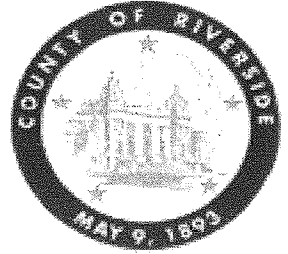




Park District Headquarters
4600 Crestmore Road
Riverside, CA 92509 6858
951/955-4310

Riverside County
Regional Park & Open-Space
District Advisory Commission Meeting
Thursday, May 5, 2011, 1:30 p.m.
Jurupa Aquatic Center
4310 Camino Real
Riverside, CA 92509
951/360-1974



MINUTES

Members Present:

Bill Hartford, District I
Mark Ballys, District I
Daniel Hake, District II
Ray Smith, District II
Darrell Connerton, District III, Vice Chair
Cois Byrd, District III
Bob Grady, District IV, Chair
Christopher Thomas, District IV
Judy Nieburger, District V
Jerry Cody, District V

Staff Present:

Regional Park & Open-Space District
Scott Bangle, General Manager (GM)
Kyla Brown, Recreation & Tourism Chief (RTC)
Brande Hune, Business Operations Chief (BOC)
Maureen Gayk, Executive Assistant (EA)
Marquese Howard, Graphics Illustrator (GI)
Nicole Van Winkle, Aquatics Coordinator (AC)

Members Absent:

Don Martin, District IV (excused)

The meeting was preceded by an optional work shop on the Strategic Plan.

1.0 Call to Order/Introductions

The meeting was called to order at 1:52 p.m.; self introductions were made. RTC Brown introduced AC Nicole Van Winkle, who has a Masters in Recreation and a degree in Music. She is a board member of the Southern California Pool Operators Association, member of CPRS, Aquatic Therapy and Rehab. Institute, American Association for physical activity and recreation, and an LGITWSIT aquatics facility operator. AC Van Winkle will be running the Jurupa Aquatics facility, The Cove.

2.0 Pledge of Allegiance to the Flag

The Pledge of Allegiance was led by Commissioner Byrd.

3.0 Approval of Minutes – Action

M/S/C Connerton, Cody
The minutes of March 3, 2011 meeting were approved as printed.

4.0 Public Comments Related to Fish and Game

There were no public comments related to Fish and Game.

5.0 Items of Public Interest Related to Fish and Game

There were no items related to Fish and Game.

6.0 Fish and Game Related Business – Information/Action

6.1 Fish & Game Trust Fund

The Fish and Game Trust Fund balance is \$14,079.

7.0 Public Comments Related to the Regional Park & Open-Space District

There were no public comments related to the Park District.

8.0 Trails Committee Report – Receive & File

The Trails Committee Minutes of March 23, 2011 were received and filed.

9.0 New Business – Information/Action

9.1 Strategic Plan – Action

An overview of the draft 5-Year Strategic Plan was presented, which covers July 2011 through 2016. Data was reviewed, the bench mark summary was given, strategy maps, the balanced scorecard, and the next steps in the process were reviewed. The Park District management looked at demographics, reports through CPRS and NRPA, other strategic plans, an off-road strategic plan, the California State Parks Strategic Plan, the Park District's prior annual reports, white papers in relation to strategic plans and goals, and benchmarking against the operating ratio report put out by the National Park Association, which was done in 2009. The District also looked at performance management systems and white papers that were written on behalf of the District. They looked at recommended budget practices in and outside the parks industry and the State of the Great Outdoors Report and Outdoor Recreation Participation Report. The National Association Accreditation Program is also being looked at to make the Park District a stronger organization. The Park District held 16 interviews, 3 community forums, 12 stakeholder meetings, and invited every employee to participate in the process. The Park District mission statement remains the same. Goals and objectives will be aligned with a new five-year tool, i.e., the Strategic Plan. Yearly work plans will be done, with a wrap up annual report.

The benchmark report will be brought back to the Commission. Seven agencies were looked at, with Riverside ranking #2 for total park acreage, #5 for miles of trails, #7 for total per capita budget. Approximately 61% of the District's revenue comes from non tax.

In summary, the Park District will look at its mission, vision, strategic theme and objectives, followed by initiatives, which all result in a work plan. The Park District will ask for final approval at the July meeting. The annual work plan will come back with the report in July. Staff will be trained and the document will be executed.

GM Bangle noted that a maintenance management plan and natural resource management plan will be done before moving forward for accreditation.

M/S/C Balys, Connerton

The Commission approved the draft 5-year Strategic Plan.

9.2 Creation of the Strategic Plan Subcommittee – Action

GM Bangle discussed the creation of the Strategic Plan Subcommittee and asked for two volunteers to serve on the Subcommittee. They will work closely with GM Bangle on details for this plan.

M/S/C Nieburger, Balys

Bill Hartford and Darrell Connerton will serve on the Strategic Plan Subcommittee.

9.3 Creation of the Communications Subcommittee – Action

GM Bangle discussed the creation of the Communications Subcommittee and asked for two volunteers to serve on the Subcommittee. The goal is to develop a matrix that will identify all of the communications and marketing elements to be managed. The plan will then be brought back to the Commission.

M/S/C Byrd, Nieburger

Ray Smith, Mark Balys, and Daniel Hake will serve on the Communications Subcommittee.

9.4 Website Presentation – Information

Graphics Illustrator Marquese Howard gave a live demonstration and overview of the Park District's website at RivCoParks.org.

10.0 Commissioners Report – Information

District I

Commissioner Balys said that he attended the ribbon cuttings at San Timoteo Schoolhouse and the Santa Rosa Plateau.

Commissioner Hartford mentioned the great turn out of Commissioners at these ribbon cuttings and that staff did a wonderful job putting on these events. He will give his best effort to the Strategic Planning Subcommittee.

District II

Commissioner Hake attended the Santa Rosa Plateau and San Timoteo Canyon Schoolhouse ribbon cutting. He said hats off to Commissioner Cody for his efforts at San Timoteo. He too mentioned the great events put on by the Park District at the ribbon cuttings.

Commissioner Smith attended the ribbon cutting at the Santa Rosa Plateau and mentioned that he too felt it was a great event and wonderful day.

District III

Commissioner Byrd is pleased with the expansion of the Santa Rosa Plateau. He also participated in the fund raising efforts of the Garden Tours for the Santa Rosa Plateau Foundation. Other focus of the Foundation would be fund raisers that will be held behind the visitor center. There are some concerns between the Management Committee and Foundation that will need to be worked out.

Commissioner Connerton also attended the ribbon cutting at San Timoteo Schoolhouse. A great job was done by staff for the ribbon cutting. He mentioned the practical use of the windmill at the site and that perhaps the County could look into grants for this as it could power electricity for the school. He also attended the ribbon cutting at Santa Rosa Plateau and mentioned the variance in

temperatures for the events. Staff did an excellent job at both of these events. He gave thanks to the Commission for approving his appointment to the Strategic Plan Subcommittee.

District IV

Commissioner Thomas mentioned his involvement with the Palm Desert Recreation Commission and toured the Palm Desert pool, which will open on June 11. He will be doing a cruise out of New York, which will feature pickle ball. Pickle ball will be introduced to the entire island of Bermuda.

Commissioner Grady attended the ribbon cutting at San Timoteo Schoolhouse. He also attended the Imperial County Fish and Game Commission. They meet monthly and have an 11-member board. That Commission is very active and has an intimate knowledge of wildlife and fish and game issues within their county. The secretary is provided by the County Clerk's office. He requested that the VARRA Newsletter be shared with the Commission. Commissioner Grady mentioned the employee/volunteer/support group luncheon on May 11 and encouraged Commission attendance.

District V

Commissioner Nieburger attended the Santa Rosa Plateau event and gave accolades to Park Interpreter Rob Hicks, who made the tour of the grounds so interesting. She gave thanks to the City of Blythe for the Economic Development Conference. Duck Daze will be held at Hidden Valley on Saturday, May 7, and she will be the "snake lady" at the event.

Commissioner Cody thanked the Commission for the kind words regarding his involvement with the schoolhouse. It was a long-time coming. He is currently working on setting a calendar to bring in revenue to the site. He mentioned that there is usually quite a crowd at Bogart Park on Mother's Day and he hopes that continues.

11.0 Park District Status Reports – Information

Scott Bangle, General Manager

11.1 Park District Financial Report through March 31, 2011

GM Bangle gave an overview of the Park District's operating and revenue funds, as well as revenue, expenditures, and cash balance for the Third Quarter.

Revenue projection \$6.5 million actual \$6.1 (-6.68%)

Expenditures projection \$10,334,670, actual \$9,108,340 (-11.87%)

Operating Cash Balance is \$2.3

Plan review is way down, which resulted in a layoff in plan check and capital improvement area. Variable variance in revenue at the six major parks was attributed to higher than expected attendance. Commissioner Grady asked if the Park District had an audit system for rents and concessions and how often they are audited. BC Hune noted that cash register receipts are verified.

GM Bangle said that a report back on the auditing procedure will be brought back to the Commission at its next meeting.

11.2 Items of General Interest

GM Bangle reported the following:

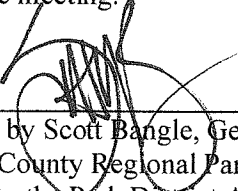
- The Commission received Board of Supervisors/Directors Actions through May 5, 2011.
- The Lake Skinner ribbon cutting is Saturday, May 14 @ 11:30 a.m.

- The Jurupa Valley Aquatics Center ribbon cutting is Saturday, May 28 @ 9 a.m.
- The Commissioners received the calendar of events through June 2011.
- The Park District budget cut entailed 25% for the first and 15% for the second.
- There will be modified site hours at a few sites, slight reduction in the workforce, and realignment in the organization.
- The Park District received a preliminary request to operate the Perris Aquatic facility.
- The Off Highway Vehicle Recreation Commission met twice. They viewed Ocotillo Wells.
- The Park District fee resolution will move forward to the Board of Directors with a few minor changes for fee waivers and discounts.
- The Martha McLean-Anza Narrows Park will be operated by the City of Riverside in July.
- The Park District is looking at the Citrus Heritage Park in Riverside.

12.0 Next Meeting – Thursday, July 7, 2011, location to be determined by Park District staff.

13.0 Adjournment

The meeting adjourned at 3:03 p.m. The Commissioners were invited to tour The Cove after the meeting.



Submitted by Scott Bangle, General Manager/Parks Director
Riverside County Regional Park and Open-Space District and
Secretary to the Park District Advisory Commission