



**Parks & Recreation Committee
Monday, September 11, 2017
5:30 p.m.
2502 Country Club Drive, Cameron Park**

Agenda

Members: 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

- Summer Spectacular Update
- Trucks and Tunes Final Report
- Facility Use Report & Marketing RFP
- Co-Sponsored Events Policy
- Labor Day Dollar-Day Policy

II. Park Report

General Park Updates

- Renaming Hacienda Park and acknowledging it as a dog park
 - Policy No. 1061
- Cameron Park Lake Sign Marketing
- Update on algae bloom at CPL
- Rasmussen Park-Tee Ball
- Chemical Cost Report
- Pool sign
- Disc golf

III. Items for October Committee Agenda

IV. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT



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

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

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 – 5:30 p.m.

ROLL CALL – MM, HM AB absent

APPROVAL OF AGENDA - Approved

APPROVAL OF JULY 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

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I. Recreation Updates

- Communication
- Featured Special Event(s) Participation
- Co-Sponsored Events Policy

- Summer Spectacular Update
- Trucks 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*
- *Summer Spectacular*
- *Community Sign*
- *Facility Rentals*
- *Trucks and Tunes*
- *Update on algae bloom at CPL*

IV. Items to take to the Board of Directors

- *RFP for Marketing*
- *Renaming Hacienda Park*

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 6:31 p.m.

Parks & Recreation Committee Meeting

September 11, 2017

II. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

A. Summer Spectacular Update

The 18th Annual Summer Spectacular took place on Saturday, June 24, 2017. Given the heat an estimated 3,000 people attended with presales and gate entrance counts. They visited and purchased from the exhibitors and the 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.

Marketing for the event included: 16 radio spots from iHeart radio (92.5 – The Bull), plus a live site at the event, 94.7 radio social media postings plus a live site at the event and Cameron Park Facebook, Instagram and Twitter postings. Flyers and posters were taken to Placerville, Shingle Springs, Cameron Park and El Dorado Hills area. Banners were put up around the community including one on Placerville Drive on the hill by Kobus Pest Business and large ones were placed on the freeway boards. The Mt. Democrat, Cameron Park Life and The Windfall placed flyers into their publications. Event direction signs were placed out onto the streets the week of the event.

Anticipated revenue was less for the craft and commercial vendors and higher for the food vendors. The beer sales were not as high as The Foundation had issues with the beer and was not able to sell as much as anticipated. Total revenue for the event was \$46,117 – expenses were \$51,206 – a deficit of (\$5,089). Some of the expenses that were higher than anticipated included: power rental, CHP, and security.

Staff would like to evaluate the event and get feedback from the Committee to determine what can be done in order to bring more people to the event.

Some suggestions include:

- Later start time
- Add more activities
- Change marketing structure using input from potential new marketing firm.

B. Trucks & Tunes Report

Trucks & Tunes – May	1,000+	9 vendors
Trucks & Tunes – June	1,200+	10 vendors
Trucks & Tunes – July	900+	7 vendors
Trucks & Tunes – August	700+	12 vendors

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 from May to August with a final event on Saturday, September 23rd.

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

Pros:

- Provides tables/chairs and sets them up for the event and also has high top tables.
- Provides 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.

C. Facility Use Report and Marketing RFP

Please find the scheduled rentals from July and August 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 2017- June 2018	number of rentals
July	\$2,012.35	25	\$4,880.35	25	\$3,387.76	19	\$7,448.00	20
August	\$2,728.10	27	\$4,952.91	22	\$2,485.85	20	\$5,615.37	25
Total	\$4,740.45	52	\$9,833.26	47	\$5,873.61	39	\$13,063.37	45

Facility Usage Report – Please find the facility usage report for each room/area of the Community Center. Producing this report, staff noticed the hours open are not consistent.

Marketing RFP

D. Co-Sponsored Events Policy

E. Labor Day at the Pool Policy

The Annual \$1 Day at the Pool was held on Monday, September 4th from 1-5pm. There were 365 people that attended throughout the day. 54 pass members attended and their passes were honored. A variety of free games were held approximately every 45 minutes including a hula hoop toss, invisible water bottle contest, water balloon toss, paper boat race and penny toss. Hot dogs, chips, water and soda were sold for \$1 each. Event report to follow once all expenses are reconciled.

Run Date: 09/08/17
Run Time: 9:21A

Facility Usage Report

User: BSH

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
HALL-COMCT-FULL	Assembly Full	N'Applic	312.00	4,745.00	6.58

Option Code	Type	Description	Usage Hours	Pct of Total By Type
AWARD	Event Type	Awards Ceremony	3.00	.96
CLASS	Event Type	class/program	23.00	7.37
CORPO	Event Type	Corporate Event	9.00	2.88
DANCE	Event Type	Dance	3.00	.96
DIN/B	Event Type	Dinner, Breakfast	7.00	2.24
EVENT	Event Type	Event	133.00	42.63
FUNDR	Event Type	Fundraiser	38.50	12.34
GAME	Event Type	Practice and games	1.50	.48
MEET	Event Type	Business/Group Meeting	9.00	2.88
MEMOR	Event Type	Memorial Service	18.00	5.77
PARTY	Event Type	Birthday, anniver, Baby Shower	41.00	13.14
RECIT	Event Type	Recital	8.00	2.56
TRAIN	Event Type	Training, Interviews	8.00	2.56
WEDD	Event Type	Wedding	10.00	3.21

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 4,745.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 312.00
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,433.00
 PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 6.58%
 TOTAL UNIQUE RECEIPTS IN REPORT: 100
 AVERAGE DOLLARS PER RECEIPT: 213.13

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

SELECTION CRITERIA:

Beg Date: 07/01/2016 Thru 06/30/2017
 Beg Time: 12:00A Thru 11:59P
 Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
 Print Option/Event Type/Site Type Totals: Yes
 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm Tentative Hold
 Type Range: HALL Thru HALL
 Location Range: COMCT Thru COMCT
 Facility ID Range: FULL Thru FULL
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

Run Date: 09/08/17
Run Time: 9:17A

Facility Usage Report

User: BSH

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
HALL-COMCT-EASTG	EAST HALL STAGE	N'Applic	628.50	4,745.00	13.25

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	227.00	36.12
DIN/B	Event Type	Dinner, Breakfast	3.50	.56
EVENT	Event Type	Event	37.50	5.97
FUNDR	Event Type	Fundraiser	6.00	.95
LUNCH	Event Type	Luncheon	10.50	1.67
MEET	Event Type	Business/Group Meeting	191.50	30.47
MEMOR	Event Type	Memorial Service	23.00	3.66
PARTY	Event Type	Birthday, anniver, Baby Shower	37.00	5.89
PMEET	Event Type	Public Meetings	8.50	1.35
RECIT	Event Type	Recital	2.00	.32
TRAIN	Event Type	Training, Interviews	82.00	13.05

TOTAL NUMBER OF FACILITIES: 1
HOURS FACILITIES WERE OPEN IN DATE RANGE: 4,745.00
HOURS THAT FACILITIES WERE USED IN DATE RANGE: 628.50
HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,116.50
PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 13.25%
TOTAL UNIQUE RECEIPTS IN REPORT: 148
AVERAGE DOLLARS PER RECEIPT: 115.77

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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Include Facilities Without Reservations: No
Include Holiday Dates: Yes
Include: Firm Tentative Hold
Type Range: HALL Thru HALL
Location Range: COMCT Thru COMCT
Facility ID Range: EASTG Thru EASTG
Print Option Range: - ZZZZZ
Event Type Range: - ZZZZZ
Site Type Range: - ZZZZZ
Individual Selections:

Run Date: 09/08/17
Run Time: 9:22A

Facility Usage Report

User: BSH

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
HALL-COMCT-NWQTR	North West Quarter	N'Applic	242.75	5,580.00	4.35

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	72.75	29.97
EVENT	Event Type	Event	2.50	1.03
MEET	Event Type	Business/Group Meeting	166.00	68.38
PMEET	Event Type	Public Meetings	1.50	.62

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 5,580.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 242.75
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 5,337.25
 PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 4.35%
 TOTAL UNIQUE RECEIPTS IN REPORT: 27
 AVERAGE DOLLARS PER RECEIPT: 50.33

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm Tentative Hold
 Type Range: HALL Thru HALL
 Location Range: COMCT Thru COMCT
 Facility ID Range: NWQTR Thru NWQTR
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

Run Date: 09/08/17
Run Time: 9:22A

Facility Usage Report

User: BSH

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
KITCH-COMCT-KITCH	Kitchen @ CC	N'Applic	331.50	5,215.00	6.36

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	83.00	25.04
CORPO	Event Type	Corporate Event	9.00	2.71
DIN/B	Event Type	Dinner, Breakfast	5.00	1.51
EVENT	Event Type	Event	61.00	18.4
FUNDR	Event Type	Fundraiser	44.00	13.27
LUNCH	Event Type	Luncheon	10.00	3.02
MEET	Event Type	Business/Group Meeting	8.00	2.41
MEMOR	Event Type	Memorial Service	31.00	9.35
PARTY	Event Type	Birthday, anniver, Baby Shower	54.50	16.44
TRAIN	Event Type	Training, Interviews	16.00	4.83
WEDD	Event Type	Wedding	10.00	3.02

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 5,215.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 331.50
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,883.50

PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 6.36%

TOTAL UNIQUE RECEIPTS IN REPORT: 54
 AVERAGE DOLLARS PER RECEIPT: 85.49

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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 Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
 Print Option/Event Type/Site Type Totals: Yes
 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm Tentative Hold
 Type Range: KITCH Thru KITCH
 Location Range: COMCT Thru COMCT
 Facility ID Range: KITCH Thru KITCH
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

Run Date: 09/08/17
Run Time: 10:43A

Facility Usage Report

User: LAURA

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
DANCE-COMCT-DANCE	Dance Studio CC	N'Applic	678.75	4,745.00	14.30

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	659.75	97.2
DANCE	Event Type	Dance	1.00	.15
EVENT	Event Type	Event	14.00	2.06
RECIT	Event Type	Recital	4.00	.59

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 4,745.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 678.75
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,066.25

PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 14.30%

TOTAL UNIQUE RECEIPTS IN REPORT: 6
 AVERAGE DOLLARS PER RECEIPT: 33.33

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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 Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
 Print Option/Event Type/Site Type Totals: Yes
 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm
 Type Range: DANCE Thru DANCE
 Location Range: COMCT Thru COMCT
 Facility ID Range: DANCE Thru DANCE
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

Run Date: 09/08/17
Run Time: 9:48A

Facility Usage Report

User: LAURA

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
SROOM-COMCT-SROOM	Social Room	N'Applic	608.50	4,745.00	12.82

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	324.25	53.33
EVENT	Event Type	Event	13.00	2.14
MEET	Event Type	Business/Group Meeting	173.25	28.5
PARTY	Event Type	Birthday, anniver, Baby Shower	13.00	2.14
PMEET	Event Type	Public Meetings	7.50	1.23
TRAIN	Event Type	Training, Interviews	77.00	12.66

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 4,745.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 608.50
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,136.50
 PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 12.82%
 TOTAL UNIQUE RECEIPTS IN REPORT: 127
 AVERAGE DOLLARS PER RECEIPT: 12.92

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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 Beg Date: 07/01/2016 Thru 06/30/2017
 Beg Time: 12:00A Thru 11:59P
 Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
 Print Option/Event Type/Site Type Totals: Yes
 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm
 Type Range: SROOM Thru SROOM
 Location Range: COMCT Thru COMCT
 Facility ID Range: SROOM Thru SROOM
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

Facility Usage Report

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
ROOM-COMCT-CLASS	class room 1	N'Applic	497.50	5,580.00	8.92

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	379.00	76.26
EVENT	Event Type	Event	6.00	1.21
GAME	Event Type	Practice and games	11.00	2.21
MEET	Event Type	Business/Group Meeting	40.00	8.05
MEMOR	Event Type	Memorial Service	6.00	1.21
PARTY	Event Type	Birthday, anniver, Baby Shower	5.00	1.01
TRAIN	Event Type	Training, Interviews	50.00	10.06

TOTAL NUMBER OF FACILITIES: 1
HOURS FACILITIES WERE OPEN IN DATE RANGE: 5,580.00
HOURS THAT FACILITIES WERE USED IN DATE RANGE: 497.50
HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 5,082.50
PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 8.92%
TOTAL UNIQUE RECEIPTS IN REPORT: 44
AVERAGE DOLLARS PER RECEIPT: 34.15

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
Print Option/Event Type/Site Type Totals: Yes
Include Facilities Without Reservations: No
Include Holiday Dates: Yes
Include: Firm
Type Range: ROOM Thru ROOM
Location Range: COMCT Thru COMCT
Facility ID Range: CLASS Thru CLASS
Print Option Range: - ZZZZZ
Event Type Range: - ZZZZZ
Site Type Range: - ZZZZZ
Individual Selections:

Run Date: 09/08/17
Run Time: 9:56A

Facility Usage Report

User: LAURA

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
ROOM-COMCT-CLAS2	Classroom B/50+	N'Applic	852.00	5,580.00	15.27

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	809.00	94.95
MEET	Event Type	Business/Group Meeting	41.00	4.81
TRAIN	Event Type	Training, Interviews	2.00	.23

TOTAL NUMBER OF FACILITIES: 1
HOURS FACILITIES WERE OPEN IN DATE RANGE: 5,580.00
HOURS THAT FACILITIES WERE USED IN DATE RANGE: 852.00
HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,728.00
PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 15.27%
TOTAL UNIQUE RECEIPTS IN REPORT: 31
AVERAGE DOLLARS PER RECEIPT: 14.14

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

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Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
Print Option/Event Type/Site Type Totals: Yes
Include Facilities Without Reservations: No
Include Holiday Dates: Yes
Include: Firm
Type Range: ROOM Thru ROOM
Location Range: COMCT Thru COMCT
Facility ID Range: CLAS2 Thru CLAS2
Print Option Range: - ZZZZZ
Event Type Range: - ZZZZZ
Site Type Range: - ZZZZZ
Individual Selections:

Run Date: 09/08/17
Run Time: 9:47A

Facility Usage Report

User: LAURA

Facility	Id Description	Use Date	Hours Used	Hours Open	Percent
GYM-COMCT-CCGYM	Community Center Gym	N'Applic	1,104.75	5,215.00	21.18

Option Code	Type	Description	Usage Hours	Pct of Total By Type
CLASS	Event Type	class/program	518.25	46.91
EVENT	Event Type	Event	108.50	9.82
GAME	Event Type	Practice and games	472.50	42.77
MEET	Event Type	Business/Group Meeting	1.50	.14
PARTY	Event Type	Birthday, anniver, Baby Shower	2.00	.18
TRAIN	Event Type	Training, Interviews	2.00	.18

TOTAL NUMBER OF FACILITIES: 1
 HOURS FACILITIES WERE OPEN IN DATE RANGE: 5,215.00
 HOURS THAT FACILITIES WERE USED IN DATE RANGE: 1,104.75
 HOURS FACILITIES WERE AVAILABLE IN DATE RANGE: 4,110.25
 PERCENT OF TOTAL HOURS THAT FACILITIES WERE USED: 21.18%
 TOTAL UNIQUE RECEIPTS IN REPORT: 95
 AVERAGE DOLLARS PER RECEIPT: 217.61

NOTE: All percentages are calculated based on the lesser of the TIME RANGE ENTERED and the OPEN/CLOSE TIME RANGE of the facility. The MAXIMUM AVAILABLE HOURS figure only includes the PARENT HOURS of an overlapped facility.

SELECTION CRITERIA:

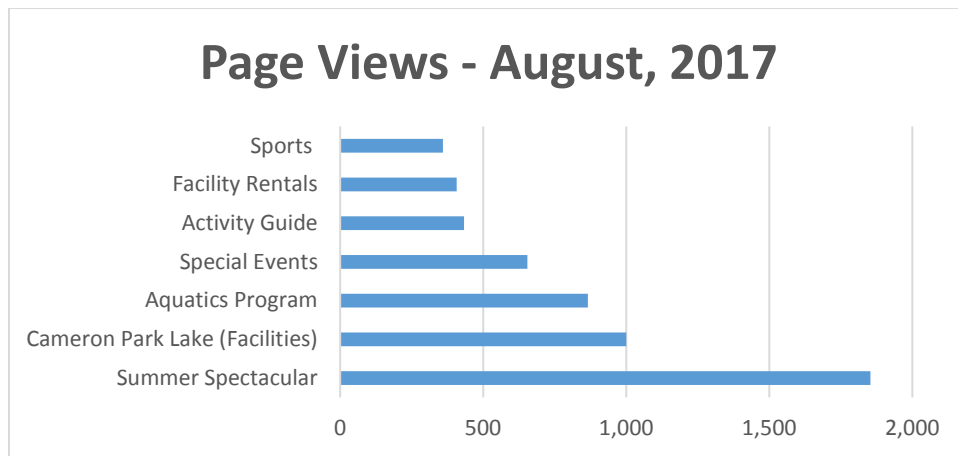
Beg Date: 07/01/2016 Thru 06/30/2017
 Beg Time: 12:00A Thru 11:59P
 Weekdays: Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday
 Print Option/Event Type/Site Type Totals: Yes
 Include Facilities Without Reservations: No
 Include Holiday Dates: Yes
 Include: Firm
 Type Range: GYM Thru GYM
 Location Range: COMCT Thru COMCT
 Facility ID Range: CCGYM Thru CCGYM
 Print Option Range: - ZZZZZ
 Event Type Range: - ZZZZZ
 Site Type Range: - ZZZZZ
 Individual Selections:

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

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

<i>Item</i>	2016	2017	Difference
<i>Sessions</i> ¹	5,930	6,027	+1.64%
<i>Users</i> ²	4,327	4,522	+4.51%
<i>Pageviews</i> ³	12,394	12,993	+4.83%
<i>Pages/Session</i> ⁴	2.09	2.16	+3.35%
<i>Time Per Session</i> ⁵	1:42	1:41	-.70%

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.



Request for Proposal MARKETING AND ADVERTISING SERVICES

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

Board of Directors:
Holly Morrison, Vice President
Margaret Mohr, Director
Greg Stanton, Director

Richard J. Ramirez, Interim General Manager

Issued ??? 2017
Submittal Deadline ???, 2017

MARKETING AND ADVERTISING SERVICES

REQUEST FOR PROPOSAL

Section 1

Project Summary

1. Request for Proposal Summary

Cameron Park Community Services District is seeking proposals from qualified firms for Marketing and Advertising Services in accordance with the Scope of Work specified in this Request for Proposal (RFP).

A qualified firm will have demonstrated experience and expertise in forming strategic partnerships with public-sector organizations, especially cities and Special Districts. It will have proven success in conceiving and executing regional advertising and marketing projects. A qualified firm will be financially viable, professionally organized, well-versed in communicating in a variety of media, skilled at telling Cameron Park Community Services Districts' story clearly and persuasively, and, above all, creatively.

2. Entity Submitting RFP

The terms "vendor", "proposer", "offerer", "firm", "consultant", "company" or "contractor" used in the RFP or any subsequent documents or communications related to this RFP are interchangeable and mean the entity submitting a proposal and seeking to enter into a contract for the goods and/or services requested in this RFP.

3. Description of Cameron Park Community Services District

Cameron Park Community Services District
Request for Proposal – Marketing and Advertising Services

The community of Cameron Park is located in the foothills of El Dorado County, on the west slope of the Sierra Nevada along U.S. Highway 50, about 30 miles east of Sacramento, California. The community is home to about 18,000 residents and covers an area of about 8.3 square miles. The Cameron Park Community Services District (CPCSD) administers fire and emergency services, parks, recreation, covenants, conditions and restrictions (CC&R's), lighting and landscaping, solid waste disposal and recycling.

The District's Community Center's Facilities are the nicest in the western El Dorado County. The Various rooms/spaces can accommodate the following:

	Square Footage	Assembly Seating	Banquet
Assembly Hall (full)	3759	356	252
Assembly (half)	1787	158	102
Assembly (quarter)	882	70	54
Dance Studio	804	53	
Social Room	784	53	
Stage	691	48	
Gym	6363	210 Bleachers	378 Floor
Classroom	648	30	20

The various spaces rent out on the following schedule:

	Deposit	Hourly Rate	Minimum Rate	Daily Rate *
Assembly Hall (full)	\$300	\$150	\$300	\$1,200
Assembly (East half w/ stage)	\$300	\$84	\$168	\$690
Assembly (West half w/ stage)	\$300	\$68	\$136	\$550
Assembly (Northwest quarter)	\$300	\$50	\$100	\$400
Dance Studio	\$300	\$50	\$100	\$100
Social Room	\$300	\$50	\$100	\$100
Kitchen	\$300	\$50	\$100	\$100
Gymnasium** Reduced fees available during non-prime times				
Classroom	\$30	\$27/ 2 hr	\$27/ 2 hr	\$10 each additional hour

Section 2

Scope of Work

General Outline

1. Project Scope

The District is seeking sealed proposals from qualified firms to provide marketing and advertising services. This Request for Proposals (RFP) outlines basic requirements for services to be provided. The District's General Manager (GM) will be the firm's point of contact throughout the contract and will coordinate the professional services required of the firm. The term for the agreement will be one (1) year with an option to renew for four (4) additional one-year terms if mutually agreed upon by the District and the firm.

GOALS

- Develop and project the image of the District as a good community partner
- Increase awareness of events, classes and programs offered by the District
- Exceed the District's projected Program Fees, Special Events and Facility Revenue of \$600,000 by marketing the Community Center's meeting and conference facilities in a more strategic manner.

PROFESSIONAL SERVICES

- Professional services may include but are not limited to:
- Market research, analysis and counsel
- Strategic Advertising: conception, planning, design, development, production and evaluation
- Graphic design and preparation of "leave behind" materials
- Setting up outreach meetings with potential _____ users
- Advising on implementation of the District's approved Marketing Plan (see Exhibit ____)

2. Background

The District has developed a marketing and advertising plan to tell the public about special opportunities and events that arise during the year. However, the implementation of the plan has been, at best, inconsistent and without strategic applications. The firm, mostly with the GM, will provide instruction to the GM on how to not only implement the plan but provide expertise to assist in the plan's implementation.

a. Target markets:

- 1) Cameron Park, Placerville and El Dorado Hills residents
- 2) Public and Private Agencies in East Sacramento and El Dorado County
- 3) Non Profits
- 4) Elected officials, candidates for elected office, opinion leaders and community groups

b. Media: Currently the District's primary messaging occurs in:

- Print
- Direct mail and email blasts
- Social Media
- Web page

3. Technical Requirements

(include details and any special conditions) [WE DON'T HAVE REQUIREMENTS, AND THE QUALIFICATIONS SECTION OF THE PROPOSAL GIVES THE FIRMS THE OPPORTUNITY TO DESCRIBE THEIR TECHNOLOGICAL CAPABILITIES]

4. Timelines and Due Dates

RFP issue date	October ____, 2017
Questions due	November ____, 2017
Responses to questions posted	?
Proposals due	December ____, 2017
Evaluation period	December-February, 2018
Finalists presentations (if required)	March 2018
Contract awarded	April 2018

5. Project Deliverables

(NOT REQUIRED)

Section 3

Proposal Preparation and Submittal

Proposals must conform to all requirements stated below, and elsewhere in this RFP. Disregarding these requirements may result in disqualification of the proposal.

Before submitting a proposal, each firm shall familiarize itself with the entire RFP, including Scope of Work. The submission of a proposal will constitute a representation of compliance by the firm.

All proposal materials must be placed in a sealed package (envelope, box, etc) clearly marked with the proposal name and address and the firm's name. It is the responsibility of the firm to ensure that proposals are received by the General Manager by the due date and time stated on Page1 of this RFP. The firm is responsible for delivery of their proposal by the deadline notwithstanding any claims of error or failure to perform by a mail, courier or package delivery service. No proposals or proposal modifications may be submitted orally, electronically or via telephone, facsimile, electronic mail (email) or telegraph.

All proposals must be typewritten on standard paper size (8-1/2 x 11 inches) and shall be in the required format incorporating the forms provided in the RFP package, if any. It is permissible to copy these forms as required. The authorized person signing the proposal shall initial erasures, interlineations or other modifications on the proposal.

Note: A site visit is highly recommended.

The firm's proposal should be organized in sections as outlined below:

1. Cover Letter

All proposals must include a cover letter submitted under the firm's name on the firm's letterhead containing the signature and title of a person or an official of the firm who is authorized to commit the firm to a potential contract with the District. The cover letter should express the firm's interest and serve as an executive summary of the proposal. Claims of proprietary information must be included in the cover letter.

2. Proposal Form

All proposals must include the complete Proposal Form signed by a person or an official authorized to commit the firm to a contract with the District.

3. Proposal Copies

The firm must submit one (1) original copy of the proposal, clearly marked "Original". In addition, the firm must submit one (1) digital PDF copy of the proposal on media suitable for copying and distributing electronically.

4. Qualifications

- 1) Work Product:
 - a) Provide a short (150 words or less) description of services for **at least** three public agencies or private companies to which you have provided similar services; e.g., marketing of meeting and conference space). Highlight similarities to work required by this RFP. Also include:
 - i) **Samples of your work, including print, video, direct mail or social media**
 - ii) Contact information for the company or public agency
 - iii) Account manager: person responsible for the overall success of the project
 - iv) Project team: other members of the firm or outside affiliates with key roles
 - v) Dates of service
- 2) Background: Provide the following information
 - a) Number of full-time and part-time employees
 - b) Year your firm was founded
 - c) Total billings for the past two years
 - d) An organizational chart showing staffing and lines of authority
 - e) Resumes of individuals who would be assigned to this account and the other individuals who would have key roles in public agency projects
 - f) Summary of work performed for the public agency over the past three years, if any
 - g) Description of your firm's technology, including relevant graphic arts, photography, publishing and/or data analysis capabilities.
 - h) List of services your firm routinely subcontracts, if any
 - i) Anything else that would demonstrate your ability to meet the District's goals listed in the Scope of Work of the RFP

3) Creative approach: Present your advertising and marketing approach for achieving the District's goals.

5) Response

Responses must be clear and thorough, but concise, and written in plain, easy-to-understand language. Responses must follow the numbering format used in this RFP.

6) (reserved and left blank)

7) Proprietary Information

In the event any proposer shall include in the proposal any information deemed "proprietary" or "protected", such information shall be separately packaged from the balance of the proposal and clearly marked as to any proprietary claim. The District discourages the submission of such information and undertakes to provide no more than reasonable efforts to protect the proprietary nature of such information. The District, as a public entity, cannot and does not warrant that proprietary information will not be disclosed. The District shall have the right to use any and all information included in the proposals submitted unless the information is expressly restricted by the proposer.

ATTACHMENT B

FEES AND REIMBURSABLE EXPENSE SCHEDULE

The undersigned has read and understands all conditions and terms of this RFP, is authorized to submit this proposal, and hereby offers to perform the services requested for the amounts indicated below.

A) Creative Services: Annual Retainer _____ hours per year for:

Consultation	Copywriting	
Project Management	Revisions/AAs	
Design, layout	Production coordination	
Art direction	Photography Services	\$ _____

B) Social Media: Annual Retainer _____ hours per year for:

Consultation	
Research/analysis	
Other	\$ _____

C) Creation of Camera Ready "Leave Behind" material for Outreach

\$ _____

D) Outreach:

Arrange 20 Outreach meetings for the General Manger
to attend along with leave-behind materials with potential
future (now reoccurring) new clients. \$_____

You may submit a more detailed pricing schedule in lieu of the above as an attachment to this page. However, this page must be signed and included with your proposal. **Cost/fees listed above, or in a pricing schedule, shall include all overhead and profit. No billing will be accepted that shows any costs other than those listed above or on an attached pricing schedule. This includes, but is not limited to, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting and consulting fees.**

Signature _____ Print Name _____

Title _____ Company _____

Address _____ Phone _____ Fax _____

Email _____

Attachment C

INSURANCE

1. Insurance Requirements

The Consultant, at Consultant's own expense, shall purchase and maintain the herein stipulated minimum insurance with companies duly licensed to do business in the State of California with policies and forms satisfactory to the District and possessing a current A.M. Best, Inc. rating of B++6.

All insurance required herein shall be maintained in full force and effect until all work required to be performed under the terms of the agreement is satisfactorily completed and formally accepted. Failure to do so may, at the sole direction of the District, constitute a material breach of the agreement.

The Consultant's insurance shall be primary insurance, and any insurance or self-insurance maintained by the District shall not contribute to it.

Any failure to comply with the claim reporting provisions of the policies or any breach of an insurance policy warranty shall not affect coverage afforded under the policy to protect the District.

All policies, except Workers' Compensation, shall contain a waiver of transfer rights of recovery (subrogation) against the District, its agents, representative, directors, officers, and employees for any claims arising out of the Consultant's work or service.

The insurance policies may provide coverage which contains deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to the District under such policies. The Consultant shall be solely responsible for deductible and/or self-insured retention and the District, at its option, may require the consultant to secure the payment of such deductible or self-insured retentions by a surety bond or an irrevocable and unconditional letter of credit.

The District reserves the right to request and to receive, within 10 working days, certified copies of any or all of the herein required insurance policies and/or endorsements. The District shall not be obligated, however, to review same or to advise Consultant of any deficiencies in such policies and endorsements, and such receipt shall not relieve Consultant from, or be deemed a waiver of the Districts' right to insist on, strict fulfillment of Consultant's obligations under the agreement.

The insurance policies, except Workers' Compensation, required by the agreement shall name the District, its agents, representatives, officers, directors, officials, and employees as Additional Insureds.

PROPOSAL FORM

Date: _____

Proposal of _____,
(Name)

a corporation organized and existing under the laws of the State of California; a partnership consisting of _____; an individual trading as _____.
(Name)

Request for Proposal: Cameron Park Community Services District Marketing and Advertising and Services

(provide title or brief description)

To: Cameron Park Community Services District

1. In compliance with your Request for Proposal (RFP) _____, the undersigned hereby offers to furnish the services designated in the RFP, in accordance with the RFP.

2. The undersigned Proposer hereby acknowledges receipt of the following Addenda (Appendix), if any:

Addendum No.	Date
_____	_____
_____	_____
_____	_____
_____	_____

3. The undersigned Proposer understands that the Cameron Park Community Services District reserves the right to reject any or all Proposals or to waive any formality or technicality, as determined by the Cameron Park Community Services District in its sole discretion, in any Proposal in the interest of the Cameron Park Community Services District.

4. The undersigned Proposer hereby certifies and affirms that this Proposal is genuine and not a sham or collusive, nor made in the interest or behalf of any person not herein named, and that the undersigned Proposer has not directly or indirectly induced or solicited any other Proposer to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the Proposer has not in any manner sought by collusion to secure for itself an advantage over any other Proposer.

5. The undersigned certifies that to the best of his/her knowledge: **(check only one)**

() There is no officer or employee of Cameron Park Community Services District who has, or would have, or whose relative has, or would have, a substantial interest in any contract resulting from this request.

() The names of any and all public officers or employees of Cameron Park Community Services District who have, or would have, or whose relative has, or would have, a substantial interest in any contract resulting from this request, and the nature of the substantial interest, are included below or as an attachment to this Proposal.

6. The Proposer certifies, to the best of its knowledge and belief, that:

(i) The Proposer and/or any of its Principals or Owners:

(A) (check one) **are () or are not ()** presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any governmental agency.

(B) (check one) **have () or have not ()**, within a three year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of a fraud or a criminal offense in connection with obtaining, attempting to obtain or performing a public (federal, state or local) contract or subcontract; violation of federal or state antitrust statutes, rules or regulations relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion; or receiving stolen property; and

(C) (check one) **are () or are not ()** presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any other of the offenses enumerated in paragraph (i)(B) of this provision.

(ii) The Proposer (check one) has () or has not (), within a three year period preceding this offer, had one or more contracts terminated for default by any governmental agency.

“Principals”, for the purposes for the Proposal, means officers, directors, owners, partners and persons having primary or substantial management or supervisory responsibilities within a business entity.

7. The certifications in paragraphs 4, 5 and 6 of this Proposal are material representations of fact upon which reliance will be placed when making an award. If it is later determined that the Proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Cameron Park Community Services District, the Cameron Park

Community Services District may terminate the contract resulting from this solicitation for default.

SEAL – If Proposer is a Corporation

(Official Name of Firm)

(Signature)

(Print Name)

(Title)

(Complete Business Address)

(Email Address)

(Federal Taxpayer ID Number)

RFP Completion Checklist

This check is a summary of some of the required components of the RFP. It is provided as a convenience to contractors, but is not intended to be all-inclusive or to imply acceptance or evidence of compliance by its use. It is the responsibility of the contractor to submit complete and compliant proposals.

- Cover Letter
- Proposal Form
- Qualifications
- Response to Scope of Work
- Cost Proposal
- Appendix (If any)

III. Park Report

Submitted by: J.R. Hichborn, Parks Superintendent

- **General Park info**

- **Rasmussen Park**

- I have reached out to BLM in regards to having the creek cleared on their property before the rains come.
- The next step in the T-Ball field process is for the General Manager and I to meet with county staff and review the revised site plan. From there we will follow county direction on how to move forward.

- **Chemical costs**

- We are paying \$2.32 per gallon right now for chlorine and \$0.56 per pound for CO2
- We get our chlorine from Lincoln aquatics and our CO2 from National Airgas
- We have not gone out for an RFP in over 5 years
- We also use Cyanuric Acid, Muriatic Acid, Algaecides and water clarifiers but in much smaller amounts

- **Disk Golf**

- A few areas have been identified as possible district owned properties that would support Disk Golf. Each one of these areas comes with challenges before approving the as designated sites.
 - Bonanza Park (12.6 Acres)
 - Zoned as open space
 - Limited parking
 - Limited access
 - Gateway Park (13.3 Acres)
 - Zoned as Open space
 - Wetland area
 - Floods in the winter months
 - Knowllwood Park (6.5 Acres)
 - Zoned as open space
 - No Parking
 - Limited access
 - Royal Oaks Park (10.4 Acres)
 - Zoned as open space
 - Protected plant life on the premises
 - Backs up to residential lots

- **Algae at Cameron Park Lake**
 - It was brought up at the previous P&R committee meeting that the District should look into solving the rapid Algae growth in the lake.
 - It will cost approximately \$ 2,500 in chemicals to treat the surface area of the lake.
 - A concern was brought up that the Algae may affect the Biochemical Oxygen Demand (BOD) therefore increasing the chance of fish dying due to lack of oxygen.
 - We had an Aquatic Biologist come and take samples of the lake and the results came back showing that we are at completely safe BOD levels
 -
- **Seasonal Park Staff**
 - We will no longer be having park staff on the weekends.
 - We will be keeping on our Park night staff through the end of September