



Parks & Recreation Committee
Monday, August 7, 2017
5:30 p.m.
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

- Communication
- Featured Special Events Participation
- Co-Sponsored Events Policy
- Summer Spectacular Update

- Truck and Tunes Two-Year Progress
- Facility Report

II. Park Report

General Park Updates

- Renaming Hacienda Park and acknowledging it as a dog park
 - Policy No. 1061
- Possibly Allow Dogs at Cameron Park Lake (CPL) from August to April
 - Signage regarding dogs at CPL
 - Provide dog poop bags
 - Timeline
 - Cost for allowing dogs at CPL
 - Public opinion of dogs at CPL

III. Items for September Committee Agenda

- Trucks & Tunes Final Report
- Cameron Park Lake Sign Marketing

IV. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT



**Parks & Recreation Committee
Monday, July 10, 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 – AB, HM MM absent

APPROVAL OF AGENDA - Approved

APPROVAL OF CONFORMED AGENDA – Move to the Board of Directors' meeting

OPEN FORUM – Rosemary O'Camb

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

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

- *Communication*
- *Featured Special Events Participation*
- *Summer Spectacular Update*
- *Facility Report*
- *Renaming Hacienda Park and acknowledging it as a dog park*
- *Possibly Allow Dogs at Cameron Park Lake (CPL) from August to April*
 - *Signage regarding dogs at CPL*
 - *Provide dog poop bags*

IV. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

- *HM - Dog Owners Guild working to finalize their involvement and shut down their 501c3. They are working with the brick layer, closing out their finances. Want to bring up the concept of renaming the dog park.*
- *AB - Kudos to Tina and JR for all their work.*

ADJOURNMENT – 5:29 p.m.

Parks & Recreation Committee Meeting

August 7, 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 July, 2016 to July, 2017 - see Exhibit A.
- The June newsletter for 2016 was sent out to 3,517 recipients through Mailchimp. The 2017 June newsletter was sent out to 3,466 recipients through Mailchimp. This is a decrease of approximately 2%.
- Social Media information, as of July 28, 2017 - Facebook – 1,392, Instagram – 409 and Twitter – 713.

B. Featured Special Events Participation

| | | |
|-----------------------|--------|------------|
| Trucks & Tunes – May | 1,000+ | 9 vendors |
| Trucks & Tunes – June | 1,200+ | 10 vendors |
| Trucks & Tunes – July | 900+ | 7 vendors |

C. Co-Sponsored Event Policy

D. Summer Spectacular Update

The 18th 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 Feedback includes:

Bus Drivers –

- Start the shuttle at 3pm instead of 2pm
- Use three locations – CSD, Marshall Medical and Light of the Hills Church then the busses would just run continuously
- Very few cars are at Pleasant Grove and the distance creates a long wait
- The bus drivers had a blast

Fire –

- No major incidents, event went smoothly and according to the Incident Plan
- There were two missing children incidents, both of which were resolved within 1-2 minutes
- Fire Explorers and Residents assisted many members of the public with transportation to and from the parking areas with the use of golf carts

Parks –

- Security was great and thorough
- Less people so less clean up on Sunday

Recreation –

- Music/Bands and MC were great
- Competitions were well received
- Security guards were great and made everyone at Baron Court entrance go through the fence area to check their bags
- Vendors would like more lights in vendor area
- Vendor's assistants did not wear wristbands
- More volunteers
- Re-evaluate the raffle
- The temperature of the day affected attendance

E. Trucks & Tunes Two Year Progress

Trucks & Tunes started in 2016 with Food Trucks of the Foothills as the event organizer/promoter. There were 2 events (4th Wednesday of the month for May and July 2016). May 2016, had 9 food trucks and July 2016, had 5 (July was very hot). Food Trucks of the Foothills gives back 10% to the Cameron Park Community Foundation.

2017 Staff decided to try SactoMofo Food Trucks for the Trucks and Tunes Events. The 2017 schedule was similar 4th Wednesday of the month for May to August with a Final event on September 23 (Saturday).

The pros/cons of the 2017 Trucks & Tunes using SactoMoFo are listed below:

Pros:

- Provide tables/chairs and sets them up for the event. Also has high top tables.
- Provide extra trash cans and staff to clean up.
- Has an onsite point of contact at every event.
- Handles all insurance/health permits for all of the trucks.
- Provides all graphic design/artwork to promote the events.
- Collaborates on social media to market to our audience as well as all of their followers (59,800 people on Facebook, 11,400 people on Instagram).
- Coordinates with all of the food trucks for arrival and set up times. Extremely reliable. Will replace a truck if one can't make it. On average there are 7 to 9 trucks – 5 to 7 savory and 2 desert trucks.

- Can provide kid zone, entertainment, and music if needed.

Cons:

- Currently does not give us a percentage of sales (could possibly change for next year).
Not all of the food trucks are local, most are from Sacramento.

Staff will re-evaluate the event at the end of September.

F. Facility Report

Please find the scheduled rentals from July Fiscal Years 2014/15; 2015/16; 2016/17 and 2017/18 compared to the rentals during the same time period. This comparison is for the auditorium/classroom rentals and does not include the gym.

| | 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 | 2017/18 Facility Rentals July 2013- June 2014 | number of rentals |
|------|---|-------------------|---|-------------------|---|-------------------|---|-------------------|
| July | \$2,012.35 | 25 | \$4,880.35 | 25 | \$3,387.76 | 19 | \$7,448.00 | 20 |

III. Park Report

Submitted by: J. R. Hichborn, Parks Superintendent

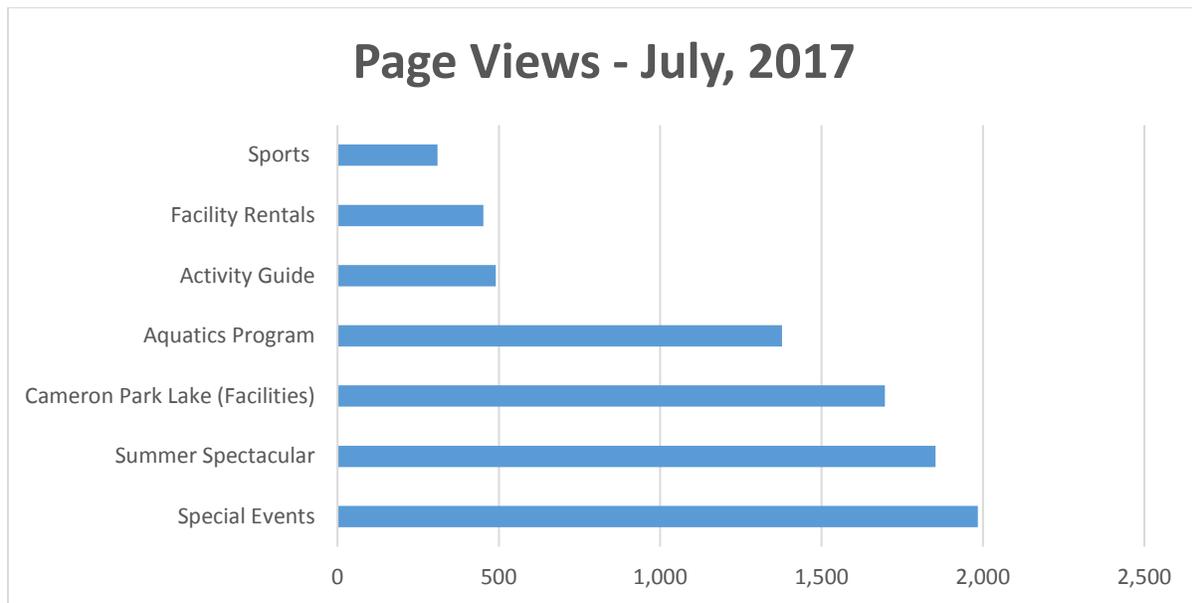
- The annual spraying of Cameron Park Lake has been completed. The results were not as good as in years past.
- Two very large dead oak trees have been removed from the picnic area at Cameron Park Lake.
- Forty volunteers from Maxpreps came out and completed the following landscape improvements at Christa McAuliffe Park:
 - Spread 60 yards of decorative walk-on bark
 - Weed-eated
 - Pruned small shrubs
- An algaecide treatment was done to the Community Center pool.
- Additional cameras were installed at Cameron Park Lake.

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

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

| <i>Item</i> | 2016 | 2017 | Difference |
|--------------------------------------|-------------|-------------|-------------------|
| <i>Sessions</i> ¹ | 8,480 | 9,604 | +13% |
| <i>Users</i> ² | 6,242 | 7,153 | +14% |
| <i>Pageviews</i> ³ | 17,105 | 18,623 | +9% |
| <i>Pages/Session</i> ⁴ | 2.02 | 1.94 | -4% |
| <i>Time Per Session</i> ⁵ | 1:30 | 1:25 | -3% |

Below are the most visited web pages:



¹ 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.

² **“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.

³ 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.

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

⁵ **Time per session** measures how long users spent on the website.

CAMERON PARK COMMUNITY SERVICES DISTRICT
*** POLICY GUIDE SERIES - 3000 OPERATIONS***

POLICY TITLE: NAMING OF DISTRICT PARKS AND FACILITIES
POLICY NUMBER: 1061

Purpose:

These guidelines are intended to establish rules and procedures to name facilities such as park and recreation facilities, section of facilities or rooms of facilities, including Parks, park benches other community property as deemed appropriate.

Definitions:

Parks are owned and managed by the CPCSD, used for public recreation purposes and include developed and undeveloped park areas and designated open space areas.

Facilities are owned and managed by the CPCSD to conduct District business.

Specific Facilities are facilities/amenities that could be located within a park or part of a Facility. These include, but are not limited to athletic fields, gymnasiums, meeting rooms, picnic shelters, tennis and basketball courts, aquatic facilities and playground equipment.

During the master-planning phase and/or prior to Board approving final plans and specifications on any park or public building, an open period of approximately two weeks will be announced giving individuals, staff and the Board an opportunity to suggest names for the facility.

If using a community naming process, a press release will be sent out notifying the public, and interested individuals could submit the appropriate form giving staff some information regarding the suggested name. Names should be submitted to the General Manager.

Provisions of plaques and/or other physical commemorative items relating to facility naming, if not donated, are subject to normal budgeting and purchasing processes of the District.

Staff, along with an established committee or selection committee, will review all names and prioritize and recommend a name for finalization by the Board of Directors. The Board will receive all names submitted along with the staff/committee evaluation.

Land or gifts with deed restrictions may not follow these guidelines. Names must be in accordance to District policy as noted.

Policy:

A. Parks:

1. Name to reflect geographical location, historical references or feature of park, or significant or unusual natural features known throughout the community.
2. Named after a significant individual(s).
3. The intent of naming is for permanent recognition. Therefore any request of CPCSD to rename an existing park, facility or specific facility will be subject to examination so as to not diminish the original justification for the name.

B. Buildings:

1. Name to reflect the services provided in facility.
2. Name to reflect geographical location.
3. Named after significant individual(s).

C. Criteria for naming a facility after an individual:

1. Individual must have made a significant contribution to the facility by:
 - a. Donation of land or large financial contribution to the facility.
 - b. Contributed substantially and improved the quality of life in the Cameron Park Community Service District. This could relate to involvement with parks and recreation or other community involvement.
 - c. The person being memorialized died in the line of duty serving CPCSD or the United States of America.
2. Each public facility or place within parks, such as ball fields, groves, walkways, trails and buildings or special rooms in a building could be named after selected individuals in their honor as desired and appropriate.

D. Criteria for creating memorials in an individual's name:

1. Individual must have made a significant contribution to the facility by:
 - a. Donation of land or large financial contribution to the facility.
 - b. Contributed significantly and improved the quality of life in the Cameron Park Community Services District. This could relate to involvement with parks and recreation or other public agency.
2. The memorial should be a non-living, low maintenance improvement, which should serve a purpose to the District, for example, a bench with a plaque. All costs of the improvement shall be the responsibility of the donor. The donor may submit information and recommendation to the General Manager regarding relevant history of the person to be memorialized, type of improvement desired and verbiage requested. Final decisions regarding the improvement, including, but not limited to, materials, equipment, location and labor will be made by the District.
3. The District must get approval from the individual or family (if available).

Procedures:

The following procedures for naming a park, CPCSD facility & specific facility will be used by the CPCSD Board:

- A. The CPCSD Board will evaluate the merit of each suggested park, CPCSD facility and specific facility name according to criteria outlined in this policy. The General Manager or designated staff shall make recommendations to the CPCSD Board for approval subject to the Board of Directors final approval.
- B. When appropriate CPCSD will solicit help/suggestions from historical societies or other groups having a specific knowledge, when considering a name to highlight an area's geographic or historic significance.
- C. To stimulate public interest and to obtain additional suggestions, a part of the selection process to name a park, facility or specific facility may include a contest or competition involving the public. Only suggestions which meet these policy guidelines will be considered.
- D. The naming of parks, facilities and specific facilities should begin prior to the first phase of development when possible.
- E. Groups or individuals may submit nominations for naming a new park, facility or specific facility in writing on a form provided by CPCSD, or in a letter that contains all pertinent information.