



Parks & Recreation Committee
Monday, March 7, 2016
4:30 p.m.

Cameron Park Community Services District
2502 Country Club Drive, Cameron Park

Agenda

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Amy Blackmon (AB)
Alternate Director Holly Morrison (HM)
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,
Interim Park 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 Program Updates

A. Website*

- B. Summer Spectacular Update*
 - Vendor recruitment
 - Artwork
 - Commercial
- C. Aquatic Programs Update*
 - Aquatic combination pass sales
 - Mermaid School on Good Morning Sacramento
 - Aquatic combination pass banner draft
- D. Extended Season at Cameron Park Lake for Summer 2017*
 - Sponsors
- E. Marketing and Program Plan Review*
 - Areas of focus

II. Parks Updates

- A. Naming of District Parks and Facilities – Policy No. 1061

III. Items for April Agenda

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT

* The items above with asterisks (*) are the follow-up items from previous meetings.



Parks & Recreation Committee
Monday, February 8, 2016
4:30 p.m.

Cameron Park Community Services District
2502 Country Club Drive, Cameron Park

DRAFT Conformed Agenda

Members: Director Margaret Mohr (MM), Director Amy Blackmon (AB)
Alternate Director Holly Morrison (HM)
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,
Interim Park Superintendent J.R. Hichborn

CALL TO ORDER – 4:30 p.m.

ROLL CALL – MM, AB

APPROVAL OF AGENDA - *Approved*

APPROVAL OF CONFORMED AGENDA - *Approved*

OPEN FORUM

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Roberta Rimbault

DEPARTMENT MATTERS

PUBLIC COMMENT

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I. Selection of Chair and Vice Chair

Director Margaret Mohr was selected chair and Director Amy Blackmon vice chair.

II. Recreation Program Updates

- A. Sierra Sharks*
- B. El Dorado Dog Owners Guild
- C. Website Update*
- D. Summer Spectacular*
- E. Aquatic Programs Update*
 - Pass sales, etc.
- F. Extended Season at Cameron Park Lake*
- G. Marketing Plan Review*
 - Areas of focus
- H. Marketing Person
 - Committee input
- I. Five Year Strategic Plan

III. Parks Updates

- A. Vandalism*
 - Security Camera
- B. Ice Machine*

IV. Items for March Agenda

- *Summer Spectacular Update*
Vendors
Artwork
- *Pool/Lake Combination Pass Sales Update*
- *Lagoon Sponsorship Update*
- *Marketing and Program Plan Update*

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 7:05 p.m.

* The items above with asterisks (*) are the follow-up items from previous meetings.

Parks & Recreation Committee Meeting

March 7, 2016

Recreation Program Updates

Submitted by: Tina Helm, Recreation Supervisor

I.A. Website Update

Uptown Studios made a presentation to the Board of Directors in February. Staff has received the most recent proof of the development site with the content. Staff is working with the consultants reviewing the drop down boxes and content.

I.B. Summer Spectacular

Previous vendors have been emailed applications for the upcoming event. We currently have a hot dog and snow cone vendor confirmed. Staff is reaching out to previous and new food vendors to confirm their participation for this year's event.

Draft Summer Spectacular Budget **Exhibit A**, Event task list - **Exhibit B**

The theme for the event is: Summer Spectacular – "A Golden Adventure". Please see draft flyer (**Exhibit C**). A Golden Adventure theme is being used to cross market the upcoming El Dorado Gold Panning Event to be held in September. Staff met with the Gold Panning Committee members on February 24, 2016 to discuss the Summer Spectacular. They will be providing a gold panning activity at the Summer Spectacular event to promote the upcoming championships September 11-18, 2016. Staff is also working with them to possibly have a nugget search at the event with prizes given when one is found.

A grant proposal was submitted to the El Dorado County Air Quality Management District on December 18, 2015 (AB 2766 Motor Vehicle Emission Reduction Projects). This proposal requested funds to cover most of the cost of two shuttle buses for the Summer Spectacular. The El Dorado County Board of Supervisors will award these grants in early March, 2016 (date tentative).

Pending New Additions to the event:

- A drone to take aerial shots of the event.
- A t-shirt company at the event to sell t-shirts.
- An MC for the event.
- Apple Pie Booth to promote Apple Hill.
- Shingle Springs/Cameron Park Chamber to work on added event elements.

Remaining contracts include Fencing, Volunteers, Power Rentals, ATM and Gate Security.

Footnote: Additional discussion with the Gold Panning Committee included them providing four golden prize eggs (with a vial of gold inside) for the Easter Egg Hunt. The Countryfest Event was discussed – this will take place on September 10 – the day before the Gold Panning Championship event begins. The CSD will work with the Committee to cross promote.

I.C. Aquatic Programs Update

Combo Swim Pass Update

Please find attached the current pass sales up to March 3, 2016 – **Attachment D**

Mermaid School on Good Day Sacramento

Staff is confirming dates with Mermaid Rachel and Good Day Sacramento to do a spot light on the Mermaid School.

Mermaid Rachel will be at the Easter Egg Hunt to promote the upcoming program

Aquatic combo pass banner locations

Exhibit E. Draft Aquatic Pass Banner

I.D. Extended Season at Cameron Park Lake for Summer 2017

In approaching sponsors, the indication was to programs and events to receive broader exposure.

I.E. Marketing and Program Plan Review

At the February 8, Park & Recreation Committee Meeting – the Marketing Plan was reviewed. Items that staff had not completed were highlighted.

Since that meeting staff has addressed the following:

- 2.A. Keep up with the hot trends in classes by reviewing before each Activity Guide.
 - Staff is reviewing other agency's Activity Guides for NEW ideas.
- 3.A. Partner with at least two (2) community groups and businesses for joint community projects.
 - Staff is working with the Mormon Church for a cleanup day at the lake and the Sports Groups for a scoop event to bring families to the Community Center to get the SCOOP on the sports groups. Staff meet with representatives from the sports groups on February 22. From this meeting it was decided that the CSD would host a Scoop night – ice cream scoops for \$1 and allow the teams to share their information with the community.
- 4.A. Develop a PowerPoint presentation
 - A facility PowerPoint was completed and displayed at the Affair of the Heart and It's A Wedding Affair Events. An Activity/Event PowerPoint will be designed to use at future events.
- 5.A. Research and implement an online survey tool to gather feedback from the community once a quarter
 - A survey was sent to the following schools February 3rd: Green Valley, Rescue, Buckeye, Blue Oak, Camerado, Pleasant Grove, Millers Hill and the California Montessori Project. It is a survey for students to assess their recreation interests and needs. The deadline for the survey is March 18.

6.A. Work with local groups to hold luncheons, meetings, fundraisers or events at the CSD facilities. Goal is to have four (4) new luncheons, meetings, or fundraisers.

- New groups that have used the facility have included the Office of Education (training), El Dorado Community Foundation (training), Ponderosa Baseball (fundraiser) and Golden Sierra Job Training (training)

6.A. Work with schools on field trips and other educational opportunities

- Developing a field trip for the schools to use at Cameron Park Lake with Sierra Wildlife Rescue to discuss the wildlife and what people need to do to protect them.

9.A. Target Summer Spectacular by two (2) to four (4) new sponsors.

- Staff meet with AmeriGas, pending meeting Safeway, Pizza Factory, Wally's, and Sierra Vista Bank.

Parks Department

- Sandpiper lots have been cleared
- Entrance at Gateway got welded back together
- Arnolds memorial bench was installed at Cameron Park Lake
- Removed a large oak tree from chardi corner
- Staff went through annual pesticide training
- Got an approved temporary use permit for the Rasmussen T-Ball field
- Advertisement sign at Hacienda Park has been fixed
- Fields prepped at Rasmussen & David west
 - Little league opening day is March 12th
- EID annual backflow inspection was completed

LLAD'S

- Storm Clean up
- David west prepped for start of Little League season

Community Center

- Created a fire evacuation plan
- Installed new door kicks
- Storage doors were fixed inside the assembly hall
- Scheduled acoustic study for community center pool
- Filed revision for special use permit

Vandalism

- Skylight was smashed at the Christa McAuliffe men's restroom
 - Date 2/22/2016
 - Cost \$ 400
- There was an attempt to break into the soda machine at Cameron Pak Lake. They used drills and saws but did not get any money
 - Date 2/25/2016
 - Cost \$ 0
- Entrance sign at Northview was vandalized. They stole a few letters and did minor damage to the cinder block wall
 - Date 3/1/2016
 - Cost \$ 350

INCOME	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 Actual
Sponsors	19,000	19,000	19,000	19,800	19,000	7,000
Food & Beverage	4,560	3,390	3,920	3,200	3,500	500
Beer Booth	3,800	2,480	4,103	2,500	2,400	
Lemonade Booth	1,692	754	414	580	500	
Crafters	1,400	1,200	1,320	1,100	1,500	300
Commercial	3,135	3,620	2,890	3,000	3,300	350
Total vendors:	14,587	11,444	12,647	10,380	11,200	
Gate sales	18,923	11,800	15,583	15,169	18,000	
Wristband advance sales	4,971	5,447	4,359	3,678	5,200	
	23,894	17,247	19,942	18,847	23,200	
Fun Zone (15% of Revenue)	1,017	964	1,097	873	1,000	
Total Income:	58,498	48,655	52,686	49,900	54,400	
EXPENSES						
Fireworks	19,000	19,700	19,400	19,400	19,400	19400
Credit Card Terminals	800	0	0	0	0	
ATM Machine	500	500	500	100	500	
Gate revenue transportation to bank	720	720	720	720	720	720
Band 1	2,200	900	900	800	900	700
Band 2	500	1,250	1,100	1,200	1,200	1200
Dr.Solar/Kids Entertainment *			-500	500	500	600
Non-profit volunteer donation	1,657	1,816	1,453	1,240	1,800	0
Volunteer Food/Water	250	0	0	0	0	0
Volunteer shirts	445	471	590	581	600	0
Band: Food	77	0	0	0	0	0
Beer for Beer Booth	0	0	0	0	0	0
Event Management & Promotion Services	0	0	0	0	0	0
Marketing: Advertisements	0	0	0	0	0	0
Marketing: Printed Materials & Distribution	489	403	569	248	500	0
Banner updates	823	1,613	820	915	1,400	0
Program printing	1,351	1,110	1,324	991	1,400	0
Wristbands/ticket	276	308	291	263	263	0
Decorations	0	0	0	303	0	0
Postage	0	0	0	0	0	0
Staff: event preparation and management	2,651	4,079	4,140	4,200	4,200	0
Staff: clean up crew	122	122	0	150	150	0
Staff: Lemonade	216	243	0	0	0	0
Food - Fire/clean up				526	0	0
Lemonade Supplies	702	652	0	0	0	0
Ice Chests	0	0	0	34	0	0
RV Rental	500	0	0	0	0	0
Tables, tents, and chair rentals	1,823	1,785	1,799	1,799	1,800	1761
Traffic control supply rental	319	385	350	412	400	412
Sound, stage and lights	2,603	2,603	2,603	2,603	2,603	2603
Fencing	832	842	867	903	880	
Golf carts	1,172	1,129	1,129	744	1,129	
Portable Toilets	950	950	950	1,100	1,100	1100
Power rentals	4,500	4,115	4,685	5,407	5,500	
Security (CHP)	842	946	1,246	1,918	1,800	1900
Security: Front Gate/Private P	1,276	1,496	1,496	1,368	1,500	
Security: Arcadia (2 traffic/2 foot)	584	600	1,200	300	1,200	400
Bus Transportation					2,200	
Garbage Cans	0	0	0	0	0	0
Walkie talkie rental	212	0	97	0	200	
Total Expenses:	48,393	47,352	47,729	48,725	53,845	
NET INCOME/(LOSS)	10,106	1,303	4,957	1,175	555	
	* funded from external sponsor					
day of event	3,785	2,360	3,117	3,034		
Pre- sales	1,657	1,816	1,453	1,226		
Total	5,442	4,176	4,570	4,260		

Summer Spectacular

Task List

2016

Completed	Department
• Fireworks	Recreation
• Band 1 - Random Strangers	Recreation
• Band 2 - Gotcha Covered	Recreation
• Fun Zone	Recreation
• Tables, tents, chair rental	Recreation
• Sound, stage and lights	Recreation
• Portable Toilets	Parks
• Traffic Control Rental	Fire
• Security (CHP)	Fire
• Garbage Cans	Parks
• Bus Transportation reserved	Recreation
• Walkie Talkie rental	Fire
• Drone for event (donation)	Administration
Pending Items	
• ATM Machine	Recreation
• Gate Revenue Transport	Recreation
• Dr. Solar	Recreation
• Food Bank	Recreation
• Art work	All departments
• Fencing	Parks
• Golf Carts	Fire
• Power Rental	Parks
• Security (Gates)	Parks
• Security (Arcadia)	Recreation
• MC – Master of Ceremony	Recreation /Park
• Board of Supervisors letter	Fire
• Apple Hill participation	Recreation
• T-shirt	Recreation

Vendor information sent to 140 vendors – for food, craft and exhibitor booths

CAMERON PARK COMMUNITY SERVICES DISTRICT PROUDLY PRESENTS

SUMMER SPECTACULAR 2016

A Golden Adventure

★ GATES OPEN 2:00 PM ★ LIVE MUSIC ALL DAY ★ FIREWORKS AT DARK ★



FOOD • MUSIC FIREWORKS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CAMERON PARK LAKE
2989 CAMBRIDGE ROAD, CAMERON PARK
SATURDAY, JUNE 25TH

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MUSICAL GUESTS

Random Strangers • Gotcha Covered
Food • Beverages • Swimming
Fun Zone – Active Adventures
Vendors • Dr. Solar • Kids Activities
Gold Panning Demonstrations!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

PARKING AVAILABLE AT THE AIRPARK. ENTER OFF OXFORD AND FAIRWAY.

FOR INFORMATION CALL 530-677-2231
OR VISIT US ONLINE AT WWW.CAMERONPARK.ORG

ADVANCE TICKET SALES: BEL-AIR, FOOD BANK,
CSD OFFICE AND SS/CP CHAMBER
\$4 IN ADVANCE. \$6 AT THE GATE (CASH ONLY).
CHILDREN 6 AND UNDER ARE FREE.

THIS IS A TICKETED EVENT.
NO ICE CHESTS LARGER THAN A SIX-CAN COOLER.
NO BBQS, GLASS BOTTLES, ALCOHOL OR FIREWORKS.
RULES WILL BE STRICTLY ENFORCED.
WE RESERVE THE RIGHT TO REFUSE ENTRY.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



GOTCHA COVERED



BEL AIR

Trash • Recycle • Yard Waste

El Donado Disposal
Safety in all we do • Service 2nd to none.



The Clipper

WELLS FARGO



Mountain Democrat



BLUE RIBBON PERSONNEL SERVICES



Food Bank

Fork Lift



Ponte Palmero



CAMERON PARK LAKE, SATURDAY, JUNE 27th

GATES OPEN 2:00PM • LIVE MUSIC ALL DAY • FIREWORKS AT DARK

CAMERON PARK COMMUNITY SERVICES DISTRICT



Premiere Fireworks Show!

MUSICAL GUESTS

🎵 *Four Barrel*

🎵 *Late for Dinner*

✦ Food

✦ Beverages

✦ Swimming

✦ Vendors

Fun Zone – Active Adventures

✦ Dr. Solar

✦ New Kids Activities

SUMMER SPECTACULAR

FOOD, MUSIC, & FIREWORKS

FOR INFORMATION CALL 530-677-2231 OR VISIT US ONLINE AT CAMERONPARK.ORG



Trash • Recycle • Yard Waste



ADVANCE TICKET SALES: WALGREENS, BEL-AIR, FOOD BANK, CSD OFFICE AND SS/CP CHAMBER

\$3 IN ADVANCE. \$5 AT THE GATE (CASH ONLY). CHILDREN 6 AND UNDER ARE FREE.



This is a ticketed event. NO Ice Chests larger than a six-can cooler.

No BBQs, Glass Bottles, Alcohol or Fireworks.



RULES will be strictly enforced. We reserve the right to refuse entry.

PARKING AVAILABLE AT THE AIRPARK. ENTER OFF OXFORD AND FAIRWAY.

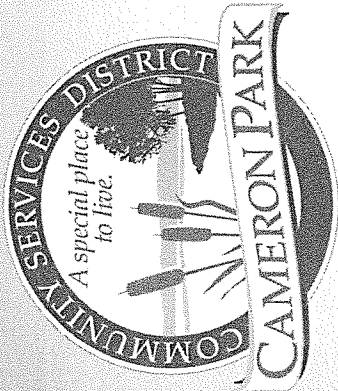
Combination Pass Analysis

Exhibit D

Combo Lake/Pool Passes

	2015 Actual Sales			GOAL: Early Bird Pricing (to 4/29)			ACTUAL: Through 03/03/16		DIFFERENCE: Through 03/03/16	
	Price	# Sold	Revenue	Price	# Sold	Revenue	# Sold	Revenue	# Sold	Revenue
Resident Family	\$ 265.00	16	\$4,240	\$ 129.00	98	\$ 12,642.00	5	\$ 645.00	93	\$ 11,997.00
Resident extra child	\$ 30.00	0	\$0	\$ 30.00	-	\$ -	2	\$ 60.00	-	\$ -
Resident Individual	\$ 145.00	1	\$145	\$ 50.00	14	\$ 700.00	10	\$ 500.00	4	\$ 200.00
Resident Senior	\$ 105.00	6	\$630	\$ 40.00	31	\$ 1,240.00	18	\$ 720.00	13	\$ 520.00
Gate Family	\$ 268.00	1	\$268	\$ 148.35	14	\$ 2,076.90	0	\$ -	14	\$ 2,076.90
Gate Senior	\$ 103.65	1	\$104	\$ 46.00	48	\$ 2,208.00	4	\$ 184.00	44	\$ 2,024.00
Gate Individual	\$ 57.50	0	\$0	\$ 57.50	17	\$ 977.50	1	\$ 57.50	16	\$ 920.00
Non-Resident Family	\$ 340.00	1	\$340	\$ 129.00	12	\$ 1,548.00	4	\$ 516.00	8	\$ 1,032.00
Non-Resident xtra	\$ 40.00	0	\$0	\$ 30.00	-	\$ -	2	\$ 60.00	-	\$ -
Non-Resident Individ.	\$ 195.00	0	\$0	\$ 50.00	-	\$ -	3	\$ 150.00	-	\$ -
Non-Resident Senior	\$ 140.00	0	\$0	\$ 40.00	0	\$ -	10	\$ 400.00	10	\$ 400.00
Total Combo Passes		26	\$5,727		234	\$ 21,392.40	59	\$ 3,292.50	202	\$ 18,099.90

DRAFT



2016 Lake & Pool Combo Passes

NOW ON SALE

SALE PRICE

Discounted through April 29th

	COST
Family Pass <small>(Up To Five Members)</small>	\$129
Additional Child	\$30
Individual Pass	\$50
Senior Pass	\$40

REGULAR PRICE

May 1st through end of season

	Resident	Non-Resident
Family Pass <small>(Up To Five Members)</small>	\$265	\$340
Additional Child	\$30	\$30
Individual Pass	\$145	\$195
Senior Pass	\$105	\$140

To Purchase Passes Contact: 530-677-2231

www.cameronpark.org

CAMERON PARK COMMUNITY SERVICES DISTRICT
*** POLICY GUIDE SERIES - 3000 OPERATIONS***

POLICY TITLE: NAMING OF DISTRICT PARKS AND FACILITIES
POLICY NUMBER: 1061

Purpose:

These guidelines are intended to establish rules and procedures to name facilities such as park and recreation facilities, section of facilities or rooms of facilities, including Parks, park benches other community property as deemed appropriate.

Definitions:

Parks are owned and managed by the CPCSD, used for public recreation purposes and include developed and undeveloped park areas and designated open space areas.

Facilities are owned and managed by the CPCSD to conduct District business.

Specific Facilities are facilities/amenities that could be located within a park or part of a Facility. These include, but are not limited to athletic fields, gymnasiums, meeting rooms, picnic shelters, tennis and basketball courts, aquatic facilities and playground equipment.

During the master-planning phase and/or prior to Board approving final plans and specifications on any park or public building, an open period of approximately two weeks will be announced giving individuals, staff and the Board an opportunity to suggest names for the facility.

If using a community naming process, a press release will be sent out notifying the public, and interested individuals could submit the appropriate form giving staff some information regarding the suggested name. Names should be submitted to the General Manager.

Provisions of plaques and/or other physical commemorative items relating to facility naming, if not donated, are subject to normal budgeting and purchasing processes of the District.

Staff, along with an established committee or selection committee, will review all names and prioritize and recommend a name for finalization by the Board of Directors. The Board will receive all names submitted along with the staff/committee evaluation.

Land or gifts with deed restrictions may not follow these guidelines.
Names must be in accordance to District policy as noted.

Policy:

A. Parks:

1. Name to reflect geographical location, historical references or feature of park, or significant or unusual natural features known throughout the community.
2. Named after a significant individual(s).
3. The intent of naming is for permanent recognition. Therefore any request of CPCSD to rename an existing park, facility or specific facility will be subject to examination so as to not diminish the original justification for the name.

B. Buildings:

1. Name to reflect the services provided in facility.
2. Name to reflect geographical location.
3. Named after significant individual(s).

C. Criteria for naming a facility after an individual:

1. Individual must have made a significant contribution to the facility by:
 - a. Donation of land or large financial contribution to the facility.
 - b. Contributed substantially and improved the quality of life in the Cameron Park Community Service District. This could relate to involvement with parks and recreation or other community involvement.
 - c. The person being memorialized died in the line of duty serving CPCSD or the United States of America.
2. Each public facility or place within parks, such as ball fields, groves, walkways, trails and buildings or special rooms in a building could be named after selected individuals in their honor as desired and appropriate.

D. Criteria for creating memorials in an individual's name:

1. Individual must have made a significant contribution to the facility by:
 - a. Donation of land or large financial contribution to the facility.
 - b. Contributed significantly and improved the quality of life in the Cameron Park Community Services District. This could relate to involvement with parks and recreation or other public agency.
2. The memorial should be a non-living, low maintenance improvement, which should serve a purpose to the District, for example, a bench with a plaque. All costs of the improvement shall be the responsibility of the donor. The donor may submit information and recommendation to the General Manager regarding relevant history of the person to be memorialized, type of improvement desired and verbiage requested. Final decisions regarding the improvement, including, but not limited to, materials, equipment, location and labor will be made by the District.
3. The District must get approval from the individual or family (if available).

Procedures:

The following procedures for naming a park, CPCSD facility & specific facility will be used by the CPCSD Board:

- A. The CPCSD Board will evaluate the merit of each suggested park, CPCSD facility and specific facility name according to criteria outlined in this policy. The General Manager or designated staff shall make recommendations to the CPCSD Board for approval subject to the Board of Directors final approval.
- B. When appropriate CPCSD will solicit help/suggestions from historical societies or other groups having a specific knowledge, when considering a name to highlight an area's geographic or historic significance.
- C. To stimulate public interest and to obtain additional suggestions, a part of the selection process to name a park, facility or specific facility may include a contest or competition involving the public. Only suggestions which meet these policy guidelines will be considered.
- D. The naming of parks, facilities and specific facilities should begin prior to the first phase of development when possible.
- E. Groups or individuals may submit nominations for naming a new park, facility or specific facility in writing on a form provided by CPCSD, or in a letter that contains all pertinent information.