



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

Agenda

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Monique Scobey (MS)
Alternate Director Holly Morrison (HM)
Staff: General Manager Jill Ritzman, Recreation Supervisor Tina Helm,
Acting Parks Superintendent Craig Shuler

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF CONFORMED AGENDA

OPEN FORUM

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

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

DEPARTMENT MATTERS

PUBLIC COMMENT

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

I. Recreation Updates

- Google Analytics
- Newsletter Statistics, Update
- Facility Use Report
- Summer Spectacular
- Community Center Facility Use Deposit

II. Parks Report

General Park Updates provided by Craig Shuler, Park Supervisor

III. 2018 Committee Work Plan (Draft)

IV. Items for the January Committee Agenda

V. Items to take to the Board of Directors

- District Senior Program Resolution

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT



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

DRAFT Conformed Agenda

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

CALL TO ORDER – 5:30 p.m.

ROLL CALL – MM, MS

APPROVAL OF AGENDA - *Approved*

APPROVAL OF CONFORMED AGENDA - *Approved*

OPEN FORUM - *None*

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

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I. Recreation Updates

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

II. Park Report

General Park Updates

- Cost to Heat the Pool
- Disc Golf

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

IV. Items for December Committee Agenda

- *Google Analytics*
- *Newsletter Statistics*
- *Facility Use Report*
- *Summer Spectacular*
- *Establishing Senior Program Resolution*
- *Cameron Park Lake Sign*
- *Disk Golf*
- *Marketing Request for Proposal*
- *Bureau of Land Management Creek Project*
- *Identify Potential Park Improvements 2018 and Resoucrs*
- *Usage for Kayaks and Paddle Boats*
- *Community Center Facility Use Deposit*

V. Items to take to the Board of Directors

- *Establishing Senior Program Resolution (December)*

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 6:30

Parks & Recreation Committee Meeting

December 11, 2017

I. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

- Google Analytics – old website compared to new – please find the following information from the date range of November, 2016 and November, 2017 - see Exhibit A.
- The October newsletter for 2016 was sent out to 3,474 recipients through Mailchimp. The 2017 October newsletter was sent out to 3,686 recipients through Mailchimp. This is an **increase** of 212 recipients.
- Facility Use Report: Please find the scheduled rentals from July to November Fiscal Years 2016/17 and 2017/18 compared to the rentals during the same time period. This comparison is for the auditorium/classroom rentals and does not include the gym.

	2016/17 Facility Rentals July 2016- June 2017	number of rentals	2017/18 Facility Rentals July 2016- June 2017	number of rentals
July	\$3,387.76	19	\$7,448.00	20
August	\$2,485.85	20	\$5,615.37	25
September	\$1,638.51	17	\$3,926.50	16
October	\$7,485.51	24	\$6,099.60	20
November	\$3,006.00	18	\$4,455.50	20
Total	\$18,003.63	98	\$27,544.97	101

A. Summer Spectacular

Staff will be sending out a survey monkey to the Mailchimp list as well as placing it onto the website to gather feedback on the event. The results of the survey will be presented to the committee in January. Event stakeholders will be invited to share their thoughts regarding survey results.

B. Community Center Facility Use Deposit Adjustment

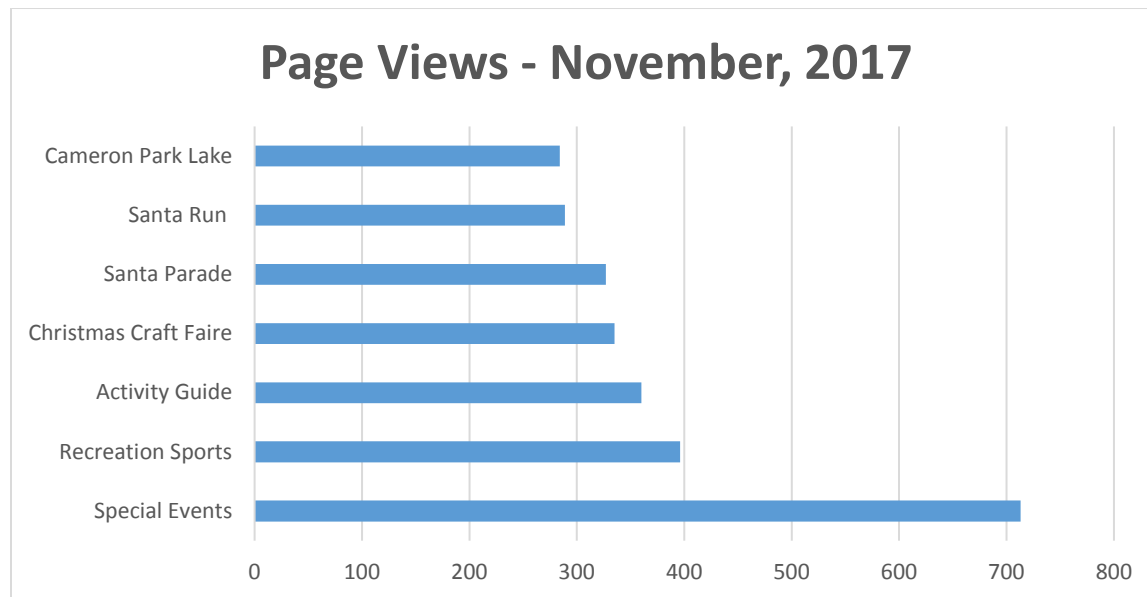
Staff would like to recommend that facility reservations where alcohol is being served that an additional \$300 deposit be charged, due to the reservations that have had alcohol and damage done has been more that the \$300 reservation deposit.

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

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

<i>Item</i>	2016	2017	Difference
<i>Sessions</i> ¹	4,446	4,121	-7%
<i>Users</i> ²	3,369	3,116	-7%
<i>Pageviews</i> ³	9,269	8,768	-5%
<i>Pages/Session</i> ⁴	2.08	2.13	+2%
<i>Time Per Session</i> ⁵	1:40	1:44	+3%

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.

II. Parks Department Report

December 11, 2017

Submitted by: Craig Shuler, Park Supervisor

- Staff is working with Eagle Scouts for possible projects, including:
 - Informational signs at Rasmussen Park and David West
 - Refurbishing the dock at Cameron Park Lake
- The first Christmas tree lighting occurred on December 2nd. Staff worked on setting up tables/ chairs and decorating the tree. The lift required for lighting the tree cost \$1,000 and was an unbudgeted item.
- The pool slide compliance issue has been completed. Pictures and documentation were sent to the state and we have been approved.
- CAL FIRE collected two cords of wood which was donated for a raffle at the Santa Run.
- Cameron Park Lake
 - A culvert was installed under the path at Cameron Park Lake. This should correct the flooding problem that was washing away the path.
 - New state law requires that weekly readings be kept of the water flow at the dam at Cameron Park Lake.
 - Staff is working with the California Water Resources, Division of Dam Safety, to develop an emergency action plan, a new legislative mandate.
- Hacienda Park
 - The peeler poles at the trail to keep cars out were vandalized. The repair required six man hours and \$25 in materials.
 - The split rail fence has been falling apart and staff will be working to repair it as well as cleaning up the area.
- Weed Abatement
 - The weed abatement project on Green Valley Road is about ¾ done, with the help of CAL FIRE and the Growlersburg crew.
 - Staff is meeting with El Dorado County Department of Transportation for 2018 permits to continue the weed abatement program on Cameron Park Drive, Cambridge and Green Valley Road.
- Rain has caused surface blistering at the Pickle Ball courts. Sierra Surfacing has been contacted and it will be repaired in the spring. This is under warranty.
- Some damage was done to the new trail at Northview Park when a homeowner was having a backyard pool installed. The homeowner's contractor will be paying to have this repaired.

Cameron Park Community Services District

Agenda Transmittal

DATE: December 11, 2017

TO: Park and Recreation Committee

FROM: Jill Ritzman, General Manager

AGENDA ITEM: DRAFT PARKS & RECREATION COMMITTEE WORK PLAN 2018

RECOMMENDED ACTION: **Provide Input to the Draft Park and Recreation Committee Work Plan for 2018; Draft Recommendations to 2018 Committee**

BUDGET ACCOUNT: N/A

BUDGET IMPACT: To Be Determined

RECOMMENDATION

- Provide Input to the Draft 2018 Park and Recreation Committee Work Plan;
- Develop Recommendations to the 2018 Park and Recreation Committee;
- Provide Feedback on Priorities.

BACKGROUND

In the past year or more, the Parks and Recreation Committee (Committee) has provided staff with broad input and guidance on many services, facilities and programs. The draft 2018 Work Plan is intended to:

- Set forth the highest priority projects to address in the next year;
- Establish a manageable work plan within the District's resources; and
- List programs and projects to address in future Work Plans.

Feedback from Committee members and the community is important to establish priorities.

DISCUSSION

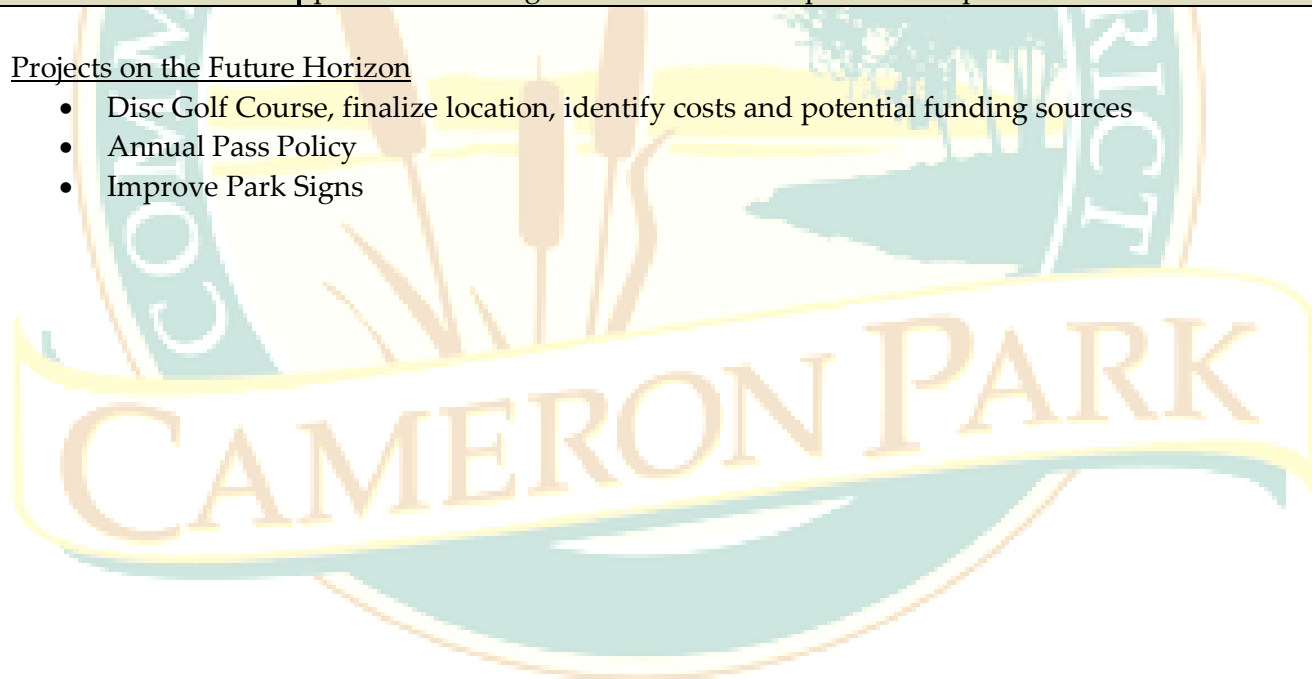
The following projects are proposed to be included in the 2018 Work Plan:

Project	Description
Summer Spectacular	The re-fresh the District annual signature event, Summer Spectacular.
Senior Programs	Working with the Mature Leadership Council, expand and enhance senior programs and evaluate opportunities for a permanent location
Facility Use Fees & Processes	Evaluate current facility use fees & processes, and make changes to streamline processes, increase customer service, and standardize fees.

Project	Description
Rasmussen Park Permit	Seek approval from El Dorado County Planning to re-establish a T-ball field at Rasmussen Park and address erosion. When County permit is secured (and other appropriate permits and approvals), work with Cameron Park Little League to fund and implement improvements.
Cameron Park Lake	Develop a comprehensive program plan that addresses necessary capital improvements, facility operations and maintenance requirements, and recreation programming. Plan will set forth appropriate staffing levels, program revenues, annual pass fees and budget requirements
District Marketing Plan	Seek opportunities to enhance District marketing by releasing the Marketing Request for Proposal, review role of Recreation staff in district promotions, and seek alternative cost efficient ways to streamline messaging about the District's programs and services. Solicit feedback from the community about how they receive information about the District's programs and services; and establish priorities for communication methods. Include a plan for promotional event signs in this effort.
Park Improvements	Identify and prioritize Park improvements, establish estimated costs and potential funding sources. Determine potential implementation timeline.

Projects on the Future Horizon

- Disc Golf Course, finalize location, identify costs and potential funding sources
- Annual Pass Policy
- Improve Park Signs



Cameron Park Community Services District
Senior Programing Outline
December 11, 2017

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

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

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

Date and Time

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

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

Programing may include but will not be limited to:

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

Furniture/Storage space provided by CPCSD:

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

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

RESOLUTION FORMALLY ESTABLISHING A
SENIOR PROGRAM FOR THE DISTRICT

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

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

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

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

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

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

AYES:

NOES:

ABSENT:

ATTEST:

Director Holly Morrison, Vice President
Board of Directors

Jill Ritzman, General Manager
Secretary to the Board