

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, NOVEMBER 13, 2012**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, November 13, 2012, commencing at 7:00 a.m.

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

Absent: Mayor Mounce

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

B. Topic(s)

B-1 Parks, Recreation and Cultural Services Update (PRCS)

Parks, Recreation and Cultural Services Interim Director Jeff Hood provided a PowerPoint presentation regarding the department services update. Specific topics of discussion included division accomplishments, department finances, program and rental deficits, focus in divisions for upcoming year, exploring other avenues for revenues, and long-term challenges.

In response to Council Member Johnson, Mr. Hood stated DeBenedetti Park is currently available for walk on use and scheduled use will occur in mid-2013 when the Americans with Disabilities Act (ADA) improvements are complete.

In response to Council Member Hansen, Mr. Hood reviewed the ADA improvements scheduled for DeBenedetti Park and stated Phase III Grape Bowl improvements will start after Thanksgiving and staff is hopeful that graduation at the Grape Bowl will not be affected.

In response to Mayor Pro Tempore Nakanishi, Mr. Hood confirmed that there were some savings realized from the merger and resulting efficiencies over the last two years.

In response to Council Member Hansen, Mr. Hood stated box office sales and reduced rental revenue are a large part of the deficit. Mr. Hood stated based on recent comparisons with other communities, the facility's rental rates are slightly less than private facilities and they are more flexible with respect to caterer usage.

In response to Mayor Pro Tempore Nakanishi, Mr. Hood stated the rental revenue was budgeted at \$260,000 and the actual revenue realized was \$233,000. Mr. Hood reviewed the various spaces at Hutchins Street Square (HSS) available for rent.

In response to Council Member Hansen, Mr. Hood confirmed that staff is continuing to work with Visit Lodi to showcase potential rental opportunities at HSS.

In response to Council Member Johnson, Mr. Hood confirmed that the Jimmy Buffet tribute concert provided approximately \$1,500 in net revenue for the City.

In response to Mayor Pro Tempore Nakanishi, Mr. Hood confirmed various rental rates for different spaces at HSS.

In response to Council Member Hansen, Mr. Hood stated the combined position of a recreation

supervisor and community center manager appears to be working well as that individual has taken on additional duties and works on special events.

In response to Council Member Hansen, Mr. Hood stated he is hopeful that Roget Park will open in December.

In response to Council Member Hansen, Mr. Hood confirmed that volunteers perform work that is supplemental to that of the department's employees.

In response to Council Member Katakian, Mr. Hood stated he anticipates an increased interest in the Grape Bowl for larger events when the improvements are complete.

In response to Council Member Katakian, Mr. Hood stated the Bridge Towne Homeowners Association may be able to pay for one-half of the \$10,000 needed for the Katakian Park restroom improvements resulting from the arson attack and staff will continue to follow up on that opportunity.

In response to Council Member Johnson, City Attorney Schwabauer stated he is not aware of any prohibitions against constructing a unisex restroom at Katakian Park. Mr. Hood stated Katakian Park is often used by groups of 100 or more and there is a need for multiple restrooms if possible.

In response to Mayor Pro Tempore Nakanishi, Mr. Bartlam and Mr. Hood stated if vandalism continues at a particular site, the City, similar to other communities, can permanently close the restrooms or implement stronger deterrence methods.

In response to Council Member Hansen, Mr. Hood confirmed that the Joint Use Agreement (JUA) with the school district is not in balance with respect to mutual facility usage and staff is in the process of researching the related direct and indirect expenses associated with the school district's use of City facilities.

In response to Council Member Johnson, Mr. Hood confirmed that the school district will not be waiving the rental fee for after school daycare in 2013/14 and that issue will be likely coming before the City Council again this year.

In response to Council Member Hansen, Mr. Hood stated the Grape Bowl is the biggest piece of the JUA for the school district and it did deny a request for more use of the high school gyms.

Council Member Johnson suggested a joint meeting between the City Council and the school district board after the first of the year to ensure all the issues related to the JUA are discussed.

A brief discussion ensued between Council Member Hansen and Mr. Hood regarding opportunities for public-private partnerships when providing services and the need to update the department's master plan documents to ascertain the current needs of the community.

In response to Council Member Hansen, Mr. Hood stated that, with respect to the study of access to the river, aerial photographs are being taken, methane level testing is being conducted, and the County Health Department will notify the City thereafter.

In response to Mayor Pro Tempore Nakanishi, Mr. Hood stated that, after a current assessment of the community's recreational needs is complete, services and programs may be implemented through a variety of funding sources including public-private partnerships, grants, sponsorships, and recommitted current funds.

In response to Council Member Johnson, Mr. Hood stated the department does continue to have

a relationship with the California Park and Recreation Society.

Mayor Pro Tempore Nakanishi requested comparison data for similarly sized cities showing the recreation-related services that are provided and the corresponding costs.

Ed Miller suggested utilizing a matrix to compare JUA direct and indirect costs for both the school district and the City and adjusting or eliminating the JUA as needed thereafter.

In response to Myrna Wetzel, Mr. Hood provided a historical overview of the Camp Hutchins program, its users, and related costs. Ms. Wetzel also expressed her concern about contracting out for services.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:10 a.m.

ATTEST:

Randi Johl
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Parks, Recreation and Cultural Services Update
MEETING DATE: November 13, 2012
PREPARED BY: Parks, Recreation and Cultural Services Interim Director

RECOMMENDED ACTION: Receive Parks, Recreation and Cultural Services Department update.

BACKGROUND INFORMATION: The 2011/12 fiscal year was the first for the new Parks, Recreation and Cultural Services Department (PRCS), created through the merger of Parks and Recreation, and the Hutchins Street Square Community Center departments. The Department operates with three divisions: Parks, Recreation and the Community Center. As a special revenue fund, the Department relies on a General Fund transfer for about two-thirds of its funding, with one-third coming from fees.

In FY 2011/12, the Department focused on facility development, reducing expenses and long-term maintenance needs. In its first year as a combined department, PRCS had a net deficit of \$15,462, as reduced expenditures weren't enough to offset a 10-percent decrease in revenue. Despite the loss, it compared favorably to the \$339,400 deficit in FY 2010/11, and the \$329,180 deficit in FY 2009/10. The Department is responsible for a cumulative deficit of \$861,843 that will likely take many years to repay.

The current fiscal year budget projects revenue of \$5,832,550, a reduction of more than \$120,000 compared to FY 2011/12. Even this assumption has proven to be overly optimistic, as year-end FY 2011/12 revenue finished lower than expected and first quarter 2012/13 revenue is showing no year-over-year increase. As a result, the Department is preparing to adjust its operations, including staffing, to begin making some headway toward reducing the cumulative deficit. The challenge, however, will be finding a balance between cost-cutting and increasing revenue – whether through greater participation or fees -- that that does not have a net effect of reducing revenue.

The City Council will receive additional information regarding the Department's achievements, emphasis in FY 2012/13 and long-term challenges.



Jeff Hood

Parks, Recreation and Cultural Services Interim Director

APPROVED: _____


Konradt Bartlam, City Manager

Parks, Recreation & Cultural Services Update

Lodi City Council
Nov. 13, 2012

PRCS 2011/12 Accomplishments

■ Parks

- Completed DeBenedetti Phase 1
- Completed Grape Bowl Phase 2 improvements
- Began construction of Roget Park

■ Recreation

- Reduced maintenance costs as an outcome of combining divisions
- Consolidated Program Coordinator (Senior Services) with Recreation Manager position
- Began public discussion of use of former landfill

PRCS 2011/12 Accomplishments

■ Community Center

- Brought concerts back to the Wishek Amphitheatre at low cost to audience
- Hosted 2nd Artisan Masters fund-raising event with Lodi Arts Foundation
- Hosted inaugural Lodi Leadership Forum
- Collaborated with HSS Foundation for purchase of new speakers for the CPL Theatre

Department finances

2011/12

First full year as a combined department

Projected net revenue: \$33,288

Actual result: (\$15,462)

2010/11: (\$339,400)

2009/10: (\$329,180)

Cumulative deficit: (\$861,843)

What happened?

- Failed to meet revenue projections
 - Actual revenue of \$5,768,669
 - Budgeted revenue: \$5,955,390
- Primarily due to:
 - Hutchins Street Square rentals
 - Youth Commission revenue
 - Specialty classes
 - Box office
 - Adult sports
 - Lodi Lake Park

What happened?

- Expenses
 - Spent less than budgeted (98 percent), but not enough to offset revenue losses
 - Combined Senior Center Manager/Recreation Supervisor positions
 - Reduced Senior Center hours to 9-5:30
 - Reduced Hutchins Pool hours
 - Reduced box office hours

Focus in 2012/13

■ Parks

- Develop cost-of-services model
- Grape Bowl Phase III
- Open Roget Park
- DeBenedetti Park Phase II
- Hale Park sports court resurfacing
- Adjust service levels to available funding
- Community partnerships
- Adopt-A-Park program
- Re-examine Joint Use Agreement

Focus in 2012/13

■ Recreation

- Develop cost-of-services model
- Increase attendance and revenue in all classes, seek new opportunities
- Move toward full cost recovery for after-school programs
- Reduce Aquatics losses

Emphasis in 2012/13

■ Community Center

- Develop cost-of-services model
- HSS Foundation's centennial celebration
- Leverage partnerships to offset maintenance expenses at pool, elsewhere
- Continue to seek opportunities for cost savings
 - Reduced part-time rental staff hours effective July 1
- Mid-year budget: Stage Technician to part-time
- Obtain funding for Kirst Hall HVAC replacement

Exploring other avenues

- Birthday parties
 - Skate Park
 - Hutchins Pool
- “Iron Ranger”
 - Collect fees from Lodi Lake Park users

Long-term challenges

- Financial sustainability of the Community Center
- Lodi Lake Park issues
- Park and facility maintenance
- Appropriate blend of subsidized recreation vs. 100% recovery
- Lack of indoor facilities