

STRAWBERRY RECREATION DISTRICT  
BOARD OF DIRECTORS MINUTES

Date: September 13, 2016

Time: 7:00pm Open Session

Chair Teese called the regular meeting of the Board of Directors of the Strawberry Recreation District to order at 7:04 PM.

**QUORUM CALL:**

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

**CHAIR OPENING COMMENT:** Chair Teese opened the meeting and welcomed the public.

**OPEN TIME FOR PUBLIC EXPRESSION:** (limited to 2 minutes per person): A member of the public expressed a complaint that the SRD Board of Director meeting announcements are not in the paper or posted on social media outlet Nextdoor Strawberry. The General Manager noted that the SRD Board of Director Meetings and agenda are posted onsite in accordance with the law and are posted on the SRD website as an additional advertisement along with the full calendar year of meeting dates.

**AGENDA ADJUSTMENTS:** Move New Item B2 before B1. Chair Teese provided direction to staff to move the Manager's Report to the front of the agenda for all future meetings.

**Approval of Minutes:** DRAFT March 2016 Minutes, DRAFT July 2016

The minutes require approval by the attending quorum and were moved to a future agenda due to the absence of Directors Marino and Bohner

**FISCAL REPORTS – CONSENT CALENDARS:**

**A. Fiscal Reports - Consent Calendar**

1. Approval & Confirmation of Expenditures, Disbursements, Payroll, and Warrants
2. Review, Weekly Deposit Reports
3. Transfer of Funds
4. Approval Professional Service Contract -None

- **Motion:** Move to Approve Item A1 Fiscal Reports - Consent Calendars

M/S/C JF/PT Ayes: Francis, Nichols, Teese Noes: None Absent: Bohner, Marino

- **Motion:** Move to Approve Item A2 Fiscal Reports - Consent Calendars

M/S/C JF/PT Ayes: Francis, Nichols, Teese Noes: None Absent: Bohner, Marino

- **Motion:** Move to Approve Item A3 Fiscal Reports - Consent Calendars transfer of Funds Zone IV

M/S/C JF/PT Ayes: Francis, Nichols, Teese Noes: None Absent: Bohner, Marino

**B. New Business – Items**

1. **Discussion /Action Item:** Review and amend SRD Community partners, donation, sponsors, marketing and advertising plan

Item B1 Moved to follow B2.

2. **Discussion /Action Item:** Consider proposal to provide SRD staff access to a personal investment plan

The General Manager introduced the item with a summary of the current CalPERS retirement benefit extended to full time employees and the costs associated with the benefit. The General Manager also noted social security participation, the employees costs and indicated that part time and seasonal employees are not part of the CalPERS retirement plan unless they were previously enrolled by a former organization, are SRD full time or work more than 1000 hours in a year. The General Manager noted that this item is an introduction to the SRD Board as information only. Discussion may determine if the SRD Board is interested in exploring a 403b opportunity for the employees. Adam Wiatrak, investment consultant was introduced. Mr. Wiatrak provided a brief history of his association with SRD. Raised in the Strawberry area, as a child played baseball on the fields and learned to swim in the SRD pool, his children have been in the summer camp program over the past few years and has presented basic investment information to SRD for consideration. Mr. Wiatrak provided a brief description of various plans including 401(k) Profit Sharing, 403(B) plans, Defined Benefit Plans, DB/DC Combination Plans, Special transactions included in a summary provided by

Nicholas Pension Consultants. Mr. Wiatrak noted that consideration and a high level of priority is being given in order to keep SRD expenses low. His recommendation is a non-ERISA fund that can be set up pre-tax or ROTH basis, with no employer or agency contributions. Mr. Wiatrak recommended that the SRD Board consider a 403(B) plan which would provide access to all employees on a voluntary basis and would be for employee contributions only. Reiterating that SRD would not make contributions on behalf of employees. As a 403(B) the fund would not be classified by Department of Labor (DOL) regulations under the ERISA Standards and Practices. Currently setting up a 403(B) would require SRD to file with the IRS but would not require a third party administrator keeping costs to SRD low. There would be a one-time set up fee of approximately \$1250 for the Plan Document or governing document. Ongoing fees would be paid by the employees as indicated in the packet summary sheet. Mr. Wiatrak described various service providers and vendors then made the recommendation that SRD consider Oppenheimer Funds. Chair Teese commented that he supports SRD exploring this as an option for employees noting that he himself utilizes investment plan access provided by his employers noting that it may result in better employee retention. Director Francis commented that he appreciated the local interest in SRD and the employees, asked questions about the current SRD benefit access and for clarification on the recommendation. Mr. Wiatrak responded referencing information provided on the summary sheet and continued to the second page information. Chair Teese recommended that staff survey employees to see if there is any level of interest. The General Manager commented that many of SRD employees are seasonal or new to the work force and may benefit from an educational opportunity related to retirement and saving for the future. Chair Teese agreed noting that providing access to information and illustrating the benefits of savings, compound interest and preparing for their future would be a value to employees. Director Francis agreed that a young workforce may be unformed and benefit from the information. A member of the public stated "why can't they put money in a private fund?" Chair Teese responded that the SRD is not making a motion or voting on this item at this time. This is an introduction of the information with a Board level discussion and the Board is not going to open the discussion up at this time. The member of the public commented that "this is one guy, one investment and there can be law suits". Chair Teese reiterated that the item has not been opened for discussion. The member of the public left the meeting. Mr. Wiatrak responses to the comments stating that employees could set up private funds a local bank however staffing in bank branches has a high turnover rate and individual relations are difficult to establish in bank branches as they do not specialize or personalize the professional financial relationship. Chair Teese addressed the Board and Mr. Wiatrak stating that SRD is a government organization that will need to research and provide comparative options for the Board's consideration as a standard policy and business practice. Chair Teese reiterated that SRD "due diligence" standards are in place as it is a government organization and reasonable steps must be taken in order to satisfy any legal requirement, especially in buying or selling something. Chair Teese asked the members of the board if they agree to move forward with next steps and provided direction to staff to continue to research, survey the employee interest level and bring the item back to the Board on a future agenda for discussion and consideration.

Item B1 Moved to follow B2.

**Discussion /Action Item:** Review and amend SRD Community partners, donation, sponsors, marketing and advertising plan

The General Manager reviewed the current forms used by SRD staff for Community Partner, Community Sponsors and Donations. The Board discussed the current fees for various marketing and sponsorship opportunities. Director Francis recommend doubling the current rates. Chair Teese recommended a transition from ¼ page, ½ page and full page options to only selling full page options in the Activity Guide. Rates were discussed amongst the Board. Director Nichols commented that some community partners may not be able to participate if the price point increases to double the current rate of a full page ad and eliminates the ¼ and ½ page options completely. Chair Teese suggested an increase of \$90. To the full page add bringing it to \$750. The General Manager noted the current facility renter's advertisements in the Activity Guide and how SRD staff utilize the ads to promote the onsite programs. Chair Teese recommended offering a discount to SRD renters for the full page advertisement and working towards a transition price plan for the future. Director Francis recommended a 5% discount for customers with up to 5K in rental fees and 10% discount for customers over 5K in rental fees for full page ads in the Activity Guide. Direction was given to staff to adjust the pricing and page sizes for advertisement opportunities in the Activity Guide. The Board provided direction to staff to expand the distribution of the Activity Guide to the Sausalito area.

The General Manager presented Strawberry Festival sponsorship and vendor rate information. Members of the Board discussed the current event format and rates recommending that vendors be expanded to include artisans and confection booth vendors to increase attendance. The Board confirmed that the majority of the event should be free with fees charged for food, drinks and specialty activities including the jump houses, rock wall, hamster ball and if any games or rides for pre-teen and teens are added to the event.

Food booth prices for sponsorships and advertising were maintained. Booth prices were reduced to \$100 for ½ size booth and \$200 for full size booths.

### **3. Discussion /Action Item:** November election for SRD Board of Directors

An update was provided regarding the November election for SRD Board of Directors. Incumbents Cale Nichols and Pam Bohner are running for re-election. A third party named Porter Davis is running. The election will determine the two open seats on the SRD Board.

**C. Old Business – Items**

**1. Discussion /Action Item:** Facility Periodic Rentals, Athletic Leagues and SRD policies and procedures

The Board discussed Athletic Leagues utilizing the SRD fields and facilities. Reoccurring issues continue with the leagues including violation of the SRD Standards of Behavior, policies and procedures. Staff reports multiple dogs on property with families participating in Tiburon Peninsula Soccer Club league play and alcohol being consumed by parents on the side lines of Saturday games.

Members of the Board commented that the issues with Tiburon Peninsula Soccer Club are identical to the previous experiences with Tiburon Peninsula Little League as both organizations continue to grow increasing registration numbers beyond their existing rental capacity. The Board indicated the importance of leagues adhering to time rental limits and noted that the honor system has historically been utilized on the SRD fields in order to keep SRD costs low. Members of the Board discussed the unfair treatment of other user groups by the leagues. The Board provided direction to staff to maintain their current directive to provide a variety of program opportunities to the community. The Board provided direction to staff to limit the league use in order to meet this directive and ensure that other users are provided their designated timeslots referencing Monday and Thursday evenings from 5:30-7:30pm.

**2. Discussion /Action Item:** Tennis Court Lighting Permit

Staff provided an update on the Tennis Court Light permit noting that if the lights were replaced in kind the item would not go to the Strawberry Design Review Board (SDRB). IF the lights are upgraded to provide better quality consistent with sport courts the height of the posts can be reduced however the item would need to go through SDRB. The current issue facing the SDRB is the Seminary property and applications from North Coast land. The Board provided direction to staff to submit the upgraded pan for review following the SDRB hearings on the Seminary property.

**3. Discussion /Action Item:** Master Renovation Plan-Basic Plan, projects, funding & strategies – fund raising, donations, sponsor and advertisement signage.

Staff reviewed materials in the Board packet as submitted. The Board discussed size and location of sponsor banners. The Board discussed various strategies and pricing providing direction to staff to work towards a goal of \$20K annually incorporating 4 batting cage signs and one score board sign. The Board determined that SRD would not enter into any agreement to revenue split sponsor signage on SRD property at this time. TPLL would be provided the opportunity to participate as a sponsor on field signage. The Board discussed appropriate size for a new scoreboard to be 3 – 4 feet in height and 8-10 feet in length providing direction to staff to determine if existing post system can be utilized for a new scoreboard.

**D. Administration:**

Manager’s Report: Reviewed as submitted in the packet. Key summary items included:

**Pool Passes:** Sept Total: 886 Annual as of 9.9.2016  
94 Fall Pass as of 9.9.2016  
980 Total Current Pass Holders as of 9.9.2016

**Tennis Passes:** Sept Total: 93 Annual as of 9.9.2016  
15 6-month pass as of 9.9.2016  
108 Total Current Pass Holders

**Swim Lessons:** Sept Total: 167 fall registrations as of 9.9.2016

**2016 Summer Camp:** 1163 camp registrations/295 extended care registrations as of 9.09.2016

**E. Correspondence:**

**F. Board Member Items/Good of the Order:**

**Sub Committees:** Public Affairs and Outreach, SRD Public Meeting Sub Committee, Finance, Human Resources Sub Committee, Design Sub Committee, Zone IV & Property Maintenance.

**G. Adjournment:**

**H. Proposed future Regular Board meetings:** Oct 18, 2016 at 7:00 Open Session. No quorum confirmed for October meeting Oct 11 or Oct 25 considered (TBD). Future meetings Nov 8, Dec 13

**GOOD OF THE ORDER**

There being no further business to come before the Board, Chair Teese motioned that the meeting be adjourned, seconded by **Director Nichols**. The meeting was adjourned by Chair Teese at **8:49PM**

**The next regular meeting of the Strawberry Recreation District Board of Directors will be held on: Tuesday, 2016 at 7:00pm in the 1<sup>st</sup> floor meeting room.**

Secretary, Board of Directors Strawberry Recreation District

Chair, Board of Directors  
Strawberry Recreation District