

## **PARKS AND RECREATION COMMITTEE MEETING**

### **APPROVED MINUTES**

September 17, 2009

DIRECTORS PRESENT: Ron Treabess and Judy Friedman

STAFF PRESENT: Cindy Gustafson, Bob Bolton, Layne Van Noy, Roger Adamson, & Amy Norman

OTHERS PRESENT: There were no members of the public present at this meeting.

The September 17, 2009 meeting was called to order at 1:40 p.m.

#### **1. RECREATION AND OUTREACH PROGRAM**

**Mr. Bolton called the meeting to order and turned the floor over to Mr. Van Noy who began with discussing his memo dated September 15, 2009 on our Advertising and Promotion Plan. The background indicates what we have done in the past. We want a more comprehensive program that would utilize the attached matrix. Referring now to the first part of the matrix, you would set a cost recovery goal. If the program is a non-revenue generating event, you would set a participation goal, for example the Easter Egg Hunt. You would define an advertising budget amount based on each program. Then you would determine the demographics of the participants involved.**

**The left column of the matrix lists all the promotional tools we would utilize. These were defined by staff with the professional assistance of Gretchen Sproehle. The 'sunshine' in the columns to the right indicate what we would use to promote each type of activity; i.e. Special Events, Youth Classes, Adult Classes, Camps, Leagues and After School Programs.**

**Mr. Bolton expanded on the Activenet email blasts. You can use this tool to pinpoint your demographics, such as just sending out information on Middle School Programs to those aged 10 to 15. Mr. Van Noy explained that when a program comes up, you put the matrix into place and go down the list making sure each item that pertains is complete. This matrix would be turned in along with the summary report after each program or event. Ms. Friedman commented that to complete the loop you need to find out how each participant heard about the program. This would show you which promotional tool is working. Mr. Treabess pointed out that you can use surveys to promote the next program. He added that you can always expand on the matrix and don't use it as the gospel if a program warrants extra promotion, or in some instances less promotion. And don't wait until after the program to follow up with staff to see if all the promotional tools were used. Check during the program period while the opportunity is still there to promote.**

Ms. Friedman would like to see Social Media added to the matrix. Mr. Treabess agreed that this is really is the method of choice for reaching certain markets. Mr. Bolton added it would be beneficial for reaching the young adult audience but it takes constant maintenance. Mr. Treabess reminded the Committee that social media is used more to inform your audience then to sell. Discussion turned to partnering with Justin Broglio and the TCDA because they are already using Facebook. Mr. Bolton suggested we with sit down with Mr. Broglio. Mr. Van Noy added that our interns are in that demographic and we can have this be one of their projects to keep our Facebook and Twitter pages current.

Ms. Friedman would also like us to continue promoting upcoming events at current events. She disagrees with item #4 on Mr. Van Noy's memo concerning the timelines and that we should advertise a little farther out. But if we promote too early, people forget. We could try promoting early and then reminding. Ms. Friedman has been informed that it takes 3.5 hits before people really notice a message. She then asked if there is a way for us to ask people when they register how they heard about the program. This way we can discover which method we're using is most effective.

Ms. Friedman turned to the thought of a quarterly or monthly flyer for the schools to distribute. Mr. Bolton explained to her that instead of producing a bi-annual catalog we are going to an annual catalog and quarterly tri-folds. These will be sent out every 3 to 4 months with reminders of activities coming up and any updates. These will still not cost the district anything because Wild West covers the cost with advertising.

Discussion turned to choosing programs based on community needs instead of our needs. Mr. Van Noy pointed out that we do ask for input on what programs people would like to see on our program evaluations and in the catalog. Ms. Gustafson would like to see something added to our website asking for input on programs.

The Committee collaborated on a summary review of the Promotion Plan:

- Add Twitter and Facebook to the matrix.
- Develop a front end survey asking how they heard about the program.
- Follow up before the program ends with staff on the completion of the matrix.
- Use the website to ask people what they would like to see us offer.
- Incorporate the 3.5 hits.
- Follow up with Mr. Broglio about partnering our promotional efforts.
- Look into joint promotions and programs with other districts.
- Join together with the Boys and Girls Club in Kings Beach to outreach to the middle school.
- Quarterly or monthly flyers as well as the individual program flyers.
- Email blasts.
- Use the matrix as a tool but don't be locked into it.

Mr. Bolton will recommend to the Board that they approve this Advertising and Promotion Plan with the changes discussed today. Both Board members present stated that he doesn't need Board approval on going forward with this. If they did approve it, it wouldn't allow any room for change. They just need to be informed that this is what we're doing.

Mr. Bolton continued the meeting by updating the Committee on several items he is currently working:

1. Ice Rink – there is a big push for putting an ice skating rink at Tahoe Tree Company. Several people are behind trying to get it in this year. Mr. Bolton has experience in this area because he helped get the rink in Truckee. He feels there's not a lot of time but it could be feasible. He has been approached to see if the PUD will maintain and staff it. He responded that he needs to be presented with a written plan. This would need to include maintenance, operations, janitorial service, insurance and permits. He suggested that they first wait a year so the project is not rushed and then hire a consultant. He won't present anything to the Board until they provide him with a plan.
2. Bike Trail Repair – we will start crack sealing next week. There has been a delay because there is no asphalt available due to the project on Highway 89.
3. Lake Forest Camp Ground – a section of Lake Forest Road will close on Monday so we are closing the campground on the 20<sup>th</sup>. They will be moving the entrance to the campground and a section of the bike path will be moved up to the road. You will still be able to reach the boat ramp if you take the other entrance into Lake Forest.
4. Playgrounds at Kilner and Rideout – we are getting close to approval on these playgrounds. Since it is so late in the year, our plan is to get the approvals now but put the playgrounds in next spring. This way we don't run into the possibility of having to store the playgrounds all winter if we run out of time. The playground at Sluchak was denied because it is located in El Dorado County. Ms. Gustafson commented that this grant is state money so which county it is in shouldn't matter. The grant funds are based on per capita, not on county lines so we should follow up with this. Maybe we could look into getting money from El Dorado County for this playground. The other thought is to use this grant money for upgrading the kitchen at Rideout. Again, Ms. Gustafson is concerned because we are under a lease at Rideout and can't take a kitchen with us if the lease ends.
5. FCC Leases – the church and school seem to be getting along well together. Ms. Friedman asked about snow removal. They will each be responsible for their portion of it, not the PUD.
6. Burton Creek – there is not a way for us to convey to the State that the acreage is in 'good condition'. We did get the hold harmless. Our attorney is still picking through the agreement but the Board has informed him we are taking it forward.
7. Conservancy – the renewal with the Conservancy is coming up for the cross county ski area.

8. **North Tahoe Arts – They are current with their rent payments. Mr. Bolton continues to work with them on their rent offsets.**

**Ms. Gustafson announced that Tahoe Tree Company is willing to donate 100 perennials in the next month to any PUD projects. Mr. Adamson said he can definitely use them because we have had to cut back on planting due to budget cuts.**

**November 11<sup>th</sup> is a holiday so it was discussed moving the Committee meeting that is scheduled for that day to late October. This will allow the Committee to go over budget issues in a timely manner.**

2. **PUBLIC FORUM**

**No one was present for this item.**

3. **ADJOURNMENT**

**The meeting adjourned at 2:54 p.m.**

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**Amy Norman, Administrative Assistant  
Prepared by Amy Norman**