

AGENDA
REGULAR MEETING
BOARD OF DIRECTORS

EAST BAY REGIONAL PARK DISTRICT

Tuesday, June 3, 2014

C. BUSINESS BEFORE THE BOARD

7. BOARD COMMITTEE REPORTS

b. Operations (03/20/14) (Wieskamp/Acting Chair)

Present

Board: Director Ayn Wieskamp (Acting Chair) and Director Carol Severin

Staff: Jim O'Connor, Anne Scheer, Kelly Barrington, Anne Kassebaum, Mimi Waluch, Nancy Kaiser, Nancy Krebs, Michael McNally, Wayne Lindelof, Steve Hathcox, Dionte Lyons, Greg Adams, Elaine Feemster, Colleen Massey, Leigh Padmore

Guests: Bob Maddow (representing Willow Park Golf Course), Ilana Peterson (Local 2428), Judi Bank (PAC)

I. **Update: Indoor Reservable Facilities: Brazilian Room, Fern Cottage, Shoreline Center, and Temescal Bath House**

Assistant General Manager Jim O'Connor commended Facilities Supervisor Michael McNally and staff for continuing to have great success in terms of income and number of reservations, a real testament to the quality of the facilities and Supervisor McNally's marketing approaches.

Supervisor McNally commented that in the three years since he appeared before the Committee, staff has made a number of improvements, and noted that customer service is a big part of why they are doing so well. In 2013, the District's rental facilities accommodated 555 events serving 37,355 attendees, with weddings (208) representing a major portion of the rentals. Staff reserved 111 business rentals in 2013 and will continue to focus on this type of event, which presents opportunity for developing repeat business. It was noted that compared to 2012 (\$481,640), revenue generated at the Brazilian Room in 2013 (\$448,768) was down slightly. A number of factors affected revenue in 2013, including having to block off dates during construction projects, clients requesting the option to reserve an extended 12-hour event (in which case an extra event is lost, because the client has bought out the whole day), and a more than usual number of cancellations. Temescal, Shoreline Center, and Fern Cottage set a record in 2013 for number of events and revenue.

Staff recently hosted three Wedding Fairs at the Brazilian Room, attracting a record number of 912 attendees over a three-day period. Prospective clients and visitors were treated to samples of food selections provided by the District's Preferred Caterers. Other wedding vendors offering their services at the Fair included photographers, DJ's, photo booth operator, and performers. The Ardenwood concessionaire, Quantum Music, installed the color lighting both inside and outside of the building. Six new caterers have been added to the Preferred Caterers list, providing more varied menus and cost levels and a greater variety of ethnic foods.

Since staff last reported to the Committee, there have been several improvements to the Brazilian Room including re-doing the ceiling, upgrading the sound system, installing an Ansul system and replacing the fluorescent lighting with T8's in the kitchen, and refinishing the hall floors. Supervisor McNally commented that the District's maintenance crew did a great custom job remodeling the bathrooms and bridal room.

The Shoreline Center and Fern Cottage purchased a new video projector and sound system; a new parking lot pole has been installed at Kennedy Grove near Fern Cottage, and a storage area at the Shoreline Center has been converted to a changing room. One reason why couples want to get married at the Temescal Beach House, is because of the waterfall, which is back up and running.

After renting District facilities, clients are asked to complete a survey. The latest survey results indicates that 92.9 percent rate the reservation process good or better; 96.7 percent rate facility maintenance good or better; and 97.5 percent rate appearance of the facility grounds good or better. Regarding the caterers' food quality, 100 percent of respondents rated this category good or better; 96.4 percent rated the caterers' service and staff good or better; and 94 percent rated caterers easy to work with. When clients were asked how they had heard about a rental facility, a majority 54.8 percent responded "word of mouth."

Marketing plans for facilities include advertising in *Here Comes the Guide*, *East Bay Bridal*, web pages on ebarks.org, *Regional In Nature*, and "mixers." Future plans include distributing an E-newsletter to businesses, streamlining the process for business rentals, and booking more events under 30 days. Future projects include improving Tilden signage, guiding visitors to the Brazilian Room, installing wood floors at Fern Cottage, installing an AV system at Temescal Beach House, and creating fillable reservation forms on the District's website.

2. Update: Camp Arroyo Facility Operations

Supervisor McNally began his presentation by commenting that Camp Arroyo presents a unique challenge in that the District operates the facility in partnership with the YMCA and The Taylor Family Foundation (TTFF), each with a different focus. During the 2012-2013 school year the YMCA served 3,440 students, 644 adults, 1,027 user groups and 77 women's retreats, and also held an egg hunt and pancake breakfast for 400 attendees. TTFF hosted 16 camp summer sessions and 11 weekend camps serving (at no charge) 2,224 children with chronic medical, developmental, and emotional challenges. TTFF also hosts an annual fundraiser, *A Day in the Park*, to help pay for the services they offer at the camp.

Supervisor McNally introduced the District's Camp Arroyo staff, Park Craft Specialist Steve Hathcox and Ranger II Wayne Lindelof, who are responsible for maintenance of the building and grounds. Recently completed projects at Camp Arroyo include painting cabin bathrooms and sun rooms, repairing the fire alarm system to prevent false alarms, and re-grading pathways. The old school house was demolished, and a new video projector and sound mixer were installed in the dining hall along with LED lights. Future projects include replacing the HVAC system and hot water heaters in the cabins, replacing the swamp coolers, installing new signage to conform to park standards, road repairs and replacing speed bumps, and refinishing the dining room woodwork. The amphitheater benches need refurbishing and the pool deck needs work. Staff plans to use some of the Camp Arroyo revenue to establish a maintenance fund. Responding to AGM Jim O'Connor's question about the camp's water source, Supervisor McNally indicated that Zone 7 provides their water, and he has put the camp on notice about the drought and the possibility of Del Valle being closed for the summer, which could affect some of their activities. Should this be the case, Director Ayn Wieskamp suggested that with help from TTFF, the camp might consider moving some of their aquatic activities to Shadow Cliffs. Supervisor McNally indicated that the YMCA is encouraging their campers to conserve water, and staff has cut back on irrigation.

Director Wieskamp congratulated Facilities staff on the impressive survey results and thanked Supervisor McNally for an excellent presentation.

3. Update: 2014-2015 Request for Proposals Timeline and Anticipated Transition Plans

Revenue & Administration Manager Mimi Waluch appeared before the Committee to review the status of the concession Request for Proposals (RFP) process and transition plans included in the Committee's 2014 and 2015 Work Plans. Ms. Waluch began by outlining the entire RFP process:

- Staff conducts an evaluation, inspection, and audit of the facility.
- Staff drafts an RFP with input from Finance, Legal, Risk, Park Operations, Park Maintenance, the current concessionaires, and the public.
- The proposal is announced and staff offers at least one or two tours of the facility.
- Staff takes questions from the public and posts answers on the District's website.
- The deadline for RFP submission is usually six weeks from the date of public posting.
- Staff (and sometimes an outside professional) evaluates the proposals.
- Staff presents its recommendation to the Board Operations Committee.
- The Board Operations Committee presents its recommendation to the full Board for their review and recommendation.
- A notice of the award is given to the concessionaire.
- Documents and insurance are gathered and contract is signed.
- Transition plan is initiated (if other than the current operator is awarded the contract).
- The new contract term begins.

Ms. Waluch reported on the status of the following RFPs:

- The camping plan consultant study will be completed in June 2014.
- The Tilden Merry-Go-Round contract, approved by the Board on March 18, is currently in the transition phase. (Director Wieskamp urged staff to ensure that the public is made aware of the timeline for the transition, and that the new operators get the training and training manuals they need.)

Ms. Waluch provided the Committee with a list of RFP's and Special Use Agreements (SUA) that staff will be negotiating within the next three years. While discussing the status of the Pt. Isabel Dog Owners (PIDO) SUA, the Committee asked about the condition of the "new" lawn. Recognizing that staff is adjusting to current drought conditions, Director Wieskamp urged staff to try to irrigate the lawn as much as possible to keep it going.

Director Wieskamp thanked Ms. Waluch for the timeline update and expressed her appreciation for Ms. Waluch's administration of the District's concession contracts.

4. Public Comments

There were no public comments.

5. AGM Comments

- AGM O'Connor introduced Colleen Massey, recently appointed Recreation Supervisor at Tidewater, who comes to the District with a unique blend of experience managing and leading outdoor wilderness and wellness programs. Colleen possesses a BA in Psychology and an MA in Holistic Health Education specializing in Nutrition. Her experience in therapeutic recreation work with at risk youth, will be instrumental in continuing to grow the District's Outdoor Recreation staff at Tidewater. Ms. Massey briefed the Committee on her long and varied career background, which most recently included developing wellness programs at Cal-Berkeley and UCSF Medical School.
- Regarding the drought, staff has a meeting scheduled for April 7 with agency partners and Department of Water Resources (DWR). The District plans to pursue an exemption from DWR's zero allocation maximum allowable diversions, based on health and safety reasons. We were recently informed by DWR that water conditions in the Delta are improving due to the two recent episodes of heavy rain, which may allow staff to extend the reservations at Del Valle even further and hopefully get us through Labor Day.
- Anne Scheer, Chief of Park Operations, plans to retire in early May. Parkland Unit Manager Mark Ragatz has agreed to assume the position of Acting Chief of Park Operations in early April, allowing for a month overlap to ease the transition.
- Operations Executive Secretary Leigh Padmore has announced her retirement effective mid-April.
- Regarding the Del Valle watersports RFP, based on comments staff has received and comments made at the March 18 full Board meeting, staff has decided to pull the item from the April 1 Board agenda and will provide Committee members with additional

information including the proposal documents, staff summary, and summary of the RFP results. The Committee will have an opportunity to further discuss this topic at the April 24 meeting, following which staff will present the item to the full Board on May 6.

- Director Wieskamp asked that it be made clear whether they, as a subcommittee, have the right to make a recommendation to the Board that differs from the recommendation brought before them, based on their knowledge of public support. Ms. Waluch responded that as per language included in the original RFP document, the Board of Directors reserves the right to reject any and all proposals, to modify the terms of the request either before or after the deadline for submission of proposals, to negotiate with one or more of the proposers, to call for additional proposals, or to refrain from accepting any proposals.

6. Board Comments

There were no Board comments.

7. Adjourn

The meeting adjourned at 2:15 p.m. The next Board Operations Committee meeting will be held on Thursday, April 24, 2014, at 12:45 p.m., in the Board Room, Peralta Oaks.

Respectfully submitted,

Leigh Padmore
Executive Secretary
Operations Division