

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JULY 22, 2008**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, July 22, 2008, commencing at 7:00 a.m.

Present: Mayor Pro Tempore Hansen, Council Member Hitchcock, Council Member Johnson, and Council Member Katzakian

Absent: Mayor Mounce

Also Present: City Manager King, City Attorney Schwabauer, and City Clerk Johl

B. Topic(s)

B-1 Operational/Financial Report for Hutchins Street Square Community Center (CD)

City Manager King briefly introduced the subject matter of the Hutchins Street Square Community Center operational and financial report.

Community Center Director Jim Rodems provided a PowerPoint presentation regarding the Community Center operational and financial report. Specific topics of discussion included general Hutchins Street Square background, budget for 2006-07 and 2007-08, 2008-09 budget, program areas, facility visits and uses, revenue comparison by area, art and speciality classes, art and event coordination, performing arts center, senior center, senior center programs, Lodi Memorial Hospital programs, pool, pool programs, challenges for 2008-09, and overall goals for 2008-09.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated the Camp Hutchins figures are included in the Senior Center numbers where the contract was originally generated.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated the printed program continues to be reviewed for revenue, advertisements are sold for inclusion in the program, letters are sent to community businesses, staff focuses on the timeline for printing the publication, and they will continue to look at value as the distribution increases.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated as a rough estimate about 15% of the printed program is paid for by advertisements and it is anticipated that the program will be used in conjunction with web advertising as well.

In response to Council Member Johnson, Mr. Rodems stated that, in lieu of having one all encompassing fee that users did not understand, there is the set up fee, the stage fee, and everything else is encompassed in the rental fee.

In response to Council Member Hitchcock, Mr. Rodems and Mr. King stated they are not sure of the exact nature of the City uses; although, they could range from department trainings and retreats to larger meetings and social functions. Mr. Rodems stated they are flexible with the requests and to his knowledge have not turned anyone down. Mr. King stated there is a general policy discussion regarding encouraging weekday and non-peak time use for City usage to allow for less conflict with dates and scheduling of the facility.

In response to Council Member Hitchcock, Mr. Rodems stated approximately one-half of the performing arts center uses are directly related to actual performing arts. He stated that, while

they are flexible with scheduling the theater to fill the dates, the bookings are not limiting the performing arts purpose of the facility.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated the City probably falls short in comparison to other community centers of similar size because of the lack of subscribership, which is built over a period of time with a certain following for an established series. He stated an increase will happen as name recognition and promotion continues to build.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated that, while he has seen several of the neighboring community centers, he has not seen the facility in Walnut Creek from the inside, which has a series of local performers. Mr. Rodems stated staff will continue to look at options with local performers, which provides better cost control.

In response to Mayor Pro Tempore Hansen, Mr. Rodems and Ms. Areida-Hintz stated the hospital has one director and four employees for the program and the City has one full-time and one part-time individual.

In response to Mayor Pro Tempore Hansen, Mr. Rodems confirmed that Lodi Memorial Hospital has a one dollar per year service contract with the City to provide services for adult day care and Camp Hutchins, both of which are certified programs by the State and are fairly maxed out in space as a result.

A brief discussion ensued between Mayor Pro Tempore Hansen, Mr. King, and Mr. Rodems regarding cursory talks pertaining to the contract with the hospital, the possibility of additional rent, no cost service to seniors other than those paid by the families, discounted services, Camp Hutchins in comparison to other daycare services in the community, and the shorter term of the agreement to allow for review of the service.

In response to Mayor Pro Tempore Hansen, Ms. Areida-Hintz stated originally the hospital took over Camp Hutchins because the City was not doing a good enough job. She stated that, although the hospital does not pay more rent, it contributes in supplies, pool rentals, taking of its own janitorial and food service, and not causing a big staff drainage.

In response to Mayor Pro Tempore Hansen and Council Member Hitchcock, Mr. Rodems stated the use numbers are based on visits, generally the same clients are serviced throughout the week, and they appear to be of moderate income.

In response to Mayor Pro Tempore Hansen and Council Member Hitchcock, Ms. Areida-Hintz stated the adult day care is licensed for 30, the number may vary based on individuals passing on or moving to another facility, there is no waiting list at the current time, and the service is more of a transitional facility.

In response to Mayor Pro Tempore Hansen, Mr. Rodems and Ms. Areida-Hintz stated there is extensive coordination between the adult day care and the Loel Center as they work together routinely.

In response to Council Member Johnson, Mr. Rodems stated the capacity for Camp Hutchins is 53.

In response to Council Member Johnson, Mr. Rodems stated staff is continuing discussions regarding the role and position of the aquatics coordinator Citywide.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated the kayaking class is related to safety instruction only.

In response to Council Member Johnson, Mr. Rodems stated the new competition with conference facilities in the Hampton Inn is limited due to the number of rooms available. He stated after a possible slight dip the addition of rooms overnight will help attract midline conferences to the area.

In response to Council Member Johnson, Mr. Rodems stated the dissimilar rates between the two programs previously, of which some are set directly by the instructors, are being reviewed by the program advisors who will coordinate with the publication.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated individuals will be able to review all the offerings and sign up for either program.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated they are hopeful that they will be able to have the next catalog series ready to go for December; although, that may be somewhat aggressive.

In response to Council Member Hitchcock, Mr. Rodems stated theater groups are generally cyclical and they are continuing to help facilitate the gathering of certain groups to assist with such a theater program locally. He stated the key will be to continue getting the word out that the community desires to have such a group in the area and is willing to assist with the use of the facility.

In response to Council Member Johnson, Mr. Rodems stated staff continues to be challenged on the issue of space for storage and continues to look at options for the same.

In response to Mayor Pro Tempore Hansen, Mr. Rodems stated the replacement of mechanical systems for the pool, which includes cooling and heating of the pool, is estimated to be about \$180,000. He stated that, while the cost is not budgeted for, the Foundation has taken on some portion of the fundraising for the replacement. Mr. King stated the replacement also falls in line with the City's overall deferred maintenance concerns.

Jeffrey Kirst invited the public to attend the luau event on August 15, 2008. He stated the Foundation is attempting to raise funds for the pool renovations and also contribute to the touchscreen and refrigerator. Mayor Pro Tempore Hansen and Mr. Rodems thanked the Foundation for its efforts and monetary support of the facility.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting adjourned at 8:15 a.m.

ATTEST:

Randi Johl
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Operational/Financial Report for Hutchins Street Square Community Center

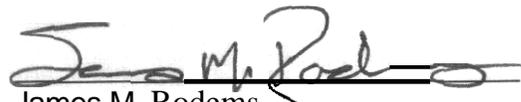
MEETING DATE: July 22, 2008 –Shirtsleeve

PREPARED BY: James M. Rodems

RECOMMENDED ACTION: None – Informational only.

BACKGROUND INFORMATION: Established as a full functioning Community Center in 1990, Hutchins Street Square is a multi-purpose facility providing a myriad of community programs and services. Program areas for the facility are as follows: Arts and Specialty Classes, Event and **Arts** Coordination including rentals, Performing Arts Center, Senior Resource Center, Pool Operations, and Maintenance. In addition to the programs established and supported by the operation, through contract with Lodi Memorial Hospital, we also offer Senior Day Care and Child Care programs. Changes to the delivery of services have occurred through the last fiscal year in order to create greater efficiencies and a higher **level** of customer service.

FISCAL IMPACT: The total annual budget for Hutchins Street Square, including debt service and grant funds, is \$1,966,816.00. Hutchins Street Square is budgeted through the General Fund. The operation is required to generate \$661,200.00 or 33.6% of the total budget.


James M. Rodems
Community Center Director

APPROVED: 
Blair King, City Manager

Hutchins Street Square Community Center

Operational/Financial Report
July 22, 2008





Hutchins Street Square

- ❑ Community Center established in 1990
- ❑ Provides myriad community programs/services
- ❑ Partnerships with various organizations
- ❑ Liaisons for commissions and organizations



Budget

□ 2006-07

- \$1,485,678 budget
- Target Revenue: \$521,000
- Actual Revenue: \$529,124

□ 2007-08

- \$1,462,957 budget
- Target Revenue: \$565,425
- Actual Revenue: \$658,844



2008-09 Budget

HSS is targeted to generate revenue of approximately 34% of its total budget

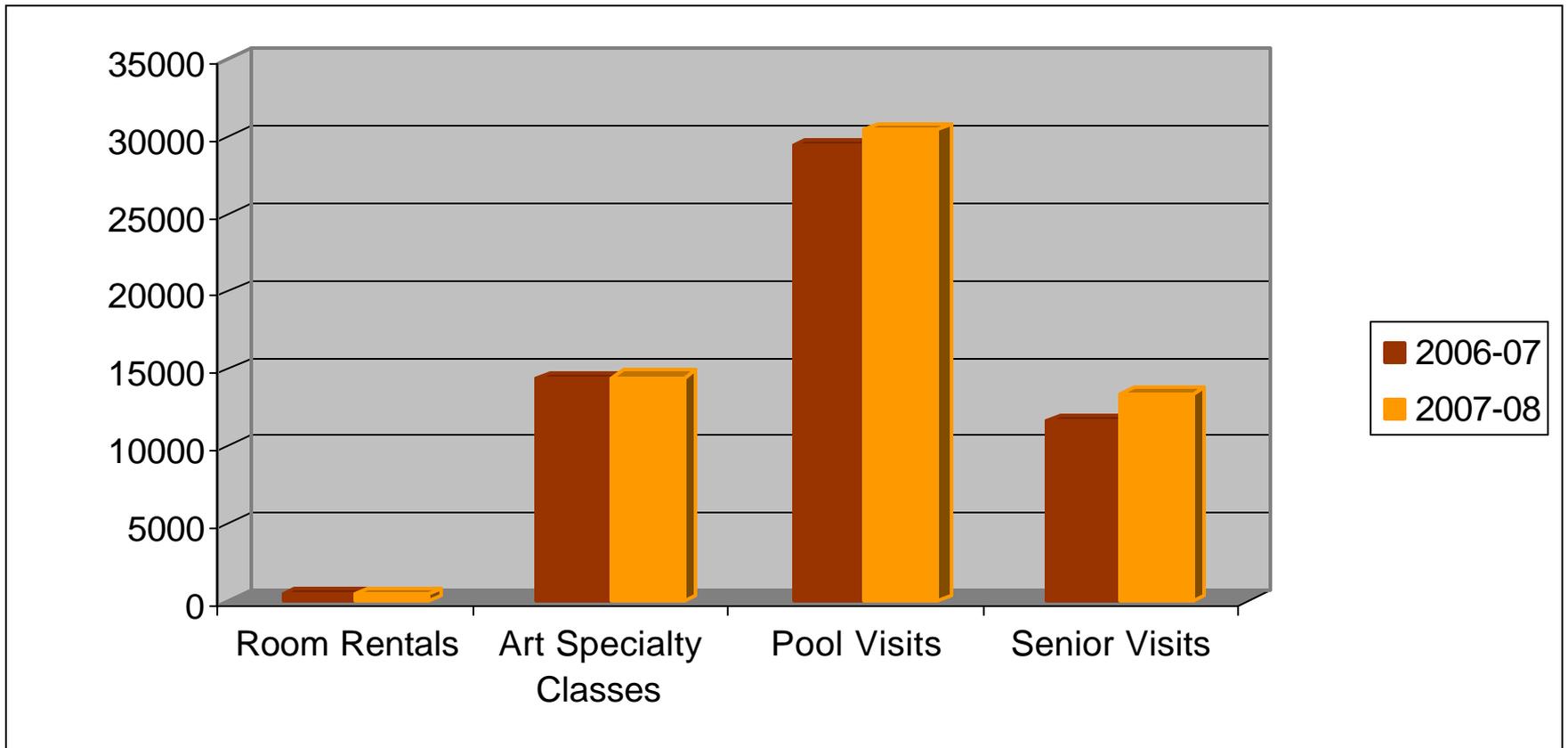
Total funding:	\$1,966,816
■ Debt Service:	\$662,520
■ General Fund:	\$643,096
■ Revenue Target:	\$661,200



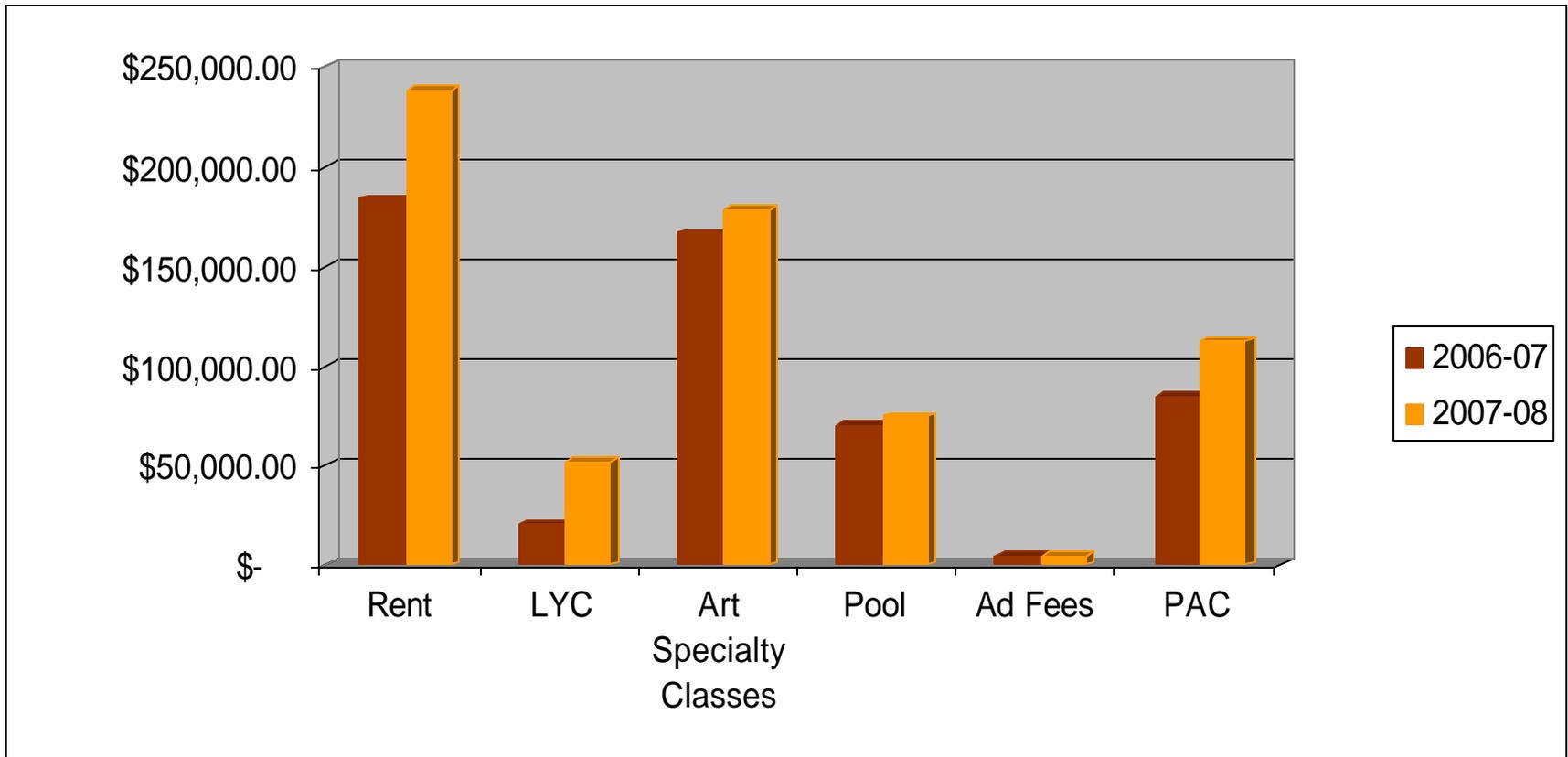
Program Areas

- Arts and Specialty Classes
- Art and Event Coordination
- Performing Arts Center
- Senior Center
- Pool

Facility Visits and Uses



Revenue Comparison by Area





Art and Specialty Classes

Revenue up 19% in 2007-08

- **2006-07:**

Class Revenue: \$166,052

Attendance: 14,420

- **2007-08:**

Class Revenue: \$197,697

Attendance: 14,469



Art and Specialty Classes

- 5th Annual Arts Open House
- Expanded “Madness Program” to include “Fabulous Fall Madness” for October break
- New Community Arts Directory format, increased distribution by 19,000 copies



Art and Event Coordination

- ❑ **2006-07 Uses: 494** (79 city uses)
- ❑ **2007-08 Uses: 530** (42 city uses)
- ❑ Event attendants replaced security
- ❑ Split rental times for high use rooms
- ❑ Established a set-up fee for all spaces
- ❑ Equipment and cleanup part of the rental
- ❑ Increase in uses of 14.7%
- ❑ Increase in revenue of 29.6%



Performing Arts Center

- **2006-2007:** 71 uses
- **2007-2008:** 56 uses
- Fewer uses, but increase in full-cost rentals
- Revenue increased 33%
- Revenue from ticket sales, rental fees
- Staff of one full-time, two to 10 part-time
- Renovations include two touch-screen centers



Senior Center

Senior Center operates with one full time, one part time staff and 20 volunteers

□ **2006-07**

- Served: 11,632
- Volunteer Hours: 2,170.5

□ **2007-08**

- Served: 13,412
- Volunteer Hours: 2,268.75



Senior Center Programs

- ❑ Information and referral services
- ❑ Health Insurance Counseling and Advocacy
- ❑ Legal Services for Seniors
- ❑ Computer Classes
- ❑ Income Tax Assistance (AARP trained staff)
- ❑ Renters and Homeowners Assistance program
- ❑ Older Adult Learning classes
- ❑ Health screenings in cooperation with LMH



Lodi Memorial Hospital Programs

- Adult Day Care – Clients Served
 - **2006-07:** 4,931
 - **2007-08:** 5,291

- Camp Hutchins – Clients Served
 - **2006-07:** 13,741
 - **2007-08:** 13,943



Pool

- **2006-07** Visits: 29,406 Revenue: \$69,640
- **2007-08** Visits: 30,510 Revenue: \$72,874
- One full-time staff, 4 to 6 part-time lifeguards
- Fees: \$3.75 adults, \$2.50 seniors & children
- Saturday hours added in January
- Replacement of mechanical systems soon
- Revenues cover ~60% of the operation



Pool Programs

- ❑ Arthritis Foundation Certified classes
- ❑ Kayak classes with Sierra Adventure Outfitters
- ❑ Physical Therapy in partnership with LMH
- ❑ Lap Swim
- ❑ Family Swim
- ❑ Disabled/Senior Swim
- ❑ Baby and Me Swim
- ❑ Conditioning Classes
- ❑ Cardio Exercise Classes



Challenges for 2008-09

- ❑ Facility maintenance
- ❑ Deferred maintenance
- ❑ Space constraints
- ❑ Cost control
- ❑ Economy's effect on discretionary income



Goals for 2008-09

- ❑ Increase use of the PAC
- ❑ Boost early to mid-week facility rentals
- ❑ Increase pool offerings
- ❑ Develop a uniform catalog and registration process with Parks and Recreation
- ❑ Web Registration
- ❑ Increase senior recreational offerings