



Parks & Recreation Committee
Monday, November 6, 2017
5:30 p.m.
2502 Country Club Drive, Cameron Park

Agenda

Members: Chair Director Monique Scobey (MS), Vice Chair Director Margaret Mohr (MM)
Alternate Director Holly Morrison (HM)
Staff: Interim General Manager Richard J. Ramirez, Recreation Supervisor Tina Helm,
Parks Superintendent J.R. Hichborn

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF CONFORMED AGENDA

OPEN FORUM

At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.

Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.

DEPARTMENT MATTERS

PUBLIC COMMENT

Public testimony will be received on each agenda item as it is called. Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.

I. Recreation Updates

- Summer Spectacular
- Cameron Park Lake Sign Marketing
- Cameron Park Community Services District Senior Program

II. Park Report

General Park Updates

- Cost to Heat the Pool
- Disc Golf

III. Provided Time Permits - Items Lised for the December Meeting May be Discussed

IV. Items for December Committee Agenda

- Facility Use Report & Marketing Request for Proposal
- Policy on Annual Pass
- Buerau of Land Management Creek Project
- Identify Potential Park Improvements 2018 and Resoucrs
- Usage for Kayaks and Paddle Boats
- Community Center Facility Use Deposit

V. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT



Parks & Recreation Committee
Monday, September 11, 2017
5:30 p.m.
2502 Country Club Drive, Cameron Park

Draft Conformed Agenda

Members: Vice Chair Director Margaret Mohr (MM)
Alternate Director Holly Morrison (HM)
Staff: Interim General Manager Richard J. Ramirez, Recreation Supervisor Tina Helm,
Parks Superintendent J.R. Hichborn

CALL TO ORDER 5:31 p.m.

ROLL CALL MM, HM

APPROVAL OF AGENDA *Approved*

APPROVAL OF CONFORMED AGENDA *Approved*

OPEN FORUM *Bev Huffman*

At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.

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DEPARTMENT MATTERS

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I. Recreation Updates

- Summer Spectacular Update
- Trucks and Tunes Final Report
- Facility Use Report & Marketing RFP
- Co-Sponsored Events Policy
- Labor Day Dollar-Day Policy

II. Park Report

General Park Updates

- Renaming Hacienda Park and acknowledging it as a dog park
 - Policy No. 1061
- Cameron Park Lake Sign Marketing
- Update on algae bloom at CPL
- Rasmussen Park-Tee Ball
- Chemical Cost Report
- Pool sign
- Disc golf

III. Items for October Committee Agenda

- Co-Sponsored Events Policy
- Bring Policy on Annual Pass
- Cost/Steps for Changing Open Space Zoning
- Sign Policy for Pool and Lake
- Dog Park Name Change Policy (change to Paul Ryan)

IV. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

- *HM and MM – Thanks to staff for their hard work. Events are great.*

ADJOURNMENT 6:40 p.m.

Parks & Recreation Committee Meeting

November 6, 2017

II. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

- Google Analytics – old website compared to new – please find the following information from the date range of October, 2016 and October, 2017 - see Exhibit A.
- The September newsletter for 2016 was sent out to 3,487 recipients through Mailchimp. The 2017 September newsletter was sent out to 3,511 recipients through Mailchimp. This is an **increase** of 24 recipients.
- Facility Use Report: Please find the scheduled rentals from July to October Fiscal Years 2014/15; 2015/16; 2016/17 and 2017/18 compared to the rentals during the same time period. This comparison is for the auditorium/classroom rentals and does not include the gym.

	2014/15 Facility Rentals July 2014- June 2015	number of rentals	2015/16 Facility Rentals July 2015- June 2016	number of rentals	2016/17 Facility Rentals July 2016- June 2017	number of rentals	2017/18 Facility Rentals July 2017- June 2018	number of rentals
July	\$2,012.35	25	\$4,880.35	25	\$3,387.76	19	\$7,448.00	20
August	\$2,728.10	27	\$4,952.91	22	\$2,485.85	20	\$5,615.37	25
September	\$3,569.26	24	\$8,013.45	26	\$1,638.51	17	\$3,926.50	16
October	\$4,665.70	20	\$11,728.00	32	\$7,485.51	24	\$6,099.60	20
Total	\$12,975.41	96	\$29,574.71	105	\$14,997.63	80	\$23,089.47	81

A. Summer Spectacular

Please find attached the income/expenses from the Summer Spectacular 2011 to 2017

Staff would like to evaluate the event and get feedback from the Committee to determine what can be done in order to bring more people to the event.

Some suggestions include:

- Later start time
- Add more activities
- Change marketing structure using input from potential new marketing firm.

B. Cameron Park Lake Sign Marketing

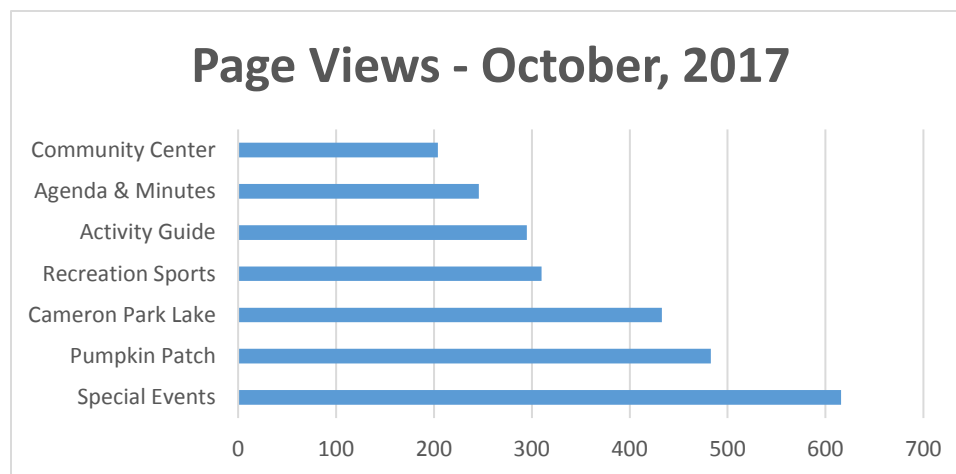
C. Cameron Park Community Services District Senior Program

Summary of Google Analytics on the Cameron Park Community Services District Website

The information below compares the data from September 24 to October 23 in 2016 and 2017.

<i>Item</i>	2016	2017	Difference
<i>Sessions</i> ¹	3,915	3,983	+1.74%
<i>Users</i> ²	2,973	3,007	+1.14%
<i>Pageviews</i> ³	7,902	8,299	+5.02%
<i>Pages/Session</i> ⁴	2.02	2.08	+2.97%
<i>Time Per Session</i> ⁵	1:39	1:40	+0.72%

Below are the most visited web pages:



¹ A **“session”** is defined as “a group of interactions that take place on the website within a given time frame.” The session starts when a user enters the website and end when they leave.

² **“Users”** defines how many people came to the website. Where sessions are created any time someone comes to the website, this number is unique to the number of people that came to the website and will not increase if someone comes multiple times.

³ The number of **pageviews** represents the overall number of times pages on the website have been viewed during the chosen timeframe. If a user navigates through a few pages during their time on the website, this number will increase every time they access a page.

⁴ **Pages/Session** given an average representation of how many pages users visited during their time on the website.

⁵ **Time per session** measures how long users spent on the website.

Cameron Park Community Services District
SUMMER SPECTACULAR
FY 2016-17 Budget

	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual
INCOME							
Sponsors	12,500	19,000	19,000	19,000	19,800	18,750	19,000
Food & Beverage	3,600	4,560	3,390	3,920	3,200	4,315	4,090
Beer Booth	4,086	3,800	2,480	4,103	2,500	2,315	1,212
Lemonade Booth	0	1,692	754	414	580	620	0
Crafters	1,500	1,400	1,200	1,320	1,100	1,100	1,400
Commercial	2,925	3,135	3,620	2,890	3,000	3,015	2,215
Total vendors:	12,111	14,587	11,444	12,647	10,380	11,365	8,917
Gate sales	16,845	18,923	11,800	15,583	15,169	16,226	11,791
Wristband advance sales	8,181	4,971	5,447	4,359	3,678	5,292	4,068
	25,026	23,894	17,247	19,942	18,847	21,518	15,859
Grant Reimbursement						1,381	1,381
Fun Zone (15% of Revenue)	1157	1,017	964	1,097	873	1,189	960
Total Income:	50,794	58,498	48,655	52,686	49,900	54,203	46,117
EXPENSES							
Fireworks	22,500	19,000	19,700	19,400	19,400	19,400	19,400
Credit Card Terminals	800	800	0	0	0	0	0
ATM Machine	0	500	500	500	100	500	500
Gate revenue transportation to bank	720	720	720	720	720	720	720
Band 1	2,500	2,200	900	900	800	700	700
Band 2	1,000	500	1,250	1,100	1,200	1,200	1,500
Dr.Solar/Kids Entertainment *				-500	500	600	600
Non-profit volunteer donation	2,727	1,657	1,816	1,453	1,240	1,323	0
Volunteer Food/Water	0	250	0	0	0	0	0
Volunteer shirts	354	445	471	590	581	749	0
Band: Food	0	77	0	0	0	0	0
Event Management & Promotion Services	9,500	0	0	0	0	0	0
Marketing: Advertisements	0	0	0	0	0	0	600
Marketing: Printed Materials & Distribution	0	489	403	569	248	400	491
Banner updates	508	823	1,613	820	915	1,820	865
Program printing	650	1,351	1,110	1,324	991	794	873
Wristbands/ticket	405	276	308	291	263	263	293
Decorations	0	0	0	0	303	0	0
Postage	176	0	0	0	0	0	0
Staff: event preparation and management	0	2,651	4,079	4,140	4,200	3,685	2,857
Staff: clean up crew	0	122	122	0	150	0	0
Staff: Lemonade	0	216	243	0	0	0	0
Food - Fire/clean up					526	65	547
Lemonade Supplies	0	702	652	0	0	0	0
Ice Chests	0	0	0	0	34	0	0
RV Rental	0	500	0	0	0	0	0
Tables, tents, and chair rentals	3,678	1,823	1,785	1,799	1,799	1,774	1,901
Traffic control supply rental	476	319	385	350	412	619	415
Sound, stage and lights	2,500	2,603	2,603	2,603	2,603	2,603	2,753
Fencing	936	832	842	867	903	870	939
Golf carts	393	1,172	1,129	1,129	744	1,023	1,119
Portable Toilets	950	950	950	950	1,100	1,100	1,100
Power rentals	4,395	4,500	4,115	4,685	5,407	4,005	4,546
Security (CHP)	1,050	842	946	1,246	1,918	1,499	1,947
Security: Front Gate/Private P	1,100	1,276	1,496	1,496	1,368	2,051	4,466
Security: (2 traffic/2 foot)		584	600	1,200	300	400	0
Bus Transportation						1,491	1,575
Garbage Cans	0	0	0	0	0	0	0
Master of Ceremony						500	500
Walkie talkie rental	84	212	0	97	0	0	0
Total Expenses:	57,402	48,393	47,352	47,729	48,725	50,219	51,206
NET INCOME/(LOSS)	(6,608)	10,106	1,303	4,957	1,175	3,984	(5,089)
				* funded from external sponsor			
Attendance							
day of event	3,369	3,785	2,360	3,117	3,034	2,711	1,965
Pre- sales	2,727	1,657	1,816	1,453	1,226	1,323	1,017
Total	6,096	5,442	4,176	4,570	4,260	4,034	2,982

*Cameron Park
Community Services District*

Agenda Transmittal

DATE: October 16, 2017

FROM: Richard J. Ramirez, Interim General Manager

AGENDA ITEM #: CAMERON PARK LAKE SIGN

RECOMMENDED ACTION: Review and Provide Direction to Staff Regarding Selling Sign Space at Cameron Park Lake

BUDGET ACCOUNT: N/A

BUDGET IMPACT: N/A

Attached to this report is a photo of the new Cameron Park Lake sign (Attachment A). The Committee was tasked to come up with advertising/sponsorship parameters for the subject sign.

Sponsorship Principals: The District would limit sponsorships to the left side panel, an area that is 42" high by 28.24" wide. The sponsor would be entitled to have a vinyl "name plate" large enough to incorporate the sponsor name and potentially their http or email. The "name plate" would be secured to the sign by removable tacks/pins. The suggested price for the "name plate" sponsor(s) would be:

- \$250 for six months
- \$500 for one year
- \$1000 for five years

NOTE: The intention of the "sponsorship" would be to have only one sponsor during a subject period; e.g., six months, etc. The sponsor would also be recognized in the District web page, Facebook page ad, and press release to area media outlets.

Advertisements: The District would limit advertising to the left side panel below the sponsor's name plate, an area that is 42" high by 28.24" wide. The sponsor would be entitled to use the available space remaining so it does not detract from the sponsor name plate. The ads would be secured to the sign by removable tacks/pins. Ads would be 8" X 10". Suggested Price for the 8" X 10" space would be:

- \$50 per month
- \$80 for two months
- \$100 for three months

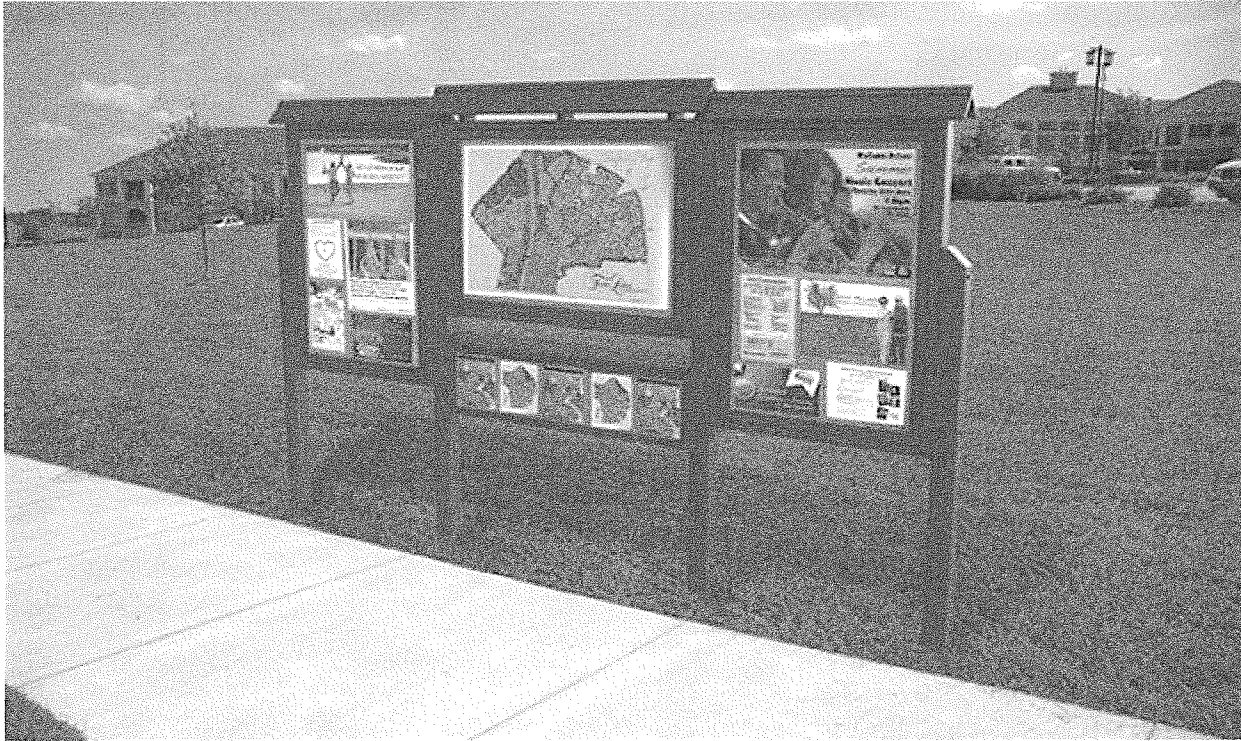
Remainder of Available Space: Left side vacant space not being used by advertisers may be used by non-profit organizations or the District until such time as advertisers pay to utilize the space. The remainder of the panels would be exclusively used by the District.

Use of the sign area's "backside": Given the interior area of the subject sign is completely weatherized and not subject to water damage, staff would not recommend using the backside of the sign for any purpose. Adhering "vinyl blocks" to the sign's backside using an adhesive would become a nuisance requiring their eventual replacement, potentially compromising, weathering and eventually damaging the appearance of the sign.

Marketing of the Cameron Park Lake Sign Sponsorships and Advertisements: Listed are the possible approaches the District might utilize to secure advertisers and sponsors.

- Direct Outreach: Letters would be sent to potential "sponsors" and advertisers letting them know the space is available. The upside to this approach gives the District the opportunity to "reconnect" with past and current establishments. The downside is this approach is labor intensive and would be in competition with other pressing District matters.
- Contract: The District would retain the services of a sales representative; e.g., **The Clipper** (owned and operated by Joann Kielty), **Mt. Democrat**, or a similar local firm to find sponsors/advertisers for the lake sign. The agency would split a percentage of the above suggested fees with the contracted firm. The upside of this approach is the District would not be encumbered in trying to find advertisers and sponsors and thereby competing with other District business. The retained contractor may already have leads as to who would want to take advantage of such an opportunity. Finally, by sharing the income with the agency (to be negotiated) the District in a small way would be enriching the local economy. The downside is the District would not garner 100% of the income derived for the sale of sign space.

C.P. Lake Message Center



Description

Upgrade to a recycled rubber tack board & factory-installed LED lighting.

- Message Center Frame & Posts: Recycled plastic
- Viewing Area: 28.25" w x 42" h (2); 42" w x 28.25" h (1)
- Mounting Options: Surface mount or in ground
- Standard corkboard with option to upgrade to recycled rubber tack board
- 5-slot literature rack (each slot is 8.5" x 10") included

- Post maps, upcoming events, announcements, notices, & more on this single-sided structure
- Durable recycled plastic construction
- Unique & attractive, weatherproof & bug-resistant information display
- Sturdy 3 x 4 steel reinforced plastic posts
- Quality, keyed-alike, stainless steel hinged doors
- UV-resistant, non-yellowing, break-resistant acrylic glass windows
- Choose standard foam-backed corkboard or recycled rubber tack board upgrade
- Add optional, factory-installed LED lighting
- Minimal assembly required
- Guaranteed against breakage for 50 years

Specifications

SKU	KMC3610	KMC3615
Model Name	4 In ground Posts with Literature Rack	4 Surface Mount Posts with Literature Rack
Width	132.75"	132.75"
Height	84"	84"
Depth	8.5"	8.5"
Viewing Area Dimensions	28.25"w x 42"h (2); 42"w x 28.25"h (1); 8.5"w x 10"h (5)	28.25"w x 42"h (2); 42"w x 28.25"h (1); 8.5"w x 10"h (5)
Post Dimensions	3" x 3.5" x 96" (2); 3.5" x 3.5" x 114" (2)	3" x 3.5" x 96" (2); 3.5" x 3.5" x 114" (2)
Weight	478.0	436.0

RESOLUTION No. 2017-15
of the Board of Directors
of the Cameron Park Community Services District
, 2017

RESOLUTION FORMALLY ESTABLISHING A
SENIOR PROGRAM FOR THE DISTRICT

WHEREAS, the District successfully passed a special tax in 2008 that resulted in the District selling General Obligation bonds to construct what is now known as the Community Center, and

WHEREAS, in passing the tax, the Community understood that at some point in time, a Senior Center would be part of the campus; and

WHEREAS, Staff working with senior interests have identified the framework to formally create Senior Programing albeit it with limited resources, and

WHEREAS, the attached outline, included and made part of this Resolution, would be the framework for Senior Programing going forward;

NOW, THEREFORE, BE IT RESOLVED the Board of Directors adopts this Resolution as the District's Senior Programing structure and directs the General Manager to implement Senior Programing following the attached Senior Programing Outline.

PASSED AND ADOPTED by the Board of Directors of the Cameron Park Community Services District at a regularly scheduled meeting held on the day of 2017, by the following vote of said Board:

AYES:

NOES:

ABSENT:

ATTEST:

Director Holly Morrison, Vice President
Board of Directors

Interim General Manager, Richard Ramirez
Secretary to the Board

Cameron Park Community Services District
Senior Programing Outline
September 26, 2017

Principals for Establishing Senior Programing for the Cameron Park Community Services District

Viable senior programing can only happen with commitment and support from Cameron Park Community Services District (CPCSD):

- The CPSCD will provide a user friendly facility/room, which is easily accessible and close to restrooms and parking.
- Room use will be developed cooperatively between CPCSD in consultation with senior organizations such as the County Senior Lunch Program, the Mature Leadership Council (MLC), etc.
- CPCSD initially will rely heavily seniors, such as the MLC to plan, coordinate and execute senior programing until such time as personnel resources can be allocated to assist in the planning and execution of senior programing. Until such time as a dedicated CPCSD staff member is hired to take on the above, the General Manager will be the contact for senior programing.
- CPCSD will include senior activities as an important component in their upcoming Marketing Plan.
- Publicity for senior activities will be coordinated by CPCSD in a relevant and timely manner in the Activity Guide, social media and other information outlets.

Date and Time

Based on the above principals, and in light of the abundance of free programing time (non-usage) in the Community Center Social Room, coupled with a growing senior population in the CPCSD, senior programing will be set aside on Mondays, Wednesdays, and Fridays from 10:00 a.m. to 2:00 p.m.

The above dates, time and locations may vary from time to time due to other pressing needs of the CPCSD, but all due efforts will be exercised by the CPCSD to limit disruption of senior programing occurring in the Social Room.

Programing may include but will not be limited to:

- Classes
- Lectures
- Demonstrations
- Guest Speakers
- Movies/Wi games
- Organized and/or spontaneous games
- Casual social events, i.e. daily/weekly coffee klatches
- Meetings relevant to seniors (e.g. MLC, AARP, etc.)

Furniture/Storage space provided by CPCSD:

- Tables and chairs
- Microwave and cart
- TV and DVR
- Upholstered furniture
- Games/puzzles

Senior center opens

by LAURA NEWELL
 other Lode News correspondent

The Cameron Park Community Center's senior center opened May 1, providing much-needed open space for seniors in the community to most social activities and games.

"This is very exciting and will bring the community together," said Shiva Frenzen, Revenue Enhancement Advisory Group chairman with the Cameron Park Community Service District. "We are working as individuals to help out as much as we can."

The newly developed Revenue Enhancement Advisory Group of seven members was formed to help develop programs that will meet the community's needs and ultimately raise funds, explained Bill Hughes, Revenue Enhancement Advisory Group treasurer. (530) 677-2231.

"The community center is our focus," said Hughes. "As well as how we can assist the staff to meet the needs of the community."

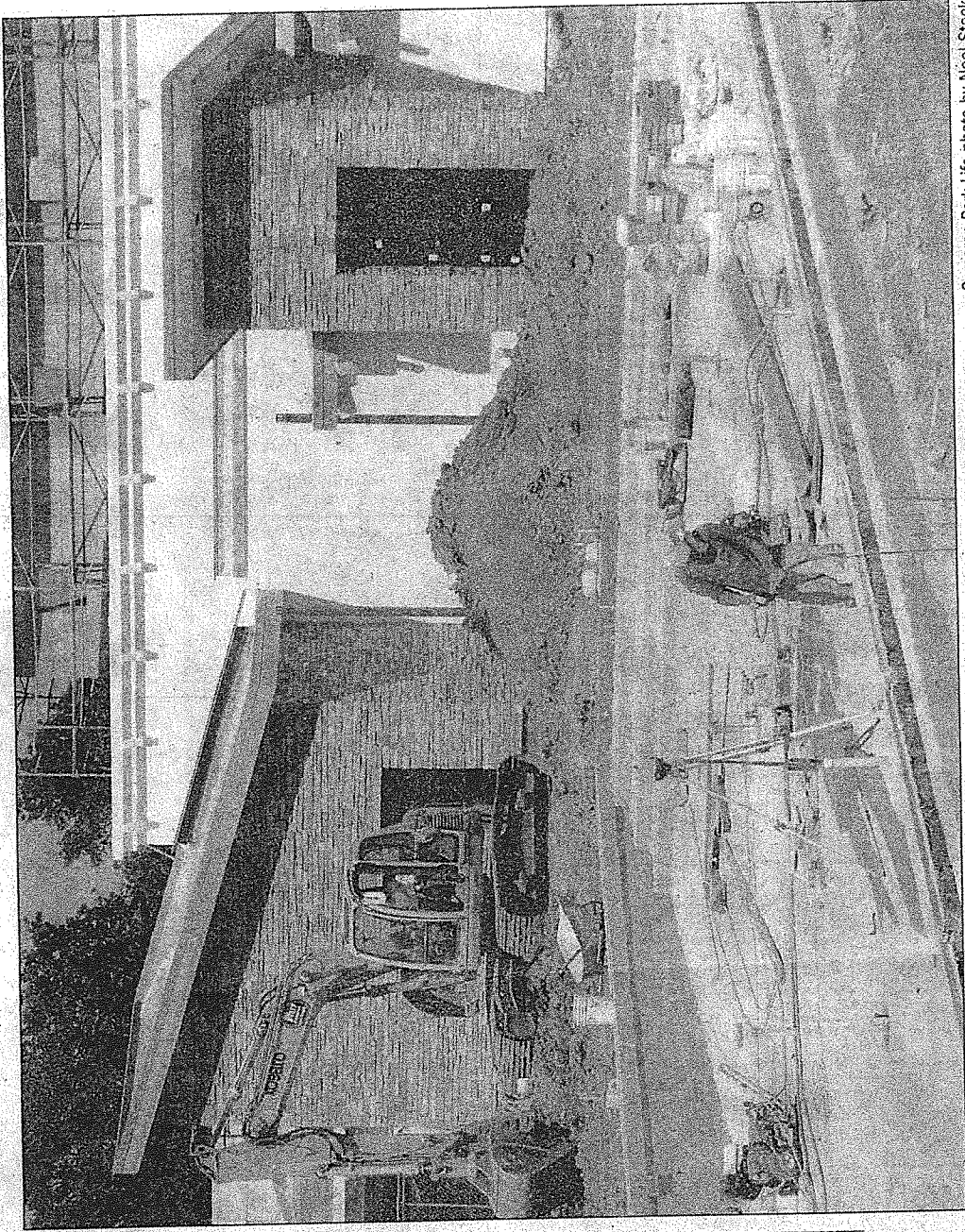
The group has met several times since being formed to develop ideas with the goal of ultimately bringing in revenue for the community center and will now take advantage of the center for future meetings.

"We are really a think tank," said Hughes. "We provide our own opportunities and contacts for new programs to the CSD board staff, and let the staff figure out how to fund it."

"This is a brand new budget, so we are working to find funding to enhance things better for the center," said Frenzen.

For more information about the Cameron Park Community Center's senior center contact the CPD office at (530) 677-2231.

Pool progressing



Cameron Park Life photo by Noel Stack
WORK CONTINUES on the pool, support building and gymnasium at the Cameron Park Community Center. In June crews plan to stucco the gym and classrooms, install pool tile, connect the pool's plumbing and grade the pool deck. The pool support building will receive its roofing, and installation of the drywall will begin. No opening date has been set for the pool or gym.

**IT'S BETTER TO REVIEW
 VOID ANNUITY**

Parks Department Report

November 6, 2017

General Park

- **Cost to Heat the Pool**
 - From September of 2016 to September of 2017 the District spent \$ 17,319 on propane for Building B and the pool.
 - The pool is heated with a combination of solar and propane.
 - Staff typically turns the propane heater on in September and off in November depending on the weather. Staff also turns the pool heater on in April and runs it through May.
 - The total costs of propane for Building B and the pool for those five months is \$13,634.
 - The total cost of propane for the remaining seven months of the year is \$ 3,685.
 - Based on those numbers, it appears that the pool heater would use roughly 79% of the total propane usage for Building B and the pool.
 - The District invests approximately \$10,770 a year to heat the pool at the Community Center.

- **Disk Golf**
 - While Bonanza Park is utilized as open space it is zoned for RFH, meaning we can have recreational activities with high concentrations of people at the park as long as we have a conditional use permit.
 - Currently we have a special use permit for Cameron Park Lake and the path of least resistance will be to amend our current permit to include a disk golf course.
 - The fee to revise our special use permit is \$5,672.25 plus whatever impact studies the El Dorado County Planning Department will have us do.
 - Parking is still an issue that will need to be addressed in the submittal packet via a traffic impact study.