

BOARD OF DIRECTORS SPECIAL MEETING

Wednesday, September 6, 2023 – 3:00 P.M.

If you need an accommodation to participate in this meeting, please call (530) 895-4711
Agenda posted prior to 3:00 PM Monday, September 5, 2023

BOARD MEMBERS

Michael McGinnis, Chair
Dave Donnan, Vice Chair
Tom Lando
Christopher Norden
Michael Worley

CARD STAFF

Annabel Grimm, General Manager
Angela Carpenter, Finance Manager
Holli Drobny, Business Services Manager
Anjie Goulding, Recreation Director
Scott Schumann, Parks and Facilities Director

LEGAL COUNSEL

Jeff Carter

AGENDA

Zoom Meeting Information:

<https://card.zoom.us/j/81607636750?pwd=R1NNUKZPYi9ySGNsNVQ3OXh0U1hoZz09>

Meeting ID: 816 0763 6750

Passcode: 156857

1. CALL TO ORDER

1.1. Roll Call

2. PUBLIC COMMENTS

Members of the public may address the Board at this time on any matter not already listed on the Agenda, with comments being limited to three minutes. The Board cannot take any action at this meeting on requests made under this section of the agenda.

3. NEW BUSINESS

3.1. Downtown Chico Ice Skating Rink (Staff Report 23-042) *Action Requested: Board of Directors approve the collaboration between the District, the City of Chico, and the Downtown Business Association (DCBA) to co-operate the Downtown Chico Ice Rink.*

District staff will share a potential collaboration with the City of Chico and DCBA to co-operate the Downtown Ice Rink for the 2023 season.

3.2. Acquisition of Tilt Trailer (Staff Report 23-043) *Action Requested: Board of Directors approve the acquisition of a new Tilt Trailer.*

The District's 20-foot trailer suffered an axle failure and a replacement is needed.

4. CLOSED SESSION

Pursuant to Government Code 54956.9 Conference with Legal Counsel – Potential Litigation

5. ADJOURNMENT

Adjourn to the next meeting of the Board of Directors of the Chico Area Recreation and Park District.

STAFF REPORT

DATE: September 6, 2023
TO: Board of Directors
FROM: Annabel Grimm
SUBJECT: Downtown Chico Ice Skating Rink

Background

The Downtown Chico Ice Skating Rink was launched in 2021. According to the City of Chico, the original intent was to transfer management and operations to another group, as the venture does not necessarily align with City operations. City staff managed the operations with support from Downtown Chico Business Association (DCBA) in 2021. In 2022, DCBA managed all programs, with City staff overseeing the rink installation.

The City approached the District about collaborating on the project in 2021 and 2022. The District shared with the City that with almost an entirely new management team, CARD was not able to take on new ventures while managing a significant transition.

After a successful transition, and with the management ranks filled, CARD is open to discussions with the City about the Downtown Ice Skating Rink. This type of program is in the District's wheelhouse. It creates a significant opportunity to cross-collaborate not only with the City and DCBA but also with Paradise Park and Recreation District, which has successfully managed an ice rink for many years.

The City Council approved a budget allocation for the project at its August 1 meeting.

The tentative framework for the roles and responsibilities are:

- Ice rink contract – City of Chico
- Sponsorships and promotions – DCBA
- Special events – DCBA & CARD
- Recreational programming – CARD
- Rink operations – CARD
- Security – City of Chico

Recommendation

The Board of Directors consider and approve the partnership with the City and DCBA for the District to manage the operation of the Downtown Chico Ice Skating Rink.

City of Chico
**2022 ICE RINK
REPORT**



TABLE OF CONTENTS

- 01** Introduction
- 02** Skaters on Ice
- 03** Sponsors
- 04** Financial Overview
- 05** Acknowledgements

INTRODUCTION

The second annual Ice Rink in the Plaza opened November 17 as a kick-off to the holiday season and downtown's Christmas Preview closing January 9, 2023. The following report reviews the season attendance, community sponsorships and financials compared to the 2021 season.

Leigh-Ann Sutton, Director of Public Works and Wyatt West (Assistant Engineer), led the city team, including Parks, Fire and Police departments, in planning and working with Ice America for installation of the portable ice rink and coordination safety at the plaza. The city contracted with Downtown Chico Business Association (DCBA) to manage the ice rink operations.

Services provided by DCBA included sponsorship solicitation, marketing and promotions, recruitment, hiring and training of an ice rink work team and management of daily operations.

Daily attendance increased from 2021, unfortunately due to weather conditions, the rink was forced to close 7 days in the season.

Reports and comments from attendees and parents indicate the Ice Rink was a welcomed venue for families, a fun experience and businesses reported increased traffic in through their doors.



SKATERS ON ICE

The 2022 Ice Rink was nine weeks, compared to 11 weeks (rink was extended 3 additional weeks to late January) in 2021. Inclement weather forced the rink to close seven days in 2022 for safety of skaters. Even with weather closures and a shorter season the 2022 season saw higher per day skaters and an increase in reserving the entire rink for parties and school events.

Skaters on Ice 2021 vs. 2022		
	2021-2022	2022-2023
Operation Period	(11/19/21 - 1/31/22)	(11/17/22 - 1/9/23)
Days of Operation ¹	69 of 74	47 of 54
In-Person Tickets Admitted	14599	10883
Online Tickets Admitted	3696	1427
TOTAL Tickets Sold	18295	13045
AVG Skater/Day of Operation	265	278

Ice Rink Private Events 2021 vs. 2022		
	2021-2022	2022-2023
Operation Period	(11/19/21 - 1/31/22)	(11/17/22 - 1/9/23)
"Party Tent" Rentals	41	31
Private Rink Rental (Entire Rink)	0	4



Boys & Girls Club skate day sponsored by Tom DiGiovanni, CalWater and Chico Police Officers Association
December 17th 2022



¹ "Days of Operation" represents the days of active operation vs. days of planned operation.

SPONSORS

Local businesses participated in sponsoring the Ice Rink, 31 Diamond, Platinum sponsors and Dasher Board advertisers. In addition, 20 individual community supporters contributed donations to the Community Support Wall displayed at the Ice Rink. The total cash sponsorship was just over \$60,000, plus over \$50,000 in trade with media and vendors. The trade value was higher than 2021 and the cash contributions lower.

Businesses shared their sponsor budget had already been pledged to other campaigns such as the 150 Year City of Chico Birthday and the Measure H campaigns.

Sponsors became a part of the advertising campaigns with print ads in the Enterprise Record, Chico News & Review, North State Parent, electronic Action News, Deer Creek Broadcasting, streaming, social media on several accounts including Ice Rink, DCBA and the City.

SPONSORS

- CHUCK PATTERSON
- CAL WATER
- CHICO NUT
- COMCAST
- GHD ENGINEERING CONSULTANT
- KIRK'S JEWELERS
- NANOTECH ENERGY, INC.
- ONFLUME PROFESSIONAL COWORKING
- TRI COUNTIES BANK
- CHICO TOURISM
- BUTTE COLLEGE
- TRANSFER FLOW
- 5TH STREET STEAKHOUSE / FRANKY'S
- CHANGE HOME MORTGAGE
- CHICO NISSAN
- FRONTIER CONSULTING ENGINEERS
- INTERWEST INSURANCE
- MELTON DESIGN GROUP
- NOTHING BUNDT CAKES
- OAKRIDGE CABINETS
- PARKSIDE TAPHOUSE
- PSOMAS
- ROLLS, ANDERSON, ROLLS
- SHUBERT'S
- SLATER & SONS
- WHOLE BODY FITNESS
- CHABIN CONCEPTS
- NORTH STATE SOLAR
- THRIVE REAL ESTATE
- INSPIRE SCHOOL
- CHICO POLICE OFFICERS ASSOCIATION

COMMUNITY SUPPORTERS

- NANTUCKET
- BUTTE UNITED SOCCER
- THE JUKKOLAS
- AUDREY TAYLOR IN MEMORY OF JERRY LOUIE
- CHICO POLICE OFFICERS ASSOCIATION
- WATERSHED MEDIA
- ALAN TOCHTERMAN IN MEMORY OF MENDEL & NADINE TOCHTERMAN
- GAGER DISTRIBUTING
- SIERRA POOL SERVICE
- THE DIAMOND LOUNGE
- MARIA DIGIOVANNI
- JD DIGIOVANNI
- DANIEL DIGIOVANNI
- JORDAN COUCH
- CARD
- NORM & ANN NIELSEN
- SHERWOOD-CARPENTER FAMILY
- MELANIE & BENJAMIN BASSETT
- BARTLETT'S HEARING AIDS

TRADE PARTNERS

- ACCULARM
- ACTION NEWS NOW
- CHICO NEWS AND REVIEW
- DAWSON LANDSCAPE
- DEER CREEK BROADCASTING
- DIAMOND HOTEL
- DIAMOND W WESTERN WEAR
- ENTERPRISE RECORD
- EVANS FURNITURE
- EXPLORE BUTTE COUNTY
- JOHNNY ON THE SPOT
- KIXE PBS
- SAVE MART
- WASTE MANAGEMENT
- WOODSTOCKS PIZZA

FINANCIAL OVERVIEW

Project Revenue Ice Rink 2022-2023	
Total Ticket & Party Tent Rentals	\$169,779.18
Total Booth Rentals	\$900.00
Total Sponsorships	\$65,196.00
TOTAL REVENUE	\$235,875.18



Project Expenses Ice Rink 2022-2023	
Total Staff Wages Including Employment Taxes	\$79,981.51
Sponsorship Raise, Marketing & Advertising	\$27,228.15
Event Contractors	\$20,521.96
Liability Insurance	\$4,571.00
Permits	\$669.21
Operations-Supplies, Materials and Operating Materials	\$9,262.19
Total Expenses for Operating Ice Rink	\$142,234.02
Administrative Fee @ 10%*	\$23,587.52
TOTAL OPERATIONAL EXPENSES	\$165,821.54
NET REVENUE	\$70,053.64

*In accordance with City Contract Agreement

ACKNOWLEDGEMENTS

The 2022 Chico Ice Rink in the Plaza could not of enjoyed its level of success without the valuable efforts of its many contributors. The following list recognizes the hardworking members of the team.

City of Chico Ice Rink Team	
City of Chico	<ul style="list-style-type: none"> Wyatt West - Project Manager, Public Works - Engineering/Traffic Leigh-Ann Sutton - Director of Public Works Engineering Lindy Herman - Administrative Manager City of Chico Public Works Staff
Ice America	<ul style="list-style-type: none"> Scott Rensmon - Director of Production, Equipment, Facilities Phil Valentine - General Manager
DCBA	<ul style="list-style-type: none"> Mason Penstein - Director of Engagement Lucia Mercado - Production Coordinator Lynda Gizzi - Sponsorship Coordinator Ernest Jannett - General Manager Seasonal Event Staff
Volunteers	<ul style="list-style-type: none"> Audrey Taylor - Chabin Concepts Tom DiGiovanni - onFlume Professional Coworking David Halimi - Diamond W Western Wear Greg Scott - Diamond Steakhouse / Hotel Diamond



Report Prepared by Downtown Chico Business Association

530.345.6500

www.downtownchico.com

dcba@downtownchico.com



This Memorandum of Understanding (MOU) is made and entered into by both PARTIES;
between
the Chico Area Recreation and Park District, (herein "CARD"),
and
the Downtown Chico Business Association, (herein "DCBA"), effective **[INSERT DATE]**

1. Background

Established in 1975, the Downtown Chico Business Association (DCBA) was formed by downtown business owners and the City of Chico. DCBA's mission is to improve, promote, and enhance the experience, image, arts, culture, place, and lifestyle in Chico's Downtown District. Events have always been a core role of DCBA, most of which have become Chico Traditions. The purpose of the events is to build awareness of the downtown as the social, cultural, and entertainment core of the City, creating venues for families, friends, and visitors.

CARD has worked to provide for the recreation and park needs of the residents of the Greater Chico Urban Area ("Chico") since it was formed in 1948. During this time, CARD has established well-planned and widely popular recreation programs and events for Chico residents of all ages, skills, and abilities. CARD's leadership in recreation in Chico is acknowledged by the City of Chico in its General Plan, which provides that CARD is the primary provider of park and recreation programs for the residents of Chico.

2. Purpose

The purpose of this MOU is to state the intent of both PARTIES to work together to improve the provision of recreation and entertainment services in Chico. Recognizing the importance of collaboration and efficiency, this partnership will maximize utilization of all available resources to better serve the Chico community.

3. Scope

PARTIES, in consideration of the mutual benefits and interests, agree to build a strong collaboration and commitment to the delivery of recreation, entertainment, and facility services to Chico. This collaboration will contribute to the organization and implementation of quality events and activities to the community with a particular focus on Downtown Chico. Throughout this partnership, each agency will meet quarterly to define roles and master plan future activities and events. Services to be exchanged between agencies could include, but not be limited to:

- Marketing and Communications
- Sponsorships and Promotions
- Cooperative Programming
- Facility Rental Operations and Management
- Special Event Planning and Implementation

GENERAL PROVISIONS

1. Compliance with Laws, Rules, Regulations

PARTIES shall comply with all laws and regulations governing the use of public funds.

2. Term

The term of this Agreement commences on **[INSERT DATE]**, and, with an annual review, shall remain in effect for a period until June 30, 2025, unless sooner terminated or extended as herein provided.

3. Status of the PARTIES

At no time shall either PARTY represent itself to be an officer, agent or employee of the other.

4. Mutual Indemnification

Each PARTY to this Agreement, (each, an "Indemnitor") hereby agrees to save, defend, hold harmless, and indemnify the other including the State of California (each individually and together, "Indemnitee") and their officers, agents and employees, against any or all liability, claims and costs of whatsoever kind and nature for injury to or death of any person or persons, and for loss or damage to any property occurring in connection with or in any way incident to or arising out of the occupancy, use, service, operations, or performance of work under the terms of this Agreement, resulting in whole or in part from the negligent acts or omissions by or of the Indemnitor, or by or of any subcontractor, employee, agent, or representative of the Indemnitor.

5. Insurance

Each PARTY shall provide workers compensation insurance, unemployment compensation insurance, and disability insurance for all its members, as required by law.

6. Non-Discrimination Compliance

Each PARTY to this Agreement shall be responsible for compliance with all federal, state, and local non-discrimination, equal opportunity and affirmative action laws, rules, and regulations applicable to the PARTY's performance under this Agreement. Neither PARTY shall deny the Agreement's benefits to any person on the basis of religion, color, ethnic group identification, sex, sexual orientation and gender, age, physical or mental disability, nor shall they discriminate against any employee or applicant for employment because of race, religion, color, national origin, ancestry, physical handicap, mental disability, medical condition, marital status, age (over 40) or sex.

7. No Commissions Paid

CARD and DCBA each warrant that no person or selling agency or other organization has been employed or retained to solicit or secure this Agreement for a commission, percentage, brokerage, or contingent fee.

8. Termination

Either PARTY may terminate this agreement by giving ninety (90) days written notice to the other PARTY.

9. Dispute Resolution

In the event of a dispute between the PARTIES regarding the provisions and conditions under this Agreement, the City Manager and the CARD General Manager, or their designated representatives, shall review such dispute and options for resolution. Any resolution by the City Manager and the General Manager may be subject to approval by the Chico City Council and the CARD Board of Directors.

If any controversy or claim arising out of or relating to this Agreement or the alleged breach of such Agreement cannot be resolved by the PARTIES, the dispute may be submitted to mediation and if still not resolved, shall be submitted to binding arbitration on such terms and conditions as the PARTIES shall agree in writing, and the judgment or award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

10. Entire Agreement

This Agreement reflects all the terms and conditions agreed upon between the PARTIES, and there are no written or oral agreements between the PARTIES other than as set forth in this Agreement

11. Amendment

This Agreement may be amended upon the written agreement of both PARTIES.

12. Illegal or Unenforceable Terms

In the event that any portion of this Agreement is illegal or unenforceable, the remainder of the Agreement shall remain in full force and effect.

13. Contact Information

CARD	DCBA
Annabel Grimm	
General Manager	
Chico Area Recreation and Park District	
545 Vallombrosa Avenue	
Chico, CA 95928	
Phone: (530) 895-4711	
Email: info@chicorec.com	

Memorandum of Understanding CARD-DCBA - DRAFT

Signatures

Signed: _____

Date: _____

Annabel Grimm

Chico Area Recreation and Park District

General Manager

545 Vallombrosa Avenue, Chico, CA 95926

Signed: _____

Date: _____

[INSERT NAME]

[INSERT ORGANIZATION]

[TITLE]

[ADDRESS]

STAFF REPORT

DATE: September 6, 2023
TO: Board of Directors
FROM: Annabel Grimm
SUBJECT: Acquisition of Tilt Trailer

BACKGROUND

On August 25th, CARD's 22-foot Jacobson trailer experienced an axle issue requiring prolonged maintenance. The cause of the axle issue was a seized wheel due to an unknown cause (possibly a wheel bearing or misalignment). This trailer was originally purchased in August of 2008. Staff have maintained the trailer over its lifespan, including wheel rotation, alignment, floorboard replacements (x2), packing bearings, paint, and wiring. This current issue is the 2nd axle to be repaired. The trailer has been utilized for well over 100,000 miles during its 15-year lifespan.

Estimated cost of repair:

\$4,000 (axle tube, breaks, backing plate, and labor). Repair does not constitute overhaul or like new condition.

Estimated time frame of repair:

Dependent on parts delivery with the anticipated date of September 11th.

Estimated Cost of Replacement:

\$14,500

RECOMMENDATION

Board authorization for allowance of \$16,000 to purchase a new tilt trailer if a viable long-term repair is not possible. Funding is to be reallocated from savings of the woodchipper purchase authorized in the FY 23/24 budget.