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BOARD OPERATIONS COMMITTEE
Thursday, October 22, 2009 – 2:00 p.m.
Richard C. Trudeau Training Center*

The following agenda items are listed for Committee consideration. In accordance with the Board Operating Guidelines, no official action of the Board will be taken at this meeting; rather, the Committee's purpose shall be to review the listed items and to consider developing recommendations to the Board of Directors.

AGENDA

<u>Status</u>	<u>Time</u>	<u>Item</u>	<u>Staff</u>
(R)	2:00	1. Review of Ardenwood Café Food Concession Agreement: Ardenwood Historic Farm	(Waluch)
(R)	2:10	2. Review of California Splash II Concession Agreement: Shadow Cliffs Regional Recreation Area	(Waluch)
(R)	2:20	3. Review of Merry-Go-Round Concession Agreement: Tilden Regional Park	(Waluch)
(D)	2:30	4. Annual Review of Fee Schedule: 2010	(Coulter)
	3:15	5. Public Comments	
	3:20	6. Staff Comments	
	3:25	7. Adjourn	

(R) Recommended
 (I) Information
 (D) Discussion

Board Operations Committee Members:
 Carol Severin, Chair; John Sutter; Whitney Dotson; Beverly Lane (Alternate)
 John Escobar, Staff Coordinator

Future Meetings - 2009
 November 19
 December 17

Distribution/Agenda Only
 Board of Directors
 Mike Anderson
 Chief Tim Anderson
 Bob Doyle
 Lt. David Dubowy
 Neal Fujita
 Carol Johnson

Afton Crooks
 Robert Herrick
 Michael Kelley
 Peter Rauch
 Andy Schanks
 Robert Wills

Distribution/Full Packet
 Board Committee
 Pat O'Brien
 Dave Collins
 John Escobar
 Jack Kenny
 Rick Parmer
 Anne Scheer

Cinde Rubaloff
 Clerk of the Board
 Mimi Waluch
 Amy Coulter
 L.2428/Kalahahe/Surges
 Police Assoc./Davis

Rich Guarienti
 Jerry Kent
 Norman LaForce
 Judi Bank
 Alan Kaplan

*Please Note Location Change

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2:30 p.m. Item

TO: John Escobar, AGM, Operations

FROM: Pete Alexander, Fisheries Program Manager

DATE: October 22, 2009

SUBJECT: Proposed Increase in Fishing Access Fees From \$4 to \$5 Per Day

The District's eleven fishing lakes are managed to provide excellent fishing opportunities for planted rainbow trout and channel catfish. In order to provide catchable game fish, the District is in contract with the California Department of Fish & Game to plant trout and catfish on a regular basis. This program is completely supported by the sale of District fishing access permits. 100% of the revenue received from the sale of fishing permits is spent on planting fish. Rainbow trout and channel catfish are purchased from competitive bids submitted on a biannual basis. For 2010 and 2011 fish purchases, the District received the lowest bid that was 20% higher for rainbow trout and 4% higher for channel catfish than the previous year's contract. In order to continue to provide the excellent fishing conditions expected by the public, the Fisheries Department is proposing to increase the fishing access permit fees by 20% or \$1 per day (from \$4 to \$5), and the annual fee by a corresponding percentage. The daily fishing access permit fee was last increased in 2002 (from \$3 to \$4).

The Fisheries Department believes that the public supports this action based on the results of a survey of 258 anglers at Lake Del Valle and 217 anglers at Quarry Lakes this summer: 84% of the Del Valle anglers and 87% of the Quarry Lakes anglers supported the fee hike. Furthermore, District fishing access revenues for 2008 increased by 10% over revenues received during the same period in 2007. This increase in revenues reflects the support of anglers for "close to home" fishing opportunities during a time of recession. District anglers who do not wish to pay the increased fishing access fees have the option to fish in four District lakes and miles of bay/delta shoreline that have no such fee requirements and subsequently are not managed or intensively planted with game fish.

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2:00 p.m. Item

TO: Board Operations Committee

FROM: Mimi Waluch, Revenue and Operations Administration Manager

DATE: October 22, 2009

**SUBJECT: Review of Ardenwood Café Food Concession Agreement:
Ardenwood Historic Farm**

Urban Parks Concessionaires (aka Ardenwood Affairs or Picnic People) has been operating the Ardenwood Café and providing reservable wedding and group picnic services since 1989. The current concessionaire agreement will expire on December 31, 2009, and staff recommends the Board Operations Committee review a one-year extension of the food concession agreement with Urban Parks Concessionaires at Ardenwood Historic Farm for the following reasons:

1. The Master Agreement with the City of Fremont to operate Ardenwood ended on February 28, 2007 and is being negotiated by District staff. The District is hesitant to enter into a long term agreement with any of its partners at Ardenwood until a new Master Agreement is in place with the City.
2. Since wedding reservations are made far in advance, Urban Parks Concessionaires has tentatively booked a number of weddings for 2010. Many of these bookings would be lost if the clients must wait to finalize plans while the District seeks new bids.

Staff feels the best time to seek responses to an RFP and award the concession agreement for this operation will be after a new Master Agreement is in place with the City. This will also give the District enough time to select an operator who could then begin booking reservations for 2011. There will be no change in the percent of gross revenues paid to the District by the concessionaire from this action.

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2:30 p.m. Item

TO: Board Operations Committee
FROM: Amy Coulter, Acting Revenue Analyst
DATE: October 22, 2009
SUBJECT: Annual Review of Fee Schedule: 2010

The Board Operation Committee reviews the Fee Schedule each year. During this review process concessionaires and staff make recommendations for changes based on price comparisons of similar facilities operated by other agencies in the area.

Listed below are the requested changes to the Park Operations Fees and Charges for the 2010 season. This memorandum contains only the proposed changes for 2010. All others fees and charges will remain the same. There are relatively few changes being requested this year. The total revenue to the District from the Concessionaire increases is \$11,250. The total amount of Public Use Fee Recommendation increases to the District is \$108,500. If the Board of Directors implements all of the proposed changes, the District will see an increase of approximately \$119,750 in annual revenue, which is a little more than one percent increase (1.2%).

CONCESSIONAIRE FEE REQUESTS

1. Sunrise Mountain Sports (Del Valle Regional Park)

Concessionaire would like to make the following changes in rates for kayak rentals at Del Valle.

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
Triple Kayak	\$ 0	\$ 35/hr	0 %	new
Quad Kayak	\$ 0	\$ 45/hr	0 %	new

Comparisons were made with California Kayak Rentals, US Sports, Adventure Rents, and Outback Adventure. Concessionaire reports these additions are in response to increased interest in renting vessels that allow multiple riders. If the proposed fee changes are approved, revenue to the Park District will increase by approximately \$450.

2. Willow Park Golf Course (Lake Chabot Regional Park)

Concessionaire would like to make the following changes to green fees and golf cart rentals at Willow Park:

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
Green Fees: Weekdays, 9 holes	\$ 19	\$ 20	5 %	2008
Green Fees: Weekdays, 18 holes	\$ 24	\$ 25	4 %	2008
Golf Cart Rentals: 18 holes	\$ 24/cart	\$ 12/person	0 %	2008
Golf Cart Rentals: 9 holes	\$ 16/cart	\$ 8/person	0 %	2008

Comparisons were made with Chuck Corica in Alameda, Monarch Bay in San Leandro, Franklin Canyon in Hercules, as well as Tilden Golf Course in Berkeley. If the proposed fee changes are approved, revenue to the Park District will increase by approximately \$1,400.

3. Las Trampas Stables (Las Trampas Regional Wilderness)

Concessionaire proposes the following changes in rates for boarding and trail rides at Las Trampas:

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
Boarding (12x24 Paddock Barn)	\$ 410/mo	\$ 380/mo	7% ↓	2009
Boarding (10x30 Stall/Paddock)	\$ 510/mo	\$ 480/mo	6% ↓	2009
Trail Rides – 1.5 to 2.5 hours	\$ 65 - \$85	\$ 40 - \$95	n/a	2009
Trail Rides – Organized Youth Groups	\$ 0	\$ 25/hr	n/a	new
Lessons	\$ 60 - \$80	\$ 35 - \$75	n/a	2009
Day Camps	\$ 0	\$ 425/wk	n/a	new
Birthday Parties	\$ 0	\$ 475	n/a	new
Pony Parties / Experience	\$ 395	not offered	delete	2009

Comparisons were made with Apple Creek Farms in Castro Valley, La Jolla Equestrian in Pleasanton, Denville-Kanani Farm in Pleasanton, and Pereira Ranch in Danville. Concessionaire reports these rate changes are based on current availability of stalls on the market in this vicinity. Rollback of rates to 2008 fees will aid in retention of new boarders and the return of previous business activity. If the proposed fee changes are approved, revenue to the Park District will increase by approximately \$5,000.

4. California Splash II Waterslides (Shadow Cliffs Regional Park)

Concessionaire proposes the following changes in rates for day use fees at Shadow Cliffs:

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
½ Hour Use	\$ 7	\$ 8	14 %	2008
1 Hour Day Use	\$ 9	\$ 10	11 %	2008
½ Day Use	\$ 13	\$ 14	8 %	2008
All-Day Use	\$ 18	\$ 19.95	11 %	2008
Reservable Picnic Sites	\$ 75 - \$100	\$75 - \$100	0 %	n/a

Comparisons were made with Waterworld California in Concord and Newark Park and Recreation indoor pool structure. Fees are compatible to size and activities offered. If the proposed fee changes are approved, revenue to the Park District may increase by approximately \$1,900.

5. Redwood Valley Railway (Tilden Regional Park)

The 2009 Fee Schedule lists no charge for children under age one. The long standing practice of the operator has been to not charge children under the age of two. The 2010 Fee Schedule will be corrected to reflect the current practice. No revenue change to the District.

6. American Golf at Tilden Golf Course (Tilden Regional Park)

Concessionaire would like to make the following changes in rates at Tilden Golf Course:

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
Green Fees: Monday – Thursday	\$ 34	\$ 35	3 %	2008
Twilight Rate	\$ 24	\$ 25	4 %	2008
Super Twilight Rate/Back 9	\$ 18	\$ 19	6 %	2008
Friday: Super Twilight Rate	\$ 18	\$ 19	6 %	2008
Weekends and Holidays	\$ 57	\$ 59	3 %	2008
Twilight Rate	\$ 30	\$ 32	1 %	2008
Super Twilight Rate	\$ 18	\$ 19	4 %	2008
Early Bird Back 9	\$ 25	\$ 26	6 %	2008
Monthly Senior Ticket	\$ 99	\$105	6 %	2009
Cart Rentals – 18 holes	\$ 15/person	\$ 16/person	6 %	2008
Cart Rentals – 9 holes	\$ 8/person	\$ 9/person	12 %	2008

Comparisons were made with Chuck Corica in Alameda, Las Positas in Livermore, Deer Ridge, and Shadow Lakes, both in Brentwood, and Poppy Ridge in Livermore. If the proposed fee changes are approved, revenue to the Park District will increase by approximately \$2,500.

PUBLIC USE FEE RECOMMENDATIONS

- 7. FACILITY RENTALS** – Since bookings are accepted one-year in advance, listed are the current rates for 2010, which have booked this year; and the new rate for 2011, which will begin booking in January. Staff recommends increasing the fees and adjusting time tables as follows:

Brazilian Room (Tilden Regional Park)

SERVICE	2010 RATE	2011 RATE	% CHANGE	LAST INCREASE
Monday-Thursday, 8 am – midnight	\$375/ 3 hrs	\$600/ 5 hrs	20 % ↓	2009
Audio/Visual System	\$ 75	\$ 75	0 %	new
Ice	\$ 20	\$ 25	7 %	2004

Fern Cottage (Kennedy Grove Regional Park)

SERVICE	2010 RATE	2011 RATE	% CHANGE	LAST INCREASE
Friday Evenings	\$250/ 3 hrs	\$350/ 5 hrs	17 % ↓	2009
Extra Hour	\$ 60/ hr	\$ 70/ hr	17 %	2009
Saturday/Sunday/Some Holidays: Extra Hour	\$ 60/ hr	\$ 70/ hr	17 %	2009
Overtime hours – late load out	\$150	\$150	n/a	new

Shoreline Center (Martin Luther King Jr. Regional Shoreline)

SERVICE	2010 RATE	2011 RATE	% CHANGE	LAST INCREASE
Friday/Saturday/Sunday/Some Holidays: Extra Hour	\$ 60/ hr	\$ 70/ hr	17 %	2009
Weekday Evenings: Mon-Thurs.	\$250/ 3 hrs	\$300/ 5 hrs	17% ↓	2009

Temescal Beach House (Temescal Regional Park)

SERVICE	2010 RATE	2011 RATE	% CHANGE	LAST INCREASE
Friday and Sunday	\$1,050/ 8 hrs	\$1,100/ 8 hrs	5 %	2009
Weekday Evenings: Mon-Thurs.	\$ 300/ 3 hrs	\$ 450/ 5 hrs	30 % ↓	2009
Fireplace	\$ 20	\$ 20	n/a	new

All rental facility comparisons were made with various sites including the Dunsmuir Carriage House, Hacienda de las Flores, Hacienda Pavilion, Piedmont Center, Tilden Room at UCB, Camellia Room at Heather Farms, and Marin Conference Center. If the proposed fee changes are approved, revenue to the Park District may increase by approximately \$3,500.

8. District-wide Rate Changes:

SERVICE	2009 RATE	2010 RATE	% CHANGE	LAST INCREASE
a. Richard Trudeau Training Center	4-hr min	2-hr min	n/a	n/a
b. Daily Fishing Access Permit	\$ 4	\$ 5	25 %	2002
c. Annual Boat Inspection Pass – Invasive Mussel	\$ 0	\$ 35	n/a	new
d. Charcoal at Anthony Chabot Campground	\$ 9/bag	\$ 10/bag	11 %	2006
e. Amphitheatre Reservation	\$ 40	\$ 50	25 %	1994
f. Professional Dog Walker Permits Semi-Annual	\$125	\$ 0	n/a	delete
g. Supplemental Dog Permit Semi-Annual	\$ 50	\$ 0	n/a	delete

Table notes:

- a. The Richard Trudeau Training Center adjustment is a minimum hourly use change only, no fee change.
- b. Daily Fishing Access Permit fee increase is based on 20% increase in projected stocking cost for 2010. Staff surveyed current anglers for response to prospective fee increase which resulted in a favorable outcome as long as stocking levels remained consistent.
- c. Annual Boat Inspection Pass is based upon use of multiple District facilities and inspection requirements for banding boats in regards to Quagga Mussel Program.
- d. Charcoal sales at Anthony Chabot Campground continue to be a popular item. Increase is in line with actual cost incurred through bulk ordering at Central Stores.
- e. Amphitheatre Reservation fee at Del Valle and Anthony Chabot campgrounds will aid in scheduling and use by groups in reserved sites. Fee increase is minimal and in alignment with similar venues at State facilities.
- f. Semi-Annual Dog Permits no longer offered by District due to update in restructure of program.

If the proposed fee changes are approved, revenue to the Park District may increase by approximately \$104,500.



2:10 p.m. Item

TO: Board Operations Committee

FROM: Mimi Waluch, Revenue and Operations Administration Manager

DATE: October 22, 2009

**SUBJECT: Review of California Splash II License Agreement:
Shadow Cliffs Regional Recreation Area**

The waterslides at Shadow Cliffs Regional Recreation Area have been operated by Glenn Kierstead since April 1980. An expansion project planned for the facility was abandoned due to lack of investor participation but the original four-slide operation remains as the existing venue. In 2008, a two-season agreement was approved to continue operation of the waterslides, allow time to perform several clean-up projects related to the expansion project, and implement minor changes to promote a younger customer base offering.

Review of the Land Use Plan for Shadow Cliffs Regional Recreation Area is underway. The LUPA (Land Use Plan Amendment) process will set a long-term vision for recreational facilities and resource management at the park. The waterslide and its continued operation will be part of the LUPA consideration. Mr. Kierstead has expressed his desire to continue to operate and maintain the facility for two additional seasons. At that time, should the District decide to continue with the waterslide venue at Shadow Cliffs, a formal Request for Proposal process will be pursued.

Staff recommends approval of a one-year License Agreement with a one-year option for California Splash II at Shadow Cliffs Regional Recreation Area. This new agreement specifically addresses the understanding that the District will not allow further development or improvements to the existing site, expected site maintenance requirements of the operator, deletion of the pass-through of concessionaire maintenance fund, and an increase to the concession fee from 3.3 % to 4% of gross sales. The District can expect revenue of approximately \$14,000 annually derived from the operation of the License Agreement. There is no cost involved to the District.

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2:20 p.m. Item

TO: Board Operations Committee

FROM: Mimi Waluch, Revenue and Operations Administration Manager

DATE: October 22, 2009

SUBJECT: **Review of Merry-Go-Round Concession Agreement: Tilden Regional Park**

The current concessionaire at the Merry-Go-Round at Tilden Regional Park, Terri Oyarzun, has been in operation since 1993. One of the many special events offered over the years is a holiday program known as the *Christmas Fantasy*. This three and a half week program is a well attended and considered a tradition for many local families and visitors. Each year the program has grown with updated displays, light themes, and Santa's House offerings. The concessionaire reports the cost of producing and maintaining this venue has also increased dramatically and is requesting a modification to the 7% concession fee on retail sales items for this specific event in 2009. The concessionaire further reports a diminished loss factor involved with costs related to shipping and handling, breakage, and theft during the event.

Staff recommends approval of a reduction in the concession fee from 7% to 2.5% on gross sales of retail items sold during the 2009 *Christmas Fantasy* special event program at the Tilden Merry-Go-Round. This reduction would aid in offsetting costs involved with set-up and merchandise loss involved in producing this event. This event is an addition to the schedule of operating hours under the current contract which averages additional revenue of \$7,500. Reduction in the concession fee for this event would cost the District approximately \$1,500, dependent on actual retail sales reported.

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