borman, Carroll, and Rockenstein

Noes: Directors: None

Abstain: Directors: None

Absent: Directors: None

Recused: Directors: None

Vote: 5/0/0/0/0

PRESENTATION:

1* DISTRICT WIDE MASTER PLAN UPDATE

Presentation by Gates + Associates regarding planning goals and strategy. (attached) Gates team to provide additional logos for branding the process.

UPCOMING PROGRAM AND EVENTS:

For more information about these and other program and events, please visit the District Website: www.carmichaelpark.com.

TIME AND PLACE OF NEXT MEETING:

1. Regular Meeting

The next regular meeting will be held Thursday, June 18, 2020 at 6:00 pm, Community Clubhouse #2 at Carmichael Park

ADJOURNMENT – The meeting was adjourned at 8:12PM.

Respectfully submitted,

Ingrid S. Penney, Administrative Services Manager
For Clerk of the Advisory Board of Directors

APPROVED BY:

ATTESTED BY:

MICHAEL ROCKENSTEIN
CHAIRMAN OF THE BOARD


Ingrid Penney, Administrative Services Manager
for Clerk of the Advisory Board of Directors




Our mission is to satisfy the recreational needs of the community by providing a wide range of facilities and opportunities to enrich the quality of life.

CRPD IN TRANSITION

- New Parks Manager-April 2019
- New District Administrator-July 2019
- Rec Coordinator-Facilities, Facility Tech, and Administrative Analyst depart

- 
- Work Plan instituted
 - Staffing Assessment completed
 - Manager Performance Evaluation and Employee Work Plan and Development Tool implemented
 - CP Master Plan amended to merge 4 Bocce Ball Courts into one location.
 - Rotary and Foundation project for Kids Hangout room improvements (\$7,400)
 - District-wide Master Plan update –in 2020

- 
- Re-Organization Plan presented to Advisory Board in February 2020
 - Budget incorporating the Re-organizational plan approved in March 2020



COVID-19



Healthcare Workers
Save Lives!
Our Community Thanks You!





VIRTUAL RECREATION!

PARKS MAKE LIFE BETTER

Charlie
was
here



NATURE PHOTO SCAVENGER HUNT

- Pine Cone
- Green Leaf
- Brown Leaf
- Wildflower
- Spider Web
- Feather
- Pine Needles
- Bug
- Bird Nest
- Bird
- Water
- Flying Insect
- Round Rock
- Colourful Rock
- Round Object
- Smooth Object
- Fallen Branch
- Treasure (To you)



***Bunny has been spending
time reading!***







- Art Supply Packages distributed thanks to a generous donation from the **Carmichael Parks Foundation!!!**
- New funding from Parks Foundation for Round 2!
- Facebook Live Yoga Class with Sharon Ruffner.
- Looking to do more fun classes on-line as we change our business model.

CANINE CORRAL
OFF LEASH DOG PARK





Carmichael
 RECREATION AND PARK DISTRICT

Carmichael
 RECREATION AND PARK DISTRICT

MAP KEY

- A. Welcome to Carmichael Trail
- B. Community Clubhouse
- C. District Office
- D. Little League Administration/Programs
- E. Athletic Field
- F. Playground
- G. Canine Corral
- H. Basketball Court
- I. Tennis Courts
- J. Softball Field
- K. Baseball Field
- L. Softball Field
- M. Public Shelter
- N. Restrooms
- O. Picnic Shelter
- P. Picnic Shelter
- Q. Picnic Shelter
- R. Picnic Shelter
- S. Picnic Shelter
- T. Picnic Shelter
- U. Picnic Shelter
- V. Picnic Shelter
- W. Picnic Shelter
- X. Picnic Shelter
- Y. Picnic Shelter
- Z. Picnic Shelter



32 inches
48 inches
60 inches
80 inches
96 inches

Grant Avenue
Westney Avenue
Landis Avenue
North Avenue

Canine Corral
Public Shelter
Restrooms
Picnic Shelter

Orange: (916) 483-8332 **South Non-Emergency: (916) 874-6155**

















- Dog Park Turf re-seeded and fertilized before it was re-opened
- Vet's Hall to get new roof starting June 1st and HVAC after July 1st

RE-OPENING COMMITTEE

- Alaina Lofthus-Recreation
- Ty Campbell-Administration
- Regina Hill-Administration
- Phil Hurt-Parks/Maintenance
- Clinton Salas-Parks/Maintenance
- Matthew Zimmerling-Recreation



THANK YOU!!!



CARMICHAEL RECREATION & PARK DISTRICT

District-wide Recreation & Parks Master Plan Update

MAY 21, 2020

OUR TEAM

“WE GET PEOPLE OUTSIDE”



LINDA GATES
PRINCIPAL-IN-CHARGE



MELONIE O'SULLIVAN
PROJECT MANAGER



KELLEY LOTOSKY
OUTREACH FACILITATOR

PURPOSE OF MASTER PLAN

A GUIDING VISION FOR THE NEXT 10 YEARS

- Identify overarching goals for master plan
- Review strategy for outreach

IDENTIFY POTENTIAL GOALS

1. Build support for new funding sources
2. Maximize park usability
3. Parity of access to parks for all segments of the community
4. Allocate resources between existing funding sources
5. Reduce operation costs
6. Build public and private partnerships
7. Master Plan adaptability for future use and demographics
8. Enhance community awareness of park system
9. Preserve natural areas in existing undeveloped parks
10. Others?

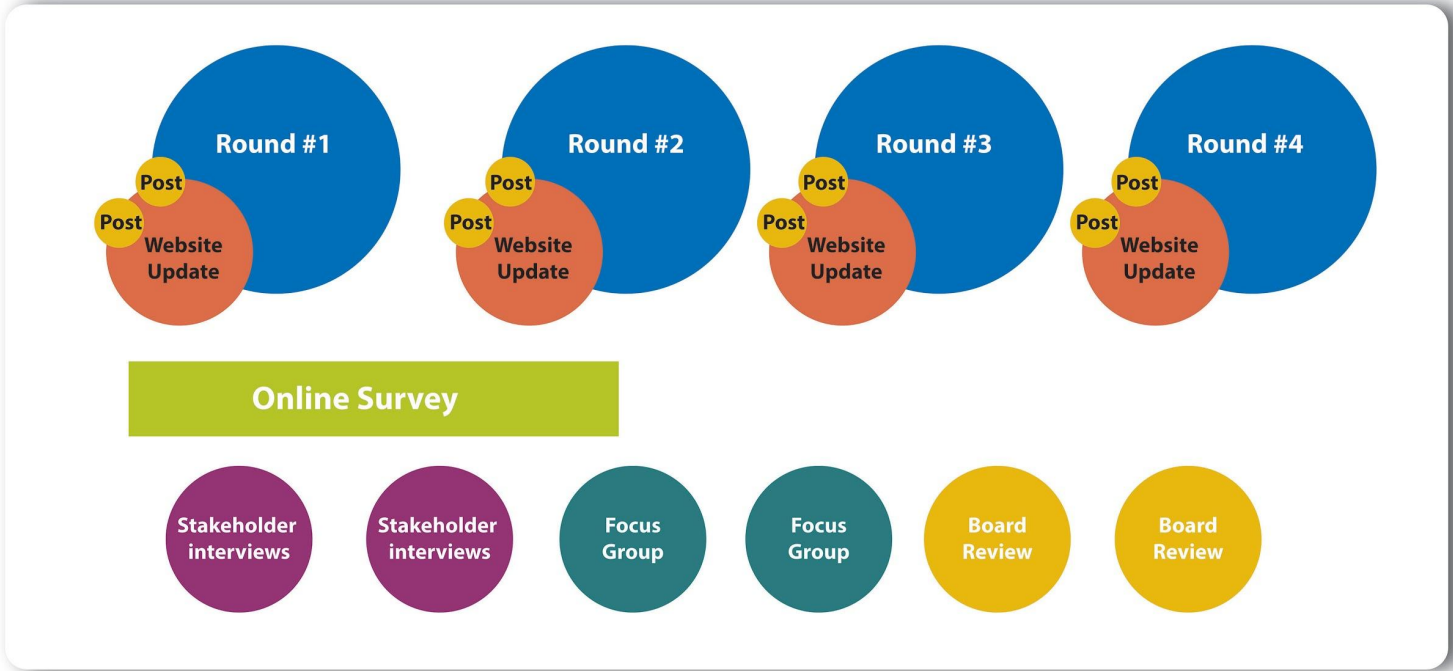
WHAT ARE **YOUR** KEY GOALS?

Please tell us your top 3!



COMMUNITY OUTREACH PLAN

EASY, ENGAGING, and EFFECTIVE



COMMUNITY OUTREACH PLAN

PRIMARY QUESTIONS

Round #1 - “Where are we now, What do we want?”

- Identify key issues for plan

Round #2 - “How can we meet our needs?”

- Based on assessment and community needs, what are our potential recommendations for each use?

Round #3 - “What are our priorities?”

- Alignment of capital costs with recommendations

Round #4 - “ This is Our Vision”

- Share draft plan for review and feedback

COMMUNITY OUTREACH PLAN

AWARENESS CAMPAIGN

- Consistent Brand
- Social Media (Facebook, Instagram, Twitter)
- Printed Collateral
- Community Enhancers

“The average person has to hear about something

7 times
before ‘buying’.”



LIVABLE NEIGHBORHOOD STREETS
Mejorando las Calles de Redwood City

Please join us to discuss and prioritize potential street enhancements for your neighborhood
Por favor asista a una junta para hablar acerca de las mejoras de las calles de su vecindario

North Fair Oaks Neighborhood Community Meeting #1
Thursday, February 9th, 2017
6:30 PM - 8:30 PM

Fair Oaks Community Center
2600 Middlefield Rd., Redwood City, Ca 94063
Multipurpose Room

SNACKS & SPANISH TRANSLATION WILL BE PROVIDED
Se ofrece un bocadillo y traducción en Español

PROJECT WEBSITE:
WWW.REDWOODCITY.ORG/LIVABLE

Logos: Redwood City, TJKM, GATES ASSOCIATES



COMMUNITY OUTREACH PLAN

PROJECT BRANDING



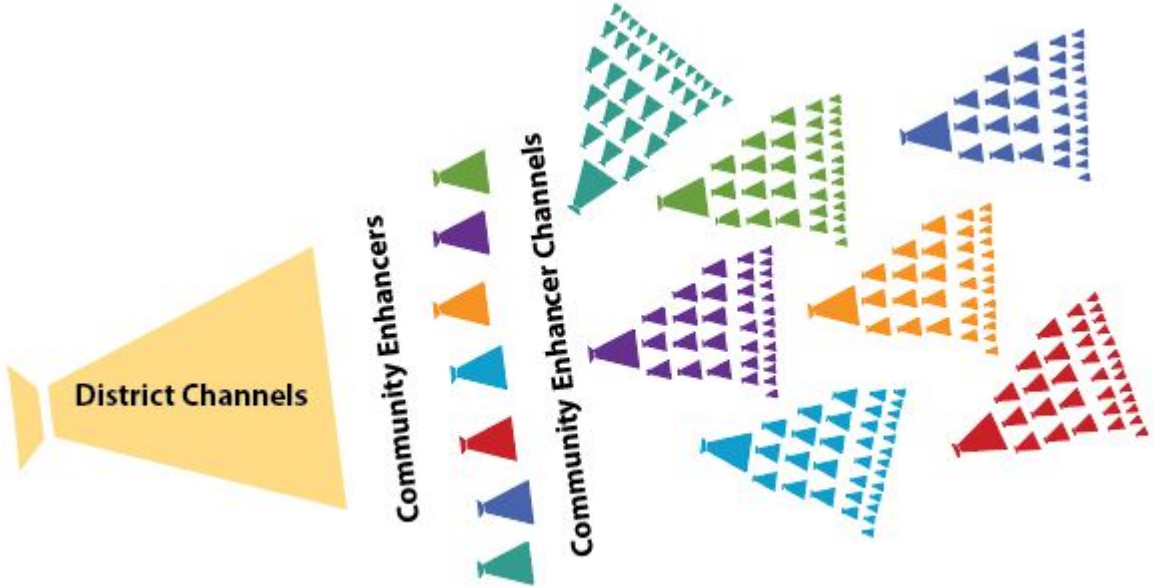
#carmichaelconnects
#caremichaelcares
#carmichaelcreates

<https://www.carmichaelparksplan.com/>



COMMUNITY ENHANCERS

Community members,
staff and officials
who will help get
the word out and
create buzz



TARGET AUDIENCES

- Seniors
- Teens
- Special interest groups
- Non-English speaking residents
- Working parents with children
- New members of community
- Neighbors from a specific location in community

COMMUNITY OUTREACH PLAN

Round #1 - CALL TO ACTION

ONLINE SURVEY

Participation Goal: 700 participants

Go Live: June/July

Duration: One Month

Push: 2x week with posts online. Printed banner/flyers

Check in: Weekly to see if we need additional push

- Could send printed versions if needed to a random sample or missing target audience

WHAT DO YOU WANT TO KNOW?

QUESTIONS YOU WANT ANSWERED

TELL US NOW OR CONTACT STAFF

Is there a demand for a pump track?

sand volleyball courts?

Should we convert tennis courts to pickleball?

Pool vs Splash Pad?



QUESTIONS

District-wide Recreation & Parks Master Plan Update

May 21, 2020