



Riverside County
Regional Park & Open-Space
District Advisory Commission Meeting
Thursday July 7, 2011, 1:30 p.m.
Riverside County
Regional Park & Open-Space District Headquarters
4600 Crestmore Road
Riverside, CA 92509



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

MINUTES

Members Present:

Mark Balys, District I
Daniel Hake, 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

Staff Present:

Regional Park & Open-Space District
Scott Bangle, General Manager (GM)
Kyla Brown, Recreation & Tourism Chief (RTC)
Brande Hune, Business Operations Chief (BOC)
Becky Chavez, Secretary II (S)
Megan Gomez, Senior Accountant (SA)
George Tavaglione, Intern & local Business Owner (I)

Members Absent:

Bill Hartford, District I
Ray Smith, District II
Vacancy, District IV (excused)
Jerry Cody, District V

1.0 Call to Order/Introductions

The meeting was called to order at 1:34 p.m. Introductions were made, see above.

2.0 Pledge of Allegiance to the Flag

The Pledge of Allegiance was led by Chair Grady.

3.0 Approval of Minutes - Action

M/S/C Balys, Nieburger

The minutes of the May 5, 2011 were approved.

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 – Information

The Commission received an informational item from the State of California Fish and Game Commission regarding the incidental take of Mountain yellow-legged frog.

6.0 Fish and Game Related Business – Information/Action

6.1 Fish & Game Trust Fund

The Fish & Game Trust Fund ending balance is \$14,540.20.

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

No report at this time. The Trails Committee has been very active in the Adopt a-Trail Program.

9.0 Subcommittee Reports - Information

9.1 Strategic Plan Review Subcommittee Report – Information

Darrell Connerton, District Advisory representative on the Strategic Plan Review Subcommittee, gave an update on the Strategic Plan. It was a well thought out document. This will become a living document, changing on an on-going basis as we adjust to the relevant information as provided. It was noted that this is an action item further on the agenda.

9.2 Communications Subcommittee Report – Information

Mark Balys, District Advisory representative on the Communications Subcommittee, said that they met with GM Bangle and received a draft strategic communication and marketing plan with short and long-term objectives, which will be coming forward to the Commission.

10.0 Old Business – Information/Action

Job Code – 2011-5

5-Year Strategic Plan

GM Bangle gave an update on the 5-Year Strategic Plan, resulting in annual work plans, with the first plan commencing in July 2011. He noted that performance reviews, including goals and objectives, will be tied into the Strategic Plan. Staff and volunteers are also tied into this plan. The Strategic Plan will be put in a yearly Work Plan for all to embrace. A new on-boarding process for staff and volunteers will be developed.

GM Bangle explained the process of the Balanced Scorecard, referenced on page 66 of the document.

Commissioner Thomas referenced pages 21-22 of the document and mentioned that pickleball was not referenced as the fastest growing participant sport in North America, Lacrosse was. He thought it should be included somewhere in the document. GM Bangle noted that pickleball is referenced in the document on page 14.

Commissioner Nieburger asked about off-highway vehicle (OHV) parks, which in prior years was addressed by the Parks Department. It is mentioned as an up and coming sport, which has been in California for a long time. This is hard to commit to because of all of the State and environmental issues involved. She does not believe the Park District should put too much emphasis on this right now. GM Bangle noted that OHV is a priority of the current policy makers. The Park District has a new OHVR Commission, and they are actively looking at property. This is within the Park District Work Plan, which is to do a business plan for OHV parks. GM Bangle noted that the Park District does receive funding for OHV and uses it for mitigation, education, and some restoration. A report was submitted to the OHVR Commission explaining where OHV funds came from. The Park District also applied for a restoration grant for OHV.

Chair Grady noted that State Parks is cutting back; however, OHV users will continue to ride anyhow, and need to have a place go. GM Bangle mentioned that he did a site visit to Ocotillo Wells, which has an amazing facility in the desert.

Commissioner Hake mentioned that the Strategic Plan had a couple of grammar issues and demographic numbers and percentages are not lined up, reference page 10 and 71. Items will be noted and corrected by District staff.

M/S/C Connerton, Balys

The Commission approved the draft Strategic Plan, with suggested changes.

11.0 New Business – Information/Action

- 11.1 Election of Chair of the District Advisory Commission for 2011-12 – Action
Job Code – 2011-6

GM Bangle had comments read by Commissioner Cody who apologized for not attending today's meeting as he is out of town on business. He wanted to express his support in re-electing Commissioner Grady for the Chair position as he has done a outstanding job and will continue to do so for the next year.

M/S/C Connerton, Nieburger

Nominations were opened and Bob Grady was nominated to serve as Chair for FY 2011-12. Nominations were closed

Commissioner Grady was elected as Chair of the District Advisory Commission for FY 2011-12

- 11.2 Election of Vice Chair of the District Advisory Commission for 2011-12 –
Action
Job Code 2011-7

M/S/C Hake, Nieburger

Nominations were opened and Commissioner Connerton was nominated to serve as Vice Chair for FY 2011-12. Nominations were closed.

Commission Connerton was elected as Vice-Chair of the District Advisory Commission for 2011-12.

11.3 Audit Procedures – Megan Gomez - Information

SA Gomez gave the following report on audit procedures for rents and concessions. Per concessionaire agreements, each concessionaire is subject to a certain amount of base rent each month. In addition to that, they pay a percentage of commission, which is a percentage of gross sales and it varies depending upon agreement with the Park District. Monthly base sales are sent in, along with percentage of commission due to the Park District, which is added to the base rent. Some concessionaires have an either/or percentage of commission, typically this is done for the smaller concessionaires. Larger concessionaires are required to send audited financial yearly statements, which are reviewed by Park District staff.

Chair Grady inquired about McIntyre Park. It was noted that both McIntyre and Rivera are looked at for financials. Chair Grady asked that the Park District look into verifying that rent is correct at the structures. SA Gomez said that she did a five-year analysis of the concessionaires and McIntyre has held steady at about \$60,000 and Riviera \$50,000. Chair Grady asked that number of full-time increases/decreases be looked at. SA Gomez will look into this.

Commissioner Nieburger inquired about the Blythe Mobile Home Park. It was noted that it is not concession-operated. The Park District does get the full amount from rent. Commissioner Nieburger asked about numbers for this.

12.0 Commissioners Report – Information

District I

Commissioner Balys attended the ribbon cutting at the Cove. It was well attended.

District II

Commissioner Hake also attended the ribbon cutting at the Cove and noted that it was well attended and BC Brown did a good job of organizing it. He also stopped by the Cove to see it in actual operation and mentioned the good job of the check in at the Cove. It looked like they are getting a good handle on trends to use the Cove.

He also mentioned a trip to Tennessee and a visit to the Smokey Mountains while there.

District III

Commissioner Connerton attended the ribbon cutting at the Cove. He found that the number of elements involved with the Cove appeal to a variety of people and what they want to do from using a waterslide, to surfing, swimming, etc. He also noticed a tremendous effort by staff to serve the people there. The Balloon & Wine Festival at Lake Skinner was fairly successful. The grass is brown now; he will revisit Skinner to look at the restoration of the grass. He gave accolades to the staff for restoring the area after 30,000 people walk on it over a six-day period.

District IV

Commissioner Thomas mentioned that the aquatics facility in Palm Desert had great attendance on the opening day. It will be interesting to see revenue vs. operating costs and what the City is willing to do in a two-three year perspective.

Chair Grady noted that Mayflower had a good crowd over Memorial Day; however, experienced inclement weather. There was a fair crowd over July 4 but it was hot, numbers will be down due to inclement weather. He also mentioned the upcoming Dove season and how it should help the park revenue.

District V

Commissioner Nieburger mentioned that she read the draft Strategic Plan report and noted the diversity of the recreation provided in Riverside County. The citizens of Riverside County should be grateful at all of the amenities. She gave accolades to the Park District for its accomplishment throughout the years, including that of staff.

13.0 Park District Status Reports – Information

13.1 Park District Financial Report – Chief Hune

The Park District Financial Performance report through May 31, 2011 was given by BC Hune. Highlights are listed below:

Operating Fund Cash Balance \$2,913,134. Recreation Fund \$1,085,981 (47.5%) unfavorable due to delay in the opening of the Jurupa Aquatic Center.

Revenue in different areas including other financial sources were discussed. Overall revenue in Recreation Fees was \$309,484 (14.9%) more than budgeted due to higher than anticipated revenues at five of the six major parks, i.e., Lake Cahuilla, Mayflower, Hurkey Creek, Rancho Jurupa and Idyllwild parks.

Other revenue variances were \$-1,093,125 (42.3%) less than budgeted to lower interest rates, salary expense reimbursement for the entire fourth quarter posted in June.

Revenue trends for five major revenue sources (user fees, property tax, County general fund contributions and plan review fees) were introduced. It was noted that user fees are continuing upward. Property taxes have reduced. However, even though the Park District has had reductions over the past three years, it has been able to maintain core services, and has been able to do some efficiency changes, changes of hours, and some staffing adjustments.

Expenditures Supplies & Services show a favorable variance of \$-552,054 (62%), and Interfund/Lease show a favorable variance of \$-531,573 (57.7%) less than budgeted due a number of reasons, including the delayed opening of the Jurupa Aquatic Center for public use.

Recreation Fund shows revenue of \$544,448 (-33.39%) less than projected due to delay in the opening of the Jurupa Aquatic Center.

The Park District is looking at its future through the Strategic Plan and yearly Work Plans to ensure the dollars received are placed in the right areas.

13.2 Items of General Interest – GM Bangle

13.2.1 2011-12 Work Plan

GM Bangle gave an overview of the 2011-12 Work Plan. He walked the Commission through the process of the Strategic Plan, the initiatives, goals, and objectives . They were broken down into what the District refers to as tactics. An off-site management retreat to look at each and every objective was done for a five-year period. Goals were outlined and objectives identified for the short and long-term. All are to be done by 2016. The Park District will be an accredited agency by 2015, when it celebrates its 25-year history as a special district. We also have a clear vision to be a regional leader promoting parks, places, people, and programs. The Park District is taking a leadership role by inviting park districts throughout Riverside County as well as Southern California to training and educational programs.

In 2011-12 the Park District hopes to complete 49 CAPRA Standards, and the Strategic Plan is one of the standards.

Chair Grady asked how the Commission can help. GM Bangle suggested that Commissioners should be strong advocates for the agency, with a collaboration of staff and the Commissions. Chairman Grady noted that he sees the Commissioners as a resource so please utilize if the Commission can help the District . Other Commissioners volunteered their support as well.

Commissioners expressed that the Work Plan is well done. Accolades were given to GI Marquese Howard for his work on the plan.

13.2.2 General Manager Report – GM Bangle

GM Bangle gave the following report:

The Park District is contracting with a site called “Living Social” to sell tickets for the Cove. The Park District was able to reach over 1 million consumers free of charge and sold 3,500 passes. It is a great marketing tool, and a great opportunity for revenue increases. The Park District is on

Facebook, Twitter, radio and video. The Park District will do offerings on Groupon for Lake Cahuilla.

BC Brown will do a comprehensive report at the next DAC meeting.

All events are mentioned in the General Manager Report dated 7/7/11, excluding the reappointment of Commissioner Balys by Supervisor Buster.

GM Bangle encouraged the Commission to look at the Park District's events calendar at RIVCOPARKS.ORG where the Park District has at least one event a day.

Chair Grady mentioned that he too noticed the use of electronic devices for social media.

District IV Commissioner Martin will not serve another term on the District Advisory Commission. He will be recognized for his service at the next District Advisory Commission

14.0 Next Meeting – Thursday, September 8, 2011, San Timoteo Schoolhouse
The next District Advisory Commission meeting will be September 8, 2010 @ 1:30 p.m.

15.0 Adjournment
M/S/C Connerton, Hake
The meeting adjourned at 3:54 p.m.

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