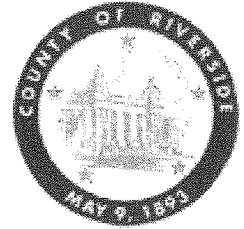




Park District Headquarters
4600 Crestmore Road
Jurupa Valley, CA 92509
951/955-4310

Riverside County
Regional Park & Open-Space
District Advisory Commission Meeting
Thursday, September 8, 2011, 1:30 p.m.
Gilman Historic Ranch & Wagon Museum
1901 West Wilson Street
Banning, CA 92220



MINUTES

Members Present:

Mark Balys, District I
Bill Hartford, 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
Jerry Cody, District V

Members Absent:

Ray Smith, District II (excused)
Vacancy, District IV

Staff Present:

Regional Park & Open-Space District
Scott Bangle, General Manager (GM)
Tracy Novak Assistant Parks Director (APD)
Kyla Brown, Recreation & Tourism Chief (RTC)
Marc Brewer, Senior Park Planner (SPP)
Megan Gomez, Senior Accountant (SA)
Maureen Gayk, Executive Assistant (EA)

Others Present:

Don Martin, Previous District IV DAC member
Dick Haldeman, Quail Unlimited
Chuck Miller, Quail Unlimited
Robert Armijo, Quail Unlimited

1.0 Call to Order/Introductions

The meeting was called to order at 1:30 p.m. Introductions were made, see above.

2.0 Pledge of Allegiance to the Flag

The Pledge of Allegiance was led by Vice-Chairman Connerton.

3.0 Approval of Minutes – Action

M/S/C Connerton, Hake

Abstention: Hartford

The minutes of July 7, 2011 were approved with one correction:

Page, 6, item 14.0, Next Meeting ...September 8, 2011@ 1:30 p.m.

4.0 Special Recognition

Don Martin, District IV representative, was honored with a plaque for his years of service on the Commission (2004 – 2011). Due to personal reasons, he did not wish to seek another term. He expressed his joy in serving on the Commission as well as his other 40 years of service in the parks field.

5.0 Public Comments Related to Fish and Game

None.

6.0 Items of Public Interest Related to Fish and Game – Information

None.

7.0 Fish and Game Related Business – Information/Action

7.1 Fish & Game Trust Fund

The Trust Fund unencumbered ending balance is \$12,945.20.

7.2 Request for Trust Fund, Fish & Game Monies – Action

Job-Code 2011-8

The Commissioners will consider approval of a \$2,500 request from the San Gabriel Chapter of Quail Unlimited to install aprons for guzzlers at the Sky Valley Ecological Preserve, located near Thousand Palms, Riverside County.

Robert Armijo, Quail Unlimited, gave an overview of the project request to install aprons for guzzlers at the Sky Valley Ecological Preserve. They are seeking funding elsewhere as well. He noted that there is public access at the site. Work will not proceed until around February 2012.

M/S/C Connerton, Nieburger

The Commission approved \$2,500 from the Fish and Game Trust to the San Gabriel Chapter of Quail Unlimited to install aprons for guzzlers at the Sky Valley Ecological Preserve in Thousand Palms, Riverside County, California.

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

None.

9.0 Trails Committee Report - Receive & File

The Trails Committee minutes for May 25, 2011 and July 27, 2011 served as the Trails Committee Report and were received and filed.

Commissioner Nieburger expressed her appreciation for the work of the Trails Committee. Commissioner Grady said that perhaps he will attend a future meeting to convey the thanks of the Commission. GM Bangle noted that the Park District is working on a recognition program that encompasses all of the Commissions/Committees and will be incorporated into the volunteer lunch.

APD Novak gave an overview of the adopt a trail program and events to acknowledge members who work with the adoptees. The Park District is on an aggressive campaign to get the adopt a trail program out to the community. Adoptees also get recognized at these events. Also, for consistency throughout the District, volunteers are recognized at least once a year at an annual luncheon. The Park District is also working on a recognition policy.

10.0 Subcommittee Reports - Information

10.1 Strategic Plan Review Subcommittee Report – Information

There were no updates to report from the Strategic Subcommittee members Connerton or Hartford.

10.2 Communications Subcommittee Report – Information

There were no updates to report from the Communications Subcommittee members.

Commissioner Hake did mention an article in the Press Enterprise about the Hidden Valley Wildlife Area events. He also mentioned an article about Steve Lech's book on the parks.

Chair Grady asked about a Google list to watch Google news. RTC Brown noted that a filter can be set up through Google that filters key words and sends

information on website communications and blogs. She gets a list through Google and a couple other outlets that mention parks and related business.

GM Bangle noted that he has now met with the subcommittees of each Park District Commission and Committee. He encouraged all to visit Facebook and Twitter to become fans as much information about the Park District is shared through these links.

Commissioner Grady requested RTC Brown to forward germane articles to him. She noted that usually the Park District posts articles to its Facebook page as well.

11.0 Old Business – Information/Action

None.

12.0 New Business – Information/Action

12.1 Coachella Valley Three Regional Trail Study – Action & Receive & File

Marc Brewer, Senior Park Planner

Job Code 2011-9

SPP Brewer gave a synopsis of the Coachella Valley Three Regional Trails Study. In 2008, the Desert Recreation District (DRD) and the County Park District in an effort to move toward a network of trails and bikeways within the Coachella Valley identified the Whitewater River, All American Canal, and Dillon Road trails for study from the County's trails plan as well as other non-motorized trails. These trails serve as the back bone for the Valley's trail network. DRD served as the lead agency to study alignment options. The final document was approved by DRD in April 2011, and by the Trails Committee in May 2011. The completed document serves as a planning document to help direct a lead agency or group of agencies in the realization of these trails. There are no financial impacts to the Park District at this time.

M/S/C Balys, Thomas

The Commission approved in concept and received and filed the Staff Report, which served as a synopsis of the Coachella Valley Three Regional Trails Study as recommended for approval by the Trails Committee.

12.2 Box Springs Feeder Line Corridor Seven Mile Segment – Receive & File

Marc Brewer Senior Park Planner

Job Code 2011-10

SPP Brewer gave a synopsis of the Box Springs Feeder Line Corridor seven mile segment. Metropolitan Water District approached the city of Riverside and County about interest in acquiring the property. Both agencies issued letters of intent. An appraisal was done in the amount of \$1.2 million.

Joint acquisition by the County and City could afford both agencies an opportunity to work collaboratively to develop a series of linear parks. It could provide a phased development greenbelt park and trail system improving the quality of life for County and City residents. This system could connect residential communities, shopping areas, open-space, historical parks and newly developed community parks, and provide a commuter route link by connecting both the County and City trails plans and future links to the cities of Moreno Valley and Perris.

GM Bangle noted that this item has already gone to the Board and will not be brought back to the Commission. Should the County acquire and develop it, input will be asked for from the District Advisory Commission and Trails Committee. There are 100+ parcels involved, and it will take a long time to develop.

The Commission received and filed the Box Springs Feeder Line Corridor Seven Mile Segment staff report.

12.3 Park District Campground Policy 8.1.1 - Action

Assistant Parks Director Tracy Novak

Job Code 2011-11

The Park District is currently reviewing all of its policies and procedures. APD Novak referenced page 3, letter M of Campground policy 8.1.1. He gave background whereby over the course of time equestrian users and some Trails Committee members wanted to see changes in the campground operations of the equestrian areas in parks. A subcommittee of the Trails Committee met with District staff to collect input and develop the policy. Major areas of concern that they wanted addressed included: a specific section of the policy to address equestrian issues; access and reservation use of corrals; accommodation of equestrian users; equestrian usage at specific sites; animal waste removal; and signage and public education. The Trails Committee approved changes to the Policy on July 27, 2011. Minor financial considerations include production of educational flyers, and purchase/installation of signage.

Vice Chair Connerton asked about the portable corrals. Commissioner Thomas asked about the leeway time for corrals in item M.3.C. Chair Grady asked about cash handling at the parks for immediate cash refunds. SA Gomez noted that at the site supervisor's discretion, they can give a refund on the spot. As a standard practice, refunds are processed via check at the Park District headquarters. Commissioner Cody asked about recycling the manure after it has been deposited at the parks. APD Novak said that right now there is no program for that. This is something that could be looked into. GM Bangle noted that there could be liability with this once ownership is taken, with permits, etc. GM Bangle said that a report will be brought back to the Commission.

M/S/C Connerton/Byrd

The Commission approved the Park District Campground Policy 8.1.1. as recommended by the Trails Committee.

Commissioner Connerton said that it is good that the Park District has the ability, in emergencies, to bring in to parks horses that would have otherwise been destroyed.

**13.0 Commissioners Report – Information
District I**

Commissioner Hartford shared an article on strategic planning in the California Park and Recreation magazine. He also learned about QR codes and encouraged all to read the magazine. He has visited the Santa Rosa Plateau several times and walked at Sylvan Meadows. Santa Rosa Plateau looks good and attendance is up at the facility.

Mark Balys commended Steve Lech on his book about this history of county parks.

District II

Commissioner Smith could not attend but was granted an excused absence.

Commissioner Hake mentioned a visit to Lake Skinner. He noted that the facility is in good shape and that families are having fun in the new splash area. It is good to see the facility used. He rode his bike on the Santa Ana River trail in the Hidden Valley area. He went for a day hike on Skyline Trail bordering the City of Corona and Cleveland National Forrest. He reviewed the District Advisory Commission Annual Report to the Board and requested that in the future, if possible, the Commissioners be given a few days to review and comment before the final draft is sent out.

District III

Vice Chair Connerton reported that Lake Skinner Park is in good shape. He mentioned that there still needs to be some work on the soggy grass area near the splash pad. It appears that people want to recreate closer to home, and staff is courteous to all. He noticed that the campsite barbecue areas need attention.

Commissioner Byrd noted that many years ago, the Parks Department had the foresight to buy the Ecological Reserve and develop what is there today. He mentioned that the purchase of the Box Springs Feeder Trail Property is also an opportunity. He mentioned the good condition of trails at the Santa Rosa Plateau. He expressed concern about the walkway that goes across the vernal pools. It needs to be raised. It seems that there is micromanaging on the part of the federal government. He asked for a government contact to get this resolved. GM Bangle noted that he would report back at the next meeting the disposition of that project and his contact at the Fish and Wildlife Service.

Commissioner Byrd briefed the Commission on his Canadian vacation where he visited parks and museums.

District IV

Commissioner Thomas mentioned the Aquatics Center in Palm Desert and its relationship to the Cove, in Jurupa Valley. The Aquatics Center in Palm Desert statistics were extremely positive. They projected 5,000 users, actual was 7,000 users; out of city users were projected at 35%, actual was 60%. He requested a similar report on the Cove to be presented at the next meeting.

Commissioner Thomas also visited Lake Skinner and was very impressed with the facility. He noticed that there were no fees posted at the gate. GM Bangle noted that usually they are posted, and he would look into this. He also noticed that the bike paths were not well defined.

Chair Grady mentioned the 100+ weather in the Palo Verde area. Dove season brought an influx of money to the area, including to Mayflower Park.

District V

Commissioner Cody announced the event at the San Timoteo Canyon Schoolhouse. It is to Celebrate Autumn's Palette and will be held on Saturday, November 5, 2011. He met with Park District Historic Preservation Officer Keith Herron and Park Interpreter Shelley Kibby, and the Schoolhouse Committee about the details. There will be artists, music, food, a silent auction, children's crafts & games. A handout about the event was distributed to the Commission.

14.0 Park District Status Reports – Information

14.1 Park District Financial Report – Senior Accountant Gomez

The Park District Financial Performance for FY 2010/2011 was presented by SA Gomez. Highlights in FY 2010-11 are: Operating Fund \$10,316,802 which is 97% of its projected revenue; Expenditures \$12,258,069, which is 90% of budgeted amount. Major parks revenue fees showed a favorable variance of \$514,917 (21.3%) more than budgeted due to higher than expected revenues at six

major parks. Expenditures showed a favorable variance of \$-302,116 (78%) less than budgeted due to the delayed progress in the Headquarters HVAC project. Recreation Fund unfavorable: Recreation fees \$-231,844 (40.8%), Reimbursement for Services \$-212,051 (53%), and Contributions From Other Agencies \$-263,375 (17.9%), all three unfavorable budgets due to the delay of opening of the Jurupa Aquatic Center.

Recreation Fund favorable: Appropriation 2 Supplies and Services \$-680,282 (57.5%) less than budgeted; Appropriation 3 Interfund/Lease \$-423,370 (39.6%) less than budget, these two also due to delayed opening of the Jurupa Aquatic Center.

Commissioner Thomas asked for a report on weddings as a percentage that contributes to the total. RTC Brown noted that she can report on this at the next Commission meeting.

Chair Grady asked that a simpler bottom line financial report be presented to the Commission. Commissioner Hake asked for keys to be on the charts. Commissioner Connerton noted that he liked this report. Commissioner Cody noted that he agreed with the Chair and asked for a simpler report.

GM Bangle suggested that from now on the detailed information for the financial report can be sent out to the Commissioners in their packets, with the highlights summarized as a presentation at the meetings.

14.2 Items of General Interest – Information

14.2.1 Marketing & Communications Quarterly Report

Recreation & Tourism Bureau Chief Brown

RTC Brown showed a PowerPoint presentation on several marketing projects done by the Park District. As part of the marketing and strategic communications plan, the District has incorporated a reporting mechanism that will be given to the Commission on a quarterly basis. This is the first of those reports. The Park District wants to build its brand at RivCoParks.org. The goal is to improve communication with customers, internally and externally; adopt new trends and stay competitive; and reach new customers who are not familiar with Riverside County parks and the programs and services that are offered.

The Park District has rolled out its new Cove website and forms have been incorporated into this website. It has social media integration, which is very important for the Cove. Coming soon will be an online registration component.

The Park District uses Facebook and Twitter at the Cove, and gets customer feedback and responses back within minutes. It can also adjust operations based on customer feedback. The Park District also used online coupons as a way of advertising and generating business. Living Social and Groupon are two of those sites. These sites reach over two million people with one advertisement. The Park District sold out in one day by using Living Social for the Cove. The Park District also advertised on Yelp, which affords the Cove the ability to be rated. The Cove received a 5-star rating. It was noted that the system used for

entrance to the water park tracks the coupons, and where they are coming from. Radio and cable advertising was also done for the Cove.

The Park District also monitors its followers on both websites. RivCoParks followers on the website were 678, the Cove 2,673. Hits on RivCoParks were 131,235 compared to May of 2010 which were 102,000. The Park District staff gets real-time feedback, better understands customer needs, and uses statistics to shape the District's marketing efforts to reach goals. The ultimate goal for all of these efforts is to get more people using the parks and increase revenue to offset costs.

Future outlook includes launching the strategic communication and marketing plan, advertising and offering customers the opportunity to purchase tickets online. Use of cable television and YouTube are done for advertisement. The Park District will also use interns to assist with photographing individual campsites for the reservations online services. Chair Grady expressed his appreciation to the Park District staff for changing the face of an already good product.

14.2.2 Miscellaneous Items of Interest

General Manager Bangle

GM Bangle mentioned the minute orders and events outlined on his report. He suggested that Commissioners visit the weekend events at Lake Skinner and the Drumworkz event at Rancho Jurupa. He encouraged Commissioners to look at all of the events at District parks, which are on the website.

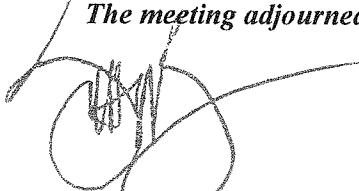
Chairman Grady received an announced from the Clerk of the Board about Ethics Training and encouraged other Commissioners to take the online training to stay current.

15.0 Next Meeting – Thursday, November 3, 2011, Park District Headquarters, Riverside.

16.0 Adjournment

M/S/C Connerton/Thomas

The meeting adjourned at 3:24 p.m.



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