

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



**Parks & Recreation Committee
Monday, December 3, 2018
6:30 p.m.**

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

Agenda

Members: Chair Director Monique Scobey (MS), Vice Chair Director Greg Stanton (GS)
Alternate Director Holly Morrison (HM)
Staff: General Manager Jill Ritzman, Recreation Supervisor Tina Helm,
Parks Superintendent Mike Grassle

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.

1. **Pool Use Fees** (J. Ritzman)
2. **Draft Survey Regarding Interest in Allowing Dogs on Leash at Cameron Park Lake** (J. Ritzman)
3. **Review and Discuss Cameron Park Lake Facility Use Fees** (J. Ritzman)
4. **Results from Community Center Survey** (J. Ritzman)
5. **Staff Written Reports & Oral Updates** (T. Helm and M. Grassle)
6. **Items for the January Committee Agenda**
7. **Items to take to the Board of Directors**

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT

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



**Parks & Recreation Committee
Monday, November 5, 2018
6:30 p.m.**

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

Conformed Agenda

Members: Chair Director Monique Scobey (MS), Vice Chair Director Greg Stanton (GS)
Alternate Director Holly Morrison (HM)
Staff: General Manager Jill Ritzman, Recreation Supervisor Tina Helm,
Parks Superintendent Mike Grassle

(Monique Scobey has a planned absence; Holly Morrison, as the alternate, will be in attendance.)

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA – HM/GS

APPROVAL OF CONFORMED AGENDA – move to the Board of Directors Meeting

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.

1. **Report Back - Proposed User Fees for Sports Field Use; Outcomes from Sports Groups' Meeting**
(oral report; J. Ritzman)
2. **Review and Discuss Proposed Pool Facility Use Fees** (J. Ritzman)
3. **Review and Discuss Cameron Park Lake Facility Use Fees** (J. Ritzman)
4. **Discuss Prohibition of Dogs on Leash at Cameron Park Lake; Resident Initiative** (J. Ritzman, M. Grassle)
5. **Review and Discuss Updated Fishing Education Program at Cameron Park Lake** (oral report and hand-outs, M. Grassle)
6. **Staff Written Reports & Oral Updates** (T. Helm and M. Grassle)
7. **Items for the December Committee Agenda**
 - Results of Community Center Survey
 - Cameron Park Lake Facility Use Fees
 - Draft Dog Poll Question for Survey Monkey
8. **Items to take to the Board of Directors**
 - *Proposed Pool Facility Use Fees*

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT

NOTE – THERE WAS NO AUDIO RECORDING MADE OF THIS MEETING.



Agenda Transmittal

DATE: December 4, 2018

FROM: Jill Ritzman, General Manager

AGENDA ITEM #1: **POOL USE FEES 2019**

RECOMMENDED ACTION: Review and Discuss

BUDGET ACCOUNT: GENERAL FUND BUDGETS 7000 COMMUNITY CENTER, 5000
RECREATION; ACCTS 4187 POOL

BUDGET IMPACT: Estimated Increased Revenues \$4,635 Pool Revenues

BACKGROUND

The Cameron Park Community Services District (District) Board of Directors approved the Final Fiscal Year 2018-19 Budget with an anticipated 20% increase in revenues generated from all District fees. In response to the Board directive, staff added \$20,000 in revenues to the District budget. Staff analyzed where capacity exists to increase fees, ways to reduce costs associated with specific programs, and compared fees to surrounding agencies.

In November, the Board of Directors did not approve staff's recommended Pool Use Fees and asked for the item to be reconsidered at the Parks and Recreation Committee meeting. Staff's previous recommendation was to increase the 2019 pool use fees by 5% and work with user groups to lower the operational costs. Staff previously imposed a 5% fee increase for Aquasol Swim Team for their 2018 fall season. Staff did not recommend a 20% increase which would have been consistent with the sports field user groups, because field sports teams have a broader base of participation to spread the fee increase. Another step staff is taking is for fees to be consistent amongst the pool user groups.

DISCUSSION

The District has two categories of pool facility use fees:

1. Monthly use fees for community swim teams;
2. Hourly rates for groups who rent the pool for parties, such as school groups for the end-of-the-year parties.

Monthly Use Fees for Community Swim Teams

Since the November Board meeting, staff revised the monthly operational costs of the pool and is able to identify all costs except the propane costs (Attachment A). Late in the Aquasol fall swim season and just prior to the November Board meeting, staff discovered the solar system was not operating and that the propane tank thought to be dedicated exclusively to the pool, was actually for additional facilities as well (Attachment B). With this recent update, the monthly propane costs cited in the November Board report can no longer be substantiated, and a guess-timate for future propane costs cannot be determined at this time. In addition, there may not be a way to determine propane costs specific to the pool without an additional meter installed. Staff will monitor future bills to determine cost savings for fully using the solar system, and will look for trends in each season associated with the specific facilities.

Staff recommends a monthly pool facility use fee of \$5,889 for community swim teams, an increase of approximately 8%. This fee more than covers monthly pool operational costs (\$5,308), not including the propane costs. A monthly fee applies whether the pool is open for public swim and use is shared with the District or not. Specifics regarding exclusive and shared use will be outlined in a Memorandum of Understanding between the club and District, along with reimbursement costs for lifeguard wages which is separate from facility costs. During the off season when the pool is operational for swim teams, the District can provide additional community programming such as exercise and lap swims.

Swim teams are working closely with District staff to lower operational costs, primarily accepting a lower pool temperature, saving on propane costs. District staff is working to maximize the use of the pool's existing solar panels to lower propane costs, and in addition, the District's initiative for enhancing solar power may lower costs further in the future.

Hourly Rates

Staff is recommending the following hourly rates to increase rental fees, simplify the fee structure, and keep fees just under neighboring agencies.

Current Hourly Rates (includes Lifeguards)

No. in Party	Time	Lifeguards	Rate
1-50	2 hours	3	\$164.00/hour
	over 2 hours	4	\$181.00/hour
51-250	2 hours	5	\$198.00/hour
	over 2 hours	6	\$215.00/hour
251-350	2 hours	6	\$215.00/hour
	over 2 hours	7	\$232.00/hour

Proposed Hourly Rates (includes Lifeguards)

No. in Party	Hourly Rate
1-50	\$190
51-250	\$225
251-350	\$265

Note: Minimum use is two hours.

El Dorado Hills has a flat hourly rate of \$195 for main pool; \$225 for the main pool and mushroom (children's) pool. City of Placerville Aquatic Center fee is from \$200-\$300 for one pool depending upon the number of people. Additional fees up to \$650 for two pools and the full facility.

CONCLUSION

Local swim teams offer youth in our community an avenue to learn team work, good sportsmanship, importance of fitness, and a sense of belonging. Youth who participate in any team sport gain experiences to help them become adults who have strong sense of family and give back to their community. The Community Pool was designed and built to provide this opportunity in Cameron Park. Staff will continue to work with local swim teams' leadership to find ways to raise revenues, reduce operational costs, and invest in

the District's important asset. Fees and costs will be evaluated annually, and reported back to the Board.

Attachments

A: Community Center Monthly Pool Costs

B: Propane Cost for the Community Center Pool

Community Center Monthly Pool Costs

Below is a cost estimate to operate the Community Center Pool on a monthly basis. This winter we will be adding Cyanuric Acid to the pool which will lower the cost of Chlorine. We are now adding Sodium Bicarbonate and Calcium Carbonate as needed to keep the Alkalinity and Calcium Hardness level correct. The Muriatic Acid and Carbon Dioxide are added to the pool to keep the PH regulated.

Chlorine - \$703.38

Muriatic Acid - \$513.83

Cyanuric Acid - \$189.63

Carbon Dioxide - \$777.28

Sodium Bicarbonate- \$71

Calcium Carbonate -\$71

Staff Time for Maintenance - \$588.80

Janitorial Service - \$240.00

Electricity - \$2,153.58

Total monthly operation costs without propane - \$5,308.50

Propane for pool, gymnasium, classrooms, storage rooms, lifeguard rooms – estimated \$4,352/month without use of solar

Propane Cost for the Community Center Pool

Report by Mike Grassle, Parks & Facilities Superintendent

Over the past few months I have been trying to calculate the cost of propane to heat the Community Center pool. The reason for this is to make sure we are charging our user groups an appropriate rate for renting the pool. Unfortunately, a lack of data, along with several other factors (listed below), does not allow the district to come up with a true cost estimate. My goal in 2019 is to correct this issue so we can hopefully have a much more accurate propane use cost and ultimately save on our propane costs.

- In mid-October of 2018 it was discovered that the solar heating system for the pool was shut off and not working. We were able to make the corrections to get the system working again. Having the solar heat will keep the pool heated during the day, reducing the propane usage.
- It was determined that the propane tank that is used to heat the pool is also used to heat the gym, classrooms, storage rooms, and life guard rooms. This was found in early November by JS West Propane and the CSD staff. In order to get an accurate propane reading for the pool, it may require separating the lines and adding an additional meter.
- It is my understanding that in the past the district has let the propane heater run during the summer months. Moving forward I would like to shut the heater off in the middle of summer. The pool may be a few degrees cooler in the morning, but will warm up nicely during the day.



*Cameron Park
Community Services District*

Agenda Transmittal

DATE: December 3, 2018

FROM: Jill Ritzman, General Manager

AGENDA ITEM #2: **DRAFT SURVEY REGARDING INTEREST IN ALLOWING DOGS ON LEASH AT CAMERON PARK LAKE**

RECOMMENDED ACTION: Review & Discuss

INTRODUCTION

At the November 5th Parks and Recreation Committee Meeting, community and committee members discussed the prohibition of dogs at Cameron Park Lake, why dogs are prohibited even on a leash, and if there was a chance to change the prohibition. This initiative is coming forward from a resident and dog owner who conducted an informal survey on Next Door.

The Committee asked staff to return to the December meeting with a draft survey to gauge residents' opinion about allowing dogs on leash at Cameron Park Lake.

DISCUSSION

Staff have drafted the following survey questions and distribution plan for the Committee and community's feedback.

Proposed Questions

1. Do you live in Cameron Park? Yes or No.

2. Do you own a dog(s)? Yes or No.

3. How often do you visit Cameron Park Lake? (check one that applies most)
 - At least once a week
 - Twice a month
 - Once a month
 - Two to six times a year

4. What activities do you enjoy at Cameron Park Lake? (check all that apply)
 - Pickleball
 - Tennis
 - Picnicking
 - Walking around the Lake
 - Fishing
 - Swimming at Lagoon
 - Attending District special events

5. Should dogs be allowed on leash at Cameron Park Lake? Yes or No.
 - Why or why not? Please explain

6. Should dogs be allowed only on the trail around the Lake and not in other areas of the park? Yes or No.
 - Why or why not? Please explain

7. Should dogs be allowed at Cameron Park Lake on designated days a few times year?

8. If you're a dog owner, do you use the off-leash dog park at Hacienda Park?

Distribution

The survey would be formatted on Survey Monkey and posted on the District website January 1st through February 28th, 2019, for two months. Survey would be promoted in the District E-Newsletter and Next Door. District staff can distribute the survey in person to park users at Cameron Park Lake.

Results will be tabulated and provided to the Parks and Recreation Committee in March.



Agenda Transmittal

DATE: December 3, 2018

FROM: Jill Ritzman, General Manager

AGENDA ITEM #3: CAMERON PARK LAKE FACILITY USE FEES

RECOMMENDED ACTION: Review and Discuss

BUDGET ACCOUNT: BUDGET PARKS 4000; 4181 CAMERON PARK LAKE

BUDGET IMPACT: \$3,750 based on current use

RECOMMENDATION

Review, discuss and forward to the Board of Directors for consideration Cameron Park Lake facility use fees for picnic areas.

BACKGROUND

Cameron Park Lake has two picnic areas and an overflow area available to groups for rent: Flagpole Area, Gazebo and the grounds that are called the "Event Area" just outside of the Gazebo. Picnic areas are rented two to three times a month during the summer months, typically on Saturdays. Many groups use the area on a first come, first serve basis at no charge.

The Swimming Lagoon is not available to rental groups specifically. Groups are encouraged to rent the Gazebo and use the Swimming Lagoon when open. Having both the pool and Lagoon available for rentals has been problematic in the past due to the number of available lifeguards. Staff will consider expanding rentals to include the Lagoon in the future.

DISCUSSION

The following chart outlines the current and proposed fees. The fee scheduled is designed to simplify fees and maximize revenues. Historically, a specified number of park entry tickets were included in the picnic area fee. For example, if a group of 30 rented the Flagpole area for \$125, the group would receive 25 free entries and pay \$1.50 for an additional 5 entries. Managing the free and discounted entries associated with a reservation proved difficult for the kiosk operators to manage and confusing to renters.

Staff is recommending that the picnic area fees are reduced substantially and to not include any free or discounted entries. A picnic site reservation fee will reserve the site, and all people entering the park will pay the typical entry fees.

Current Fee Schedule	Proposed Fees
<ul style="list-style-type: none"> • Flagpole Area <i>Minimum 25 /Max Occupancy 50</i> 25 people = \$125 50 people = \$162.50 (extra people after 25 are \$1.50 each up to a max of 50) 	\$40
<ul style="list-style-type: none"> • Gazebo <i>Minimum 50 /Max Occupancy 100</i> 50 people = \$225 100 people = \$300 (extra people after 50 are \$1.50 each up to a max of 100) 	\$90
<ul style="list-style-type: none"> • Gazebo + Event Area <i>Groups of 100-150</i> Gazebo \$300 + Event Area \$150 = \$450 	Not available
<ul style="list-style-type: none"> • Gazebo + Flagpole + Event Area <i>Groups of 150-250</i> Gazebo \$300 + Flagpole \$162.50 + Event Area \$300 = \$762.50 	\$140
<ul style="list-style-type: none"> • Electricity \$25 	No charge
<ul style="list-style-type: none"> • Deposit \$100 	Not required



Agenda Transmittal

DATE: December 3, 2018

FROM: Jill Ritzman, General Manger

AGENDA ITEM #4: RESULTS FROM COMMUNITY CENTER SURVEY

RECOMMENDED ACTION: Review and Discuss

BACKGROUND

In response to concerns regarding the gun raffle at the Cameron Park Fire Department Annual Crab Feed, the Parks and Recreation Committee asked staff in April 2018 to conduct a survey about the Cameron Park Community Center. The survey was formulated in May, but distribution was delayed until September 2018. Releasing a survey during the summer season may decrease the number respondents due to summer vacations.

DISCUSSION

The survey was active on the District's website in September and October; and was promoted in the District's E-Newsletter, Facebook and Next Door. Attachment A is the survey results.

In recent months, staff initiated changes to the reservation process, to streamline services, maximize use, and provide better customer service. In reviewing the survey results, the changes made to the reservation process are similar to the interests expressed by residents who completed the survey.

- ✓ The District's recreation programs and community meetings are the priority.
- ✓ Returning customers, such as the Gold Bug Quilters and Big Brothers/Big Sisters are the second priority.
- ✓ Facility calendars are completed with priority users up to two years in advance, providing an opportunity to private groups to reserve the Assembly Hall up to one year in advance.
- ✓ When completing the reservation application, user groups provide detailed descriptions of their proposed activities for review and approval by staff.
- ✓ Kitchen ware is now available to user groups at no additional charge.
- ✓ Fee discounts are provided to non-profits and residents.

Staff is recommending to continue with the recent changes in process and fees, and re-evaluate the Community Center use with the Parks and Recreation Committee at the end of 2019. Intermittent Community Center use reports will be provided once the new Rec Trac software system is in place.

Attachment A: Survey Results

Cameron Park Community Services District

Results from Facility Use Survey – Sept/Oct 2018

(29 Total Respondents)

1. Do you live in the Cameron Park Community Services District (CPCSD) service area
(Answered: 28, Skipped: 1)
 - 21 Yes
 - 7 No
 - 0 Unsure

2. Did you know the CPCSD has a Community Center?
(Answered: 29, Skipped: 0)
 - 29 Yes
 - 0 No

3. Have you rented/used any CPCSD facilities and/or parks in the past? (check all that apply)
(Answered: 28, Skipped: 1)
 - 6 Aquatics Center
 - 16 Cameron Park Lake
 - 6 Christa McAuliffe Park
 - 6 Community Center
 - 4 Dave West Park
 - 5 Hacienda Park
 - 0 Northview Park
 - 4 Rasmussen Park
 - 0 Royal Park
 - 3 None

4. To whom should we give priority to when making reservations? (1=Highest, 4=Lowest)
(Answered: 26, Skipped: 3)
 - Registrar of Voters for elections (50% rated 2, 50% rated 3)
 - Public or non-profit organizations for non-political or non-commercial uses (50% rated 2, 50% rated 4)
 - Residents and businesses within the Cameron Park Community Services District (CSD) boundaries (50% rated 1, 50% rated 2)
 - District sponsored programs and events (75% rated 1, 25% rated 3)

Attachment 4A

5. Should raffles of the following items be banned at the parks/facilities (check all that apply):
(Answered: 22, Skipped: 7)
18 Raffle of Cannabis items
11 Raffle and/or sale of firearms or other weapons (knives, swords, spears, etc.)
6. Should coffee carafes be available to Community Center rental customers for free without having to rent the kitchen?
(Answered: 29, Skipped: 0)
16 Yes
12 No
7. Do current Community Center hours for rental meet customers' needs?
(Answered: 24, Skipped: 5)
22 Yes
2 No
8. Who should receive facility rental discounts?
(Answered: 29, Skipped: 0)
25 Cameron Park residents with proof of residency within the CPCSD boundaries
20 Non-profit organizations with proof of 501(c)(3) status
1 Other (please specify) - Seniors and Veterans
9. Who should receive class/pass discounts?
(Answered: 24, Skipped: 5)
10 Military/Veterans
2 Disabled Individuals
8 Senior Citizens
1 Other (please specify) - *EMS Personnel*
1 Other (please specify) – *All of the above & local teachers and first responders*
1 Other (please specify) – *All of the above*
1 Other (please specify) – *These groups rather than individuals*
1 Other (please specify) – *All CP residents equally, or nobody*
1 Other (please specify) – *ALL above should be able to get the discount*

*Cameron Park
Community Services District*



Agenda Transmittal

DATE: December 3, 2018

FROM: Michael Grassle, Parks and Facilities Superintendent

AGENDA ITEM #5: Parks & Facilities Department Report

RECOMMENDED ACTION: Receive and File

General information

- The rain is finally here and staff has shut the irrigation systems off for the year. Growlersburg assisted staff at Cameron Park Lake with the removal of Cattails along the dam and spillway.
- The turf grass throughout the district was fertilized prior to the rain.
- Staff continues to address the Fire Marshal's inspection of the Community Center and the Parks office at Cameron Park Lake.
- The Parks and Facilities Superintendent completed his 20 hours of continuing education required by the State of California to renew the district Qualified Applicator's Certificate. This Certificate is needed by the El Dorado County Agricultural Department for the use of pesticides, herbicides, and fungicides throughout the district.
- The existing Barnco style shed located at Station 89 was sealed up for the winter. Staff spent time repairing damage to the roof and exterior of the building.

Cameron Park Lake

- The district experienced vandalism issues around the playground area. Several of the park benches were damaged. Staff ordered materials and benches should be repaired soon.
- New LED lights were installed at the Cameron Park Lake shop. Staff removed the previous lights and the old electrical wiring. The new lights were install as per the electrical code.

- Wednesday November 14th staff spent the day baiting all of the visible gophers along the dam. This is required by the State of California.

Parks, Fields, and LLADs

Christa McAuliffe Park

Parks staff will be installing the lights for the tree lighting ceremony on Wednesday, November 28th. The Tree Lighting Ceremony will take place on Friday, November 30th.

Royal Park

Growlersburg cleared the brush and debris along the creek beds prior to the rain.

Community Center

- Home Depot will install a new Tuff Shed to be used to store the grounds maintenance equipment.
- The pool is closed for the winter. Staff continues to pursue opportunities to reduce propane costs to heat the pool in 2019, including use of the existing solar system. The chlorine pump is schedule to be rebuilt before the pool opens in 2019.
- Additional signage will be installed around the Community Center to redirect over flow parking to Greenwood and Meadow streets.
- The floor throughout the Community will be stripped and waxed the week of December 17th. Staff will be assisted by Hillyard to complete this task.
- A contractor repaired the video cameras that record the district's board meetings. Audio along with video will now be available when watching the meetings from a remote location.

Cal Fire

- The Parks Superintendent will be meeting with the Fire Marshal this winter to discuss the district's open space lots. A detailed plan of action will be presented to the Parks and Recreation Committee in January regarding the District Weed Abatement Program for 2019.
- Staff will be reviewing the Fire Marshal's report the first week of December. There will be a detailed walkthrough with staff and the Fire Marshal.



Agenda Transmittal

DATE: December 3, 2018

FROM: Tina Helm, Recreation Supervisor
Alyssa Kimball, Recreation Coordinator

AGENDA ITEM #5: Recreation Department Report

RECOMMENDED ACTION: Receive and File

- Staff met with the sports field user groups to discuss field use for the 2019 year. The groups have received a field calendar and MOU for the upcoming season.
- Staff attended a workshop in Sacramento - "Making the Transition from Staff to Supervisor". Principals on leadership and tools for managing staff were presented.
- The 21st Annual Christmas Craft Faire was held on Saturday, November 17th at the Community Center. 76 vendors participated in the annual event, 67 inside and 9 outside. The weather was great which allowed for the additional outside vendors. Shoppers came throughout the day. (see activity report – Attachment A)
- Staff continues to meet with the Senior Leadership Council to expand programs in a manner consistent with our plan. Update: Bunco Bash will no longer be offered as participation has decreased. The guest speakers in November were Rob Smith and Andrew Brown from Placerville CHP doing the presentation "Age Well Drive Smart". Eight participants came and will be receiving certificates of attendance. Computer Lessons for Beginners taught by Jenny Figueroa continues to stay booked. All of her students have given good feedback on the lessons. Jenny will continue the program in January. Staff is working on a day trip and a holiday party.
- Staff is continuing to work with Seth Warren from Rec Trac (Vermont Systems) on items for the upcoming migration to the upgraded registration system. The migration to the new system is scheduled for the week of December 10 and Vermont Systems staff will be on site to ensure success.

- Staff is gathering information from instructors for the Winter/Spring Activity Guide.
- Registration for the Youth Basketball Program is currently open. The league begins in January.
- Sarah Fridrich has left the District to work in a different field. Alyssa Kimball is taking on some of Sarah's job duties and responsibilities.
- Upcoming events include the 2nd Annual Tree Lighting on November 30th, the Santa Run and Pancake Breakfast on December 1st, Sierra Symphony Concert on December 8th, and the Santa Parade on December 7th, 8th, and 9th, which is scheduled for the following weekend if it rains.

Attachment A: Christmas Craft Faire Activity Report

Cameron Park Community Services District

ACTIVITY REPORT
CHRISTMAS CRAFT FAIRE

EVENT: Christmas Craft Faire **DATE:** Saturday, November 17, 2018
LOCATION: Cameron Park Community Center **TIME:** 10 am – 4 pm
ESTIMATED ATTENDANCE: 800+ throughout the day
SUBMITTED BY: Tina Helm - Recreation Supervisor

◇ REVENUES:	\$ 5,380.00
• 76 Vendors	\$ 5,380.00

◇ EXPENDITURES:	\$ 1,231.41
------------------------	--------------------

- Marketing
 - Signs/banners \$ 48.27
 - Posters/Flyers \$ 96.16
 - Road Signs \$ 96.53
 - More Vendor Signs \$ 289.58
- Advertisement
 - Postcards \$ 168.33
 - Facebook \$ 20.00
- Supplies
 - Decorations \$ 15.04
- Staff
 - Recreation/Office \$ 497.50

◇ REVENUE	\$ 4,148.60
------------------	--------------------

PROGRAM DESCRIPTION:

The Craft Faire is held the third Saturday of November. This is the 21st year that we have held the event. The vendor deadline for the event was October 12. The event was full well before the deadline. Similar to previous years - the gym, auditorium, social room and dance room were all used. We were full of inside spaces so we offered additional spaces outside (weather permitting). Staff waited until the week of the event to contact those on the outside wait list. There were 6 vendors outside along the pool fence as well as the 3 food vendors. The total number of vendors was 76.

SUPPLIES AND RESOURCES:

Banners and signs were placed throughout the community along with smaller yard signs placed at other intersections. A banner was placed on the hill by Koby Pest along Placerville Drive. A large banner was placed on the board at Christa McAuliffe Park that read: **Christmas Craft Faire, Saturday, November 17 10am-4pm, cameronpark.org, 530-677-2231.** A flyer was placed in The Windfall. Event information was placed on the Sacramento Bee website, Facebook, Next Door, Twitter, the CPCSD website, Style Magazine, and The Clipper. Scented pine cones and pine branches were placed in the restrooms, windowsills and other areas. Christmas music from the radio or D was on in the gym and dance studio. Music from Pandora was used in the auditorium.

EVALUATION:

The attendance was strong all day long. People did have to search for a parking spot as there were so many customers. The extra vendors and food vendors were in the courtyard and along the pool fence. The weather was great; no rain, so tables were set up in the courtyard area for people to sit and eat.

The layout of the event was similar to last year and every space was used. Two smaller spots were in front of the stage, three smaller spots on the west side of the auditorium (narrow long spots), there was one spot in the entry way of the hall, and four vendors were placed in the dance room and the social room. Signage was placed at all the various entrances indicating "More Vendors" with arrows.

The food vendors that were outside included: Cameron Park Coffee and Deli, Original Kettlekorn, plus toffee and baked goods. There was a Crepe vendor inside selling crepe mix.

Suggestions for next year:

- Create a map with the registration form with different prices for corner booths, wall spots, etc. The vendor submits for 3 possible spots. The vendors would be juried, contacted and then send in payment.
- Charge a different price for the spots in the smaller rooms.
- Utilize the classroom as an additional area for vendors if needed.

- Continue to limit the number of jewelry vendors (I believe there were too many this year). Also, some did not include all items on their booth description and brought jewelry
- A few of the vendors suggested changing the time.

Additional Info:

- Evaluation results – see below scale of 1-5 (attached form) (1=low; 5=high).
- 55 vendors completed and returned the evaluations

Did you use Friday set-up?		Booth Location	Booth Sales	Booth Traffic	Food & Beverages Available	Hours	Advertising	Return for another Xmas Craft Faire?		Interested in Summer Spectacular?	
Y-31	N-20	4.4	4.4	4.1	4.1	4.6	4.4	Y – 49	N-2	Y- 23	N-25

Old Fashioned Christmas Craft Faire



Saturday, November 17, 2018

Doors are open from 10am - 4pm

This large, indoor craft faire features hundreds of hand-made crafts made by local and visiting vendors, specific for the Holiday season!

Food and beverages will be available for purchase

Cameron Park Community Center;
2502 Country Club Drive

For more information
call (530) 677-2231 or visit us
online at www.cameronpark.org.

