

STRAWBERRY RECREATION DISTRICT
BOARD OF DIRECTORS MINUTES
April 7, 2010

Chair Klopfer called the regular meeting of the Board of Directors of the Strawberry Recreation District to order at 7:01 PM.

QUORUM CALL:

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

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

A member of the public commented that the public was not consulted or informed about the construction. He questioned the reasoning for the expense, suggesting that the new entrance would not improve collections from patrons not paying at the entrance. He also pointed out that the new location would cause congestion during Little League games and special events and make access more difficult for those with disabilities. The holiday break should have coincided with the repairs. Chair Klopfer commented that there is a new access card system. Director Zener pointed out the new configuration is the safest for the Strawberry camp because the parking lot would be avoided. Manager Kreuzer stated that the old gate will not be staffed or open for the public and noted that the new entrance has a shorter distance to the restrooms.

AGENDA ADJUSTMENTS:

Move Item C1 to follow the minutes.
Move Item B1 to follow Item C1 above.

MINUTES CORRECTIONS:

Chair Klopfer stated that the March 17, 2010 should read: "Chair Klopfer agreed that the space between the courts is too small and noted that if the fence is moved out the cracking would be an issue."

MINUTES

Motion: Move to approve the March 9, 2010 Minutes. M/S/C Zener / Klopfer

Ayes: Francis, Klopfer, and Zener. Noes: None Absent: Baldwin-Leonard
Director Reade was not on the SRD Board at the time of the March 9, 2010 meeting.

Motion: Move to approve the March 17, 2010 Minutes as amended above. M/S/C Zener / Klopfer

Ayes: Klopfer, Reade, and Zener. Noes: None Absent: Baldwin-Leonard
Director Francis did not attend the March 17, 2010 SRD Board meeting.

OLD BUSINESS

Item C1. Discussion Item: Hot Diggity

Joan Miller stated that she was a former user of the pool. As a patron she wanted an alternative to the choice between the ice cream truck and packing up the kids to go get food. Ms Miller is interested in operating a concession cart with organic food, recyclable packed, and fresh pressed lemonade. The product would be cost comparable at about \$6.00 for 2 hotdogs, 2 carrot bags, and a drink. She stated that it would be a professional business run by her and the cart would come in, operate, and then leave at the end of the day. Typical hours would be from 11:00 to 3:00 pm, but would stay if there is business. She plans to offer "Niman Ranch" and "Aidells" hot dogs, which are a local products and would like to start sometime in June.

The SRD Board directed District Manager Kreuzer to develop a trial proposal that would not compete with Little League.

NEW BUSINESS

Item B1. Discussion/ Action Item: SRD Tennis Court -use proposals from tennis professionals.

Recommended action: Discuss and provide direction to staff.

District Manager Kreuzer outlined the following options:

- Option 1: One single tennis pro contract - 4 courts
- Option 2 Vendor to provide multiple pros under - 2 courts
- Option 3: Contract with a vendor on 2 - courts and SRD will contract additional pros on 2 courts

Manager Kreuzer emphasized that no decisions will be made on awarding contracts, the Board will be discussing options and providing direction to staff.

Carrie Zarraonandia has 5 children, 2 are post college. Tennis has been her passion for 32 years. Mrs. Zarraonandia has worked for Tiburon Recreation, San Rafael Recreation, and other community centers. Carrie commented that people should play at their own speed, lessons should be affordable, and key holders should have the ability to play without the courts being over booked.

Carrie believes in offering quality over quantity and balancing the needs of the tennis community. She suggested weekends should be open family times. Special events such as brunches and socials could be offered. Lessons would be in the off times. She expects to work around 17 to 20 hours per week. Carrie had numerous suggestions for invigorating the tennis program such as having a senior day, offering cardio clinics, child quick start programs, and mixers.

District Manager Kreuzer stated that SRD has been approached by different organizations like soccer, multisport, and lacrosse practice groups. The Board is reviewing the tennis program in order to decide on a direction to improve the tennis, not revenue.

William Higgins Tennis Inc. runs programs for Belvedere Tiburon, Tamalpias, the Bay club, and St. Hilary. He introduced Adam Young, a tennis professional, and Maggie Peterson as part of his team. Mr. Higgins stated that the quality could be increased while generating more revenue. He manages 6 courts on 3 sites, 2 courts are part time. There are 6 employees: William Higgins and Adam Young are full time, 2 part time employees, and 2 very part time employees.

Mr. Higgins stated that he has a track record with marketing and teaching at Belvedere Tiburon without infringing on keyholders. Flexible structure is customizable. \$25 per hour lesson rate. Class ratios are 1:8 or 1:6 and are customizable. Quality adult and youth programs: Cardio tennis, Flex League, Play with Pro, Doubles/Singles, and quick start tennis. Compress to 2 courts with 12 children on one court. Medals program for kids. Mr. Higgins suggested working 1:00 - 5:30 with youth and some adult tennis. Weekends would be customizable.

Maurice Newman has 25 years of tennis with Strawberry Recreation District. He has a passion to be the best tennis pro, creating and sustaining programs. Mr. Newman noted the testimonial letters in the additional packet and presented the letter from the Fishers which highlights his teaching style with young players. Five members of the public spoke strongly in favor of Maurice Newman friendly, patient style of teaching as well as the high level of sportsmanship at Strawberry. Several had children who had experience with other Pros, but were loyal to Maurice Newman. One of the members of the public stated that she drives from San Francisco because her child loves Maurice Newman's Jr. League program. Maurice Newman commented that he has discussed Fitness, Quickstart, Private, and semi private tennis with the District Manager.

A member of the public felt the adult programming was nonexistent and suggested having a tennis community meeting. Director Zener commented that the Board is not looking to remove Maurice Newman, just open up the program. Chair Klopfer stated that she wants the program to grow and wants a variety of choices. Chair Klopfer commented that she would like a balance of court use that respects the keyholders, respects Maurice Newman, doesn't schedule all 4 courts, and offers multiple pros. Director Francis was concerned that the courts would not be over booked, and felt the courts are currently at capacity at various times. Director Francis stated that he wanted Maurice Newman's involvement with teaching and noted the

community support. Director Francis added that Maurice should be an instructor for lessons if he is not running the program. Director Reade wanted the option to choose. Director Zener suggested that SRD oversee multiple pros. Board provided direction to staff requesting SRD tennis evaluation and proposals For options 1-3 plus addition of option 4: multiple pros managed by SRD.

The Board is interested in promoting program growth and variety for both adults and children. The Board was also concerned about overbooking the courts, but wants balanced court use for keyholders, tennis teams, special events, and tennis instruction.

FISCAL REPORTS – CONSENT CALENDARS:

Chair Klopfer stated the \$2,849 bike racks will be 100% reimbursed by the county.

- **Motion:** Move to Approve Item A1-2 Fiscal Reports - Consent Calendars. M/S/C Zener / Francis
Ayes: Francis, Klopfer, Reade, and Zener. Noes: None Absent: Baldwin-Leonard
- **Motion:** Move to Approve Item A3 Transfer of Funds. M/S/C Francis / Zener
Ayes: Francis, Klopfer, Reade, and Zener. Noes: None Absent: Baldwin-Leonard

NEW BUSINESS - Continued

Item B2. Discussion/ Action Item: District Manager and SRD Bookkeeper request approval to change from Paychex payroll service to Quickbooks payroll service.

District Manager Kreuzer stated that there are errors with the Paychex service every time. Errors on tax payments, vacation time, and sick time. Manager Kreuzer added that she has made constant calls to improve their services. The Board approved changing the payroll over to Quickbooks payroll service.

Item B3. Discussion/ Action Item: 2010-11 Preliminary Budget

Manager Kreuzer commented that the day camp revenue and corresponding expenses have been increased.

The pool expenses are way up: pool chemical expenses have had a good jump. Director Zener suggested having employees run the contract classes September through June. Manager Kreuzer noted that the District is waiting for a lawsuit (non-SRD) to be settled for an answer. The District would need to pay employee taxes. Chair Klopfer stated one third of the revenue is from property taxes, ERAF. Chair Klopfer urged the District to focus on generated revenue verse expenses. Chair Klopfer added that 98% of generated revenue is spent on payroll instead of the normal 60% range. Manager Kreuzer commented that there should be accountability. Chair Klopfer felt the District needs to be fiscally responsible and sound and added that the revenue from Mill Valley Refuse should be taken out. Manager Kreuzer commented that the District needs to increase revenue and reduce expenses to reduce the gap. Chair Klopfer stated that the District needs to make good choices, not drastic changes, but added that a potential restructuring should be looked at. The Board directed staff and the Budget Committee to develop a restructuring cost covering strategy for the May meeting.

OLD BUSINESS - Continued

Item C2. Discussion Item: Approve the design and acceptance of donated funds designated for refurbishment/replacement of the batting cages and a practice field fence on the SRD field.

District Manager commented that the District has agreed to accept donated funds based on project definition. Manager Kreuzer noted that there are a range of designs with various features: interior net, double nets, metal frame with interior net, and raised base mats. She added that District could raise funds for a double batting cage with flyers and a marketing program for donations. Manager Kreuzer stated a cost rang of \$8,000 - \$20,000 for a single cage and \$20,000- \$40,000 for a high end batting cage. The price without fencing is \$11,000 - \$16,000. Alborn quoted \$8,000 for the fence only. Cagwin and Dorward could grade and install drainage for the ground and build the surface. Manager Kreuzer noted that the lower end options will require higher maintenance.

Manager Kreuzer stated that the District would have liability exposure because the batting cage would be on SRD property. The District could schedule time and space for community use and generate

revenue. Manager Kreuzer recommended the chain link option to secure the structure and commented that the District would need signage and safety standards like requiring helmets. Director Francis felt that chain link would be too visible. Director Francis commented that it is SRD's liability for a TPLL program and added that the District should control the usage. Director Reade stated that the District needs liability signatures for use and noted that TPLL would be the primary users of the batting cages. Chair Klopfer stated that the size of the structure would be dependent on donations.

Chair Klopfer directed District Manager Kreuzer to research costs for a double netted, structurally sound, year round batting cage

- **Motion:** Move to accept donated funds, project to be determined by amount of funds raised. M/S/C Francis / Klopfer

Ayes: Francis, Klopfer, Reade, and Zener. Noes: None Absent: Baldwin-Leonard

Item C3. Discussion Item: SRD Annual Property Tour held March 17 report

District Manager Kreuzer noted that property tour issues are related to the budget. There is a staff list. CAMR funded with replacement reserves. Camp revenue is greater than last year. The revenue and expenses of the agency needs to be examined. The CAMR and preliminary budget are working numbers. The property tour report was tabled for the next meeting.

Item C4. Discussion Item: Discussion/Action Item: SRD Mission Statement

Director Reade suggested reversing the order of what SRD does before explaining how the District is governed and run. Director Francis liked "Independent Recreation District" and Director Zener suggested "Independent Recreation District of Marin".

- **Motion:** Move to adopt revised SRD mission Statement. M/S/C Francis / Reade

Ayes: Francis, Klopfer, Reade, and Zener. Noes: None Absent: Baldwin-Leonard

Item C5. Discussion Item: The future direction of the SRD, SRD Board and SRD facility

This Item was tabled for the next Board meeting.

ADMINISTRATION:

MANAGER'S REPORT

As presented.

District Manager Kreuzer commented that there was an increase in vendors and a decrease in patrons for Camp Night. Parents attended our event without the children this year and may be shopping for camps on the internet and trying to economize. Manager Kreuzer suggested reworking the Camp Night event and adding an entertainer or an athletic personality to draw the public. Manager Kreuzer stated that all camp weeks are sold out with the exception of weeks 1 and 11.

CORRESPONDENCE: None.

GOOD OF THE ORDER

There being no further business to come before the Board, Chair Klopfer motioned that the meeting be adjourned, seconded by Director Francis. The meeting was adjourned by Chair Klopfer at 9:50 PM.

The next regular meeting of the Strawberry Recreation District Board of Directors will be held on: Wednesday, May 12, 2010.

Secretary, Board of Directors Strawberry Recreation District

Chair, Board of Directors
Strawberry Recreation District