

PARKS AND RECREATION COMMITTEE MEETING

APPROVED MINUTES

December 10, 2009

DIRECTORS PRESENT: Ron Treabess and Judy Friedman

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

OTHERS PRESENT: Jan Brisco, Bob Hartsfield & Kelli Twomey

The December 10, 2009 meeting was called to order at 1:05 p.m.

1. LAKE FOREST BOAT RAMP SEASON PASSES

Mr. Bolton opened the discussion on the proposed Lake Forest Boat Ramp season pass rates. Staff recommends the following Annual and Seasonal Launch Pass costs for the Lake Forest Boat Ramp for 2010. The Annual Launch Pass would be good from January 1, 2010 through December 31, 2010 and cost TCPUD residents \$220 and California residents \$310. The Summer Launch Pass would be good May 15, 2010 through September 6, 2010 and cost \$160 for TCPUD residents and \$225 for California residents. The one time launch fee of \$10, which has been approved by our Board and the WCB, would remain unchanged. He also recommends that we allow North Tahoe residents the resident rate as long as they allow our residents the same. Ms. Gustafson stated that Curtis with NTPUD has said he is willing to do this. Mr. Treabess explained that the reason this is coming about is the Board has directed the staff to try and recover costs to run and maintain the boat ramp. We have not been doing an adequate job of this. We have to maintain the boat ramp and staff it at all hours it is open now because of the inspections. Our choices are either to cut back on the hours of use or come out with a fee structure that would help eliminate the deficit.

Mr. Bolton went on to say that these proposed rates have been adjusted from the last Committee meeting. The WCB was concerned with our original proposal that excluded some of California because the ramp was originally built with state funds and all California residents should be able to purchase a pass.

Our sale of passes was down significantly this year but we had delays with the WCB on changing the parking fee to a launch fee so we weren't able to sell passes the entire year. We only sold 16

Annual Passes this year; in past years this number has been between 100 and 150. Mr. Bolton pointed out that before they were parking passes, now they are launching passes and there is no charge for parking. To determine the prices for next year the average use this year was determined. Then they raised the price of the pass to slightly higher than the average use based on the fact that some pass holders were using their passes more than the average.

Discussion moved to the budget supplied with the meeting packet. In 2008 about 40% or \$60,000 was the net deficit subsidized with property taxes. There were several unexpected repair costs which added to this deficit.

Mr. Harry did a comparable with other ramps around the lake. Between public and private launches our rate of \$10 is the lowest rate for launches on the lake. As for seasonal passes, Obexer's which has a season of May through September charges \$250. Comparing with the only public ramp that has passes is NTPUD which was closed this past year so it's not a fair comparable. They were charging residents \$150 in 2008 but they haven't had to deal with the extra staffing caused by the inspections so this rate is expected to be much higher next year if they open.

Ms. Friedman asked if Mr. Hartsfield could speak for a moment on another topic. He is on the Recreation and Parks Commission and they are trying to follow through with the idea that we combine efforts and honor the residents of NTPUD. The Commission would like to see the two PUDs meet to discuss common areas that can be worked on together. Mr. Treabess thought this was a great idea. They have set a tentative date of January 14 at 3:00 p.m. for this meeting.

Mr. Bolton brought the discussion back to the boat ramp. He explained that the TRPA is planning on moving the inspections offsite which means the staff they provide may not be there. If this occurs in 2010 we would have to increase the amount budgeted for seasonal staff because we would have to add two more seasonals. Ms. Friedman stated the TRPA would still have to have staff at the ramp to keep their log and to attach and remove the ties.

Mr. Treabess wanted to know what these new fees would do to the budget. Mr. Bolton replied that it would increase our revenue and help offset our deficit. The pass increases were not projected into the 2010 budget so if these rates are approved it will help with the projected \$68,000 loss for 2010.

Starting January 1 we are going to keep track of exactly how much each pass is used. This will provide us with better information to base pricing on. Mr. Treabess stated that it will be up to the customer to decide on how much they expect to use the pass and whether it makes more sense to buy a pass or pay the \$10 each time. He asked if it would be possible for the customer to keep track of his receipts and if they hit 22 could they transfer to a pass. Ms. Gustafson pointed out that the idea had come up for a punch card to offer a discount on our daily launch fee for residents. The WCB doesn't want us to do this because they feel all California Boaters should be

considered the same. When it comes to the resident discount on passes they look the other way. If we were to ever break even at the ramp we couldn't offer residents a discount because they would not be contributing property taxes. The WCB has to approve everything we do at the ramp including our pricing. They feel that since the launch was built with state funds, everyone in the state should have the opportunity to buy a pass.

Another point Mr. Bolton addressed was what the pass should attach to. In the past the pass attached to the vehicle since it was a parking pass. Since it is now a launch pass it was discussed at the last meeting the pass should now attach to the vessel. This is important because of the storage companies that used to buy one pass and then put in up to five boats a day out of storage. They were getting a great deal at \$195 but now they will have to pay the daily launch fee for each of these boats launched.

Ms. Gustafson discussed emails received from Brad Hester expressing concern over the raised prices and how expensive it is with the inspections if you like to boat in other lakes also. Mr. Treabess said it is their choice and we aren't the ones charging for the inspections.

Ms. Brisco asked why bother with having an annual pass at all. What is the real benefit except for those who really use it? Is it worth having a pass due to all the hassles with it like today's meeting? Are we trying to appease too many groups? She feels it would be better and easier on the PUD to just charge the \$10 launch fee. She also commented that she has heard nothing but good comments on how we handled everything at the ramp this year. Another question, why aren't we charging for parking in addition to launching? Mr. Bolton answered that the reason it was just switched was we were worried about the impact on residents if they were charged for both so the price would double from \$10 to \$20. We also don't have to monitor the parking lot any more because they are not paying for parking.

Ms. Brisco wanted to know if the amount of users were the same throughout the day or if there were peak times, especially early morning. Mr. Adamson responded that in the off season the ramp averages two to three launches between 5:00 and 8:00 a.m. and from April through September this range increase to six to twelve. It is really worth having it open in the early morning for the fishermen and the skiers? Ms. Gustafson commented we could save money by shortening the hours but is that really what the public wants, especially those skiers and fishermen.

Ms. Gustafson addressed our closing time and that even though we announced and posted closing at 11:00 p.m. on the 3rd and 4th of July we had staff at the ramp until 2:00 a.m. If someone comes in after the launch closes we have to call someone out and that customer should be charged for this. We need to get the authority to charge them. Mr. Bolton said there is a penalty for coming in late because they don't get tagged and will have to be re-inspected to launch again. Ms. Friedman agreed with Ms. Gustafson and would like to see what kind of penalty we can charge.

Ms. Friedman wanted to know why we have a pass. Ms. Gustafson said if we stopped offering them we would hear a lot from the public. Mr. Treabess thinks we should try this fee structure but that we may decide to just charge the \$10 in the future because it is such a reasonable amount.

Mr. Bolton's intent is to bring these price recommendations to the Board next week. Ms. Gustafson stated that next year we will have the data to see if the passes were a good idea. It has been a tradition and she thinks it has value. Mr. Bolton addressed the concern about the complication of the passes if the ramp has to close. Ms. Gustafson said we would prorate the price based on the number of days the ramp is closed and refund the difference.

Ms. Friedman asked if we could lower the proposed rate for TCPUD Resident Summer Pass to \$150 like NTPUD. Mr. Harry reminded her that these were their 2008 rates and they should increase substantially this year. Ms. Friedman also commented that Mr. Hester had asked about raising the daily launch rate to \$12. He needs to know that the WCB sets this rate. Mr. Bolton will contact him to let him know this.

Mr. Treabess told Mr. Bolton to take his recommendations to the Board and the Committee can consider no season passes next year. The Committee discussed extending the Summer Pass to the end of September like NTPUD. The recommendation to the Board will be through September 30th.

2. DEPARTMENT UPDATES

Mr. Bolton reported on the status of the boat ramp. It is very shallow and a lot of silt has washed up. We are suggesting customers to hand launch. We are working with our engineering department to try to get a dredging permit. We are currently finalizing the permitting for the floating docks. The grates are included in this permit but not dredging. The estimated cost to get a permit to dredge is \$50,000 and the actual cost to dredge is around \$150,000. Ms. Gustafson explained it will take about 4 to 5 months to get this permit and dredging has to be done in the off season so this will most likely happen next year.

Mr. Van Noy reported on Recreation. We have decided to cancel the Holiday Craft Bazaar scheduled for this Saturday. Only four vendors signed up and there is a big storm coming in. When the vendors were contacted two wanted to drop out. We don't want to present a poor product so the event along with the Carnival that was to take place with it has been cancelled.

PROMOTIONS

- Broadcast email 11/5; Little Lakers, Hula Class, Les Miller, Teen Club
- Broadcast email 11/19; Caroling; Craft Faire, Toy-4-Tots, Project MANA
- Broadcast email 12/8; Les Miller, Teen Club

- Craft Faire; Newspaper, Date Book, TCDA & TCPUD Websites, flyers to schools, called last years participants
- Craft Faire Vendors; emailed and called last years, solicit Reno/Sparks craft organizers, flyer boards, info on Website
- Adult Sports; emailed managers and player list flyer, spoke to managers, flyer on website, flyer emailed to ski resorts, HR, discount advertised for early bird registration.
- Youth Sports; flyer mailed to last years participants, called last years participants, email blasted flyer and announcement through Activenet, catalog, flyer sent home with students, District boards and flyer boxes.
- Classes; contacted Ben Martin who will announce Guitar classes at Open Mic.
- At pictures with Santa & tree lighting with caroling had an outreach table with flyers of all our programs.
- Developing new women's volleyball league per their request.
- Securing PTO meeting schedule and plan on attending for outreach.
- International Night; plan on attending this event for J1s and handing out flyers and coupons for a free visit to Rideout.
- Volunteered our services with John Walker and the Olympic celebration event.
- Attended TCDA special events meeting to discuss programs and opportunities.
- Pickleball; contacted interested parties to solicit a winter program inside at Rideout.
- Attending AVB and ABB playoffs to get feedback, evaluate and meet customer needs.
- Purchased a new and improved flyer board for PDQ in Tahoma; this will alleviate the problem of people putting in their own flyers; header to be changed.
- Mr. Bolton and Mr. Van Noy met with Lolly Kupec to outline tri-fold brochure production timeline and content. The first tri-fold brochure will come out in February. They were going to send out the first one this month or next but decided the timing was not right.
- Hung banners for special events.
- We are mentioned three times in the North Lake Tahoe Guide. We are in for summer activities, winter activities and internet access plus our events are listed. They produce 40,000 copies of the Guide.

Mr. Bolton met with Justin Broglio to discuss outreach. They shared ideas about promotions. Mr. Bolton felt it was very productive and Justin is willing to continue to help the PUD. Ashley Hall is working on new events. They are discussing having a run along the Truckee River bike trail and tying it into Oktoberfest.

Ms. Friedman asked if we are trying to track how people learn about our activities and events. Mr. Van Noy said in his league evaluations most said they found out about the program by a friend or participated in the past. Mr. Bolton directed Ms. Norman to begin asking those registering how they heard about the program.

Mr. Treabess asked why we are waiting until February to start the next leagues. There is the cost factor of coming up with another \$800 so soon. This also gives Mr. Van Noy a window to re-promote the league and try to reach new teams. Ms. Gustafson commented that adults who recreate don't want a break. They use the league play to stay in shape.

Mr. Bolton spoke about having a special event at Rideout in February which was discussed at the Rideout Committee meeting last night. They would like to have a fundraiser and need to decide if they should make it a family or adult event. Mr. Bolton is looking into a Comedy Night like they do in Truckee and possibly doing it on the same weekend to get the same comedians. They are also looking into a Bingo Night. Ms. Friedman and Ms. Gustafson said they will help spread the word.

Mr. Treabess turned discussion back to the draft that Mr. Hartsfield brought to the Committee. It appears to be a decent outreach. Ms. Gustafson explained that every three to five years NTPUD approaches us about doing joint programs but it always comes down to them wanting us to pay to help their facilities. NTPUD has been funding the Boys and Girls Club to do their programming but they are pulling out over the next five years.

Ms. Gustafson addressed the decline in the year round population in the Tahoe City area and the decline in participation for our activities and programs. We need to get out to the public more and get to more of the public. We should host a public meeting on the demographic shifts in our area possibly in January or February.

4. PUBLIC FORUM

No one was present for this item.

5. ADJOURNMENT

The meeting adjourned at 2:57 p.m.

Amy Norman, Administrative Assistant

Prepared by Amy Norman