

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JANUARY 7, 2014**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, January 7, 2014, commencing at 7:00 a.m.

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

Absent: Council Member Johnson

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

B. Topic(s)

B-1 Proposed Changes for Fourth of July at the Lake (PRCS)

Parks, Recreation and Cultural Services Director Jeff Hood provided a PowerPoint presentation regarding proposed changes for 4th of July at the Lake. Specific topics of discussion included history, current event logistics, major event expenses, event results, recommendations for 2014, activities throughout day in recent years and proposed for 2014, cost and revenue considerations, and alternatives.

In response to Council Member Nakanishi, Mr. Hood stated costs for the event have generally been the same since 2007.

In response to Mayor Pro Tempore Hansen, Mr. Hood confirmed that attendance was light in the beach area last year.

In response to Council Member Mounce, Recreation Supervisor Jennifer Winn confirmed that event attendees are not allowed to rope off areas without a physical presence in that area throughout the day.

In response to Mayor Pro Tempore Hansen, Lt. David Griffin stated officers exclude a fair amount of contraband and prohibited items from the event. He stated the officers also monitor gang activity and gang clothing.

In response to Council Member Mounce, Mr. Hood confirmed there was a beer booth at the event last year. Mr. Hood stated under the proposal participants will be able to bring in a picnic but food and beverage vendors will not be available.

In response to Mayor Pro Tempore Hansen, Mr. Hood stated ten vendors participated in last year's event. Mr. Hood stated vendors are reluctant to spend the whole day at the park and would prefer to leave the park prior to the fireworks show.

In response to Council Member Mounce, Lt. Griffin stated there is limited space in the staging area where police mobile command is currently located for the event and space for vendors will be tight.

In response to Council Member Nakanishi, Ms. Winn stated the highest sale from last year's vendors was shaved ice and the lowest sale was barbecue foods.

In response to Mayor Katakian, Mr. Hood confirmed that there are no food and beverage options other than vendors because the snack stand closed years ago.

In response to Mayor Pro Tempore Hansen, Ms. Winn confirmed that total event attendance has declined over the last few years.

In response to Council Member Mounce, Lt. Griffin stated the make-up of the event over the years has changed in that there are less activities during the day and that may be contributing to the decline in attendance.

In response to Council Member Mounce, Mr. Hood reviewed the options of going smaller, going bigger, or keeping the status quo for the annual 4th of July event. He stated going smaller involves closing the park during the day and going bigger involves increased costs for volunteers and activities.

In response to Council Member Mounce, Police Chief Mark Helms stated from a community safety perspective, he preferred a fenced event with entry fees and controlled access over an open event.

A brief discussion ensued amongst the City Council, Chief Helms, and Mr. Bartlam regarding the use of volunteers for the 4th of July event and related costs.

In response to Mayor Pro Tempore Hansen, Mr. Hood stated the nature area is closed during the event due to emergency vehicle access requirements.

In response to Council Member Mounce, Mr. Hood stated staff can review options for vendors to have an ability to leave the premises earlier in the day prior to the start of the fireworks show.

The City Council provided general direction to remain with the status quo for the annual 4th of July event.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 7:45 a.m.

ATTEST:

Randi Johl-Olson
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Proposed Changes for Fourth of July at the Lake

MEETING DATE: January 7, 2014

PREPARED BY: Parks, Recreation and Cultural Services Director

RECOMMENDED ACTION: Receive report on proposed changes for Fourth of July at the Lake.

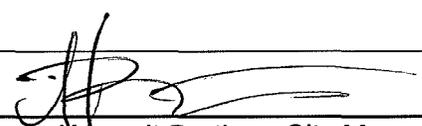
BACKGROUND INFORMATION: Before 1993, Fourth of July was like any other day at Lodi Lake Park, with the exception of boat races and fireworks. From 1993 to 2006, several services clubs took over the park for the Ooh Ahhh Festival, charging a fee for entry and providing a variety of activities throughout the park, including the fireworks show.

The City has coordinated Fourth of July at Lodi Lake Park since 2007. In light of costs associated with the Fourth and nominal revenue, as well as seven years of experience, City departments are considering several changes to the event beginning in 2014. Further information will be presented to the City Council.



Jeff Hood
Parks, Recreation & Cultural Services Director

APPROVED: _____



Konradt Bartlam, City Manager



Proposed Changes for Fourth of July at the Lake

Lodi City Council
January 7, 2014

Fourth of July at the Lake

History

- Traditional fireworks show at Lodi Lake; dating to at least 1940
- Before 1993, park open like any other day
 - Incidents in 1992 prompted changes
- 1993-2006: Rotary Club's "Oooh Ahhh Festival"
 - Entry fee (\$8 adults/\$5 ages 5-12), activities, fireworks
- 2007-present: City of Lodi special event
 - No fee, controlled entry, activities, fireworks



Fourth of July at the Lake

Current event logistics

- Turner Road closed from Ham to Mills (since 2003)
- Park fenced
- Pancake breakfast 7 a.m. to 11 a.m.
- Farmers Market on Turner Road from 7 a.m. to 11 a.m.
- Park opens at 10 a.m., visitors screened for contraband
- Beach/boathouse open until 5 p.m.
- Food/activity vendors
- Vendors not allowed to leave until crowd clears
- Fireworks from 9:30-9:45 p.m.



Fourth of July at the Lake

Major event expenses

- More than \$12,000 for fencing, portable toilets and additional trash receptacles
- \$5,700 in Police overtime
- Nearly \$9,000 for Public Works and Parks wages
- Fireworks \$15,625





Fourth of July at the Lake

Event results

- Vendor fee net revenue \$800 in 2013
- Light attendance outside beach area
- Beach area and boat rentals busier than normal
- Attendance starts building around 6 p.m.



Fourth of July at the Lake

Recommendations for 2014

- Continue fencing park
 - Result has been safer event since 1993
- Continue closing Turner Road
- Continue fireworks
- Eliminate vendors
- Begin charging entry fee to include beach access
- Keep east, north areas of park closed until 5 p.m.
 - Reduces cost of garbage removal/portable toilets
 - Reduces post-event cleanup
 - Reduces Police costs

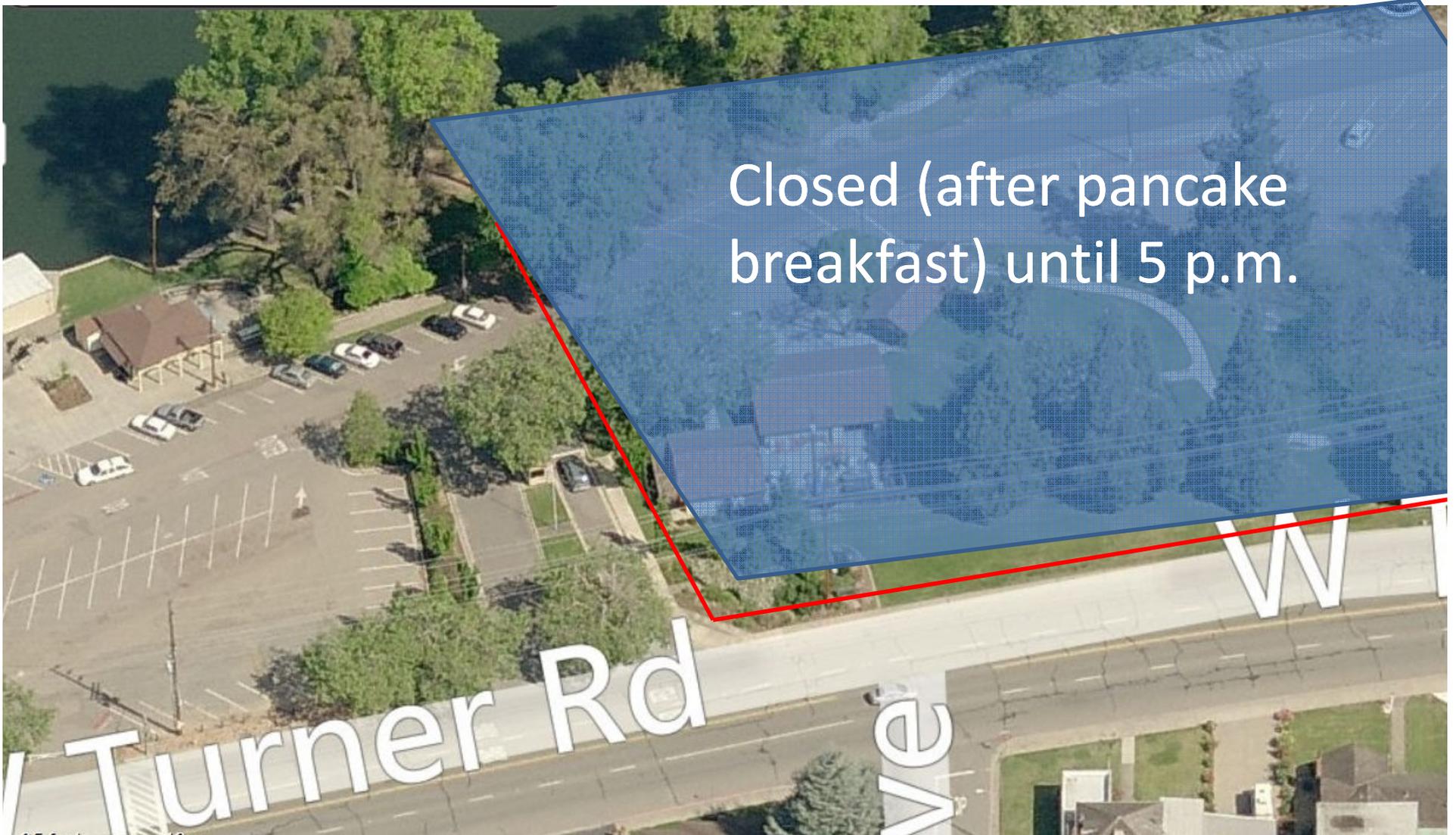


Fourth of July at the Lake



Fourth of July at the Lake

Closed (after pancake breakfast) until 5 p.m.



Fourth of July at the Lake

Recent Years	Proposed 2014
Turner Road closed/park fenced	No change
Pancake breakfast	No change, open 7 a.m. to 11 a.m.
Farmer's market on Turner Road	No change
Park and beach opens 10 a.m./security screenings	Beach/boat house access only at 10 a.m./security screenings
Boat house opens 11 a.m.	No change
Food/activity vendors	Eliminate
Fireworks	No change
No entry fee	Charge entry fee; includes beach access; rest of park opens at 5 p.m.

Fourth of July at the Lake

Cost/Revenue	2013	2014 estimate
Fencing, toilets, refuse	\$12,250	\$5,500
Public Safety labor	\$13,420	\$9,400
Police overtime	\$5,700	\$2,700
PW and Parks labor	\$9,000	\$7,000
Fireworks	\$15,625	\$15,625
Vendor revenue	(\$800)	\$0
Miscellaneous expenses	\$750	\$0
Swimming area revenue	(\$1,500 +/-)	\$0
Entry revenue estimate	N/A	(\$3,000 {1,000 x \$3})
Total net cost to City	\$48,745	\$34,525
Projected cost reduction:		\$14,220

Fourth of July at the Lake

Alternatives

- Status quo
- Return to open park, no Turner Road closure
 - Savings in excess of \$30,000

