



Parks & Recreation Committee
Thursday, February 16, 2017
4:30 p.m.

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

Agenda

Members: Directors Amy Blackmon (AB) and Margaret Mohr (MM)
Alternate Director Holly Morrison (HM)
Staff: General Manager Mary Cahill, 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. Elect Chair and Vice Chair

II. Select Committee Goal for 2017

III. Updates

- Senior Nutrition Lunch Program

IV. Recreation Updates

- Communication
 - Google Analytics – old website compared to new
 - Mailing List and Registration Statistics – monthly update
 - Kids Kamp Survey
- Special Events – Events through June 30, 2017 and Future Event Status January, 2017 through June, 2017
 - Coordinating with Cameron Park Golf Course on programs/events
 - Movie Night; Doubletake Concert; Reds, Whites and Jewels; Fire Department Crab Feed; Affair of the Heart; It's a Wedding Affair; Lacy J. Dalton Concert; Easter Egg Hunt, Clean Up Day and Yard Sale; Spring Antique, Craft and Garden Show; Welcome to Summer; Summer Spectacular
- Summer Spectacular Update
- Swim Pass Plan Update
- Mobile Booth Design
- Wrap Up of Activity Guide
- Facility Rental Report
- Commercial for CSD
- Camp and Aquatics Manual
- Review Marketing Plan

V. Park Report

General Park Updates

- Pickle and Tennis Courts
- Bocce Ball – Rasmussen Park Special Use Permit Revision
- Update on Project Bids/Estimates - Gazebo and Kiosk
- Sign Update
- Draft Park Weed Abatement Report
- Playground Equipment
 - Repairs vs. replace
 - Determine if this item should go back to the Board
- Start Park Inventory Improvement
- Community Christmas Tree

VI. Date of March Committee Meeting – suggest changing meeting date to the first Monday of the month

VII. Items for March Committee Agenda

VIII. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT

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



Parks & Recreation Committee
Monday, January 9, 2017
4:30 p.m.

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

DRAFT Conformed 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,
Parks 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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DEPARTMENT MATTERS

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I. Updates

- Senior Nutrition Lunch Program

II. Recreation Updates

- Website*
 - Google Analytics – old website compared to new
 - Mailing List and Registration Statistics – monthly update
- Special Events – Events through June 30, 2017 and Future Event Status January, 2017 through June, 2017
 - Coordinating with Cameron Park Golf Course on programs/events
 - Movie Night; Doubletake Concert; Reds, Whites and Jewels; Fire Department Crab Feed; Affair of the Heart; It's a Wedding Affair; Lacy J. Dalton Concert; Easter Egg Hunt, Clean Up Day and Yard Sale; Spring Antique, Craft and Garden Show; Welcome to Summer; Summer Spectacular

III. Park Report

General Park Updates

- Bocce Ball
- Update on Project Bids/Estimates
- Draft Park Weed Abatement Report

IV. Items to be Continued at the February Meeting

- Playground Equipment
 - Repairs vs. replace
 - Determine if this item should go back to the Board
- Cameron Park Lake*
 - Extend lagoon season
- Park Overall Strategy and Park Impact Fees
- Start Park Inventory Improvement

V. Date of February Committee Meeting – suggest changing meeting date to the first Monday of the month (Exhibit D)

VI. Items for February Committee Agenda

- *Website – Google Analytics, Mailing List and Registration Statistics*
- *Special Events*
- *Summer Spectacular Progress Report – signs, shuttle buses, etc.*
- *Swim Pass Plan – what is being done, progress*
- *Commercial for the CSD – video for Channel 2*
- *Bocce Ball Courts – where will the evening shade be? What lighting is permitted? Score facility ideas*
- *Update on Project Bids/Estimates*
- *Sign Update – estimates and locations*
- *Undeveloped Parks and Open Space Weed Abatement – additional detail to spreadsheet*
- *Playground Equipment*
 - *Repairs vs. replace*

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

Cameron Park Community Services District
2502 Country Club Drive
Cameron Park, CA 95682



- *Determine if this item should go back to the Board*
- *Cameron Park Lake*
 - *Extend Lagoon Season – cost of chemicals, etc.*
- *Park Overall Strategy and Park Impact Fees – County scheduling a date*
- *Start Park Inventory Improvement – repairs, improvements, priorities*
- *Review Marketing Plan*

VII. Items to take to the Board of Directors

Bocce Ball Courts - Next Steps

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 5:34 p.m.

Parks & Recreation Committee Meeting

February 16, 2017

III. Updates

Senior Nutrition Lunch Program

The El Dorado County Health and Human Services Agency (HHSA) started serving lunches on Monday, February 6th at the Community Center. There were 30 people who came out to enjoy the pulled pork sandwiches. Please find attached the menu for February (Exhibit A). This was advertised in a public service announcement (PSA) from the county, newsletter for February, a reminder email blast dated Friday, February 3rd and the General Manager's article. A senior special interest program will be added to the lunch on the first Monday of month.

IV. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

A. Communication

- Google Analytics – old website compared to new – please find the following information from the date range of January, 2015 and January, 2016 - see Exhibit B.
- The December newsletter for 2015 was sent out to 3,609 recipients through Mailchimp. The 2016 December newsletter was sent out to 3,453 recipients through Mailchimp. This is a decrease of approximately 4%.
- Kids Kamp Survey – a survey was sent out to the participants from last summer. Information collected included – least/most favorite field trips, themes and activities, ideas for field trips for this summer. A total of 17 surveys were completed. Those that completed the survey received a \$10 off coupon towards summer camp 2017. Survey results – see Exhibit C.

B. Special Events

Staff has connected with the Cameron Park Country Club and will be meeting with them to discuss sponsorship for the Summer Spectacular.

Free Movie Night

Friends of the Library and the Cameron Park Community Services District (CSD) presented the movie "Finding Dory" on Friday, January 6th. The doors opened at 6pm and the movie started at 6:30pm. \$1 food was sold – hot dogs, sodas, ice cream and popcorn. There were about 100 people that attended the free event. Event report to follow once all expenses are reconciled.

Doubletake Concert

The concert was held on Saturday, January 21st with the music starting at 7pm. There were 89 tickets sold for the event. The Cameron Park Foundation sold snacks and beverages. Event report to follow once all expenses are reconciled.

Reds, Whites & Jewels Show

The Jewelry Show was held on Saturday, January 28th from 11am to 4pm. There were 20 vendors that participated in an afternoon of wine, food and jewelry shopping. The Cameron Park/Shingle Springs Chamber of Commerce sold the beverages at the event. Staff is regrouping on ways to revamp this event.

Upcoming Events 2017

Fire Department Crab Feed

The Crab Feed is scheduled for Saturday, February 18th. Doors open at 5pm. Come enjoy delicious crab, listen to great music and participate in the raffle and silent auction all in support of the Cameron Park Fire Department. Tickets have sold out.

Affair of the Heart

The event is scheduled for Tuesday, February 21st from 4pm – 7pm. Join Marshall Medical Center and the Cameron Park CSD for this year's Affair of the Heart. This public health event will include guest speakers, health screenings, healthy food samples, wine tasting, instructor demonstrations, vendors and more.

It's a Wedding Affair

The event is scheduled for Sunday, February 26th from 10am to 2pm. Get all aspects of your wedding planned in a fun and relaxing atmosphere! This wedding show is designed for brides of every style!

Lacy J. Dalton Concert

The concert is scheduled for Saturday, March 4th. The doors open at 6pm with the music beginning at 7pm. Tickets are available for purchase at Bel Air, Shingle Springs/Cameron Park Chamber of Commerce, the District office, or online at www.showclix.com. The Cameron Park Community Foundation will be selling snacks and beverages at this event. Lacy J. Dalton is an American country singer and songwriter with a number of hits through the 1980s, 1990s and 2000s.

Easter Egg Hunt

The annual Easter Egg Hunt is scheduled for Saturday, April 15th. The bunnies will arrive at 10am and the hunt begins at 10:20am. The age groups for the event are 0-3, 4-5, 6-7 and 8-10. There will be face painting and a bounce house for a nominal fee. Easter Bunnies will be available for pictures at approximately 11am.

Community Clean Up Day

The spring clean-up day is scheduled for Saturday, April 22nd from 8am to 2pm at Camerado Springs Middle School. Cameron Park residents can bring their unwanted items and green waste and dispose of them at this FREE event. Snowline Hospice collects gently used items and E-Waste. Cameron Park Fire Explorers will be volunteering at this event.

Community Yard Sale

The spring yard sale is scheduled for Saturday, April 22nd from 8am to 12pm in the parking lot at the Community Center. Clean out your garage, attic or closets and make some extra money. Advance space is available for \$20.

Spring Antique, Craft and Garden Show

The show is scheduled for Saturday, May 6th from 9am to 3pm. This large indoor/outdoor show features antiques, hand-made crafts, plants and garden accessories specific for the spring season.

Welcome to Summer!

This event is scheduled for Saturday, May 27th from 12pm to 5pm at the pool. A FREE swim day held at the Community Center Pool with lots of fun activities! Plan your summer at this event and register for a variety of new summer adventures including pool passes, swim lessons, summer camps, summer programs, special events and more. Purchase your Summer Spectacular wrist bands in advance! Food and vendor booths, giveaways, and a thank you to our community sponsors will be included at this event!

C. Summer Spectacular Update

This annual event is scheduled for Saturday, June 24th at Cameron Park Lake. Gates will open at 2pm. Don't miss Cameron Park CSD's largest event of the year! Enjoy the kids' carnival, swimming at the lagoon, refreshments, food and craft vendors, exhibitors, and live music. End the evening with the most amazing fireworks show in the area, including a low-level display. Staff is working on entertainment, vendors, rentals and volunteers. – See Exhibit D.

D. Swim Pass Plan Update

Post cards have been ordered featuring the reduced price combo pass as well as some of the other aquatic programs offered in May. These will be placed in the businesses around the community and included in the letters to the homeowners' associations and private gate users at the lake.

E. Mobile Booth Design

Staff has received three versions of a mobile booth to use at events. Exhibit E

F. Activity Guide Wrap Up

Please find the statistics of the Winter/Spring, Summer and Fall 2016 activity guide. Exhibit F

G. Facility Rental Report

Facility rental prices and amenities were researched and compared to the existing data from 2015. No changes to rental prices were noted. A few facilities acquired more tables, or other basic amenities which were updated on the spreadsheet. Exhibit G

H. Commercial for CSD

A commercial was created by Cody Martin, a student at the Art Institute of CA - Sacramento. He created this commercial as his project and it will be shown at the meeting. The link to it is https://drive.google.com/open?id=0B8vn_O2xZDO6TEhfUWZPY01mWjA.

I. Camp & Aquatic Manual

Please find Summer Kids Kamp and Aquatic Staff Manuals. Exhibits H and I

J. Marketing Plan Review

Please find the Marketing Plan with updates/revisions. Exhibit J

V. Park Report

Submitted by: J. R. Hichborn, Parks Superintendent

Weather has been a factor over the last month and calls have been flooding in with concerned residents about various creeks in town. The district is responsible for creeks on district property but not creeks outside of our property lines. Different creeks are owned and maintained by different agencies. It has been a frustrating process trying to point residents in the right direction. Staff has focused a lot of their efforts on storm cleanup and equipment maintenance during the days of heavy rain.

Cameron Park Lake

- With the help of the CAL FIRE crews, staff was able to chip 650 Christmas trees last month.
- The annual dam safety inspection was held and the district is permitted, under the conditions, that the excess vegetation get removed this year.
- Two oak trees came down last month - one near the storage shed in the employee parking lot and the other in the picnic area. The wood was cut up and donated to the church of the foothills.
- Marge Dreier's memorial bench has its plaque on it and the family has been notified.
- New doors were installed on the lifeguard shed near the lagoon. The old doors flew off the building during one of the recent storms.

Rasmussen Park

- The County hearing to permanently revise our special use permit to include the use of the T-ball field and the four bocce ball courts was held on Thursday, February 9th. The request was denied.
- Staff had its annual field walk with little league.
- The back door to the well house was replaced as it was damaged during an attempted break in.
- All of the graffiti was removed from the playground equipment.

Christa McAuliffe Park

- The restroom roof was patched. It had been leaking for a few weeks.
- The graffiti at the skate park was removed.

Weed Abatement

- CAL FIRE crew went out to Gateway two times last month. They are continuing to remove brush and clear a 50 foot perimeter around the park.
- Staff met with a licensed/registered herbicide company to explore options and prices on keeping the vegetation controlled with herbicide applications.

Landscape and Lighting Assessment Districts (LLADs)

- LLAD staff has been helping out at the Community Center and with the parks due to weather conditions.
- Staff has been monitoring and addressing storm damage daily at the seven landscape districts.

Community Center

- A new full time employee was hired last month to help out with the parks and really focus on the Community Center with its increasing maintenance demands.
- The pool was vacuumed last month. Even in the winter months staff is trying to address leaves at least once a month so that they don't leave stains on the plaster.
- Classroom A was repainted. The room gets extreme use over the summer months and needs to be repainted and the floors redone on an annual basis.
- The old auto scrubber was sold. It had been taking up valuable closet space.
- Cameras were installed in the east hall. Staff still has some work to do on it before it can be used at Board meetings.

Vandalism

- Playground equipment at Rasmussen Park was damaged with graffiti.
- A picnic table at Rasmussen Park was tossed into a body of water at the park.
- The toilet paper dispensers were destroyed at Rasmussen Park.
- On Sunday, 1/29/17, a few trash cans and some concrete areas were damaged with graffiti at the skate park.

General Park Updates

Pickle and Tennis Courts

- The resurfacing of the courts is scheduled to begin on April 17th, weather permitting
- The color of the courts needs to be determined

Rasmussen Park Special Use Permit Revision

- The Rasmussen Park special use permit revision request was denied and the district can appeal to the Board of Supervisors within ten days.

Project Bids/Estimates

- Tennis court reseal 3 estimates work begins in April
- Resurface parking lot 3 estimates
- Gazebo repairs 2 estimates
- Resurface turf area in house
- Pool heater pump 2 estimates

Sign Update

- Estimates from contractors pending

Draft Park Weed Abatement Report

- See Exhibit K

Playground Equipment (Repair vs Replace)

- Repair \$46,421
- Replace \$60,000 - \$200,000

Park Inventory Improvement

- Staff is currently generating a park improvement list

Community Christmas Tree

- An Aptos Blue Redwood will be the best option for a Christmas tree with the intent of holding a tree lighting ceremony every year
 - The cost to have a 24 foot tree delivered is \$1,090

NEWS RELEASE



El Dorado County
HEALTH & HUMAN SERVICES AGENCY
Community Services Division

CONTACT:
Margaret Williams
(530) 642-7164
www.edcgov.us

FOR IMMEDIATE RELEASE
January 30, 2017

Senior Nutrition Site in Cameron Park Re-Opens February 6, 2017

The El Dorado County Senior Nutrition Program is set to re-open its Senior Nutrition meal site in Cameron Park. Beginning February 6, 2017, nutritious lunches for seniors (ages 60+) will be served on Mondays and Fridays from 12:00 to 12:30 p.m. at the Cameron Park Community Center located at 2502 Country Club Drive in Cameron Park. Each meal will be provided for the suggested donation of only \$3.00.

“We are so happy to offer this service to our seniors in Cameron Park,” said Michelle Hunter, manager of El Dorado County Senior Services. “The Senior Nutrition Program provides a great opportunity for seniors to not only get a nutritious, affordable meal, but to also stay active and connected with others in the community. We greatly appreciate our partnership with the Cameron Park Community Services District and our wonderful volunteers who are helping in this effort.”

The Senior Nutrition Program currently provides meals for seniors at seven congregate meal sites throughout the County, including in Placerville, El Dorado Hills and South Lake Tahoe. The Cameron Park site, which originally opened in fall 2015, was temporarily discontinued in November 2016 due to a shortage of volunteers. Volunteers have since been recruited and trained for the site. Volunteers serve in various roles, such as helping in the kitchen, serving meals in the dining room and signing in seniors.

For more information about the Senior Nutrition Program, including a full list of meal sites and menus, please visit www.edcgov.us/hhsa. For questions about the program, or to volunteer at one of the meal sites, please call (530) 621-6160. Senior Nutrition is a program of the El Dorado County Health and Human Services Agency.

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February Menu 2017

Exhibit A

Lunch is served between 12-12:30 pm for the suggested donation of \$3.00

Menu is subject to change

Monday	Tuesday	Wednesday	Thursday	Friday
	The salt & pepper shakers indicate a meal that contains more than 1000 mg of sodium 	1 Clam Chowder Grapes Oyster Crackers Whole Wheat Bread Milk 	2 Cheese Tortellini with Mushroom Sauce Lightly Seasoned Green Beans Fresh Mandarin French Bread Milk	3 Birthday Friday Beef Stroganoff with Noodles Cinnamon Honey Carrots Whole Wheat Dinner Roll Peach Melba with Vanilla Ice Cream Milk
6 Pulled Pork Sandwich on Whole Grain Bun Peas & Carrots Pineapple Tidbits Milk 	7 Vegetarian Chili topped with Cheddar Cheese Steamed Broccoli Fig Newton Cookie Milk	8 Half Turkey Sandwich on Whole Grain Bread Minestrone Soup Fresh Juicy Pear Milk	9 Breaded Pollock with Tartar Sauce Brown Rice California Blend Vegetables Banana Cream Pie Milk	10 Chicken Cordon Bleu Mashed Potatoes with Gravy Mixed Vegetables Sweet Bran Bread Orange Sections Milk 
13 Pork Chop with Gravy Seasoned Red Potatoes Cauliflower Florets with Cheese Mandarin Oranges Sliced Grain Bread Milk 	14 Roast Beef with Gravy Potatoes Au Gratin Green Beans Almondine Red Fruited Jello Cookie Milk	15 Chicken Caesar Salad Roasted Red Pepper Soup Juicy Pear Whole Wheat Roll Milk 	16 Swedish Meatballs with Gravy Buttered Egg Noodles Broccoli Mixed Melon Fruit Cup Chocolate Milk	17 Macaroni and Cheese Fresh Garden Salad with Balsamic Vinaigrette Fresh Kiwi Fruit Milk
20 HOLIDAY	21 Lentil Stew Colorful Coleslaw Pineapple Whole Wheat Dinner Roll Milk	22 Chicken Enchilada Spanish Rice Broccoli Fresh Juicy Pear Milk	23 Fresh Salmon with Aioli Sauce Wild Rice Brussels Sprouts Fig Newton Cookie Milk	24 Cheeseburger with Lettuce, Tomato and Onion on Whole Grain Bun Tater Tots Orange Sections Milk
27 Beef Burgundy with Noodles California Blend Vegetables Flaked Warm Biscuit with Honey and Butter Peaches Milk	28 Ranch Chicken Pasta Salad Navy Bean Soup French Bread Kiwi Fruit Milk		 Senior Nutrition strives to use whole grain bread products	

Serving adults 60 years and older ~ Join us at one of the following locations...

Greenwood (530) 885-9160	El Dorado Hills (916) 358-3561	Diamond Springs (530) 622-8131
Pollock Pines (530) 644-4008	Pioneer Park (530) 620-5432	South Lake Tahoe (530) 573-3130
Placerville (530) 621-6160	Cameron Park CSD (530) 677-2231 (Mondays & Fridays only)	

Visit our website: www.edcgov.us/humanservices

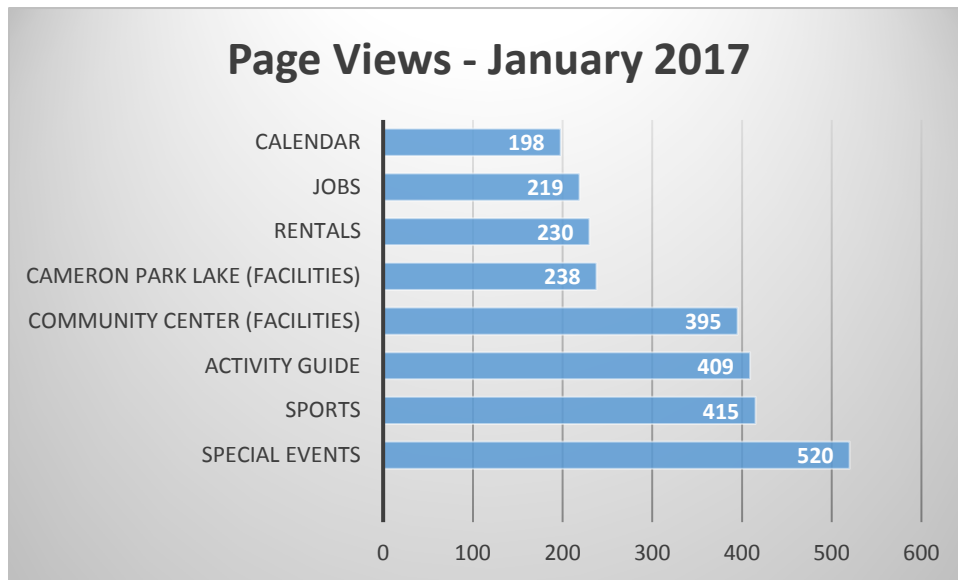
El Dorado County Senior Nutrition
(530) 621-6160

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

The information below compares the month of January 2016 to January 2017.

<i>Item</i>	2016	2017	Difference
<i>Sessions</i> ¹	2,877	4,095	+42%
<i>Users</i> ²	2,265	3,125	+38%
<i>Pageviews</i> ³	6,134	8,601	+40%
<i>Pages/Session</i> ⁴	2.13	2.10	-1%
<i>Time Per Session</i> ⁵	1:36	1:33	-2%

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.

Exhibit C

Hello,

You are receiving this email because your child participated in the Cameron Park Community Services District's summer Kidz Kamp last year.

The Cameron Park CSD is conducting a survey to better understand the wants and needs of our Kidz Kamp participants. Please take the time to answer this survey with your child, and we will email you a \$10 off coupon for 1 week of Kidz Kamp 2017! Only 1 coupon valid per household. To be eligible for the coupon, please fill out the survey no later than January 31st.

Your input will help us decide on activities and trips to take during Kidz Kamp 2017. Your opinion is greatly appreciated. We hope to see you this summer!

Click the button below to start the survey. Thank you for your participation!

Miranda Nelson

Marketing/Community Outreach Specialist

Cameron Park Community Services District

Phone: 530-677-2231 Email: mnelson@cameronpark.org

www.cameronpark.org

Summer Kidz Kamp 2017 Survey

* 1. What were your camper's favorite field trips last summer?

- Shark Week (Field trip: Fire Station)
- Adventures in Outer Space (Field trip: Bounce U)
- Through the Decades (Field trip: Sacramento History Museum)
- Color Week (Field trip: Xtreme Craze Laser Tag)
- Treasure Island (Field trip: Painted)
- Sports Extravaganza! (Field trip: Camp-A-Palooza)
- Club Hollywood (Field trip: Movie theater)
- Safari (Field trip: Folsom Zoo)
- Go for the Gold (Field trip: Gold Bug Park)
- Olympics (Field trip: Skatetown)

* 2. What were your camper's least favorite field trips last summer?

- Shark Week (Field trip: Fire Station)
- Adventures in Outer Space (Field trip: Bounce U)
- Through the Decades (Field trip: Sacramento History Museum)
- Color Week (Field trip: Xtreme Craze Laser Tag)
- Treasure Island (Field trip: Painted)
- Sports Extravaganza! (Field trip: Camp-A-Palooza)
- Club Hollywood (Field trip: Movie theater)
- Safari (Field trip: Folsom Zoo)
- Go for the Gold (Field trip: Gold Bug Park)
- Olympics (Field trip: Skatetown)

* 3. Which week themes were you camper's favorite?

- Shark Week (Field trip: Fire Station)
- Adventures in Outer Space (Field trip: Bounce U)
- Through the Decades (Field trip: Sacramento History Museum)
- Color Week (Field trip: Xtreme Craze Laser Tag)
- Treasure Island (Field trip: Painted)
- Sports Extravaganza! (Field trip: Camp-A-Palooza)
- Club Hollywood (Field trip: Movie theater)
- Safari (Field trip: Folsom Zoo)

Exhibit C

- Go for the Gold (Field trip: Gold Bug Park)
- Olympics (Field trip: Skatetown)

*4. What were your camper's favorite craft projects?

*5. What were your camper's favorite games?

*6. Please list any other activities that your camper would like to do during camp.

*7. What types of field trips would interest your camper for the future?

*8. Was there anything that your camper did not enjoy last summer?

*9. Do you have any other comments, questions, or concerns?

*10. Contact Information

Name

Email Address

Phone Number

Done

Kidz Kamp Survey Response Summary

Favorite Field Trip

Skatetown and Folsom Zoo at 44.44%, Bounce U and Laser Tag at 38.89% respondent selection

Least Favorite Field Trip

Fire Station at 41.18%, Sacramento History Museum at 17.65% respondent selection

Favorite Theme

Safari and Color Week at 38.89%, Shark Week at 33.33% respondent selection

Least Favorite Theme

Through the Decades, with 0% respondent selection

Activities

Favorite Craft:

Tie-dye is most popular, coloring/painting, bracelet making

Favorite Games:

Gym sports: basketball, dodgeball, soccer

Suggestions for other activities for campers:

More swimming, soccer, and other sports.
Come up with new crafts for campers.

Suggestions for field trips

More adventurous field trips and less "school like" trips.
Aquatic Center, Wacky Tacky, Mini Golf, Sky High
Do not want to go back to Gold Bug Park.

Things campers did NOT enjoy?

Providing additional activities if kids don't want to swim.
Older kids wanted a variety of activities that differed from the younger age groups.

Other Comments, Questions, or Concerns?

The Kidz Kamp program has consistently improved each .
Suggestion to improve check in/check out process.

Largely positive feedback overall.

Summer Spectacular 2017 Status

Item	Status
<u>Rentals</u>	
Tables, tents, chair rental	Secured
Traffic Control Rental - Fire	Pending
Fencing	Secured
Power Rental	Secured
Garbage Cans	Secured
Portable Toilets	Secured
Golf Carts - Fire	Pending
<u>Permits</u>	
Airpark	Pending
Board of Supervisors (Fire/Fireworks)	Pending
<u>Contracts</u>	
ATM Machine	Contacted
Band 1 - On Air	Contacted
Band 2	Researching
Bus Transportation (Grant year 2)	Secured
Dr. Solar	Pending
Fireworks	Secured
Gate Revenue Transport	Secured
Master of Ceremony (MC)	Researching
Mobile Rock	Secured
Security (CHP) - Fire	Pending
Security (Gates) - two companies work together	Pending
Security (Inside venue patrol)	Pending
Sound, stage and lights	Secured
<u>Vendors</u>	
Food	5 vendors secured
Crafts	Pending
Exhibitors	Pending

Exhibit D

Item	Status
<u>Marketing</u>	
Art work	Pending
<u>Staff</u>	
Volunteers	Researching
<u>Tickets/Wristbands</u>	
Wristbands	Secured

Promotional CSD Tent Comparison

Key Information	Tent Craft	Visual Impact Promotions (Recommended)	Promotional Design Group
Total Quote	\$3,821.00	\$1,880.00	\$2,315.00
All quotes include tent frame, tent topper, backdrop, siderails, & 6ft tablecloth			

PRODUCTION SKETCH.

ATTENTION: CUSTOMER! Please review your sketch carefully paying special attention to spelling, address, phone numbers, e-mail address and website. Once the sketch is approved, we will begin production on your order exactly as shown in the approved sketch. Any changes requested post approval are subject to additional fees and production leadtime. The SKI show shown below is for conceptual purposes only.

mightyTENT
10'x10' Series 30 USA
(with back)

TentCraft

Job Name: Cameron Park Community Services District Job Number: 173303T

File: Cameron Park
Product: Pop up Tent
Material: Polyester
Size: 10 x 10

Frame Type: 7
Print Ready art: No
PMS color match: No
Accessories:

Colors:
CMYK
PMS 361c
PMS Yellow C

Date:
Approved by:.....

VISUAL IMPACT PROMOTIONS
951-928-4280
www.visualimpactprs.com

Size: 10x10 pop up

Cameron Park Community Services District 2/7/17 CHE R1

PMS 725
PMS 1245
PMS 626
PMS 127

PROMOTIONAL DESIGN GROUP

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**Activity Guide Wrap Up
Winter/Spring, Summer Fall 2016**

Exhibit F

	Winter/Spring	Summer	Fall	2016 Total
Tots/Adults				
Programs/Classes Offered	55	90	75	220
Programs/Classes Cancelled	12	9	8	29
Percentage of Classes Cancelled	22%	10%	11%	14%
Participants	711	1484	796	2991
Mature Adults				
Programs/Classes Offered	12	9	12	33
Participants	516	485	471	1472
Volunteer Hours	205	330	113	648
Special Events				
Events Offered	12	8	15	35
Participants (total)	2700	5117	3750	11567
Registered Vendors	160	95	157	412
Purchased Tickets	338	4622	528	5488
Estimated Attendance (Free)	2202	400	3065	5667
Class Evaluations*	4.8	4.8	4.8	4.8

Average

*The scale is 1-5 with 5 being the best.

Facility Comparison

Exhibit G

Location	Size (sq ft)	Rental fee (full day)	Hourly Rate	Min. hours	Deposit	Capacity		Hours of availability	Additional Features Included	Additional Features at an Extra Cost	Additional Notes	Insurance	Security	Discounts
						Assembly	Banquet Seating							
Cameron Park CSD														
.40 cents per sq foot for 9 hour day / Assmbley hall 9 hr rate = \$166.66/hr for 9 hr rental														
Assembly Hall	3,759	\$1,200.00	\$150.00	2	\$300.00	356	252	8:00am - 11:00pm	digital projector and 12'x12' drop-down screen. Ability to divide room for breakout sessions if necessary. Sound system & podium. Tables & chairs set up included at no cost		Daily rate is for 9 hours total. Additional time will be charged at hourly rate.	required for all events	If alcohol is served: less than 150 guests = 1 guard over 150 guests = 2 guards	Residents - 10% Non-profits 25%
Social Room	784	\$400.00	\$50.00	2	\$300.00	53					Daily rate is for 9 hours total. Additional time will be charged at hourly rate.	required for all events		Residents - 10% Non-profits 25%
El Dorado Hills CSD														
.35 cents per sq ft for 9 hour day / \$85 per hr for 9 hour day														
Pavilion Meeting Room	1,900		\$85.00	4	\$300 security deposit - no alcohol \$500 security deposit w/alcohol	199	135	Indoor music or entertainment must cease at 11:00pm	17- 5ft round table, 4-6ft rectangular tables, 4-8ft rectangular tables, 135 chairs.	Stage \$15/section, BBQ \$40/hr, Portable PA \$20/hr, kitchen use \$47/hr, security staff - call for current pricing		Insurance is required		Rates are tiered similar to ours..ie CSD events, Non-profits, etc
Rescue Community Center														
Community Center		\$300.00	\$50.00	3	\$50 non refundable deposit to hold date \$250 security/cleaning deposit	250	130		20-6ft tables, 100 chairs, movable stage, portable bar, outdoor BBQ, covered patio, kitchen, 2 large coffee pots			Required \$500,000 min.	May be required	
Church of the Foothills Cameron Park														
.17 per sq ft for 9 hr day WORSHIP / .11 per sq ft for 9 hr day GYM														
Church of the Foothills	4000/worship center 6000 gym/		WC: \$70 wk/ \$100 Wkd Gym \$115 wk/\$150 wkd		No Deposit	660/gym	4000/worship Center		6' & 8' round and rectangle tables included. Seven hundred chairs available.	Linens \$12 per day	No Alcohol			
Holy Trinity Church - El Dorado Hills														
\$137.50 per hour for 12 hour day														
Social Center		\$1,650.00		12	\$100 reservation deposit \$700.00 cleaning deposit	500			Round tables seat 10, chairs, PA system, kitchen use, stage, wedding coordinator.		12 hours is a full day	Insurance is required	Security may be required, determined by the parish	10% for parishoners financially supporting the parish 20% for non-profits
Meeting Room			\$125.00	3	\$50 Reservation deposit \$50 cleaning deposit	40								
Shingle Springs Community Center														
\$200 for 1/2 days (4 hours) members receive a \$25 discount														
Community Center with Kitchen		\$325.00	\$35.00	2	\$100 cleaning deposit	325	154	8:00a - 10:00p	152 folding chairs, 75 stationary chairs, 21- 8ft. Tables, 6- 12ft. Tables		14 hours	Proof of Insurance is required		
Community Center w/o Kitchen			\$35.00	2	\$100 cleaning deposit	325	154	9:00a - 12:00a	152 folding chairs, 75 stationary chairs, 21- 8ft. Tables, 6- 12ft. Tables		2-4 hours only	Proof of Insurance is required		
Shakespeare Club - Placerville														
\$26.67 per hour for a 15 hour day														
Great Room	400 (no hourly)		mid week = \$300	15	\$250 cleaning deposit		200	9:00a - 12:00a	Round and rectangle tables, chairs, stage, curtain, dressing room, kitchen use, portable bar.		15 hours is a full day	\$500,000 insurance coverage is required		

Facility Comparison

Location	Size (sq ft)	Rental fee (full day)	Hourly Rate	Min. hours	Deposit	Capacity		Hours of availability	Additional Features Included	Additional Features at an Extra Cost	Additional Notes	Insurance	Security	Discounts
						Assem-bly	Banquet Seating							
Fireman's Hall - Diamond Springs														
		\$325.00	\$200 for 4 hours	4	\$200 cleaning deposit		185		includes 13 eight foot tables and 84 chairs	rental of outside patio and grass area, includes BBQ = \$325	8 am - Midnight is full day	\$1M insurance coverage is required	\$450 deposit if alcohol is served and more than 50 people in attendance	
Orangevale														
	.16 cents per sq ft for 9 hour day / \$96 per hour for 9 hour day													
Auditorium Community Center	5,400		\$77.00	4	0-175 guests = \$200 176-300 guests = \$300 \$100 more if serving alcohol \$200 more if a youth oriented event serves alcohol	700	300	8am - 12am	PA system available upon request, 30 tables, 300 chairs	Kitchen use \$120 Flat Weekend Staff \$20/hour	Charge \$20/hr on Fri, Sat & Sun for Staff fee	Insurance is required	Security is required if serving alcohol	Discounts may be available for residents, non-profits and community groups.
Mission Oaks														
	.17 cents per sq ft for 9 hr day / \$85 per hour for 9 hr day													
Community Center	3,763		\$400 first 4 hrs \$50/each added hr	4	\$300.00	300	250		Round tables and chairs. Kitchen use.	Set up / tear down \$60		Insurance is required	District may require security personnel based on the type of event.	
Swanston Community Center			\$350 first 4 hrs \$50/each added hr	4	\$200.00	250	125		All amenities included	Set up / tear down \$20. Pantry use holds additional costs.		Insurance is required	District may require security personnel based on the type of event.	
Fair Oaks														
	.23 cents per sq ft for 8 hour day/\$85.00 per hr for 8 hr day													
Clubhouse Auditorium	2,898	\$680.00	\$95.00	4	\$350.00	390	182	8 hrs or more @ \$85/hr	Tables & chairs and use of commercial range, refrigerator and sink included			Insurance is required	Security required if alcohol is being served	
Lower Level Clubhouse	1,188	\$440.00	\$65.00	2	\$350.00	70	120	8am-11pm						
McMillan	773	\$360.00	\$55.00	2	\$350.00	70	154							
Old Library	690	\$280.00	\$45.00	2	\$350.00	40	59							
El Dorado County Fairgrounds - Placerville														
	** .9 cents per sq foot for 16.5 hour day /= \$83.33/hr for 16.5 hr rental													
Mark D Forni Bldg w/ comm kitchen	15,360	\$1,375.00	\$345.00	2	\$200/ to be applied to rental	2,165	1,010	7:30a - 12:00a	Comm kitchen, 1 bar, PA system, 600 chairs, 75 8' long tables	Round tables \$2.25/ea. Walk away clean up \$880	Long tables included in rental. Additional hrs will be charged at hourly rate before 7:30am and after midnight.	required for all events	Security is required if alcohol is served and other events at management's discretion	
	** .8 cents per sq foot for 16.5 hour day /= \$73.33/hr for 16.5 hr rental													
Mark D Forni Bldg w/o comm kitchen	15,360	\$1,210.00	\$305.00	2	\$200/ to be applied to rental	2,100	1,010	7:30a - 12:00a	1 bar, PA system, 600 chairs, 75 8' long tables	Round tables \$2.25/ea. Walk away clean up \$880	Long tables included in rental. Additional hrs will be charged at hourly rate before 7:30am and after midnight.	required for all events	Security is required if alcohol is served and other events at management's discretion	
	** .19 cents per sq foot for 16.5 hour day /= \$45.45/hr for 16.5 hr rental													
Marshall Bldg. w/comm kitchen	4,000	\$750.00	\$188.00	2	\$200/ to be applied to rental	600	286	10:30a - 12:00a	Comm kitchen, 1 bar, PA system, 200 chairs, 30 8' long tables	Round tables \$2.25/ea. Walk away clean up \$440	Long tables included in rental. Additional hrs will be charged at hourly rate before 7:30am and after midnight.	required for all events	Security is required if alcohol is served and other events at management's discretion	
	** .16 cents per sq foot for 16.5 hour day /= \$39.39/hr for 16.5 hr rental													
Marshall Bldg. w/o comm kitchen	4,000	\$650.00	\$163.00	2	\$200/ to be applied to rental	600	286	10:30a - 12:00a	1 bar, PA system, 200 chairs, 30 8' long tables	Round tables \$2.25/ea. Walk away clean up \$440	Long tables included in rental. Additional hrs will be charged at hourly rate before 7:30am and after midnight.	required for all events	Security is required if alcohol is served and other events at management's discretion	
Placerville Town Hall														
Town Hall			\$50.00	3	\$300.00	130 standing	96		tables & chairs are included and kitchen use		No alcohol allowed	Insurance is required	Security may be required	\$50 open/closing fee
Carmichael														
	.32 cents per sq ft for 9 hr day													
John Smith Hall	6435 w/kitchen		\$185.00	4	\$400.00	800	385		tables & chairs are included.	Kitchen use \$35/hr, self set-up \$25, PA system \$60 Projector \$20, TV/VCR/DVD \$30	No live bands allowed at any facility	Insurance is required	Security may be required	
Elks Lodge														
	3,500		\$200.00		\$300.00		130		tables & chairs are included			Insurance is required	Security may be required	
Legions Hall														
	7,000		\$490.00		\$300.00				tables & chairs are included			Insurance		

Exhibit H

AQUATICS 2017



Staff Manual

Mary Cahill, General Manager
Tina Helm, Recreation Supervisor
Miranda Nelson, Marketing/Community Outreach Specialist

Welcome to Cameron Park! We are, specifically, a Community Services District (CSD) supported by an elected Board of Directors. The CSD provides many programs and services such as; services, administration, CC&R enforcement, programs and parks and facilities.

District Mission Statement

It is the Mission of the Cameron Park Community Services District to preserve and enhance the quality of life and to safeguard the health, safety and welfare of our community.

Table of Contents

	<u>page</u>
1. Introduction.....	5
2. Goals.....	5
3. Communication & Chain of Command	6
4. Orientation & Skill Requirements.....	7
a. Employee Orientation	
b. Staff Meetings & In-Service Training	
c. Skills testing	
d. Conditioning	
5. Work Schedules & Timekeeping.....	8-10
a. Work Schedules	
b. Breaks & Meal Periods	
c. Time cards	
d. Pay Days	
e. Absent requests	
f. Shift Change Requests	
g. Absenteeism & tardiness	
6. Uniforms, Health & Safety.....	11-13
a. Uniforms	
b. Professionalism/Aquatic Staff Rules	
c. Telephone Numbers, Phones and Computer Use	
d. Employee Health & safety	
e. Employee on-the-job injury & Worker's Compensation	
7. Daily Operating Procedures.....	14-16
a. Opening Procedures	
b. Closing Procedures	
c. Lifeguard Daily Logs	
d. Swim Instruction	
e. Care of Equipment and Facility	
f. Inclement Weather Conditions	
8. Accident Prevention.....	17-20
a. Swimmer Rules, Lake & Pool	
b. Boating Rules	
c. Whistle & Hand Commands	
d. Scanning & Surveillance Techniques	
e. 5 Minute Scanning Strategy	
9. Emergency Response.....	21-22
a. 30 and 2 Aquatic Standard	
b. Lake Rescue & Emergency Procedures	
c. Pool & Swim Lake - Rescue and Emergency Procedures	

10. Reports..... 23

- a. Accident Form/Injury to a Park Patrol
- b. Incident Reports
- c. Boat Dock Forms
- d. Lifeguard Daily Log

Exhibits:

- A. Lifeguard Daily Log
- B. Incident Report Form
- C. Accident Report Form
- D. Time Off Request
- E. Timesheet
- F. Uniform Requirement
- G. Aquatic Coordinator Job Description
- H. Head Lifeguard Job Description
- I. Instructor/Lifeguard Job Description

1. Introduction

Welcome to the Aquatics Program at Cameron Park Community Services District. The District operates two aquatic facilities: Cameron Park Lake and the pool at the Cameron Park Community Center. We have a long history of safe summers and expect that to continue that endeavor with your help. There are 3 basic principles:

1. Professionalism at all times.
2. Responsibility for your own safety and the safety of others.
3. Dependability.

The Aquatic's Program expects and demands someone who will devote their summer to improving basic lifesaving skills, first aid skills, and customer service skills. When you wear the uniform of a lifeguard, these skills (and more) will become your duty.

2. Goals

Cameron Park Community Services District has established the following goals for the Recreation Department's Aquatic Program:

Provide a safe and healthy environment for patrons to enjoy public swimming



Provide professional swimming and water instruction to all ages and abilities



Provide professional and appropriate emergency care in the event that it is warranted



Provide patrons with knowledge of safe boating practices and prevention of boating accidents

3. Communication & Chain of Command

The line of authority extends from the General Manager to the Recreation Supervisor, and then to the Marketing/Community Outreach Specialist, Aquatic Coordinator, Head Lifeguard, and Lifeguard(s) and Cashier(s) equally. The intention of this Chain of Command is to maintain the principles of good supervision and administration. This system provides an effective means of communication among the total aquatic staff and ensures a well-organized operation. Every level in the Chain of Command is important and necessary to meet all of our goals and objectives.

In the absence of the Aquatics Coordinator, the Head Lifeguard will assume responsibility of the aquatic facility.

General Manager
Recreation Supervisor
Marketing/Community Outreach Specialist
Aquatics Coordinator
Head Lifeguard
Lifeguard, Swim Instructor, Cashier

Contact Information:

Recreation Supervisor: Tina Helm

Phone 530-919-2089

Marketing/Community Outreach Specialist: Miranda Nelson

Phone 530-350-4658

Aquatic Coordinator - TBA

Head Lifeguard - TBA

4. Orientation & Skills Testing

a. Employee Orientation

Once a prospective employee has accepted an aquatic position, that person is required to attend an orientation session. During Orientation, each employee is notified of their training schedule, issued a uniform, will complete hiring paperwork and receive an Aquatics Staff Manual. Although most of the Staff Manual material is covered during Orientation, it is the employee's responsibility to review all sections and sign the provided statement stating that they have read and understand the content.

b. Staff Meetings & In-Service Training

All District employees are required to attend staff meetings and in-service training. The purpose of these meetings and trainings is to prepare staff to react to any situation related to the operation of the aquatic facilities. Success as a lifeguard is contributed to practicing skills that could be used during an emergency and at a moment's notice. Constant practice with feedback from instructors for improvement will increase the likelihood of a positive outcome during an emergency. These trainings are mandatory and are a condition of employment.

c. Employee Skills Testing

As a lifeguard, the health and safety of the public and employees is of extreme importance; therefore, the Aquatics Division has set minimum skill standards that new and returning employees must meet. Failure to meet the minimum standards will disqualify the individual for employment with the District. **In order to evaluate the skills of new employees, an aquatic interview will be conducted along with a formal interview.**

Staff members are required to perform a variety of rescue techniques as well as demonstrate strokes, turns, and diving to swimmers. For this reason, all staff must maintain a high level of physical fitness. Skill performance and physical fitness are evaluated routinely as part of the staff in-service training program. **Skill performance will be tested throughout the summer with the use of "Red Shirt Drills". These drills will take place randomly throughout the summer at both the pool and the lake. Each guard will perform in at least one red shirt drill at each location.**

d. Conditioning Program

Staff members are encouraged to participate in Lap Swim (free of charge) three or more days a week to maintain good physical fitness during the season. Any staff member who is unable to perform any required skills will be suspended or reassigned until their level of fitness is improved and they are able to successfully perform their skills.

5. Work Schedules & Timekeeping

a. Work Schedules

Work schedules will be made on a weekly basis (Monday to Sunday), approximately 7 days in advance. Changes to work schedule may occur due to weather, enrollment and attendance. New work schedules will typically be emailed and posted in the lifeguard office at the Lake and Pool. **The Whentowork.com site is where the schedules will be posted.**

- Cameron Park Lake

Cameron Park Lake is open daily from 11:00 A.M. - 7:00 P.M., and assigned work hours vary between those hours.

- Community Pool

The Community Pool is open daily from 7 am to 9:15 pm for a variety of programs as follows:

- Swim team and lap swim in the morning **7:00-10:00am**
- Water Aerobics **9:00-10:00am**
- Swim lessons mid-morning **10:00am-12:30pm**
- Public swim is scheduled **1:00-4:00pm**
- Lessons and swim team **4:00-7:00pm**
- Water Aerobics **6:30-7:15pm** (Tuesday & Thursday)
- Public swim in the evening from **7:15-9:00pm** (weekdays only)
- Weekend public swim **1:00-5:00pm** (Saturday & Sunday)
 - When there are Saturday swim meets, public swim is scheduled **3:00-7:00pm**

Employees are expected to be on time and ready to work at the start of their assigned shift. After clocking in, each employee shall check-in with the Aquatics Coordinator or Head Lifeguard when they have arrived and are ready to work. When the shift begins, employees shall be in uniform with all necessary equipment and supplies. The beginning of a shift is not to be used for applying sunscreen, changing into uniform or other personal business which should be completed prior to the start of the shift. Employees can expect to assist in the preparation for the start of a program including the moving of equipment and supplies.

Employees may leave at the end of their shift, once all of their duties have been completed and they have been excused by their supervisor. When leaving, please check out with the Head Lifeguard or Aquatic Coordinator.

The work should not exceed 40 hours per week, unless an exception has been made by the Recreation Supervisor. Unauthorized work is the assumption of duty assignments from another employee without authorization from the Recreation Supervisor, or self-issuance of a duty assignment, is not permitted.

b. Breaks & Meal Periods

To maximize lifeguard vigilance and prevent fatigue, lifeguard rotations are established to allow staff members a 15-20 minute break at least every 2 hours. These breaks should be taken in the staff office, out of the sun and heat. Please use this time to eat a snack, drink, rest and reapply sunscreen. Staff members are expected to stay onsite during these breaks and this is paid time. Meal periods (lunch breaks) are provided to staff members working more than 6 hours in a day. Meal periods are 30 minutes long. Lifeguards are relieved of all duties and are permitted to leave the facility during their meal period. 30 minute meal periods are not paid.

c. Time Cards

Aquatics staff will be issued a ***District ID card and/or*** timesheet. Staff will clock in to start and finish the work day. To ensure accuracy, proof the timecard daily and provide your initials. Sign the timecard on the bottom. Failure to sign your timecard may result in a delay of payment until the next pay period.

Changes to your time card must be initialed by you and the Aquatics Coordinator, or Head Lifeguard if the Aquatics Coordinator is not available

d. Pay Days

Payday is every other Friday.

The pay period is Sunday thru Saturday, ending the Saturday prior to payday. Checks will be directly deposited in your specified account, with copies of payment hand-delivered to staff or mailed. *Direct Deposit is MADATORY.*

e. Time-Off Requests

At the time of hire, employees will notify the District of any days off needed during the summer season. These prearranged days off are specified in a contractual employment agreement. Prearranged days off to be included, for example, would be family vacations, birthdays, weddings or reunions. This greatly help the District staff when coordinating summer work schedules.

If an additional day off is needed during the summer, employees must request the day off from the Aquatics Coordinator with a completed time-off request a MINIMUM OF TEN (10) DAYS IN ADVANCE. Requests with shorter notification may be considered but more difficult to grant. All requests will be considered and, if possible, granted.

If the schedule is already posted for those dates, or someone has previously requested those days off in the contractual agreement, then the employee may try to obtain a substitute with Aquatics Coordinator's approval following the Shift Change Request process.

Excessive requests for days off indicates a lack of responsibility and will be given consideration in the employee evaluations and assignments.

It is the employee's responsibility to check for approval of time-off requests. Submitting the request does not mean approval was granted and unauthorized absence from your assignment will result in disciplinary action.

f. Shift Change Request

Switching shifts with another employee is not recommended, but sometimes a situation arises that finding a substitute is necessary. If a substitute is needed, complete the following process:

- Go to the Whentowork.com website and request the change – someone will accept the change and the swap will need to be confirmed – then posted on the site. **Shift change request forms will also need to be completed.**

Shift Change Request Forms may be denied for the following reasons:

- Proposed substitute is working over 8 hours in a day, over 40 hours in a week Saturday through Sunday, or over 6 days in a row;
- Form not submitted within 72-hours of change requested;
- Allotted Shift Change Requests per month has been exceeded; ***only three shift changes are considered each month.***

g. Absences & Tardiness

- Absence Due To Illness, Personal Injury or Emergency

If an employee is unable to come to work due to illness, personal injury, or family emergency, immediately contact the Aquatics Coordinator so a replacement can be assigned. If the Aquatics Coordinator cannot be reached, call the Recreation Supervisor.

- Tardiness

There is no tolerance for employees who arrive late OR are unprepared to begin their shift on time. While each situation will be handled on a case-by-case basis, typical disciplinary action taken will include verbal and/or written warning for the first offence. On subsequent offenses, the employee may be sent home without pay, suspended or terminated.

6. Uniforms, Health & Safety

a. Uniforms

Lifeguards shall be in uniform at all times while on duty. *Red shorts and/or red one piece/tankinis swimsuits are required as a guard uniform and can be purchased by employees at the California swim shop or Big 5 Sporting Store – see uniform requirements.* Aquatics staff will be issued two uniform lifeguard shirts, a whistle and hat; additional shirts are available to purchase. Footwear, a sandal with a strap that floats such as Texas, Flojos, **are** required when working at the Lake and Pool. Lifeguards must also wear sun glasses and sun screen. No unauthorized clothing will be worn while on duty. Staff shirts should not be worn when not on duty (i.e shopping at Safeway).

When teaching lessons, swimsuits can be worn without a guard shirt. A red or blue GUARD sweatshirt may be worn during inclement weather – no other logos sweatshirt allowed. On-duty employees will remove all jewelry that includes bracelets, necklaces, earrings, etc. as a safety precaution from injury.

b. Professionalism/Aquatic Staff Rules

Employees are expected to conduct themselves as role models. They must follow all pool rules and act in a safe, professional manner at all times. Personal conversations must be kept to a minimum while in the work area. This includes the pool deck, office, bathroom, and parking areas. Friends are not permitted to visit during work hours. Off-duty employees should remain off the pool deck and are not permitted to socialize with on-duty lifeguards.

1. Be professional, courteous and always tactful.
2. Maintain an alert posture, so that anything unusual in the water can be spotted and signals from other guards can be seen and/or heard.
3. **NEVER** sit down on anything but the lifeguard stand while on duty.
4. Stay in assigned area until relieved.
5. Refrain from unnecessary talk or visiting with public.
6. Refrain from eating while on duty. Eating during breaks is acceptable only in designated areas.
7. Promptly enforce all Swim and Boating Rules, making requests to pool users and the public in a courteous and determined manner.
8. On rover duty, be primarily concerned with the water area.
9. Always wear a whistle around your wrist/neck.
10. Keep "groupies" away from the guard stands or boat dock area.
11. Never allow anyone other than District employees into the Boat Dock area, including Boat Dock booth and gated dock area.

12. Do not gather with other personnel. (No standing around the towers.)
13. Breaks can be taken in the shade or in the lifeguard **office**. Remain within hearing distance of the swimming area in case of an emergency and backup is needed.
14. Do not swim while on duty, other than making a rescue, or conditioning during assigned times.
15. Never use abusive language or profanity in the execution of your duties.
16. Never violate swim or boating rules.
17. Do not transport pool users or victims in your own car for any reason.
18. Lifeguards - **never** go into the concession stand.
19. Cashiers - do not allow people to gather in front of the window and keep all unauthorized personnel out of the Cashier Booth.
20. No cell phones should be used at any time besides when on break.

c. Telephone Numbers, Phones and Computer Use

All information on the staff phone list is to be kept confidential. The phone number to the Aquatic Center is NOT given to the public at any time. Immediate family members may be given the number to the pool in case of a family emergency. Family members should be informed that messages will be taken for you while working, unless they must speak with you urgently.

The phones in the pool office are limited to work-related business. The phone must be kept available for emergency use. Brief, personal calls from the pool phone may be made during your break and only with a supervisor's approval.

Cell phones must be stored away and in silent mode while working. Cell phones may be used during breaks; however, phone conversations are not permitted in the office and never on the pool deck.

d. Employee Health & Safety

Staff members must take every precaution and follow all rules to avoid endangering their wellbeing.

- Take PPE – Personal Protection Equipment when providing any first aid or emergency care. **Non-Latex** gloves must be worn any time you are providing care to someone who is injured or ill. Resuscitation masks must be used whenever you are providing rescue breathing.
- Employees are encouraged to bring a water bottle on deck and maintain an adequate level of hydration. Water bottles should accompany lifeguards on their rotation. Please alert a manager if you need a refill while out on rotation.
- Employees are also cautioned against the risk of heat illness. Any staff member experiencing symptoms of heat illness (headache, excessive thirst, dizziness, drenching sweats, weakness, etc.) should notify the Head Lifeguard immediately.
- To minimize the risk of skin cancer, sunscreen must be worn at all times; shirts and hats must be worn whenever lifeguarding to provide additional protection from the sun.

DRAFT

- Use common sense when walking to and from the parking area, especially in the evening. Employees are to leave the facility as a group and walk together to their vehicles.
- A staff member may not jeopardize their own safety by inserting themselves into potentially dangerous situations. If, at any time, a potentially dangerous situation arises (angry customer, activities in parking lot) employees are to alert management and/or dial 911 immediately.
- Ear infections can result from frequent exposure to water. If an infection is suspected, see a physician as soon as possible. Meanwhile, keep the ear warm and dry.
- Hair should be neatly kept and out of the eyes, **i.e. in a ponytail or bun.**

e. Employee on-the-job injury and Workers' Compensation

Part-time employees are covered by worker's compensation insurance for work-related injuries/illness. When an employee is injured on duty s/he shall report the accident immediately to the Aquatics Coordinator or Head Lifeguard. This applies to all injuries, whether minor or serious.

If emergency care is needed, call 9-1-1 immediately. Injured employees are treated at Rapid Care, 4062 Flying C Road; take Cambridge Road to south of Hwy 50.

Aquatics Coordinator or Head Lifeguard shall have the primary responsibility of issuing a Worker's Compensation form to the injured employee and completing the packet of information. Please contact the Aquatics Coordinator or Recreation Supervisor for any questions.

7. Daily Operating Procedures

a. Opening Procedures – always 2 guards

Lake Opening Procedures

The lifeguard key will be kept at the Kiosk and collected daily by the first scheduled lifeguard. The key opens the gates around the swim area, the aquatic shed and the boat dock - including the boats. The key is to remain in the lifeguard shed once all the facilities have been opened.

Complete, start and sign the Daily Log.

First Guard: (TOWER 1): Put out umbrella, back board, rescue tube, hand held megaphone, First Aid Kit, clipboard, and ONE radio.

Second Guard: (TOWER 2): Put out umbrella and rescue tube, and hand held megaphone.

There should be a minimum of two guards on duty.

Next scheduled Guard: Get rescue tube and rotate through rotation - unless it's a weekend see below:

BOAT DOCK will only be open on weekends – or when rented for groups – Concession Staff operate the boat dock.

Pool Opening Check List

- ✓ Arrive 15-20 minutes before pool opens to remove pool tarps, inspect pool and equipment.
- ✓ Complete, start and sign the Daily Log.
- ✓ Check pool area for hazards; check slide and **complete slide log DAILY** before slide is opened for public swim – usually 1:00pm.
- ✓ Pick-up trash, debris and any unused equipment and supplies on pool deck.
- ✓ Inspect and set out all rescue equipment (backboards, rescue tube, ring buoys).
- ✓ Check restrooms for cleanliness and make sure it is fully stocked of supplies.
- ✓ Make sure that all staff has arrived and is ready to go; complete appropriate paperwork for late/absent employees and call substitutes if necessary. Inform Aquatics Coordinator.
- ✓ Everyone on duty will need to be on the deck when the pool is open – there should not be a guard on break for at least 1.5 - 2 hours into the rotation.

Once the opening procedures are complete, the pool should be ready for business. It is very important that **the** staff is dressed and ready 15 minutes prior to opening time. Opening the

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pool late or closing early requires permissions from the Recreation/Aquatics Coordinator or the Recreation Supervisor.

First Aid Kits

First Aid Kits must be checked daily and replenished if necessary. If items need to be replaced the first aid supplies are stored on site. Please make sure this is done as items may be taken out of the kit to test the staff if the kits are being checked daily. If first aid supplies are running low, please notify Aquatics Coordinator.

b. Closing Procedures

Lake Closing Procedures

As guards go off duty, bring in all equipment from assigned station, including the rescue tube. The last two guards to close are responsible for putting away remaining equipment at the completion of the day. Closing staff shall secure lifeguard shed and gates and return the key to the Kiosk when leaving for the day. Collect and sign all Daily Logs. It is the responsibility of the closing staff to turn in the key for the opening staff the next day. If the key is not left in the kiosk for opening shift, inform the Coordinator or return the key before 11:00am when the opening staff arrive.

- ✓ RADIOS - place in the chargers located in the maintenance shop BEFORE you leave for the day. If the maintenance person is not there please leave with the Kiosk person.
- ✓ PLASTIC MEGAPHONES - place inside the break room on the desk.
- ✓ RESCUE TUBES - hung in the break room.
- ✓ UMBRELLAS - stored the break room. *Please be careful with them.*
- ✓ FIRST AID KITS & CLIP BOARDS – stored inside the break room.
- ✓ DAILY LOGS – collected, signed and placed into the file.
- ✓ KEYS – are returned up to the front booth.
- ✓ REPORTS – collect any other forms and reports such as Accident, Incident, Rescue Reports, Shift Change requests, etc.

Pool Closing Procedures

Properly securing the pool complex is of the utmost importance. It is the Aquatics Coordinator or Head Lifeguard's responsibility to be sure all gates and doors are securely locked. Failure to properly lock the pool could result in vandalism, an injury or a drowning. Therefore, you should double check yourself if you are in doubt.

- ✓ Complete all administrative reports:
 - Accident/Incident/Rescue Reports
 - Daily Log
 - Slide Log
- ✓ Tarp the pool
- ✓ Hose off the deck/slide when open

- ✓ Store and secure all safety equipment
- ✓ Pick up all lost and found items
- ✓ Pick up all trash and debris from pool area including grass and bleacher areas
- ✓ Inspect restrooms for vandalism, damage and cleanliness
- ✓ Clean guard Room/Offices
- ✓ Insure pool facility is ready for opening for the morning shift
- ✓ Turn off all lights
- ✓ Lock all doors/gates
- ✓ Set alarms, if required

c. Lifeguard Daily Log

- Each day, a Daily Log will be completed **during pool and lake operation**.
- The first lifeguard on and the last lifeguard off will sign the report.
- Chemical checks of the water will be performed hourly and documented on the chemical check log sheet.
- Duty hour's section will be marked as scheduled.
- Be sure that the Day, Date, District, and Station is completed.
- Complete the water and weather conditions.
- Note Lifeguard activity on the front of the form; and on the back of the form, a brief description of the activity (Safety contacts, R/R's, visitor contacts, first aid, rescues, etc.) along with the time, station and first aid (if any and what type). Mark first-aids and rescues with place and time; i.e... Minor First Aid - std. #2 (15:20).
- When noting a verbal warning to a boat or park visitor include the rule violated.

Lifeguards will perform a head count once an hour, of people at the facility both in and out of the water.

d. Slide Daily Logs –

When the slide is open, the check off sheet (daily log) will need to be completed every day – the Head Lifeguard and/or Aquatic Coordinator shall check this is completed daily. If the slide is not opened during public swim – the form still needs to be completed and it be noted that the slide is NOT open. If for some reason the slide is closed during public swim this also needs to be noted on the daily log.

e. Swim Instruction

At the beginning of each session, there is a mandatory Swim Instructor/Aquatics Aide meeting for all Aquatics Staff. The specific meeting times and dates are subject to change.

Instructors are responsible for putting away the teaching equipment daily. Please be responsible and help each other putting away and setting up for swim lessons.

f. Care of Equipment and Facility

Personnel are reminded to treat all equipment with care. Employees can be held financially responsible for any damage done to the facility or equipment. Please avoid throwing or dragging equipment on the deck and help remind our guests to do the same. If you notice any problems with equipment, or safety hazards around the facility, correct the problem or report it to your supervisor immediately.

After programs, equipment is to be stored neatly in designated areas. This equipment includes chairs, tarps, tarp rollers, lane **lines**, pace clock, kickboards, backboard, rescue tubes, first aid kit, toys and all other equipment associated with the operation of the aquatics program.

Please keep all personal items in your assigned storage **locker**, or hung up on the rack in the office.

g. Cloudy/Rainy Conditions

On cloudy, overcast, or rainy days, the aquatic facilities are to remain open unless authorized by the Recreation Supervisor. The Head Lifeguard (or first arriving lifeguard) will call the Aquatics Coordinator or the Recreation Supervisor for a decision after arriving at the park. If the Aquatics Coordinator or the Recreation Supervisor can not be reached, ask at the Kiosk for direction, as the kiosk may have received instructions about the inclement weather. The Aquatics Supervisor will make appropriate adjustments, if any, to the staff schedule and notify staff.

8. Accident Prevention

a. Swimming Rules – Lake & Pool

It is the prime responsibility of Aquatic Personnel to prevent accidents before they happen. Rules are established to prevent accidents. Lifeguards are expected to enforce the Rules strictly and fairly.

1. No pushing or throwing people into the water.
2. No chicken fights, shoulder rides, wrestling, roughhousing or towel snapping; no throwing sand, rocks, or weeds.
3. No diving in shallow water.
4. No spouting water, spitting, or blowing nose.
5. No eating or smoking in the water; No gum chewing.
6. No large equipment, such as a rowboat with oars, or inflatable boating equipment is allowed in swim area.
7. No floatation devices are allowed except for Coast Guard approved lifejackets.
8. No sitting, holding onto or "riding" the buoy lines.
9. All lifeguards are to be strictly obeyed.
10. No glass or bottles allowed in the swim area.
11. Lifeguard stands are for the exclusive use of the guards. No one else is permitted to use them or climb on them.
12. Non-swimmers are not allowed to swim in deep water area; the buoy line is placed in the shallow end of the swimming area. Swimmers with flotation devices are not allowed in deep water area. A swimmer must be able to swim without an aide in the deep water.
13. Absolutely no swearing or profanity.
14. No sitting or climbing on the rocks; no jumping from rocks.
15. No throwing balls, Frisbees, etc. during crowded times.
16. No littering on beach or water.
17. No naked babies; water diapers are required.
18. Proper swim attire is required when swimming – jeans are not allowed. T-shirts can be worn to prevent sun burn.
19. Thongs (underwear) are not allowed.

b. Boating Rules - Cameron Park Lake

Boat Dock scheduled to be opened weekends (holidays) only, or during the week when reserved in advance.

1. Private, non-motorized boats are permitted on lake, but no mechanical launching is permitted.
2. All private boats and rented boats must be equipped with coast guard approved flotation devises for each person in the boat.
3. Boat rental fees are \$5.00 per hour for paddleboats and Kayaks.
4. Late fees are charged on a half hour basis at \$2.50 per half hour and full price for any time over 30 minutes.
5. Children 8 years old and under **MUST** be accompanied by an adult 18 years or older.
6. Children 9 through 12 years old may rent boat without adult but must wear a Coast Guard Approved life preserver/ PFD at all times on boats.
7. Unsafe or frivolous operations of either private or rented boats may result in their removal from the lake without refund.
8. Food or beverage, with the exception of bottled water, is not to be taken on boats.
9. Overnight storage of boats is prohibited.
10. Boats are rented on a first come- first serve basis. Reservations are not accepted. Rental time starts when boat is paid for at concession stand.
11. The maximum number of people allowed in the paddleboats is 4. No exceptions!!!

c. Whistle and Hand Commands

In order to get a patrons attention, or get a Lead or Manager to assistance, or clear the Pool, use the following protocols:

- **One Long Whistle Blast:** Will activate the facility E.A.P. to alert all staff of the impending emergency situation.
- **Raised Fist above Head:** Lifeguard needs assistance (use in combination with two or Three short whistle blasts)
- **Arms Crossed Above Head:** Stop dispatch on slide
- **Thumbs Up:** Dispatch next rider down slide

d. Scanning and Surveillance

A lifeguard's primary job objective is the active scanning and surveillance of pool guests. Lifeguards should not be distracted with any other duties or assignments that will prevent them from achieving this objective to its fullest. Below are the accepted scanning patterns.

- **The Full Arc Scan with Pronounced Downward Bottom Sweep and Head Bump**
This scan is done by beginning at the lower left corner of your zone, sweeping your head and eyes 180 degrees in an arc motion. The arc ends at the lower right corner of your zone, you then complete the scan with a bottom sweep, moving your head and eyes across and to the left, making a head bump up when your head is down in front of your feet to capture the part of your zone the arc missed, bumping your head down again to the bottom of your feet and continuing the bottom sweep, ending at the lower left corner of your zone and begin again.
- **The Spoke Scan with Pronounced Downward Bottom Sweep and Head Bump**
In the bottom middle section of your zone, begin by sweeping your head and eyes to the left until you're at the bottom left part of your zone. Sweep your head and eyes up a third of the length of your zone and then begin sweeping back down to your start point, the bottom middle section of your zone. Begin sweeping your head and eyes up again, but at a 45 degree angle from the bottom of the pool. Sweep your head and eyes over slightly and then sweep your head and eyes back down to your start point, the bottom middle section of your zone. Begin sweeping your head and eyes up again as if you are doing your head bump, but go all the way to the top of your zone. Sweep your head and eyes over slightly and then sweep your head and eyes back down to your start point. Continue this pattern of sweeping your head and eyes up your zone at an angle and moving your head and eyes over slightly and sweeping back down to your start point until you have covered your entire zone. You should sweep no more than 3-5 spokes, depending on the width of your zone. Complete the scan with a bottom sweep, moving your head and eyes across to the left, making a head bump up when your head is down in front of your feet, bumping your head down again to the bottom of your feet and continuing the bottom sweep to the lower left corner of your zone.
- **The Parallel Lines Scan with Pronounced Downward Bottom Sweep and Head Bump**
Beginning at the upper left corner of your zone, sweep your head and eyes horizontal across the top of your zone ending at the upper right corner of your zone. Sweep your head and eyes down about a fourth of the distance of your zone, and then sweep your head and eyes horizontal across that section of your zone ending on the left hand side. Continue this pattern of sweeping your head and eyes horizontally across your zone and moving your head and eyes down a fourth of the way until you are at the lower right corner of your zone. You should sweep no more than 3-6 times across, depending on the length of your zone. Once at the bottom right corner you then complete the scan with a bottom sweep, moving your head and eyes to the left, making a head bump up when your head is down in front of your feet, bumping your head down again to the bottom of your feet and continuing the bottom sweep to the lower left corner of your zone. The bump needs to go only 8 to 10 feet out.
- **Lake**
The lake is divided into two stations, with a possible third guard roving in the water along the buoy line. A section of the water area is designated for each lifeguard station, with an overlapping of zones. There should be an overlap by all zones in the middle area of the lake along with double coverage when the third guard is in the water.

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T1 - Station 1 –The zone covers the area to the right side of the tower from the shore to the base of T2 (station 2) on the left side, scanning the water in a semi-circle with the water area in front of the chair being approximately two-thirds of the way in the center of the lake.

T2 - Station 2 – The zone covers the area from the base of T1 (station 1) on the right and to the water's edge beyond the buoy area to the left side , scanning the water in a semi-circle with the area in front of the chair being approximately two-thirds of the way in the center of the lake.

Rover – The rover will cover the area in the water where the zones overlap. This area is usually where the shallow area starts getting deeper. The rover can also scan the water from the beach.

e. 5 Minute Scanning Strategy

This effective system requires lifeguards to change their posture and position every five minutes. This strategy keeps your scanning efforts organized and your attentiveness high. Follow these steps to perform the Five Minute Scanning Strategy:

1. Consistently scan your zone, sweeping your eyes and turning your head so that you can see every area of the zone every 10 seconds;
2. First look at the bottom and under the water. Then asses the patrons in your zone on the surface and look for behaviors that may indicate distress or drowning
3. Every five minutes, change posture and position. The three different posture and positions are sitting, standing or strolling; incorporate all three into your rotation.

9. Rescue & Emergency Procedures

a. 30 and 2 Aquatic Standard

Lifeguards are challenged to meet the 30 and 2 Aquatic Standard at all in-service training as a pass/fail performance. The 30 and 2 Aquatic Standard applies a strategy that entails: 30 seconds to recognize a distressed guest and activate the EAP and 2 minutes to make a rescue and extricate guests and begin providing care. That means from the moment a lifeguard recognizes a guest in distress, the guard has two minutes to react, respond, extricate, and begin giving proper care. All equipment including first aid equipment and AED should be ready and available in order to give proper care to the guest.

b. Lake Rescue & Emergency Procedures

The following procedures are to be followed for incidents originating on the Cameron Park Lake:

1. Immediately notify Boat Dock **worker** of the accident.
2. Boat Dock **worker** notifies lifeguards and Snack Bar staff. Snack Bar staff goes immediately to Boat Dock and lifeguards stand by.
3. If appropriate and done in a timely manner, Lifeguard moves (with radio in hand) to observe and assess the situation to determine if and what type of response is necessary.
4. If a response is necessary, he alerts the staff through radioing T1. The Break or Rover guard is sent to the Boat Dock. The Break Guard leaves his radio at T2 before going to the Boat Dock.
5. The Boat Dock guard, Rover or Break guard take Boat Dock radio and first aid kit to scene of accident. The backboard may also be taken if a back/neck injury is suspected. Contact the victim and assess the victim's condition immediately. After the assessment, the condition of the victim is radioed as a Code 1, 2, or 3 and gives brief description of condition and accident. Code 1 – minor, Code 2 or 3 major
6. If the assessment is a Code 2 or 3, warning button is pushed, alerting all guards and the front gate of the situation. Guard is directed to the scene.
7. Keep the radio as clear as possible for the guards giving first aid. The guards will be talking with the paramedics about the condition and location of the victim, as the paramedics will be locking onto our radio signal. One guard should be the only other voice heard on the radio.
8. The easiest access for the ambulance is determined and a guard or concession person opens the appropriate gates for ambulance access. The ambulance is directed from help of the kiosk personnel and guard/concession person.
9. The water is cleared and guards stay for crowd control. Additional guards proceed to where the victim will be brought to shore and either renders first aid or serves as crowd controller at the scene.
10. The Kiosk attendant need to be in the parking lots/ front gate stopping or directing traffic so to allow easy passage of emergency personnel.

11. The victim is brought to safety and is given first aid while being brought to safety if appropriate.
12. First aid continues to be rendered until the EMS takes over.
13. Gather all information about the accident. Fill out an Accident Report (Exhibit D), Incident Report (Exhibit C), and a Release Form (Exhibit X) if appropriate and be sure to get witness information, especially the witness who notified the Boat Dock Guard of the incident.
14. Notify the Supervisor or Coordinator if this is a life threatening accident (Code 3).
15. The Supervisor or EMS personnel then should notify the family of the victim.

c. Pool & Swim Lake - Rescue and Emergency Procedures

1. Lifeguard recognizes swimmer in distress.
2. Lifeguard activates EAP by doing one long whistle blast.
3. Lifeguard(s) enters water to perform appropriate rescue.
4. Aquatics Coordinator/supporting lifeguards on duty provide necessary equipment; first aid bag and/or backboard.
5. Supporting lifeguards contacts the Head Lifeguard or responding lifeguard to see if 911 need to be called.
6. Supporting lifeguards clear the pool and maintain crowd control against pool deck area or parking lot.
7. Lifeguard on slide turns off slide via emergency switch (pool only).
8. Victim is removed from water and first aid is provided.
9. Cashier or lifeguard greets Emergency personnel at entrance.
10. Accident and Rescue Reports are completed and turned in to District office.

10. Reports

a. Lifeguard Daily Log (Exhibit A)

See page 16, Section 7e.

b. Boat Dock Forms (Exhibit B)

The boats will be paid for through the concession stand. Please keep the concession stand aware if there are boats available or all out so that they are not selling boat rentals when no boats are there. The number of boats rented needs to be kept on a daily basis when boats are rented. This log needs to be kept in the file at the lake – the Head Lifeguard and/or Aquatic Coordinator shall check this is completed daily – when the boat dock is open.

c. Incident Reports (Exhibit C)

Incident Reports are completed for non-injury, non-first aid situations. Examples of incidents include stolen bicycles or other items, behavior problems including suspension of swimming privileges for a period of time, fireworks on park property, fights, and rescues by lifeguards where the patron did not require any first aid. Anything out of the ordinary should be recorded on an Incident Report form. Complete Incident Reports with as much detail as possible. All Incident Reports will be turned in to the Aquatic Coordinator/Recreation Supervisor within 24 hours of the incident.

d. Accident Form/Injury to a Park Patron (Exhibit D)

Whenever a Park patron is injured that requires first aid, an Accident Form must be completed. When completing this form, always start at the top and fill out each line. Do not leave any blanks on this form. All injury reports must be completed fully and the supervising Head Lifeguard must initial the completed form. Incomplete or illegible forms will be returned to the guard. The accident form must be submitted to the Aquatic Coordinator/Recreation Supervisor within 24 hours.

If the injured party will be leaving the park to go to the doctor or emergency room on their own accord, and transported in their own vehicle or someone else's vehicle, the guard must have a Release Form (Exhibit X) signed by the patient and/or the person the patient is being released to. The guard must sign this form as well as a witness.

Exhibits

- A. Lifeguard Daily Log
- B. Incident Report Form
- C. Accident Report Form
- D. Time Off Request
- E. Timesheet
- F. Uniform Requirement
- G. Aquatic Coordinator Job Description
- H. Head Lifeguard Job Description
- I. Instructor/Lifeguard Job Description

KIDZ KAMP

2017



STAFF MANUAL

Mary Cahill, General Manager
Tina Helm, Recreation Supervisor
Miranda Nelson, Marketing/Community Outreach Specialist

Updated 1/31/17

Cameron Park Community Services District

2502 Country Club Drive,

Cameron Park, CA 95682

Phone: 530-677-2231

Office Hours:
Monday – Friday
8:00am to 5:00 pm

ADMINISTRATION STAFF

Mary Cahill, General Manager
Lyle Eickert, CC&R Officer
Tam Resovich, Finance

RECREATION STAFF

Tina Helm, Recreation Supervisor
Miranda Nelson, Marketing/Community Outreach Specialist

PARK STAFF

J.R. Hichborn, Parks Superintendent

CAPITOL PRIVATE PATROL

530-672-8500

EL DORADO COUNTY SHERIFF

Emergency: 530-626-4911
Non-Emergency: 530-621-5655

EMERGENCY:

911

TABLE OF CONTENTS

1. Welcome	3
2. Goals & Philosophy	4
a. Objectives	
b. Kamp Philosophy	
c. Courtesy Standard	
3. Job Responsibility & Expectations	5-6
a. Chain of Communication	
b. Staff Responsibilities	
c. On Site Leadership	
d. Staff Meetings	
e. Staff-Parent-Child Interaction	
f. Communication	
4. Camper Check-In & Check-Out Procedures	6-7
5. Program & Activities	7-9
a. Schedule	
b. Messy Arts & Crafts	
c. Outdoor Play	
d. Facility Procedures	
e. Field Trips	
6. Health & Safety Procedures	9-10
a. Bathroom Runs	
b. First Aid	
c. Reporting Child Abuse	
7. Camp Staff Procedures	10-14
a. Personnel Policies	
b. Staff Injuries	
c. Complaints	
d. Payroll	
e. Work Schedules	
f. Absences & Substitutes	
g. Uniforms & Appropriate Dress	
h. Employee Discipline	
i. Sexual Harassment	
8. Camper Behavior Expectations & Discipline	14-16
a. Discipline & Discharge	
b. Americans with Disabilities Act 1994	

1. WELCOME

Kidz Kamp Staff

We consider your employment with the Cameron Park Community Services District an integral part of your professional career. All District staff and volunteers are expected to maintain a positive “can-do” attitude and professional demeanor. We look forward to working with you this summer, and making this the most rewarding summer ever!

Daily activities will include: indoor and outdoor games, arts & crafts, sports, free play, snacks, field trips and lots of fun! Both daily and weekly themes are used to ensure a variety of activities. Children are encouraged to be actively involved, so that they learn to develop social skills and make responsible choices within the structure of the program. Our qualified Kidz Kamp staff supervises all activities.

We personally welcome you to our staff and expect all staff to follow the guidelines in this manual. Please read all sections and learn program policies and rules. Staff is responsible for understanding and complying with all the information in this manual. Do not hesitate to ask the Marketing/Community Outreach Specialist or Kidz Kamp Director any questions you may have regarding Kidz Kamp or the Cameron Park Community Services District. By being responsible staff members, the campers will have a safe, happy and, rewarding summer.

VISION STATEMENT

“A Special Place to Live”

2. GOALS & PHILOSOPHY

a. OBJECTIVES OF KIDZ KAMP

1. Have fun!
2. Teamwork
3. Assure that campers find success in their participation.
4. Participate for the pleasure and enjoyment of the experience.
5. Have respect for the ideas and personal characteristics of others.
6. Learn and experience new activities along with campers - arts and crafts, sports, swimming, nature, etc.
7. Help campers make new friends and be a good friend.
8. Teach campers to spend their free time in a healthy, active, and fun way.

b. KIDZ KAMP PHILOSOPHY

Kidz Kamp provides a fun and safe environment, where campers build self-esteem and feel a sense of belonging. We respect the uniqueness and individuality of all children. Using the fundamental principles of child development, we support the social, emotional, and cognitive growth of our participants. We encourage positive interactions between the children and the community. Kidz Kamp is committed to providing an atmosphere where everyone can express their creativity and build long lasting friendships.

c. COURTESY STANDARDS

Courtesy is more than a smile or an occasional “thank you.” All behavior – verbal and nonverbal – affects the way you are perceived by both customers and fellow employees. Courteous behavior requires a common-sense approach to each individual situation and respect for the person you are interacting with. Courtesy is constantly reinforced through consistent practice. Anything less than courteous behavior on the part of Cameron Park Community Services District employees and volunteers results in a less positive experience for our customers and diminishes our service. The following guidelines have been developed to ensure that our goal of courtesy and exceptional customer service is achieved. These guidelines will provide specific tools and techniques to bring courtesy into all work environments and ensure the best possible experience for our participants. Throughout the District, there will be a conscious awareness that the customer is always right.

3. JOB RESPONSIBILITIES & EXPECTATIONS

a. CHAIN OF COMMUNICATION

The line of authority extends from the General Manager to the Recreation Supervisor, to the Marketing/Community Outreach Specialist, then to the Kidz Kamp Director, and to the Kidz Kamp Leaders. The intention of the Chain of Command is to maintain the principals of good supervision and administration. This system provides an effective means of communication among the Kidz Kamp Staff and ensures a well-organized operation. Every level in the Chain of Command is important and necessary to meet all of our goals and objectives.

1. General Manager
2. Recreation Supervisor
3. Marketing/Community Outreach Specialist
4. Kidz Kamp Director
5. Kidz Kamp Leader

Contact Information:

6. Kidz Kamp Director:
Miranda Nelson: (916) 335-8483 / (530) 677-2231
7. Marketing/Community Outreach Specialist:
Miranda Nelson: (916) 335-8483 / (530) 677-2231
8. Recreation Supervisor:
Tina Helm: (530) 919-2089 / (530) 677-2231

b. KIDZ KAMP STAFF RESPONSIBILITIES

Kidz Kamp Leaders are responsible for helping lead workers and directors with the following tasks:

1. Planning and implementing a well-rounded program for everyone.
2. Keep all working areas of the camp clean.
3. Plan special days and events.
4. Provide feedback about the program with lead workers & directors.
5. Set an example for campers.
6. Take steps to ensure the safety for yourself and campers.

c. ON SITE LEADERSHIP

The most important need of any recreation site is good leadership. The direct influence of good leadership upon the lives of the children will be reflected upon the community.

With strong leadership, the site becomes an organized and constructive influence where fair play, high ideals, and good citizenship are instilled in the participants. Here the children should experience the joy of wholesome recreation activities that will lay the pattern for worthwhile leisure outlets during their life.

The leader should keep in mind that their actions, thoughts, observations, attitudes, and opinions will influence many lives and establish permanent patterns of behavior.

d. STAFF MEETINGS

It is mandatory that all Kidz Kamp staff attend all meetings on Wednesday evenings at 5:30pm. Staff is required to attend various trainings at the lake or Community Center or offsite locations. These meetings and trainings cover important information pertaining to the Kidz Kamp Program. These meetings are paid time.

e. STAFF-PARENT-CHILD INTERACTIONS

It is important that staff strives towards the development of self-esteem in children by expressing respect, acceptance, and comfort. Developmentally appropriate guidance helps children to develop self-control, make better decisions, and make better choices for themselves.

The Marketing/Community Outreach Specialist and Kidz Kamp Director will guide staff in appropriate techniques in working with school-age children. This process will be ongoing during your employment. If any problems occur with a technique, the Marketing/Community Outreach Specialist or Kidz Kamp Director will discuss this problem with you immediately and confidentially. If the problem continues, it may be brought to the Recreation Supervisor's attention.

Working with the parents can be difficult. If appropriate, give parents positive information about their child's day. If negative behavior needs to be shared with the parent, report this information to the Marketing/Community Outreach Specialist or Kidz Kamp Director to handle. If a Kidz Kamp Leader must share an incident with a parent, please make sure the Kidz Kamp Director is aware of incident and conversation. If it is a serious problem, completing an Incident Report may be required. The Marketing/Community Outreach Specialist or Kidz Kamp Director will talk with the parents. Please remember in all situations, **confidentiality must always be maintained.**

Note: Remove sunglasses when speaking with parents.

f. COMMUNICATION

If a parent questions you regarding program policy or billing, refer them to the Kidz Kamp Director, Marketing/Community Outreach Specialist, or Recreation Supervisor. Unless you are absolutely sure of your answer, let a parent know you'll find out the correct answer, and will get back to them. Never make up an answer to satisfy the parent.

4. CAMPER CHECK-IN & OUT PROCEDURES

All children must be checked into the site upon arrival. The Kidz Kamp Sign-In/Out Forms have lines for AM & PM check-in & check-out. Only parents or authorized adults on the information form can sign children in or out.

No child may be released to anyone other than persons authorized on the emergency forms and information forms. If authorized person is not familiar to staff, check their I.D. If a person is not authorized, the child may not be released.

NO OVER THE PHONE AUTHORIZATIONS ARE ACCEPTED. AUTHORIZATIONS MUST BE MADE IN WRITING BY PARENT/GUARDIAN FOR PEOPLE TO PICK UP CHILDREN THAT ARE NOT ON THE EMERGENCY LIST.

For children who are picked up after 5:30pm, please note correct time on both sign-out sheet and late pick-up record form. Parents are charged a late pick-up fee of \$1.00 per minute per child each incident of tardiness. Parents should be called if they are more than five minutes late picking up their child after Kidz Kamp. If both parents are unavailable, then call people off the pickup list (found on the emergency card).

Children should not to be signed into Kidz Kamp prior to 7:30am. If you are assigned to work at 7:15am for set-up time, keep the site door locked and do not let campers in until 7:30am. If staff notes the same child continually arriving prior to 7:30am, please let the Kidz Kamp Director know immediately.

5. PROGRAM & ACTIVITIES

Kidz Kamp provides a variety of activities and games each day. Be prepared to play hard, get messy, use a lot of energy, and be very flexible. Check with the Kidz Kamp Director as to where all supplies are kept. Staff must prepare and set-up projects prior to activity time. Staff's first responsibility is the children. All planning, preparation, and clean up should not interfere with, or be instead of, supervision of children.

a. SCHEDULE

This general plan may be followed when planning activities for the day. Factors to consider are: weather conditions, temperature, daily routine of opening and closing, lunch time, field trips, and swim time.

7:30am – 8:15am	Kids Arrive, Introduction, Board Games and Games
8:30am – 9:45am	Morning Game and Activity, Daily Announcements
9:45am – 10:15am	Snack Time, Free Time, Sunscreen
10:30am – 12:00pm	Outdoor Large Group Activity
12:00pm – 12:30pm	Lunch, Free Time
12:30pm – 1:00pm	Bus Transfer, Change for Swim, Sunscreen
1:00pm – 3:30pm	Swimming, Gym Games, Arts and Crafts
3:30pm – 4:00pm	Change, Snack Time
4:00pm – 5:00pm	Organized Activity
5:00pm – 5:30pm	Campers Picked Up, Staff Cleaning, Free Play for Campers

The idea is to come prepared with program ideas to meet the needs of your group. It should be structured; but flexibility is extremely important when working with children.

Planning of the daily schedule of activities calls for good judgment and the ability to improvise. The schedule should be flexible and subject to change when necessary. *The children's safety is our greatest concern!*

b. MESSY ARTS & CRAFTS PROJECTS

When planning messy art projects make sure to:

1. Notify parents and campers ahead of time to have children bring old clothes the day of the messy project.
2. Cover tables and floor with newspaper or plastic sheet.
3. Do not wash plaster or paint down the sink drain.
4. Everyone who participated in making a project helps to clean up.

Kidz Kamp encourages all creative projects! Please follow assigned or planned project for the day. Pre-approve any new project with the Kidz Kamp Director or Marketing/Community Outreach Specialist. Staff should let the Kidz Kamp Director know when supply inventory becomes low, the Kidz Kamp Director will notify the Marketing/Community Outreach Specialist. If you want to do a new project and need special supplies, let the Kidz Kamp Director know of your request at least one week in advance. Due to budget constraints, some projects may be denied. Notify the Kidz Kamp Director of supply needs before you use the last of something.

Children's art has no right or wrong way. Children are encouraged to be creative and form their own design. You are there to facilitate the children's projects, not to be focused on making your own creations.

If you see something that needs to be done, do it! If you have free time, there is always something to do; prepare art projects, clean room, bulletin boards, and work on activity plans.

c. OUTDOOR PLAY

Staff must place themselves strategically around the play area to supervise campers. It is okay to play with children, if you are able to watch the whole group at the same time. It is not okay for staff to stand together and talk, or sit down at tables while campers are participating in free play. Every staff person is responsible for enforcing the following rules:

1. Climbing equipment should be used only when dry.
2. Children should be respectful and patient toward one another.
3. Children need to be supervised and visible at all times.
4. Running/Tag games need to be played on grass areas only.
5. Jump only off of specially designed equipment.
6. Children should not play unsafely on equipment/bars.
7. Children should use both hands when on bars.
8. Bark, stones, rocks, sand, and sticks need to remain on the ground.
9. Staff should check areas prior to use for dangerous/inappropriate objects.

10. Fences are not to be climbed.
11. Pick-Up any broken glass or dangerous debris immediately.
12. Keep shoes on at all times.
13. All equipment must be returned to crafts building after use.
14. Children must stay within play area boundaries at all times.
15. For anyone riding their bicycle to camp, they are to lock their bicycle in the racks provided near the gymnasium.

d. FACILITY PROCEDURES

Maintaining a clean and safe environment at Kidz Kamp is a constant and daily effort. All staff has the responsibility of daily chores:

1. Sweep floor at the end of the day.
2. Wipe down tables with disinfectant solution.
3. Make sure all outdoor equipment is put away.
4. Check for any unsafe objects.
5. Make sure equipment in the gym is put away.

Site Keys:

Site keys are issued to those staff assigned to either open or close each day. Do not share your keys, unless requested by the coordinator. Your keys will be returned to the Marketing/Community Outreach Specialist when you take a lengthy absence, vacation or resign from your position.

e. FIELD TRIPS

Kidz Kamp participants will either walk or ride the bus to field trips. Dates of these trips are posted at the camp in advance. Trips may also be cancelled due to unforeseen circumstances such as weather or bus conflicts. All children are chaperoned in small groups on these trips. You will be assigned a group to be responsible for during the whole trip.

Staff is required to wear their camp T-shirt on trips. On full-day trips, children and staff are responsible for own lunch and extra treats. It is recommended to bring sunscreen, a hat, water bottle, snack, and change for lockers, if needed, and comfortable walking shoes.

6. HEALTH & SAFETY PROCEDURES

Daily health inspection of all children coming into the Kidz Kamp site is the responsibility of all staff members. If any child looks ill, please bring it to the attention of the Kidz Kamp Director or Marketing/Community Outreach Specialist. If the child has a temperature or is vomiting, the parent/guardian must be notified to pick up the child immediately. The sick child must be isolated away from other children.

a. BATHROOM RUNS

The bathrooms that Kidz Kamp participants use are located next to the crafts building and gymnasium. Staff should never use the bathroom at the same time as

the children. Please check the condition of the bathroom each time the children enter and exit.

Children must be supervised by staff while walking to the bathroom and back to the activity. Staff is required to check the bathroom out before allowing participants to enter. No staff member should go into the bathroom alone with a child. Anytime a child requests a bathroom run, he or she must be taken. **Do not send a child with an older child or alone.**

b. **FIRST AID:**

Kidz Kamp is provided with a basic first aid kit. Please make sure you know where it is. Remember to take the “fanny pack” first aid kit outdoors with you. Staff should only wash wounds with soap and water, and give the child a Band-Aid to put on any cuts or scrapes. Whenever blood or body fluids are involved, wear disposable plastic gloves to protect yourself. Wrap soiled gloves, paper towels, and any bandages into plastic bag and seal before placing it in a trash container. Staff must fill out an accident report and turn it in as soon as possible. Parents will need a report of the accident when they pick up their child. If an injury is serious, call 911. Parents must be notified immediately and staff must fill out an accident report. Anytime an injury occurs, and you are unsure of the extent, notify the Kidz Kamp Director or Marketing/Community Outreach Specialist for further direction.

In the event of an emergency, it is important to not forget about the rest of the children in your group. Keep them as calm as possible. Sit them down nearby, or if another staff is tending to emergency, take the group to another area.

In order to prevent injuries, the staff must understand, implement, and ensure that children follow all safety rules. **Accident and/or Incident Reports must be filled out immediately!**

c. **REPORTING CHILD ABUSE:**

You are mandated to report any suspected child abuse. If a child tells you about an unsafe situation at home, you must report it. Notify the Marketing/Community Outreach Specialist or Kidz Kamp Director immediately if you suspect any abuse.

7. CAMP STAFF PROCEDURES

a. **PERSONNEL POLICIES**

Responsibility to employer:

1. In accepting employment, the worker becomes obligated to carry out all instruction to the best of their ability, and to give the District 110% effort.
2. The worker is required to understand the policies, rules and regulations of Cameron Park Community Services District. Any questions relating to them should be discussed with the immediate supervisor.

3. The worker is responsible for the safety of facilities, activities, and equipment in their respective areas.
4. Teamwork with all district staff is a “must.”
5. When dealing with the public, you are expected to represent the District’s best interest, by acting and conducting yourself in a professional manner.
6. Always be positive in your interactions with parents and campers; if a problem arises that you cannot resolve, please ask the Kidz Kamp Director or another leader for help.

SMOKING:

Smoking is not permitted by staff. This includes vaporizers and e-cigarettes.

USE OF TELEPHONE:

No personal phone calls, texting, or social media use while you are working. While at work, staff should not use cell phones, unless for emergencies.

ADDITIONAL RULES:

1. As a public employee, you will be expected to be courteous and respectful at all times.
2. Appearance, manners and language are important.
3. If any problems arise that can’t be resolved, see your supervisor, whether it concerns hours, payroll problems, discipline, etc.
4. Everyone must be at work 15 minutes before their shift begins.
5. Staff shirts must be worn during the program.
6. Shoes must be worn at all times.
7. If you are presented with district keys, you must return all issued keys at the end of the program.
8. If illness or injury occurs while on duty, notify the District Office, Marketing/Community Outreach Specialist or Kidz Kamp Director ASAP.
9. The use or possession of alcohol and/or drugs on District property is prohibited. Anyone suspected to be under the influence of either will be dismissed.

b. STAFF INJURIES

If you are injured during your shift, report it immediately to the Marketing/Community Outreach Specialist or Kidz Kamp Director. Work related injuries must be reported to the Recreation Supervisor within 24 hours.

c. COMPLAINTS

If any employee has a complaint about a staff member, camper, or parent, he/she is to discuss the matter with their immediate supervisor. If no mutually acceptable agreement can be reached, then the employee is to discuss the matter with Recreation Supervisor.

d. PAYROLL

All employees will be paid every other Friday via direct deposit. Your completed time cards, properly filled out, are due on the final day of the pay period. Time cards can be turned in early if you do not work on the final day of the pay period. At times, time cards may have to be turned in early. Time cards will be kept in the Kidz Kamp binder and need to be filled out daily, NOT at the end of the week. The Kidz Kamp Director will initial your reported time. Any adjustments after your card has been turned in will be made during the next time period. If you have any questions, please contact the Marketing/Community Outreach Specialist or the Recreation Supervisor.

e. WORK SCHEDULES

The Marketing/Community Outreach Specialist or Kidz Kamp Director will assign and post staff work schedules. Daily work schedule hours may be adjusted due to child ratios. For example: if a large number of children go home before 5:00 pm on a particular day, you may be sent home early if you are not needed at the camp. If ratio is high at the end of your shift, you may need to extend your shift.

Report to work on site 15 minutes prior to work schedule. This will allow for you to put away any personal items and prepare for your shift. If you have any activity questions, this would be the time to clarify them.

Be Prompt! Children arrive on time and you are needed on site for ratio requirements. Any continued tardiness will result in being removed from the work schedule.

Time Off Requests

Vacation requests must be turned in at least 10 DAYS prior to vacation days needed. The Recreation Supervisor and Marketing/Community Outreach Specialist must approve your request before you finalize your vacation plans. There is a Time off Request Form for you to use.

f. ABSENCES & SUBSTITUTIONS

Call as early as possible to inform the Marketing/Community Outreach Specialist and Kidz Kamp Director if you are not able to work your shift. It is not okay to call the site after your shift has begun to notify them you are calling in sick. Excessive absences will result in termination. If you are going to trade or fill in for a shift it is your duty to fill out the Shift Change Request Form and receive OK from the Marketing/Community Outreach Specialist.

g. STAFF ATTIRE

Summer Kidz Kamp employees are representatives of the Cameron Park Community Services District and the surrounding community and need to represent themselves as such. Our participants model the Kidz Kamp Leaders by imitating behaviors and styles. Staff must display a professional image. Working

with children requires a lot of physical activity, so the attire you wear should not cause any safety concerns or restrict you from participating in planned activities. Excessive or offensive tattoos should be covered. Facial and oral piercing must be removed due to safety issues. Ear piercing should be studs only. If there is anything that is unclear regarding this policy, please see your supervisor for advice.

Examples of Appropriate Daily Attire

1. Staff Kidz Kamp T-shirt or other Kidz Kamp shirts (shirts must be long enough to cover waist of pants).
2. Shorts with mid-thigh length.
3. Tennis shoes
4. Hat or ball cap

Examples of Appropriate Pool Attire

1. Women: One-piece conservative swimsuit
2. Men: Swim trunks that go to mid-thigh
3. Everyone can wear sandals and a hat

Unacceptable Attire Under Any Circumstance

1. Attire bearing profanity, drugs, alcohol, advertising sex or religious beliefs, tobacco, gangs, or violence
2. Bare midriff style shirts: crop tops
3. Short shorts/skirts
4. Dirty or torn clothing
5. White swim suits
6. Flip flop shoes (only allowed during water activities)

Dress code is in effect during all Kidz Kamp programs and games. Consequences of inappropriate dress would be that you would be sent home to change.

h. EMPLOYEE DISCIPLINE

As an employee of the Cameron Park Community Services District, you are expected to maintain a high level of job performance. Although it is your duty to uphold this high level of job performance, it is the duty of your supervisor to bring to your attention any deficiencies in your work performance. In order to ensure your proper performance of duties, and to protect your rights as an employee, the following procedures will be followed:

Verbal Warning

Your supervisor will immediately bring to your attention any suggested performance improvement, performance negligence, or failure to comply with any directive, rule, or regulation. This verbal correction should be concise and clear. If you do not understand your supervisor's direction, please ask for clarification.

Dismissal

Your supervisor reserves the right to dismiss you from employment for any cause deemed worthy of such action. The notice and dismissal will be filed in your personnel file.

Causes

Specific causes for warning, suspension or dismissal (but not limited to) are:

1. Failure to follow the Cameron Park Community Services District rules, regulations and directives.
2. Intoxication or illegal use of a controlled substance while on the job, or arriving on the job.
3. Being absent from work without permission, or failure to report to your supervisor: “no call, no show”.
4. Being habitually tardy or absent from work.
5. Failure to correct deficiencies in performance, after notice of such deficiencies has been delivered to the employee.
6. Being wasteful of material, property or working time.
7. Inability to get along with fellow employees, so that the work being done is hindered and not up to required levels.
8. Act in any manner, which undermines the confidence of the public or facility users in the Cameron Park Community Services District.
9. Renting or lending district equipment to outside interests.
10. Theft of any kind.
11. Any other conduct that constitutes significant reason for warning, suspension or dismissal.

i. SEXUAL HARASSMENT

No employee will be subjected to verbal or written harassment. Should such harassment take place, the victim should report the incident to their supervisor immediately, either in person or in writing. There will be a discreet investigation and appropriate actions taken. Any act of harassment towards another employee or participant will be grounds for immediate dismissal.

8. CAMPER BEHAVIOR EXPECTATIONS & DISCIPLINE

a. DISCIPLINE & DISCHARGE POLICY

In dealing with inappropriate or unacceptable behavior, the recreation staff will use a variety of techniques, so that the child may gain self-control. Communication is the best way in dealing with children. Children pay close attention to words, tone of voice, and body language. Positive interaction with the children and staff is very important.

It is important to view the child’s individual accomplishments, and never compare one child with another. Staff will help encourage campers to feel a sense of belonging to the program by stimulating his/her imagination, creativity and discovering new interests.

Clear limits will be set and an explanation for the limit will be given to the child whenever possible. The child will be given choices whenever possible. All decisions will be made with the child's safety and well-being in mind. The staff will listen openly to the child's feelings and offer understanding and guidance.

Discipline will be arranged so the child experiences the natural consequences of his or her behavior. For example, if a child runs up the slide, the child will lose the privilege of playing on the slide for an acceptable period of time.

When emotions get in the way of effective problem solving, a cool-off period is suggested for the child. They may need to work on something separate or have a quiet time, and later work on a solution with mutual respect.

If use of a cool-off period is necessary, the set time determined depends on when the child feels he or she is ready to rejoin the group. The child will **NEVER** be left for an unknown amount of time. Time Out is not to exceed one minute per year of the child's age, i.e.: 6 years old = 6 minutes.

Kidz Kamp provides a safe and happy environment where the children learn to make decisions and choices for themselves. The program cannot serve those children who display chronically disruptive behavior.

Chronically disruptive behavior is defined as verbal or physical activity, which may include but is not limited to such behavior that: requires constant attention from the staff, inflicts physical or emotional harm on other children, abuses the staff, ignores or disobeys the rules which guide behavior. If a child cannot adjust to the program setting and behave appropriately, then the child may be expelled.

Reasonable efforts will be made to assist children to adjust to the program setting. Disruptive behavior will be dealt with in the following manner:

1. The misbehaving child will be guided to learn to make appropriate behavior choices.
2. If misbehavior continues in a single day, the child will be given a cool-off time-out period to reflect on his or her actions. The child may return to the group activities when he/she feels ready. The parent or guardian will be given oral and then written details of the inappropriate behavior at the end of the day. A written report of the incident will be prepared and kept in the child's file.
3. If the child's misbehavior is harming themselves or others in the program, the parent will be called to pick up the child immediately from the program. A written report will be prepared and given to the parent and child to sign, and a copy will be kept in the child's file.
4. If the child receives three written behavior-related incident reports, the child will be suspended from the program effective at the end of the day of the third report. The first suspension will be for one day. The parents,

Kidz Kamp Director, Marketing/Community Outreach Specialist and Recreation Supervisor will meet in a conference setting to discuss the chronic misbehavior and methods to teach the child to make appropriate choices. **Parents will be responsible for the tuition during the period of the suspension.**

5. If the child receives a fourth behavior-related incident report, the Marketing/Community Outreach Specialist may suspend the child immediately, notifying the parent to pick up the child. The Recreation Supervisor and Marketing/Community Outreach Specialist will evaluate whether the child will be reinstated or discharged from the program. Parents will be notified of the results of the evaluation. **Parents will be responsible for payment of tuition during the period of suspension and until the child is withdrawn or expelled from the program or discharged.**
6. At any time, if the severity of the problem is great enough that it could endanger the safety of the child or other children in the program, the Marketing/Community Outreach Specialist, after consulting with the Recreation Supervisor, may discharge the child immediately. The Recreation Supervisor or Kidz Kamp Director will notify the parent or guardian immediately.

b. AMERICANS WITH DISABILITIES ACT OF 1994

The Cameron Park Community Services District does not discriminate against any person that has a physical, mental or emotional disability. Our staff will make reasonable accommodations for those participants that are covered under the Americans with Disabilities Act that wish to use the facilities.



May 22, 2017

TO: KIDZ KAMP STAFF

FROM: Tina Helm, Recreation Supervisor &
Miranda Nelson, Marketing/Community Outreach Specialist

SUBJECT: 2017 RECREATION MANUAL SIGNATURE SHEET

I have received copies of the 2017 Kidz Kamp Recreation Manual from the Cameron Park Community Services District and I will be responsible for knowing the material presented.

Signature

Date



Cameron Park Community Services District

MARKETING and PROGRAM PLAN

~~2015/2016~~ 2016/2017



Table of Contents

Executive Summary Page 1

Purpose and Mission Page 1

Objectives for the Cameron Park Community Services District’s Marketing and Program Plan..... Page 3

Marketing and Program Plan Topics Page 4

 Programming..... Page 4

 Facilities Page 7

 Public Relations..... Page 8

 Website Page 11

 Other Revenue Sources Page 12

 Events Page 12

 Marketing Procedures and Guidelines..... Page 13

Social Media Communication Plan..... Page 15

Resources..... Page 17

 Marketing Procedure and Guidelines..... Page 17

 Communicating the Promise through a Memorable Slogan Page 17

 Publications..... Page 17

 Professional Page 18



Purpose and Mission

With these guidelines as a reference point, the Cameron Park Community Services District (CPCSD) determined that the mission and purpose of the Marketing and Program Plan (MPP) should be as follows:

The purpose of CPCSD's Marketing and Program Plan is to create a set of goals, strategies and tactics that can be used to build a strong relationship with District residents that results in value for both the residents and the CPCSD. The Marketing and Program Plan will focus on specific goals for the next two years, with projections for conceptual goals over the next five years.

Plan elements include Programming, Facilities, Public Relations, Website, Other Revenue Sources and Events. This document is being updated to reflect Fiscal Year 2015/16 2016/17.

A list of objectives for the MPP has been created and displayed in order of importance. We have identified the need to increase revenue through greater program participation and increase awareness of programs, facilities and events. This list is detailed further in the MPP on pages 3 and 4.

A set of guidelines were identified as guiding principles to be used in the creation of the MPP:

- The MPP needs to be usable and simple to follow.
- The MPP will contain short term and long term sustainable goals.
- The purpose of the MPP is to guide CPCSD toward increased revenue and better service to the public.

Goals, strategies and action items are written for each plan element. This plan provides a measurable framework for directing our marketing efforts into specific activities to meet the identified objectives starting on page 4.

The following is a synopsis of each plan element.

- Programming
 - Improve revenue by a baseline of 5% each year
 - Increase class attendance
 - ~~Survey more current classes for value~~
 - ~~Survey residents to get interest from the community for new classes~~ *Proposed to more under section Communications Plan with all other survey information.*
 - Assist instructors to help them promote their classes
 - Increase CPCSD's share of class and activity revenue

Please Note: An update of the Master Plan will include more extensive outreach for public input.

- Facilities
 - Increase revenue from facility rentals by 5%
 - Make facilities more attractive to renters
 - Increase print-ad promotions and direct marketing to local community groups
 - Increase revenue from facility rentals by a baseline of 5% by the end of Fiscal Year ~~2015/16~~ 2016/17 by making facilities more attractive to renters, print-ad promotions, and marketing directly to local community groups (page 7).

- Public Relations
 - Increase awareness of the programs and facilities by utilizing local media resources, promoting relationships with local service clubs, installing standard identifying signage (banners) in the parks, creating a generic brochure of the programs and facilities, publishing monthly e-newsletter, coupon/flyer promotions, produce a video clip, and utilizing social media tools such as Facebook, Twitter, and Instagram. ~~Staff will conduct a minimum of two mini-surveys of the public soliciting feedback on the effectiveness of our promotional efforts.~~ *Proposed to move under section Communications Plan with all other survey information.*

- Website
 - Improve website to be more user-friendly, provide easier access to information about activities, develop a website that staff can quickly update and make website promotion and updates a priority.

- Other Revenue Sources
 - Increase general revenues by selling ad space to local agencies and organizations in the Activity Guide and the website. Update product sheet and develop sponsorship recruitment. A sponsorship campaign for the Activity Guide and the website with discounts to organizations that advertise on multiple products. Sponsorship support for community benefit is on-going (page 12).

- Events
 - Actively promote classes and programs at events and proactively use social media. Train staff to cross-market at the front desk and promote upcoming events.

Objectives for the Cameron Park Community Services District's Marketing and Program Plan

Objectives

- Improve customer service
- Increase revenue
- Update website to be informative and user friendly
- Increase program and event participation
- Create community sponsorships and partnerships
- Educate community about the benefits of CPCSD
- Educate and train staff about marketing and community outreach
- Encourage community volunteers
- Show thanks and goodwill to the community
- Recruit quality staff
- Encourage networking efforts by the Board of Directors and staff

DRAFT

Marketing and Program Plan Topics

Programming

1. Goal: Increase revenue in Recreation Department programs by a 5% baseline for Fiscal Year 2015/16 2016/17.

A. Strategy: Increase advertising and public relations.

Action Items:

- Send out weekly press releases and post on the website regarding upcoming classes, events, programs, camps, leagues, and community calendars. Recipients include: ~~Glear Channel~~ *iHeartMedia*, Gold Country Media, Zoom Newspaper, The Sacramento Bee (*Folsom Connect*), Cameron Park Life, Mountain Democrat, The Clipper, The Windfall, Village Life, Senior Times, Sacramento Magazine, Around Here Magazine, Style Magazine and more.
- Run 12 specific ads and/or articles per year in a variety of local and regional media such as: Mountain Democrat, The Clipper, The Windfall, Around Here, Style Magazine and Cameron Park Life highlighting our programs, facilities, and special events.
- Mail and distribute activity guides three times a year.
- Feature one instructor or course description each month on the website.
- Monthly General Manager column in the *Cameron Park Life* will highlight activities and new programs.
- Focus on implementing quality programs and retaining prior program participants as well as discover ways to improve and attract new ones, through program surveys and customer feedback, which staff will review and compile into a data base to develop classes based on customer feedback annually.
- Work with the Front Desk and instructors to promote programs. The Front Desk and instructors will be provided this information when each Activity Guide is released.
- Send out monthly newsletters through MailChimp with an additional special event reminder when appropriate.
- Create at least three additional recreational and informative classes and programs annually (one for each Activity Guide) designed to benefit all ages and demographics.
- Create an incentive program to encourage registration of multiple programs. (Example: Register your child for all ten weeks of summer kids' camp and receive a percentage off all sessions.) This program will run continuously. *2016/2017 Summer Kids Kamp Survey sent to 2016 Summer participants to gather feedback on field trips and other ideas for the upcoming summer program – returned surveys receive a \$10 discount on kamp enrollment.*
- Create postcards highlighting special events, classes, and facilities to be distributed throughout the community and during community events.
- Incorporate the Children's Outdoor Bill of Rights into programs and program activities (adopted by the Board of Directors in 2012).

B. Strategy: Guide instructors to better promote their programs more effectively.

Action Items:

- Instructors will be asked to provide information about their class for the Activity Guide.
- Instructors will be asked to submit flyers specific to their activities prior to publication of the Activity Guide.
- Instructors will be required to distribute flyers throughout the community and promote their class through social media.
 - *The CSD will provide a flyer format that the instructor will fill in with appropriate content such as a picture, description, times, etc.*
 - *Instructors will be required to take quality photos of their program for promotional use.*
 - *Instructors should promote their classes through social media.*
- Instructors will be invited to participate in community events and provide demonstrations.
- Staff will actively seek out new instructors and classes through a variety of different resources (i.e., surveys on the website and the suggestion box at the front desk) that have the potential to bring in students and revenue. The goal is to provide at least one new class per season.

C. Strategy: Reduce the percentage of cancelled classes to only 10% of the schedule.

Action Items:

- Evaluate program/class offerings and participation prior to each Activity Guide to determine which are most in demand and those that are less popular.
- Determine the least popular classes and replace with new ones.
- Create and give new classes an opportunity to grow and improve enrollment and attendance prior to subjecting them to review process. Reviews will occur six (6) weeks before each Activity Guide.
 - *Review ongoing classes and evaluate their growth for enrollment and evaluation. If enrollment for the program is low, then either come up with solutions for growth, or end the program.*
- ~~Provide surveys to attendees after each class and before each Activity Guide to assess how well current program offerings are meeting residents' needs, and to identify changes in types of programs and the way they are delivered. Proposed to more under section Communications Plan with all other survey information.~~

2. Goal: Increase program attendance by 5%.

A. Strategy: Recruit quality instructors and offer interesting classes and programs to attract more community participation.

Action Items:

- Identify quality instructors with popular curriculum through surveys and customer feedback to offer programs.
- Analyze pricing structure based on attendance, popularity, and potential and discuss with instructor.
- Establish minimum levels of attendance (average five persons per class) for each program prior to the first meeting to make sure participation is sufficient to fund the program or develop a breakeven point for each class.
- Keep up with the hot trends in classes by reviewing before each Activity Guide.
- Produce a program report following each activity guide with ~~top classes and less popular classes.~~ *Class enrollment from all facilities to evaluate the programs.*
- Maintain offering classes on District property with a proceeds ratio of 60% for the instructor and 40% to the District and classes not on District property at 70% for the instructors and 30% for the District.
- Evaluate the recreation program revenue status at the conclusion of each season.
- After the conclusion of each season, report on program evaluation and/or survey data collected to the Parks & Recreation Committee using the following schedule:
 - Fall season – report in February
 - Winter/Spring season – report in June
 - Summer season – report in October

Facilities

3. Goal: Increase revenue via facility rentals by a baseline of 5% by the end of Fiscal Year 2015/16 2016/17.

A. Strategy: Increase advertising, promotion, and community partnerships.

Action Items:

- Promote the features and competitive prices to rent the community center facility in the newspaper, on the website, etc.
- Compare the facility fee structure annually with like agencies in order to remain competitive.
- Promote the availability of the pool and *Cameron Park Lake* for parties and rentals. These promotions will occur at the pool and at various facilities using the website, flyers signage and social media.
- *Promote the Cameron Park Lake and Gazebo area for corporate barbecues, weddings, retreats and special events on our website and social media outlets.- from Public Relations Section.*
- Install signage at all facilities, fields and picnic units to increase advertising rental opportunities and advertise facility rentals.
- Work with at least two (2) community groups (Shingle Springs/Cameron Park Chamber of Commerce, service clubs, faith-based organizations, businesses, governmental agencies and schools) to host mixers, events and fundraisers at our facilities. Attract at least four (4) new club activities this year.
- Partner with at least two (2) community groups and businesses for joint community projects.
- Hold at least five (5) workshops or lectures at our Community Center opening up the Center to new people who can see the facilities.
- Promote all events held at the Community Center that includes those open to the public, to help drive traffic to the events and introduce new people to the Community Center.
- After the conclusion of each season, report on facilities evaluation and/or survey data collected to the Parks & Recreation Committee using the following schedule:
 - a. Fall season – report in February
 - b. Winter/Spring season – report in June
 - c. Summer season – report in October

B. Strategy: Showcase our facilities.

Action Items:

- ~~Continue to~~ set up *photo styled shoots of the facilities* and take pictures at many different events as a way of highlighting the potential and various uses of the facility.
- Offer local artists the opportunity to exhibit their art at our various facilities.
- Work with all groups who use any of our facilities for special events or occasions and obtain photographs from those events for advertising and highlighting the many uses

of our facilities. To ensure this, we will edit our facility contract and make sure to have permission for use agreements available.

- Take beautiful quality pictures of our events, highlight them on the website, and use pictures in the newsletter and social media.

Public Relations

4. Goal: Increase awareness of programs and facilities.

A. Strategy: Develop new outreach ideas utilizing the media, service organizations, community-wide events, social media and consistent signage and branding.

Action Items:

- Visit local community groups *by connecting with the Chamber* to make a minimum of three (3) formal presentations a year on who CPCSD is, what we offer and how we serve the community. Develop a PowerPoint presentation to be used at these meetings by October, 2015 2016, to be used throughout the year. Photographs and quotes should accompany data and information from the CPRS branding initiative.
- Participate in at least three (3) community events to promote programs and facilities (Board members and/or staff).
- Finalize a standard banner sign for all parks and facilities. Message banner to be on park sign boards at all times. Ensure it is simple, clear and easy to read from the highway.
- Re-edit brochures to feature a synopsis of the programs and facilities.
- Grow email subscribers to the newsletter by 20%. Increase mentions in the General Manager's column, on the website, and at community events.
- Add a section to the website, Facebook, Instagram, and Twitter to sign up for the newsletter to grow subscribers.
- Make monthly Activity Guide and flyer distribution runs to several predetermined locations around the Cameron Park area. A partial list of these locations include: select local businesses, public libraries, Marshall Hospital, chambers of commerce, the California Visitors' Center, and other local businesses. Add ten (10) new businesses to the distribution to this year.
- ~~Front-Desk Marketing/Community Outreach Specialist~~ to monitor our daily social media pages on Facebook, Twitter, etc. Update new classes, special events, and other newsworthy items as pertinent and keep front page updated with the most current information. Staff will be encouraged to interact with our followers and sponsors to create more of a community atmosphere.
- Promote programs, facilities, and classes through social media outlets, including but not limited to: Facebook, Twitter, Craigslist, YouTube, Instagram, and event sites. Promote prior to each District event and follow-up with pictures and success stories.
- Increase newsletter subscription (see above).
- Attend local events and fairs such as National Night Out, health and business expos, Back to School nights and Open House to pass out flyers, posters and other advertising materials, in order to promote programs, facilities, and other uses. Attend least three (3) new events this year.

- Identify five (5) partners to work with on event/meeting planning and specialty publications in order to promote and highlight our facilities as a premiere destination and location.
- ~~Attend event planning association meetings and form partnerships and contacts. Attend at least two (2) new association meetings in 2016. Identify and attend two (2) relevant meetings targeted to weddings, special events, corporate meetings, etc.~~
- Create public service announcements to be sent weekly to newspapers, television websites, community websites, monthly and specialty magazines, and various media outlets.
- Develop a plan, *utilizing the MOU*, to promote the Fifty Plus Room activities and continue to work with the Mature Leadership Council to offer programs, events and other interests for the 50+ population.

B. Strategy: Invite Board members to public events to advocate the services that the CPCSD provides to the community.

Action Items:

- Host and improve staff meetings in ~~2015/2016~~ 2016/2017, using the MPP as a guide and the California Park and Recreation Society (CPRS) trainings. These meetings should be considered part of employee training.
- Use the CPRS Branding Initiative in its promotional materials and Children's Outdoor Bill of Rights (where necessary).
- Incorporate the CPCSD logo on website, promotional materials, uniforms, and advertisements.

5. ~~Goal: Survey the public annually via the website to determine interests and ideas. The Fiscal Year 2013/2014 District Park and Facility Master Plan Update was completed and many of the components have been included into the MPP.~~

A. ~~Strategy: Informally survey the public through the Activity Guide, online, email surveys, and registration forms throughout the year.~~

Action Items:

- ~~Continue a "How did you hear about this program?" question on the top of registration forms, on-line registration, and front desk registration. Measure the customers' responses and report to the Board of Directors each month.~~
- ~~Continue a "How did you hear about this facility?" question on the top of all rental agreement forms. Use this data to improve performance and improve results.~~
- ~~Conduct program and facility surveys at the end of classes and provide an incentive for people to fill out surveys during special events. These surveys will be used to build upon areas of success and improve areas of weakness.~~
- ~~Research and implement an online survey tool to gather feedback from the community once per quarter. 3 times a year with the Activity Guide.~~
- ~~Conduct the survey one month after the Activity Guide has been released to allow the time necessary to recruit necessary instructors for new classes.~~
- ~~Provide incentives for completing and submitting surveys.~~

**Proposed to move under section Communications Plan with all other survey information.*

6. Goal: Expand on community partnerships.

A. Strategy: Build on partnerships with different organizations throughout the Cameron Park community and look for and solicit new relationships and partnerships.

Action Items:

- ~~Meet with the administrators of each organization and discuss ways to partner. Goal is to make at least two (2) new partnerships this year. *Replaced by 6th bullet point as description.~~ These organizations include (but are not limited to):
 - Local and Small Businesses
 - Schools
 - Non-Profit Organizations
 - Civic Organizations
 - Chambers of Commerce
 - Sports Leagues
 - Faith-Based Organizations
 - Corporations
- Work with local groups, by offering package deals to hold luncheons, meetings, fundraisers, or events at the CSD facilities. Goal is to have four (4) new luncheons, meetings, or fundraisers.
- Work with schools on field trips and other educational opportunities. Goal is to add at least two (2) new field trips or activities with the schools in 2016.
- Provide the Activity Guide to organizations and schools, create presentations, welcome packets, and media guides to local organizations and corporations. Goal is to increase distribution by at least four (4) corporations or organizations.
- Promote the Cameron Park Lake and Gazebo area for corporate barbecues, weddings, retreats and special events on our website and social media outlets. *Move to Facility section
- Reach out and meet new potential partners at least once a month (i.e., classes, programs, sponsorships, *partnerships*). *Replace first action item description
- Identify large corporations and businesses and offer corporate/employee packages and/or discounts. Identify two (2) corporations each year.
- Provide website and Facebook links in other regional publications and website partners. *Move to Social Media section
- Complete the annual Community Events Calendar by October 1.
- Contact local health care facilities, including Marshall Hospital, and associated physical therapy programs to determine if the aquatic facilities may be used for hospital professional therapist programs.
- Identify and contact local company meeting planners to identify opportunities to provide facility rentals for off-site corporate workshops.
- Talk with at least two (2) groups and organizations per year to explore opportunities to provide recreation programs to their members, as well as opportunities for them to offer their programs through the CPCSD.

Proposed to move entire Website as a subsection under section Communications Plan.

Website

7. Goal: Improve the website *and social media* so that the community will make it the go-to source for activities in Cameron Park.
8. Goal: Improve the website by making it more informative and user-friendly.
 - A. Strategy: Improve website functionality to showcase Cameron Park activities, easy access to regulation information (CC&Rs, etc.), and registration for classes. Conduct website upgrade for increased customer visibility and marketing capabilities.

Action Items:

- ~~Complete Request for Proposal (RFP) by October, 2015. *Completed~~
- Increase website hosting to allow for easy updates for staff.
- ~~Revamp front page to showcase current events, activities, and programs. *Completed~~
- Give consumers the ability to navigate, register for programs, and find information online easily.
- Promote website on all advertising and public relations announcements.
- ~~Promote~~ Utilize new website design and create interest and engagement.
- Identify community resources and link to public information.
- Add icons to the website linking the Social Media accounts.

**Create Completed Section for action items that were met*

Other Revenue Sources

9. Goal: Increase sponsorship revenue.

- Target Summer Spectacular by two (2) to four (4) new sponsors.
- Target other key sponsorship opportunities or events by two (2) to four (4) new sponsors.

A. Strategy: Promote ad space availability in our products such as the Activity Guide and website.

Action Items:

Develop an advertising package to sell advertising that can be shared through flyers, the Activity Guide, and the website. Discounts should be given to organizations that advertise through multiple products.

10. Goal: Grow participation in our classes, activities, and events for underserved community members.

Action Items:

- Make aware to the Board of Directors and the public the funds that are available for scholarships. Include a report at the Board of Directors' meetings for the scholarship fund.
- Create and increase awareness of the scholarship package for underserved youth and adults through community sponsorship target programs for life-long skill building (i.e., leadership programs, swim lessons, volunteerism, etc.), monthly newsletters, etc.

Events

11. Goal: Use various events (i.e., concerts, Summer Spectacular, etc.) to promote classes and facilities.

A. Strategy: Set up and staff a booth and provide marketing material at all appropriate community events.

12. Goal: Use events to bring in revenue.

A. Strategy: Establish a CPCSD booth at outside events (i.e., chamber events, school festivals, etc.).

Action Items:

- When possible and appropriate, use this booth to register people for classes, sell upcoming event tickets and hand out promotional marketing items.
- Purchase new booth, including tent, tablecloth, backdrop, and side rails.
- Sell T-shirts at the Summer Spectacular.

- Investigate purchasing promotional and sales items for sale at events. These items may include, but are not limited, to T-shirts, pens, bags and hats.

Marketing Procedures and Guidelines

The following is a list of procedures, guidelines and internal policies that should be followed whenever marketing, promotional, or advertising material is created and provided to the public.

1. Advertisements

- All advertisements must be approved by the Recreation Supervisor/General Manager. The purpose of this policy is to create uniformity in our message and to make sure that CPCSD is using its advertising budget efficiently.
- All advertisements must be proofread for content, dates, times, spelling and grammar.
- All advertisements must include the CPCSD logo.
- All advertisements should include the CPRS “Parks Make Life Better” logo or slogan, when appropriate.
- Create a map of signage advertising locations.
- Update the list of flyer distribution locations.
- Create an ad for television and/or radio (i.e., Channel 2 and cable).

2. Events

Set-up and operation of CPCSD booths at community events should follow these procedures:

- A CPCSD banner or large sign should be prominently placed at the booth.
- Flyers and Activity Guides should be nicely displayed at the booth.
- Staff should consult with the ~~Recreation Coordinator~~ *Marketing/Community Outreach Specialist*/Recreation Supervisor/General Manager to find out what programs and services to promote at each event.
- Staff, volunteers or Board Members working these booths should wear CPCSD apparel and name tags.

3. Programming

- The following timeline has been established for the date of final class/program information submittals:

Need Information By:

October 15
February 15
June 15

Activity Guide Mail Date:

December 9
April 9
August 9

- The cover photo of the Activity Guide should be of classes or programs offered by CPCSD. Preferably, these photos should be taken at a class or program.
- Instructors will approve in writing the information regarding their specific class. Unapproved classes may lead to non-inclusion in the upcoming Activity Guide.
- Review frequently cancelled classes. In most cases, look at alternatives as to why classes are being cancelled, such as dates, times, and interest. If, upon review, any class is cancelled multiple times or is unable to boost enrollment/participation, the class may be subject to termination. Exceptions may be made upon review and recommendation from the Recreation Supervisor.
- All program, event and facility rental participants and instructors will complete survey evaluations to be reviewed by the Recreation staff as a means of better serving the community.
- Evaluate other agencies on trends, classes, instructors, and more and establish a connection to instructors seeking to offer more classes.

4. Website

All modifications to the website must follow district procedures.

In conclusion, the Fiscal Year ~~2015/16~~ 2016/17 MPP is designed to help ensure the success of the Cameron Park Community Services District through a comprehensive approach towards providing extraordinary service to the members of the Cameron Park community.

Social Media Communication Plan

Social media gets the word out and builds engagement in the community. We will increase followers, newsletter subscriptions and outreach.

- Social Media Vision (Mission)
Our communication strategy will make us more effective in disseminating information to our customer base and potential customers about our community, parks, programs, services and facilities, and our ability to help foster positive social interaction. We will do this through a systematic and cost effective approach by utilizing various mediums of social media, and we will measure our efforts monthly to determine the effectiveness and improve our strategy.
- One Year Social Media Strategy **Move to #2 Under Social Media Section*
 - Finding our target audience via monthly audits.
 - Understanding where our audience (customer base) is receiving information via social media using surveys.
 - Demographics: sex, age, income, needs, family-make up.
 - ~~Understanding where our audience gets their information on social media using surveys.~~
 - ~~Where are they getting their information, how often? We understand the receive their information from our social media accounts.~~
 - Engaging awareness of social media.
 - Promoting use of social media as communication tool.
 - Optimizing the social media experience.
 - Grow the CPCSD social media likes and followers.
 - How can we create useful information for social media outlets?
 - How can we reach our audience?
 - Utilize before event to set up, during and after.
 - Through social media, we engage in communications through these and other outlets:
 - Facebook
 - Twitter
 - Instagram
 - Yelp! – rentals
 - LinkedIn – professionals, wedding planners, meetings

**Create 3 Sections: #1 Website #2 Social Media #3 Surveys so we aren't repetitive throughout the MPP.*

- Overarching Goals (Measurable Tactics)
 - Short Term (Four Months)
 - To set up an overall social media posting cadence and manage our social media platforms – what to say, how to say it and how often:
 - Facebook:
 - ✓ Promote upcoming events and activities.
 - ✓ Develop a social media monitoring and posting schedule for selected staff.
 - ✓ Share a mix of relevant links, engaging content, and questions.
 - Twitter:
 - ✓ Promote content such as upcoming events and activities through Twitter.
 - ✓ Listen and engage in relevant conversations about Cameron Park.
 - ✓ Build reputation as a “Special Place to Live.”
 - Instagram:
 - ✓ Create CPCSD awareness through postings.
 - ✓ Engage with local entities to support a fan base.
 - *Special Events Websites*
 - ~~Yelp:~~
 - ~~✓ Create brand awareness and positive reviews of the CPCSD.~~
 - ~~✓ Monitor activity from customer reviews and comment/reply as necessary.~~
 - ~~LinkedIn:~~
 - ~~✓ Create business sponsorship.~~
 - ~~✓ Join groups (i.e., wedding event groups, etc.).~~
 - Intermediate Term (Seven to Eight Months)
 - Create a strategy to grow number of followers.
 - Incorporate new video clips and photographs of both programs and facilities to our social media outlets and website.
 - Build relationships within the Cameron Park community and outside by increasing social media communication.
 - Current Numbers
 - ✓ As of ~~May 6, 2015~~ *January 27, 2017*, there are ~~619~~ *1,272* page “Likes” on Facebook and ~~505~~ *673* followers on Twitter *and 212 followers on Instagram.*
 - Develop Facebook, Twitter and Instagram promos. Share promo with followers for early registration, giveaways or special events to determine effectiveness.
 - Long Term (One Year)
 - Strive to make a positive emotional connection with customers and community members to foster active participation and customer loyalty through our various social media outlets.

Updated Proposed Communications Plan

1. Website

- Goal: Improve the website *and social media* so that the community will make it the go-to source for activities in Cameron Park.
- Goal: Improve the website by making it more informative and user-friendly.
 - Strategy: Improve website functionality to showcase Cameron Park activities, easy access to regulation information (CC&Rs, etc.), and registration for classes. Conduct website upgrade for increased customer visibility and marketing capabilities.

Action Items:

- Increase website hosting to allow for easy updates for staff.
- Give consumers the ability to navigate, register for programs, and find information online easily.
- Promote website on all advertising and public relations announcements.
- ~~Promote~~ Utilize new website design and create interest and engagement.
- Identify community resources and link to public information.
- Add icons to the website linking the Social Media accounts.

**Create Completed Section for action items that were met*

Completed

- ~~Complete Request for Proposal (RFP) by October, 2015~~
- ~~Revamp front page to showcase current events, activities, and programs.~~

2. Social Media

Social media gets the word out and builds engagement in the community. We will increase followers, newsletter subscriptions and outreach.

- Social Media Vision (Mission)
Our communication strategy will make us more effective in disseminating information to our customer base and potential customers about our community, parks, programs, services and facilities, and our ability to help foster positive social interaction. We will do this through a systematic and cost effective approach by utilizing various mediums of social media, and we will measure our efforts monthly to determine the effectiveness and improve our strategy.
- One Year Social Media Strategy Finding our target audience via monthly audits.
 - Understanding where our audience (customer base) is receiving information via social media using surveys.
 - Demographics: sex, age, income, needs, family-make up.
- Engaging awareness of social media.
 - Promoting use of social media as communication tool.
- Optimizing the social media experience.

- Grow the CPCSD social media likes and followers.
- How can we create useful information for social media outlets?
- How can we reach our audience?
- Utilize before event to set up, during and after.
- Through social media, we engage in communications through these and other outlets:
 - Facebook
 - Twitter
 - Instagram

} community outreach
- Overarching Goals (Measurable Tactics)
 - Short Term (Four Months)
 - To set up an overall social media posting cadence and manage our social media platforms – what to say, how to say it and how often:
 - Facebook:
 - ✓ Promote upcoming events and activities.
 - ✓ Develop a social media monitoring and posting schedule for selected staff.
 - ✓ Share a mix of relevant links, engaging content, and questions.
 - Twitter:
 - ✓ Promote content such as upcoming events and activities through Twitter.
 - ✓ Listen and engage in relevant conversations about Cameron Park.
 - ✓ Build reputation as a “Special Place to Live.”
 - Instagram:
 - ✓ Create CPCSD awareness through postings.
 - ✓ Engage with local entities to support a fan base.
 - *Special Events Websites*
 - *Nextdoor*
 - Intermediate Term (Seven to Eight Months)
 - Create a strategy to grow number of followers.
 - Incorporate new video clips and photographs of both programs and facilities to our social media outlets and website.
 - Build relationships within the Cameron Park community and outside by increasing social media communication.
 - Current Numbers
 - ✓ As of ~~May 6, 2015~~ *January 27, 2017*, there are ~~649~~ *1,272* page “Likes” on Facebook and ~~505~~ *673* followers on Twitter *and 212 followers on Instagram.*
 - Develop Facebook, Twitter and Instagram promos. Share promo with followers for early registration, giveaways or special events to determine effectiveness.
 - Long Term (One Year)
 - Strive to make a positive emotional connection with customers and community members to foster active participation and customer loyalty through our various social media outlets.

3. Surveying

- Goal: Survey the public annually via the website to determine interests and ideas. The Fiscal Year 2013/2014 District Park and Facility Master Plan Update was completed and many of the components have been included into the MPP.
- Strategy: Informally survey the public through the Activity Guide, online, email surveys, and registration forms throughout the year.

Action Items:

- Continue a “How did you hear about this program?” question on the top of registration forms, on-line registration, and front desk registration. Measure the customers’ responses and report to the Board of Directors each month.
- Continue a “How did you hear about this facility?” question on the top of all rental agreement forms. Use this data to improve performance and improve results.
- Conduct program and facility surveys at the end of classes and provide an incentive for people to fill out surveys during special events. These surveys will be used to build upon areas of success and improve areas of weakness.
- Research and implement an online survey tool to gather feedback from the community once per quarter. *3 times a year with the Activity Guide.*
- Conduct the survey one month after the Activity Guide has been released to allow the time necessary to recruit necessary instructors for new classes.
- Provide incentives for completing and submitting surveys.

Survey residents to get interest from the community for new classes

Staff will conduct a minimum of two mini-surveys of the public soliciting feedback on the effectiveness of our promotional efforts.

Provide surveys to attendees after each class and before each Activity Guide to assess how well current program offerings are meeting residents’ needs, and to identify changes in types of programs and the way they are delivered.

Resources

The CPCSD looked for assistance in creating the MPP. The following sources of information were incorporated into various parts of the MPP.

Marketing Procedure and Guidelines

The Marketing Procedure and Guidelines have been developed to be used whenever marketing material is created and presented to the public. Some objectives for these guidelines include, but are not limited to, the need to create uniformity in the message to the public and to ensure that budgets are used efficiently. The procedures and guidelines set standards for review of materials by the appropriate manager and the District Administrator. All advertisements will include the “Parks Make Life Better” slogan where appropriate.

Communicating the Promise through a Memorable Slogan

It would be challenging to communicate and promote the full brand promise to staff, stakeholders, users and elected officials. In fact, a brand promise is not shown to customers in print. For the customer, the brand promise is shortened into a slogan, such as Nike’s “Just Do It.” The essence of our profession’s promise is this memorable slogan (can also be called a tagline).

Add Cameron Park “A Special Place to Live”



This phrase is simple, concise, timeless, enduring and extendable. It is at once a promise and the fulfillment of a promise. CPRS’ *Parks Make Life Better!* slogan creates a strong emotional connection between what we do and the lives of those we serve. It makes clear that our work matters to individuals, families, neighborhoods and communities.

Publications

The CPCSD reviewed several parks and recreation marketing publications, including Auburn Area Recreation and Park District’s Marketing and Program Plan (Auburn used El Dorado Hills Marketing and Program plan format).

The CPCSD utilized the Fiscal Year 2013/14 Master Plan to incorporate action items and strategies into the MPP.

Professional

The CPCSD has included the Children's Outdoor Bill of Rights (adopted by the CPCSD Board in 2012) into many of the summer camps, outdoor programs, and special events hosted by the CPCSD.

The CPCSD fully utilized many aspects of the CPRS branding initiative.

To find what the public values about parks and recreation, CPRS conducted a public opinion research in Fiscal Year 2008-09. CPRS is the first park and recreation organization to have undertaken such a comprehensive study of public perceptions of parks and recreation.

Using CPRS' research data, a brand promise was crafted and subsequently approved in 2009 by the CPRS Board of Directors.

Parks and recreation makes lives and communities better now and in the future by providing:

- Access to the serenity and inspiration of nature;
- Outdoor space to play and exercise;
- Facilities for self-directed and organized recreation;
- Positive alternatives for youth which help lower crime and mischief; and
- Activities that facilitate social connections, human development, the arts and lifelong learning.

Proposed Communications Plan

1. Website

- Goal: Improve the website and social media so that the community will make it the go-to source for activities in Cameron Park.
- Goal: Improve the website by making it more informative and user-friendly.
 - Strategy: Improve website functionality to showcase Cameron Park activities, easy access to regulation information (CC&Rs, etc.), and registration for classes. Conduct website upgrade for increased customer visibility and marketing capabilities.

Action Items:

- Increase website hosting to allow for easy updates for staff.
- Give consumers the ability to navigate, register for programs, and find information online easily.
- Promote website on all advertising and public relations announcements.
- Utilize new website design and create interest and engagement.
- Identify community resources and link to public information.
- Add icons to the website linking the Social Media accounts.

Completed Action Items

- Complete Request for Proposal (RFP) by October, 2015
- Revamp front page to showcase current events, activities, and programs.

2. Social Media

Social media gets the word out and builds engagement in the community. We will increase followers, newsletter subscriptions and outreach.

- Social Media Vision (Mission)
Our communication strategy will make us more effective in disseminating information to our customer base and potential customers about our community, parks, programs, services and facilities, and our ability to help foster positive social interaction. We will do this through a systematic and cost effective approach by utilizing various mediums of social media, and we will measure our efforts monthly to determine the effectiveness and improve our strategy.
- One Year Social Media Strategy: Finding our target audience via monthly audits.
 - Understanding where our audience (customer base) is receiving information via social media using surveys.
 - Demographics: sex, age, income, needs, family-make up.
- Engaging awareness of social media.

Exhibit J

- Promoting use of social media as communication tool.
- Optimizing the social media experience.
 - Grow the CPCSD social media likes and followers.
 - How can we create useful information for social media outlets?
 - How can we reach our audience?
 - Utilize before event to set up, during and after.
- Through social media, we engage in communications through these and other outlets:
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} community outreach
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 - To set up an overall social media posting cadence and manage our social media platforms – what to say, how to say it and how often:
 - Facebook:
 - ✓ Promote upcoming events and activities.
 - ✓ Develop a social media monitoring and posting schedule for selected staff.
 - ✓ Share a mix of relevant links, engaging content, and questions.
 - ✓ Post before an event, 2 or 3 posts during the event, and a recap of the event afterward.
 - Twitter:
 - ✓ Promote content such as upcoming events and activities through Twitter.
 - ✓ Listen and engage in relevant conversations about Cameron Park.
 - ✓ Build reputation as a “Special Place to Live.”
 - Instagram:
 - ✓ Create CPCSD awareness through postings.
 - ✓ Engage with local entities to support a fan base.
 - Special Events Websites
 - ✓ Nextdoor
 - Intermediate Term (Seven to Eight Months)
 - Create a strategy to grow number of followers.
 - Incorporate new video clips and photographs of both programs and facilities to our social media outlets and website.
 - Build relationships within the Cameron Park community and outside by increasing social media communication.
 - Current Numbers
 - ✓ As of February 8, 2017, there are 1,278 page “Likes” on Facebook, 682 followers on Twitter and 222 followers on Instagram.

Exhibit J

- Develop Facebook, Twitter and Instagram promos. Share promo with followers for early registration, giveaways or special events to determine effectiveness.
- Long Term (One Year)
 - Strive to make a positive emotional connection with customers and community members to foster active participation and customer loyalty through our various social media outlets.

3. Surveying

- Goal: Survey the public annually via the website to determine interests and ideas. The Fiscal Year 2015/2016 District Park and Facility Master Plan Update was completed and many of the components have been included into the MPP.
- Strategy: Informally survey the public through the Activity Guide, online, email surveys, and registration forms throughout the year.

Action Items:

- Continue a “How did you hear about this program?” question on the top of registration forms, on-line registration, and front desk registration. Measure the customers’ responses and report to the Board of Directors each month.
- Continue a “How did you hear about this facility?” question on the top of all rental agreement forms. Use this data to improve performance and improve results.
- Conduct program and facility surveys at the end of classes and provide an incentive for people to fill out surveys during special events. These surveys will be used to build upon areas of success and improve areas of weakness.
- Research and implement an online survey tool to gather feedback from the community 3 times a year concurrently with the Activity Guide.
- Conduct the survey one month after the Activity Guide has been released to allow the time necessary to recruit necessary instructors for new classes.
- Provide incentives for completing and submitting surveys.

Survey residents to get interest from the community for new classes.

Staff will conduct a minimum of two mini-surveys of the public soliciting feedback on the effectiveness of our promotional efforts.

Provide surveys to participants (or parents) of specific special events and programs, including Kidz Kamp, Aquatics, and Sports programs to identify how to grow the programs and events for the future.

Exhibit J

- For Kidz Kamp provide a mini-survey at the end of each theme week and at the end of the entire summer program.
- For Aquatics provide a survey at the end of lesson session.
- For Sports provide a survey at the end of the program.

DRAFT

DRAFT

Cameron Park Community Services District

Undeveloped Parks and Open Space Weed Abatement

March - December 2016

Park	Size of Park	Park Description			Goal or Accomplishment	Number of Work Days	Staff Expense ¹	Labor Expense ²	Equipment Expense ³	Total Expense
		Trees	Grass	Shrubs						
Gateway	13.27 acres	80%	20%	0	30' firebreak	8	\$400	\$1,800	\$615.36	\$2,815.36
Sandpiper	3.13 acres	25%	25%	50%	Completely cleared	4	\$200	\$900	\$307.68	\$1,407.68
Dunbar	.94 acres	75%	25%	0	Completely cleared	1	\$50	\$225	\$76.92	\$351.92
Knollwood	6.5 acres	70%	30%	0	30' perimeter	1	\$50	\$225	\$76.92	\$351.92
Royal Oaks	10.4	90%	10%	0	30' perimeter	2	\$100	\$450	\$153.84	\$703.84
Bonanza	12.6	50%	50%	0	50' perimeter	4	\$200	\$900	\$307.68	\$1,407.68
Special Projects	N/A	N/A	N/A	N/A	Various	11	\$550	\$2,475	\$846.12	\$3,871.12
Sub totals							\$1,550	\$6,975	\$2,384.52	
Total Cost of Weed Abatement for Undevelopment Parks										<u>\$10,909.52</u>

¹Staff Expense = \$50/day (trailer drop off, pick up and clean)

²Labor Expense = \$225/day (Growlsburg crew)

³Equipment Expense = \$76.92/day (cost of weed eaters, chain saws, gas, oil, trailers, chipper, etc.)

Special Projects for CAL FIRE Crews

Date	Description of Work	Park
3/1/2016	Irrigation and sod	Cameron Park Lake
3/7/2016	Cutting up fallen oak trees	Cameron Park Lake
3/8/2016	Cutting up fallen trees	Hacienda
3/23/2016	Spreading bark & tree work	Christa McAulliffe
6/20/2016	Prep for Summer Spectacular	Cameron Park Lake
6/21/2016	Prep for Summer Spectacular	Cameron Park Lake
8/24/2016	Giant oak tree (two crews)	Hacienda
11/17/2016	Spreading playground chips	Christa McAulliffe
12/22/2016	Spreading playground chips	Christa McAulliffe
1/12/2017	Chipping Christmas trees	Cameron Park Lake

March 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
	4	5	6	7	8	9
	10	11	12	13	14	15
	16	17	18	19	20	21
	22	23	24	25	26	27
	28	29	30	31		

Proposed Parks & Rec Committee Meeting

Proposed Budget & Admin and Fire Committee Meetings

Board of Directors' Meeting