



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Special City Council

Tuesday, March 31, 2015

5:30 PM

C.V. Starr Community Center
300 S. Lincoln Street

Joint Meeting with MCRPD

MEETING CALLED TO ORDER

Mayor Turner called the meeting to order at 5:43 p.m.

ROLL CALL

Mendocino Coast Recreation and Park District Board Members Cesar Yanez, Diana Wiedemann, Maryellen Sheppard, Bill Hayes, and Bob Bushansky. Staff Members Present: City Manager Linda Ruffing, Assistant City Manager Ginny Feth-Michel, City Clerk Cindy VanWormer, Executive Director Ethan Newton, and Consultant Mike Shellito of Shellito Training & Consulting.

Present: 5 - Vice Mayor Lindy Peters, Councilmember Michael Cimolino, Councilmember Scott Deitz, Councilmember Doug Hammerstrom and Mayor Dave Turner

1. PUBLIC COMMENTS

2. CONDUCT OF BUSINESS

- 2A. 15-086** Receive Report from Mendocino Coast Recreation and Park District (MCRPD) Consultant Regarding the "Operational Assessment and Analysis, Findings & Recommendations" for the MCRPD and C.V. Starr Community Center and Provide Direction to Staff

Executive Director Newton provided background information on the need to the study and Mike Shellito reviewed the Operation Assessment and Analysis Findings and Recommendations. The recommendations noted in the Assessment are as follows:

1. Develop a Cost Recovery & Pricing Policy and a Business Plan;
2. Make changes to permanent staffing;
3. Establish goals and performance measures; and
4. Strengthen the brand of the District.

Discussion: The following was noted during discussion of this item:

- Mendocino Coast Recreation and Park District (MCRPD) program tax subsidy is from the District's General Fund (District Tax).
- C.V. Starr Community Center (CVSCC) program subsidy is from the Enterprise Fund.
- Typical Community Center cost recover is around 75%; typical pool (indoor/outdoor) is around 50%; Aquatic Centers can be between 30-70% depending on where fees are set.
- Council expressed concern with the statement in the Staff Report that the cost allocation proposals would result in additional expenditures of approximately \$100,000 from the Enterprise Fund to offset costs associated with recreational programs offered by the MCRPD within the City. The measure that went before the voters stated that money collected from the

sales tax would be used for operation, maintenance and capital improvements at the CVSCC. Once the reserves are built up, if there are funds remaining, those could be used for other recreational programs in Fort Bragg. Shellito stated that it was not their intent to increase the amount required from the Enterprise Fund. Ruffing noted that user fees should cover those programs.

- MCRPD Board Members expressed concern with the number of programs, including those that are "Fort Bragg centric," that are left for them to fund.
- Newton stated that the intent of the Study was to focus on organizational issues and elimination of duplicate positions. City and MCRPD staff can work on fine-tuning the cost allocations.
- Salaries for the positions that are to be combined are not the same for CVSCC and MCRPD. Shellito suggested a comprehensive classification and compensation plan be completed. This would provide consistency and appropriate use of titles. There would be one staffing chart and one classification and salary schedule.
- Council and Board briefly discussed fees and whether or not they should be increased. Another way to increase revenue is to increase number of customers. Consensus was to not do any fee adjustments at this time.
- In order to abide by the Tax Sharing Agreement and the Sales Tax Ordinance, CVSCC costs will need to be kept separate from the cost for programs operated by the District within the City limits and the cost for programs operated by the District outside the City limits. This is possible in this shared model but the allocations need to be developed which will require some work by staff. This can be handled similar to the way allocations are done for the Municipal Improvement District.
- Mayor Turner questioned why only 80% of Fort Bragg program costs are recovered but 100% is recovered for programs outside of Fort Bragg. MCRPD Board Member Hayes stated that the Board directed staff to recover 100% of the program costs for programs outside the City limits.
- Council and MCRPD Board discussed the need to strengthen the District's brand. CVSCC literature and the facility itself should include both a MCRPD and City brand.

Staff was directed to work on creating a cost allocation plan for review by the Ad Hoc Committee prior to bring it to the City Council and MCRPD Board for approval.

ADJOURNMENT

Mayor Turner adjourned the meeting at 7:40 p.m.

DAVE TURNER, MAYOR

Cynthia M. VanWormer, MMC, City Clerk

IMAGED (_____)