



**REGULAR MEETING OF THE CHICO AREA  
RECREATION AND PARK DISTRICT BOARD OF DIRECTORS  
545 VALLOMBROSA AVENUE, CHICO, CA 95926**

**MINUTES  
April 20, 2017**

**Board Members Present:** Bob Malowney, Chair  
Jan Sneed, Vice Chair  
Herman Ellis, Board Member  
Tom Lando, Board Member  
Michael Worley, Board Member

**Staff Members Present:** Ann Willmann, General Manager  
Terry Zeller, Director of Parks and Recreation  
Heather Childs, Finance Manager  
Jennifer Marciales, Executive Assistant

**1.0 CALL TO ORDER**

1.1 Roll Call

The meeting was called to order at 7:00 p.m., and roll call was taken as noted above. Director Worley arrived at 7:04 p.m.

**2.0 CORRESPONDENCE**

There was no correspondence.

**3.0 PUBLIC COMMENTS**

Scott Bailey, with the Chico Skate Park Solutions Group, addressed the Board and stated that they received 16,000 pounds of donated clothing from LuLus that they sold at the fundraising event on April 9, 2017. He stated that they had 750 shoppers, 60 volunteers, and they raised approximately \$40,000. He noted that Lulus worked closely with them and helped with marketing and volunteers. Mr. Bailey reviewed all of the fundraisers that have been done and stated that, to date, they have raised over \$80,000. He stated that the Chico Skate Park Solutions Group is ready to show the community how coming together really works.

**4.0 PRESENTATIONS**

4.1 Recreation Supervisor Erin Gonzales presented information to the Board with regard to the District's Toddler and Youth Sports Programs. She stated that they continue to struggle with the lack of gym space for programming. Director Worley, asked what size gymnasium would be needed in order to accommodate CARD programs. Supervisor Gonzales stated that in order to be up to par with current programming, especially in the winter, the District would need another gymnasium with at least two full courts, but three would allow programs to grow.

## 5.0 CONSENT AGENDA

**M/S/C/ (Directors Lando/Sneed)** that the Board of Directors approves the consent agenda as presented.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

## 6.0 REGULAR AGENDA

No items were removed from the consent agenda.

## 7.0 UNFINISHED BUSINESS

### 7.1 Public Relations/Communications Campaign

Director Lando stated that he needed to recuse himself from this discussion due to a business conflict and left the room.

Valerie Reddemann of HeroCMO addressed the Board and reviewed a PowerPoint Presentation outlining how she could assist CARD in developing a communication and public relations plan. She stated that by communicating directly with Chico residents, CARD will be able to identify customer priorities, specific concerns, and motivators.

Chair Malowney asked Mrs. Reddemann how she would be communicating with people, and she stated that she would be communicating through social media and one-on-one conversations.

Director Worley asked Mrs. Reddemann how she plans to differentiate CARD from the City of Chico, and Mrs. Reddemann stated that it would be how conversations are phrased and how the dialogue is created. She stated that this will be a great opportunity to educate the community on the differences between the two agencies.

**M/S/C/ (Directors Ellis/Worley)** that the Board of Directors authorizes the General Manager to enter into an Agreement with Valerie Reddemann of HeroCMO in an amount not to exceed \$16,000 to develop a public relations/communications plan for CARD.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Worley

Noes: None

Abstain: Lando

Absent: None

Director Lando returned after the motion was complete.

7.2 Resolution 17-3 of the Board of Directors of the Chico Area Recreation and Park District Adopting the Preliminary Budget for the 2017-2018 Fiscal Year

**M/S/C/ (Directors Sneed/Worley)** that the Board of Directors adopts Resolution 17-3 which adopts the Preliminary Budget for the 2017-2018 fiscal year, makes it available for public inspection, and determines that the public hearing regarding the Preliminary Budget will be conducted on June 15, 2017, at the Regular Board Meeting, and the Board will consider adoption of the Final Budget for Fiscal Year 2017-2018 at the Regular Board Meeting on July 20, 2017.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

General Manager Willmann reviewed the Preliminary Budget with the Board and noted that the Oak Way Park Assessment has one more year collecting \$12 per parcel. Thereafter, it will go down to \$4 per parcel.

She stated that there is an increase in programming especially due to the Thrive program, but there is a slight decrease in summer camps due to the number of camps being offered throughout Chico.

General Manager Willmann further stated that there has been minimal enrollment for the Junior High Afterschool Program. She noted that it does not appear that there is the anticipated demand for afterschool care at Marsh Junior High School, and therefore, CARD will not be offering it again next year. However, the Kinder Afterschool program continues to expand and grow throughout Chico.

General Manager Willmann stated that the capital projects that have been included in the Preliminary Budget include tree hazard assessment and pruning, tennis court resurfacing, transformation of one more pickleball court, roof and HVAC replacement at the CARD Center, replacement of the large deck mower, and \$200,000 for the skate park renovations.

General Manager Willmann stated that the 2017/2018 Preliminary Budget does not include the total amount of funds needed for the skate park renovations. She stated that she has been working with the City, and the skate park is currently listed as a Neighborhood Park in the current Nexus Study. In the updated Nexus Study, the park is slated to be reclassified as a Community Park. She noted that staff will be attending the Bidwell Park and Playground Commission Meeting on April 24 and requesting the use of park impact funds. General Manager Willmann stated that the City is recommending that CARD wait until the completion of the updated Nexus Study so Community Park Funds could be used for the skate park renovations, and the Neighborhood Park Funds could be used for other projects.

Director Lando suggested that General Manager Willmann and members of the Chico Skate Park Solutions Group attend the Bidwell Park and Playground Commission meeting and request that the Commission recommend to City Council that they amend the existing Nexus Study to reclassify the skate park as a Community Park, and encourage the City to release Community Park Funds as soon as possible for the renovations of the Humboldt Avenue Skate Park.

**M/S/C/ (Directors Lando/Ellis)** that the Board of Directors directs the General Manager to attend the Bidwell Park and Playground Commission meeting on April 24 and request that the Commission recommend to City Council that the existing Nexus Study be amended to reclassify the Humboldt Avenue Skate Park as a Community Park, and to release Community Park Funds as soon as possible to cover the renovation costs.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

Director Lando asked Legal Counsel Jeff Carter if the District could advance funds in its 2017-2018 budget for the skate park, and request that the City reimburse CARD once the skate park has been reclassified in the updated Nexus Study. Legal Counsel Jeff Carter stated that CARD could advance the funds, but it would need to be clarified that if the funds are not received, the District would not advance the funds.

**M/S/C/ (Directors Lando/Worley)** that the Board of Directors directs staff to proceed with the design and construction for the renovation of the Humboldt Avenue Skate Park, and advance the funds for the renovation costs from CARD's 2017/2018 Budget contingent upon a written agreement with the City of Chico that once the updated Nexus Study is complete, and the Humboldt Avenue Skate Park is reclassified as a Community Park, the City of Chico will reimburse CARD the total renovation costs utilizing Community Park Funds.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

Mike Kunkis addressed the Board and stated that there are consistently more pickleball players than courts at Community Park. He stated that if there were additional courts, they could have more tournaments.

Director Malowney asked Mr. Kunkis if the pickleball group has considered any fundraisers to help offset the costs. Mr. Kunkis stated that their group is not as organized as the skate park group, but they would be willing to look at some type of fundraising effort.

7.3 Resolution declaring the Board's Intention to Continue to Levy the Assessments for Fiscal Year 2017-18, Preliminarily Approving the Engineer's Reports, and providing for Notice of a Public Hearing on May 18, 2017, for the Oak Way, Amber Grove/Greenfield, and Baroni Neighborhood Park and Open Space (No. LLD 001-05) Landscaping and Lighting Assessment Districts

**M/S/C/ (Directors Lando/Sneed)** that the Board of Directors approves Resolution 17-4 that would declare the Board's intention to continue to levy the assessments for fiscal year 2017-18, preliminarily approve the Engineer's Reports for the Oak Way, Amber Grove/Greenfield, and Baroni Neighborhood Park and Open Space (No. LLD 001-05) Landscaping and Lighting Assessment Districts (the "Assessment Districts"), and provide for the notice of a public hearing on May 18, 2017, regarding continuing the annual assessments for fiscal year 2017-18.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

7.4 District Update

General Manager Willmann informed the Board that the District will be going live with its new registration software on May 1, 2017. She also informed the Board that the City of Chico's finance committee will be reviewing the revised park impact fees on April 26, 2017. She noted that there is a recommended increase for park impact fees for both Neighborhood and Community Parks, as well as a new fee for special purpose facilities that would include facilities such as community centers and aquatics centers.

**8.0 NEW BUSINESS**

8.1 Proposed Changes to Park Division Staffing Structure

**M/S/C/ (Directors Lando/Ellis)** that the Board of Directors approves the proposed Park Division reorganization to include one additional full-time Utility I position, and the redistribution of the Park Supervisors' responsibilities.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

## 8.2 LAFCO Election Ballot

**M/S/C/ (Directors Worley/Ellis)** that the Board of Directors votes for Tom Lando for Special District Regular Non-Enterprise Member.

**The vote was as follows: Ayes** carried

Ayes: Malowney, Sneed, Ellis, Lando, Worley

Noes: None

Abstain: None

Absent: None

## 9.0 **BOARD OF DIRECTORS' REPORTS/SPECIAL ASSIGNMENTS**

### 9.1 Butte County Special Districts Association/LAFCO

Director Lando stated that he attended the meetings, and it appears that the homeless issue continues to be a challenge in Butte County. He further stated that Courtesy Motors has approved plans to move its location out of the City of Chico and into the unincorporated area of Butte County, but the City is trying to annex that area.

### 9.2 Finance Committee

Director Ellis stated that the Finance Committee met and reviewed the monthly financials, as well as the Preliminary Budget.

### 9.3 Other Reports

Director Lando stated that the Ad Hoc Committee met with General Manager Willmann with regard to CARD's existing Memorandum of Understandings with the City of Chico. General Manager Willmann stated that she has started communications with the City and is waiting for a response.

## 10.0 **DIRECTORS' COMMENTS**

Director Lando stated that he appreciated Recreation Supervisor Gonzales' presentation, and stated that he appreciates the hard work of all employees in the organization.

## 11.0 **GENERAL MANAGER'S COMMENTS**

There were no comments.

## 12.0 **STAFF COMMENTS**

There were no comments.

## 13.0 **ADJOURNMENT**

There being no further business, the Regular Meeting of the Board of Directors was adjourned at 8:39 p.m. to the Regular Meeting of the Board of Directors of the Chico Area Recreation and Park District on May 18, 2017.

Respectfully submitted,

---

Ann Willmann, General Manager  
Secretary to the Board