

STRAWBERRY RECREATION DISTRICT
BOARD OF DIRECTORS MINUTES
November 15, 2011

Chair Francis called the regular meeting of the Board of Directors of the Strawberry Recreation District to order at 7:09 PM.

QUORUM CALL:

Present were Directors Francis, Klopfer, Teese and Zener. District Manager Leanne Kreuzer, and members of the public were also present.

CHAIR OPENING COMMENT: Director Francis opened the meeting.

OPEN TIME FOR PUBLIC EXPRESSION: (limited to 3 minutes per person):

A member of the public commented on aesthetic improvement with the installation of new turf on the courtyard oval. A member of the public inquired as to the status of Director Reade. The District Manager noted that the position will be opened for applicant in the next few weeks and the Board will have 60 days to fill the position. A member of the public asked for clarification on the 2012 tennis flyer and the proposed rules noting a price error for returning regular pass holders. The pricing will be corrected as registration is taken and on future marketing material. A member of the public inquired about a correspondence attached to the packet from the Richardson Bay Sanitary District. The District Manager explained that it was a general posting to the public and was included if the Board wanted to discuss a formal agency opinion.

AGENDA ADJUSTMENTS: None

MINUTES CORRECTIONS: A member of the public commented on the detail of the October minutes.

MINUTES

Motion: Move to approve the October 12, 2011 Minutes. M/S/C JF/JK

Ayes: Francis, Klopfer, Zener

Noes: None Absent for meeting: Teese, Reade

FISCAL REPORTS – CONSENT CALENDARS: The Board discussed clarification on the warrant payments. Chair Francis asked if the staff could produce energy usage reports with table.

- **Motion:** Move to Approve Item A1-2 Fiscal Reports - Consent Calendars M/S/C JF/ PT

Ayes: Francis, Klopfer, Teese, Zener Noes: None Absent: Reade

- **Motion:** Move to Approve Item A3 Transfer of Funds (transfer Zone IV expenditure).

M/S/C JF/PT

Ayes: Francis, Klopfer, Teese, Zener Noes: None Absent: Reade

B. Old Business-Items

1. **Discussion/ Action Item:** Field/facility rental and field/facility management items authorizing item additions and changes to rental agreement and policy and procedure.

Recommendations: Provide direction to SRD Staff.

The District Manager reviewed current field items and the status of the future Tiburon Peninsula Little League field rental rates. The 2012 rates are set. The Sub-Committee is looking at a transition plan to bring TPLL into the standard rates that the SRD Board has adopted. Director Klopfer noted that there is a change in the TPLL Board of Directors and they may intend to increase community involvement and outreach for TPLL. The Board discussed private club teams observed once again utilizing the SRD field without providing an actual schedule of intended use for payment. Chair Francis noted that he would like staff to approach all users when possible to determine if they are on the actual schedule and have current accounts with SRD. A member of the public commented on a similar policy that was in place several years ago requesting the weekend staff to approach and verify tennis pass holder usage. He went on to explain that staff was bullied and verbally abused when they tried to facilitate this task. Director Teese mentioned that maybe the staff should not enforce but approach and make a presence known. Director Zener and Teese recommended

training for staff on how to approach this task. The Board discussed having the staff wear SRD clothing or SRD name tags and work on diplomacy. Chair Francis noted that the staff would be supported if needed in their efforts to manage the use of the facility. A member of the public inquired as to the status of the tennis court and field drinking fountains. The District Manager noted that fixtures are approximately \$3,500 each and recommended waiting for the master plan design to be established before making the purchase. The District Manager also noted that the current fixtures are not ADA and shouldn't be turned on until the ADA issue is also addressed. The water lines are scheduled to be repaired during the pool closure as they tie into the pool water supply. The pool will be drained on December 5th and 6th, filled on the 6th & 7th then the contractor will begin working on the water supply to the drinking fountains. Drinking water is currently available at the courtyard and both sides of the main building on level two. The discussion continued with recommendations and discussions including placing water bottles on the courts for pass holders or water jugs as a service to pass holders. The District Manager expressed concerns about managing a water jug and ensuring water quality. Director Teese and Zener recommended that the public be directed to the nearby fountains or bring reusable water bottles of their own when utilizing the courts and fields. Chair Francis would like to see a temporary patch until the issue is addressed.

2. Discussion/ Action Item: Five year plan for future Current Annual Major Repairs (CAMR), Replacement Reserve (RR), and Capital Improvement Project (CIP), Master Plan. Evaluate master plan proposals and authorize professional service contract for related items.

Recommendation: review status of selection process and authorize Design Sub Committee to extend and authorize a contract for professional services to facilitate a master plan. Provide direction to staff.

Director Zener summarized the interview and selection process for the professional services of a facilitator for the SRD Master Plan noting the strength of the candidates. The Design Sub-Committee will make a final selection in the coming weeks. Director Teese inquired if all the items needing to be addressed have been completely identified. Director Klopfer indicated the scope of the facilitator to take the current list and work with the staff, Board and public to group the items and produce estimated costs so that the final list can be produced. A member of the public expressed concern with the selection process stating that the Board should approve the selection. Chair Francis proposed that the sub-committee make the selection and the Board will approve the contract and payment as part of the financial reports, noting that continued proposals and competition in open session is unnecessary. The District Manager noted that County Counsel has been advising the agency and reviewed the process and contract being utilized. The District Manager noted that the Board has approved the funds in the 2011/12 fiscal budget for the professional services and approved moving forward with contracting a professional facilitator for the Master Plan process at the September meeting. The Board also appointed the Design Sub-Committee the task of making the selection. The Board gave direction to the committee to make the selection and contract professional services up to \$25,000 for the facilitation of the Master Plan.

C. New Business- Items

1. Discussion/ Action Item: marketing the SRD programs and special events, master plan, community partnerships and sponsors.

Recommendations: Provide direction to SRD Staff.

The District Manager proposed utilizing the SRD Activity Guide Book for creating community partnerships with organizations utilizing the SRD facility offering marketing opportunities in the guide. The District Manager also proposed utilizing the guide book to secure special event sponsorships as well. Director Teese stated that the Activity Guide offered a strong marketing opportunity and inquired as to the distribution. The District Manager noted that the distribution of the Activity Guide and the Strawberry Festival postcard are 21,000 for each to all the Mill Valley 94941 and Tiburon 94920 addresses. The Activity Guide is distributed in January and the postcard in spring. The Board supported both proposals and discussed recommended pricing for each option ranging from ¼ page at \$200 to a full page at \$600 for interior pages. The special event sponsorship rates would remain the same with additional distribution in the Activity Guide Book.

The Board discussed utilizing the Activity Guide to launch the Master Plan recommending the use of a catch phrase and advertising meeting dates. Due to the short timeline the 2012 marketing will be limited to the available space in the Activity Guide. The Board discussed special event ideas for the 2012 season including games at the pool, kayak rolling instruction or event, scuba diving certification, pancake breakfast or chili cook-off, and designated time for full recreational swim on the pool schedule. The Board designated \$2500 for bands at the Strawberry Festival and movies in the park with a charge of \$3 per person or \$10 per family.

D. Administration:

1. Manager's Report

The District Manager presented the report as submitted and discussed the upcoming open board position and timeline for assigning a chair, vice chair and secretary for 2012. These items will be addressed at the December meeting. A member of the public reported that a fixture on level three was not functioning properly. The District Manager indicated that the maintenance work was performed on the fixtures by Electrix and that they will be asked to evaluate the specific fixture once again. The District Manger provided a status on the delay of the painting projects due to wet weather and the dock repair waiting for the floatation donation from Chair Francis.

E. Correspondence:

F. Board Member Items/Good of the Order:

G. Adjournment:

H. Next Regular Meetings:

Proposed future Board meeting: December 15, 2011

Proposed community meetings: December 15, 2011, January 11, 2012, February 8, 2012

GOOD OF THE ORDER

There being no further business to come before the Board, Chair Francis motioned that the meeting be adjourned, seconded by Director Klopfer. The meeting was adjourned by Chair Francis at 9:43 PM.

The next regular meeting of the Strawberry Recreation District Board of Directors will be held on: Thursday, December 15, 2011 at 7 PM in the 1st floor meeting room.

Secretary, Board of Directors Strawberry Recreation District

Chair, Board of Directors
Strawberry Recreation District