

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



**Parks & Recreation Committee**  
**Monday, July 10, 2017**  
**5:00 p.m.**

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

**Agenda**

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

**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**

- Featured Special Event(s)
  - Trucks & Tunes (opportunities for enhancement)

- Summer Spectacular

**II. Park Report**

General Park Updates

- Develop Protocol/Suggestions for New Cameron Park Lake Sign

**III. Items for August Committee Agenda**

**IV. 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, June 5, 2017**  
**5:00 p.m.**

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

**DRAFT Conformed Agenda (Minutes)**

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

**CALL TO ORDER** - 5:00 p.m.

**ROLL CALL** – MM, HM AB absent

**APPROVAL OF AGENDA** - Approved

**APPROVAL OF CONFORMED AGENDA** – Conformed Agenda was not approved as AB was absent and HM was not at that meeting.

**OPEN FORUM** – Ross Henry

*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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**DEPARTMENT MATTERS**

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**I. Presentations**

- Golf Frisbee
- Mature Leadership Council - Request to move the Fifty Plus Room into the Social Room

## II. Recreation Updates

- Google Analytics – old website compared to new
- Mailing List and Registration Statistics – monthly update
- Featured Special Event(s)
  - Trucks & Tunes (opportunities for enhancement)
- Summer Spectacular Update
- Adult Softball Update
- Facility Report
- Marketing Plan Review
  - Customer service adjustment addition

## III. Park Report

### General Park Updates

- Develop Protocol/Suggestions for New Cameron Park Lake Sign
- Bocce Ball

## IV. Consider Rescheduling the July Meeting

- The first Monday of the month falls on July 3<sup>rd</sup> and July 4<sup>th</sup> is a holiday.

## V. Items for July Committee Agenda

- *Fifty Plus Room – this matter will be taken up in the transition plan that the Interim General Manager is creating*
- *Communication*
- *Featured Special Events Participation*
- *Adult Softball Update*
- *Facility Report*

## VI. Items to take to the Board of Directors

- *Rasmussen Park Special Use Permit (future agenda)*
  - *Revised site plan*

## MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 6:34 p.m.

# Parks & Recreation Committee Meeting

## July 10, 2017

### II. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

#### A. Communication

- Google Analytics – old website compared to new – please find the following information from the date range of June 2016 to June, 2017 - see Exhibit A.
- The May newsletter for 2016 was sent out to 3,516 recipients through Mailchimp. The 2017 May newsletter was sent out to 3,455 recipients through Mailchimp. This is a decrease of approximately 2% - which is 1% less than last month.
- Social Media information, as of July 5, 2017 - Facebook – 1,387, Instagram – 395 and Twitter – 703.

#### B. Featured Special Events Participation

Trucks & Tunes – May	1,000+	9 vendors
Trucks & Tunes – June	1,200+	10 vendors

#### C. Summer Spectacular Update

The 18<sup>th</sup> Annual Summer Spectacular took place on Saturday, June 24, 2017. Lots of people attended the event. They visited and purchased from the exhibitors, craft and food vendors, participated at the Mobile Rock Fun Zone, swam in the lagoon, ate watermelon at the watermelon eating contest, watched the CSD staff win the bucket brigade, watched Dr. Solar's show, entered the raffle at the Chamber of Commerce Booth, listened to the Cantemus Youth Choir, danced to the music of Ray 'Catfish' Copeland and Superlicious and of course saw the best fireworks show in El Dorado County. Staff is still reconciling the invoices from the event.

Pre-sale and day of event attendance for the event was approximately 2,950

Shuttle information is not available at this time. Once all of the invoices are submitted, a full report will be submitted along with suggestions/recommendations for next year.

#### D. Adult Softball Update

The Adult Softball league started Monday, June 26<sup>th</sup> with the Men's League. Four teams registered for this league. There are two games on Monday evenings. Five co-ed teams registered for the Thursday night league, playing on both fields for the 6pm games and one field for the 7pm game as they play double headers. Each league is a seven-week season with playoffs for the top four teams being played on the eighth week. Games are played at Rasmussen Park on both the East and West fields. The two weeks that we have had games so far have gone smoothly.

The field preparations to start the league were quite lengthy. The portable pitching mounds were removed and base pegs were placed where needed. All of the bases and plates had to be measured out for the correct distance United States American Softball (USA) regulations require for slow pitch co-ed softball. Locating some of the pegs have been a challenge.

#### E. Facility Report

Please find the scheduled rentals from July to June of Fiscal Years 2013/14; 2014/15; 2015/16 and 2016/17 compared to the rentals during the same time period. This comparison is for the auditorium/classroom rentals and does not include the gym.

	2013/14 Facility Rentals July 2013- June 2014	number of rentals	2014/15 Facility Rentals July 2014- June 2015	number of rentals	2015/16 Facility Rentals July 2015- June 2016	number of rentals	2016/17 Facility Rentals July 2016- June 2017	number of rentals
July	\$1,038.31	11	\$2,012.35	25	\$4,880.35	25	\$3,387.76	19
August	\$1,187.82	12	\$2,728.10	27	\$4,952.91	22	\$2,522.85	21
September	\$3,945.76	14	\$3,569.26	24	\$8,013.45	26	\$1,665.51	18
October	\$1,573.32	12	\$4,665.70	20	\$11,728.00 **	32	\$7,485.51	24
November	\$3,447.16	14	\$3,579.76	18	\$4,352.96	29	\$3,205.96	18
December	\$3,909.28	18	\$2,884.52	20	\$5,021.04	22	\$4,832.71	24
January	\$3,426.45	15	\$3,605.66	21	\$3,712.96	19	\$3,993.75	17
February	\$4,269.51	15	\$1,958.26	17	\$4,303.13	28	\$3,350.60	14
March	\$3,499.26	17	\$4,222.26	23	\$2,489.70	22	\$5,243.42	22
April	\$2,491.70	20	\$2,366.40	23	\$5,789.43	25	\$4,823.00	20
May	\$3,266.61	19	\$2,932.66	21	\$3,144.26	20	\$4,493.47	24
June	\$905.51	17	\$4,684.51	26	\$4,014.20	24	\$4,016.00	20
	\$32,690.69	184	\$39,209.44	265	\$62,402.39	294	\$49,020.54	241

Budget	\$53,300	\$35,000	\$36,750	\$38,588
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\*\* October 2015 the facility was rented for a Film Production. (\$8,500)

### III. Park Report

Submitted by: J. R. Hichborn, Parks Superintendent

#### General Park info

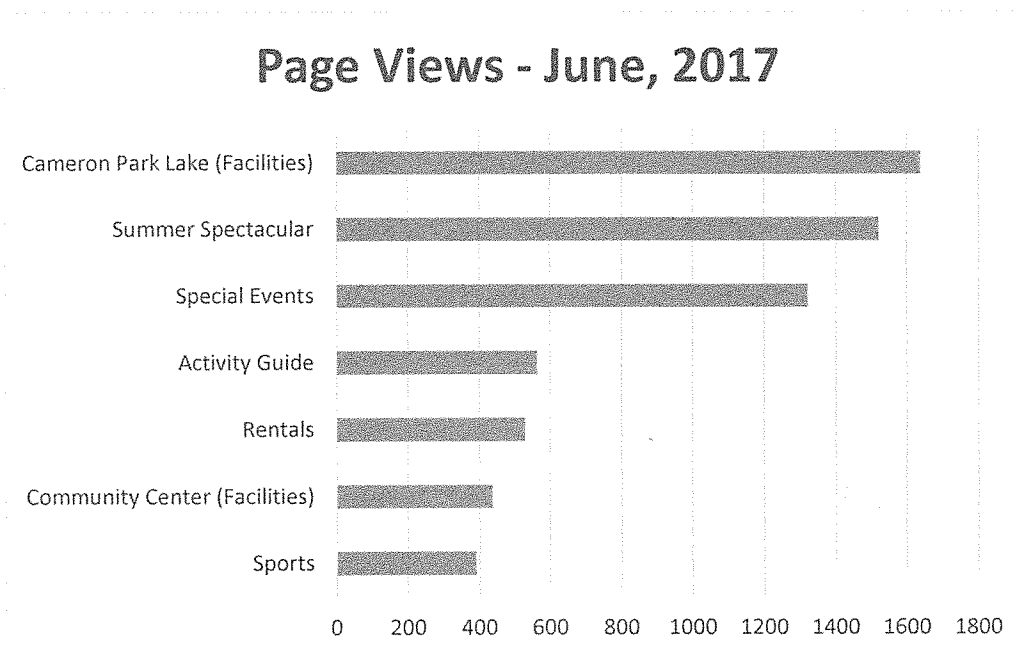
- Staff pulled off another Summer Spectacular. There were a few minor scares but the event went very smooth. The highlight of the night may have been the fireworks but for the employees, it was the Community Services District (CSD) finally beating CAL Fire in the annual bucket brigade.
- A night employee for Cameron Park Lake has been hired. One of his many job duties is to drag the paths every night so they are free of goose droppings for the walkers in the morning.
- Staff has been working with DZ Engineering to revise the t-ball field site plan. The Interim General Manager and Parks Superintendent will be meeting with the County Planning Department to discuss the plans and move forward with the process.
- A 24' redwood tree to be used as the CSD's Christmas tree has been planted.
- Some Landscape and Lighting Assessment Districts (LLADs) are in need of more funding. Staff will look into doing some community outreach in the near future.

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

The information below compares the data from May 24 to June 23 in 2016 and 2017.

<i>Item</i>	<b>2016</b>	<b>2017</b>	<b>Difference</b>
<i>Sessions</i> <sup>1</sup>	8,150	9,674	+19%
<i>Users</i> <sup>2</sup>	5,958	6,871	+15%
<i>Pageviews</i> <sup>3</sup>	17,100	19,118	+12%
<i>Pages/Session</i> <sup>4</sup>	2.10	1.98	-6%
<i>Time Per Session</i> <sup>5</sup>	1:39	1:31	-6%

Below are the most visited web pages:



<sup>1</sup> 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.

<sup>2</sup> “**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.

<sup>3</sup> 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.

<sup>4</sup> **Pages/Session** given an average representation of how many pages users visited during their time on the website.

<sup>5</sup> **Time per session** measures how long users spent on the website.