

CARSON CITY PARKS AND RECREATION COMMISSION

Minutes of the February 2, 2010 Meeting

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A regular meeting of the Carson City Parks and Recreation Commission was scheduled for 5:30 p.m. on Tuesday, February 2, 2010 in the Community Center Sierra Room, 851 East William Street, Carson City, Nevada.

PRESENT: Chairperson Donna Curtis
Vice Chairperson Steve Lasco
Commissioner Charles Adams
Commissioner Janice Brod
Commissioner Randy Carlson
Commissioner Sean Lehmann
Commissioner Pete Livermore
Commissioner Jim Smolenski
Ex Officio Commissioner Molly Walt
Commissioner Todd Westergard

STAFF: Roger Moellendorf, Parks and Recreation Department Director
Joel Dunn, Recreation Programs Manager
Scott Fahrenbruch, Parks and Recreation Operations Director
Juan Guzman, Open Space/Property Manager
Vern Krahn, Park Planner
Kristin Luis, Deputy District Attorney
Jano Barnhurst, Recording Secretary

NOTE: A recording of these proceedings, the Commission's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder's Office, and available for review during regular business hours.

CALL TO ORDER, ROLL CALL AND DETERMINATION OF QUORUM (5:31:24) - Chairperson Curtis called the meeting to order at 5:31 p.m. Roll was called; a quorum was present. She introduced new Commissioner Randy Carlson.

CITIZEN COMMENTS ON NON-AGENDIZED ITEMS (5:32:34) - None.

1. **ACTION ON APPROVAL OF MINUTES (5:32:49)** - No minutes were submitted for approval.
2. **MODIFICATIONS TO THE AGENDA (5:32:54)** - None.
3. **STAFF UPDATES - DISCUSSION ONLY - NO DELIBERATION**

3-A. LOCATION AND TIME OF THE PARKS AND RECREATION COMMISSION'S ANNUAL GOAL-SETTING SESSION (Roger Moellendorf) (5:33:08) - Chairperson Curtis introduced the item and Mr. Moellendorf advised that the workshop will be held March 27, 8:00 to noon, in the Capitol Conference Room. Chairperson Curtis requested that any topics for discussion be forwarded to her and Mr. Moellendorf.

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4. AGENDA ITEMS:

4-A. DISCUSSION ONLY REGARDING CONTRACTED CLASSES AND OTHER POTENTIAL CLASSES IN THE COMMUNITY CENTER AND AQUATICS FACILITY (*Roger Moellendorf*) (5:34:10) - Chairperson Curtis introduced the item and advised the audience of meeting procedures. Mr. Moellendorf presented background information and reviewed the staff report which is incorporated into the record. He noted that it was an ideal time to explore other opportunities to conduct and improve classes; increase class participation and diversity; and maximize efficiencies of the facilities. He referred to the Request for Proposals (RFP) and Contractor's Handbook included in the agenda materials. He noted that taking the item to the Board of Supervisors (BOS) makes it a more transparent process and allows contractors and interested public to comment. He emphasized that the present contractors have been encouraged and invited to submit proposals.

(5:43:27) In response to a series of questions, Mr. Moellendorf replied that one proposal has been received but several parties are interested and the deadline for submitting proposals is February 15. He acknowledged that the committee reviewing the proposals will conduct the interviews. He noted that the enrollment fee will be determined by the contractor who will provide a count of class participants. He explained that there has been a 70/30 revenue split with the contractor keeping 70 percent and the City 30 percent, but the new process will be an 80/20 split with registration handled through the PRD office. He noted that [Jerry Vance's] contract expired but was extended through January and may be extended another two weeks. He explained that the payment method is based on a percentage split, not on facility rental. He acknowledged that a potential contractor is renting the Tahoe Room, paying a rental fee and if successful, will operate on the percentage basis. He explained that Ms. Vance continues to operate and provide classes on the 70/30 split and is not paying a room rental.

In response to another series of questions, Mr. Moellendorf opined that fitness classes are subsidized to a degree but acknowledged that revenues received from the contractor come close to covering the facilities' costs. He added that cleaning and setup are generally performed by the contractor. He explained the conditions under which proposals will be entertained and that there is no maximum number of classes. He added that a class in the lobby would be considered and the gymnasium and Sierra Room could be used if they didn't conflict with other events. He explained the review process and that a recommendation would be forwarded to him. He noted that contracts will be considered and reviewed on an annual basis. He added that competition will be allowed but not controlled and hoped to improve the diversity and quality of classes. He pointed out clients' loyalty to fitness instructors but that they will also have options to enroll in other programs or pay for drop-in classes. He explained that a multiple pass or punch card system would not be transferrable because they deal with separate contractors. He acknowledged that room rentals would cost considerably more than the 70/30 split and are based on hourly cleaning costs. He noted that scholarships are offered through sports programs and there may be classes that attract both high school students and senior citizens. He reiterated that the contract is between the contractor and the client, not with the City.

In response to another series of questions, Mr. Moellendorf replied that current contracts have had minimum attendance numbers and the PRD has the option to terminate with 30 days notice. He noted that since 2007, the Sweat Shop has averaged less than seven participants per class. He added that the City allows for different types of attendances, explained the process and emphasized that they want to ensure maximum use of the facility. He reiterated that the goal is to increase class diversity. He explained that

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the PRD will be handling class registrations and the instructor will provide a daily count. He advised that Discover Us advertising is provided by the City. He described how this conforms with the BOS goals by having people attend classes and use the facilities. He added that incentives are being offered to instructors to help improve class attendance.

Vice Chairperson Lasco pointed out that the RFP process is standard City protocol. In response to another series of questions, Mr. Moellendorf replied that they are considering converting the Discover Us to a web based rather than printed product as it can be updated more frequently. He reiterated that staff will take the registrations and provide the contractor with a roster. He explained that a drop-in user will pay the fee to the PRD adding that they are trying to dissuade it by charging a \$5 fee. He explained that the drop-in user will have to pay before taking the class again.

(6:18:52) Chairperson Curtis opened the item for public comment. Jerry Vance introduced herself as owner of the Sweat Shop and Wet Sweat. She advised that she paid twice for the Discover Us ad at \$560 a page. She read comments into the record explaining that her programs have existed for 34 years adding to the health and well being of the community. She gave statistical information noting that her classes have totaled over 300,000 student hours and averaged 9.5 students per class in December. She explained that she was moved from a room allowing 35 students per class to a room allowing 12, and has had to adjust her classes. She noted that most of the audience has been with her 15-30 years. She advised that Wet Sweat pool supplies and equipment cost \$1,200 which she has to occasionally renew. She advised that she mops the floors and cleans the mirrors. She added that her business costs in 2009 were \$3,600 and brought in pool revenue of \$5,022. She gave statistical information regarding attendance and fees and submitted a petition which was provided to the Clerk. In response to a question, she replied that she will submit proposals for the Sweat Shop and Wet Sweat.

(6:27:14) Don Hataway gave historical information noting that he's been involved with programs in the building since 1978. He encouraged the City to do whatever possible to build up the Tahoe Room as "it's the primary source of revenue generation for the community." He expressed excitement about fitness classes by Terri & Patty but believes they are a "subversion of the open competitive bid process..." He relayed a conversation with the Fire Marshall and expressed hope that City staff doesn't object to occasionally exceeding maximum occupancy. He opined that the percentage split basis doesn't make sense and that a one time only drop-in fee won't work. He explained the economics of an individual day pass and suggested it be given more flexibility. In response to a question, Mr. Moellendorf advised that the Tahoe Room is being used on a rental basis and will terminate when the new programs are begun. He explained that it is an opportunity to evaluate their programs and participation but they won't automatically be selected as a contractor.

(6:37:53) Ursula Carlson explained that Ms. Vance's classes are always "cutting edge." She explained that they appeal to everyone because exercises are universal and less expensive than a gym. She noted Ms. Vance's reasonable method of charging for classes and recommended a simple ticket system rather than a contract fee. She added that the classes build friendships. She mentioned the "talk on the street" is that the PRD is trying to bail out failing businesses adding that Ms. Vance has provided a viable service for 34 years and has never needed a bailout.

(6:46:34) Ron McHenry commented that he's in better shape than he's been in a long time because of his attendance in Ms. Vance's classes. He referred to a letter written to Robin Williamson, a copy of which

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is incorporated into the record. He opined that Ms. Vance's program is unique because it has been successful for 34 years. He expressed concern about what he would do if her programs are terminated and didn't understand why multiple programs can't coexist. He opined that Ms. Vance's contract should be renewed through the year and that it was unfair for her to go on a month-to-month basis. He finished by stating that he "will stick with her as long as she's able to conduct the class."

(6:51:11) Scott Heaton, Ms. Vance's legal counsel, asked the PRC "to put pressure on the Director to ensure that the new process doesn't result in losing a class that has been beneficial to the City for many years." He expressed concern about allowing failed businesses to conduct fitness classes and in the process lose a program like hers. He suggested a fee structure on a pay-per-class basis and opined that charging monthly fees will drive people away. He noted that room rentals don't compete with Ms. Vance's program and two programs can coexist. He expressed the understanding that if a fee structure is not included in the RFP, the amount of revenues generated by the program will not be a consideration. In response to a series of questions, Mr. Moellendorf replied that the item is planned to go before the BOS on March 4 and will be held during the open discussion period. He explained how times and facility will be locked in during contract periods but other times available in the same room will be considered for other proposals. He reiterated that if a program loses viability, the contract can be terminated with 30 days notice. He added that if commitments are made for a given time and facility, other proposals won't be accepted for the same space. He reiterated that the contract is between the contractor and the client and any refunds would be paid by the contractor.

In response to a series of questions, Mr. Dunn replied that the instructors will set their own payment rate and determine whether to offer passes. He echoed Mr. Moellendorf's comments that it is not based on revenue but to get as many participants as possible. He explained that Ms. Vance will collect 80 percent of sales within a 30 day period. He reiterated that she can create any method to collect payment but it will be billed on a 30 day billing process. He explained that they are trying to relieve the contractor from the responsibility of collecting money. Commissioner Walt opined that it is unfair to force the instructor to constantly market. In response to a question, Mr. Moellendorf replied that an incentive is being provided to the contractor to improve class attendance. In response to another question, he acknowledged that fees charged by the current contractor are considerably lower than fitness centers and explained that private fitness clubs work in a variety of methods. He noted that they are not trying to bail out existing businesses but it is an opportunity to provide services and different types of classes. In response to another question, he expressed the understanding of the seasonal nature of indoor fitness classes. He advised that the committee will determine whether a proposal has sustainable merits. Commissioner Carlson commented that the community appreciates the flexibility of a card system and to promote attendance and use of services, ease and simplicity of entering into programs needs to be maximized. "I don't want to go visit your office during business hours...you have built a fee structure and billing regime...optimized to accommodate your bureaucracy and not the community."

(7:15:55) Mr. Heaton expressed confusion as to why it would be difficult to simply issue a pass card. He noted that the flexibility of the program has made it work and allowed people to participate to the greatest extent possible.

(7:16:47) Lynn Phalan advised that she is an instructor with Ms. Vance and teaches three to four times a week. She explained that she has had lung cancer for four years and credited M.D. Anderson Cancer Clinic and Ms. Vance for saving her life. She described her illness and treatments and how her doctors marvel

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at her ability to teach aerobics. She described herself as "a miracle with M.D. Anderson." She fervently described Ms. Vance's support system stating that she is more blessed than anyone. "It's because of Jerry that I'm sitting here talking to you."

(7:19:37) Dixie Jennings Teats pointed out that the program and instructor have been disrespected. She explained that Ms. Vance was given 30 days notice on the last day in December. She suggested that people making these types of decisions should have people skills which include honoring what already exists. She noted that the response from the community was that "it wasn't a good process."

(7:22:04) Karen Crandall advised that aerobic classes at Fitness for 10 are \$29 and \$19.95 at Eagle Fitness and opined that Ms. Vance's fees are comparable. She encouraged the PRC to support Ms. Vance so her age group can participate and reciprocate by supporting the community.

(7:23:23) Chairperson Curtis commented on the recreation center that would include a fitness element. She expressed confusion and believed it to be the purpose of having a community center. Commissioner Livermore commented on unmanageable complications regarding fee collection. He opined that if it's not about revenue, "come up with a fee of \$20 a month and you can come as many times as you want." He explained that operational costs are the problem with the recreation center and the essence of marketing is providing a desired service to the community.

Mr. Moellendorf explained that "if the independent contractor wants to have a punch card that's good for 20 visits, we'll sell that punch card...and during that 30 day period, we will reimburse them 80 percent...collected for the 20 punch card." He reiterated that reimbursement to the contractor is based on a 30 day system and they are hoping to relieve the contractor from responsibility of accepting payments. He added that "we're not automatically eliminating Jerry Vance's or Teresa Simmons' classes...let's get some competition...Let's look and evaluate them. It doesn't mean that Teresa Simmons or Jerry Vance are not going to have any classes... We're just trying to improve the diversity and more offerings to the public."

(7:30:21) Mr. Hataway expressed appreciation for Mr. Moellendorf's clarification but noted that the RFP speaks to a monthly fee with one drop-in. In response to a question, Mr. Dunn explained that if Ms. Vance submitted a proposal for the same class at multiple days and times, it would be one RFP request, but different classes would require different RFP's. Mr. Hataway suggested waiving the 20-30 percent fee for six months for new operators. Mr. Dunn responded that there are a lot of opportunities to offer classes and the RFP process will award them a chance to make more money. Mr. Moellendorf added that some of the stipulations in the RFP process are added to protect the public and clients. Vice Chairperson Lasco opined that staff's intent is to spark new opportunities to generate dedication and passion with other segments of the community. Mr. Moellendorf noted that the public's comments will be taken into consideration. Chairperson Curtis thanked the audience for their attendance.

4-B. ACTION TO RECOMMEND TO THE BOARD OF SUPERVISORS APPROVAL OF MATERIALS THAT IDENTIFY CARSON CITY AS A PARTNER TO RAISE FUNDING BY THE FRIENDS OF SILVER SADDLE RANCH (FOSSR) AND SIERRA BUSINESS COUNCIL IN ORDER TO PRODUCE A BUSINESS DEVELOPMENT AND ORGANIZATIONAL PLAN FOR THE FOSSR AND TO FACILITATE THE IMPLEMENTATION OF A COMMUNITY VISION DEVELOPED FOR THE SILVER SADDLE RANCH AND THE CARSON RIVER (*Juan Guzman/Nancy Santos*) (7:40:20) - Chairperson Curtis introduced the item. Mr. Guzman introduced Nancy

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Santos, President of FOSSR, presented background information, and reviewed the staff report which is incorporated into the record. Commissioner Livermore commented on the value of the Charrette noting that it was included in the Federal Lands Bill as a management value of Prison Hill and Silver Saddle Ranch and that it will lead to huge recreational opportunities for the community. Ms. Santos expressed her thanks noting that it was a lot of hard work. In response to a question, Mr. Guzman replied that they are beginning to implement measures of the Charrette and requested suggestions from the PRC regarding improving their informational package. In response to a comment, he suggested that Prison Hill be included in another agenda item. Commissioner Livermore opined that the agenda item is broad enough to include it but asked to see it on the next agenda. **Commissioner Livermore moved to recommend to the Board of Supervisors approval of materials that identify Carson City as a partner to raise funding by the Friends of Silver Saddle Ranch (FOSSR) and Sierra Business Council in order to produce a business development and organizational plan for the FOSSR and to facilitate the implementation of the community vision developed for the Silver Saddle Ranch and the Carson River. Commissioner Smolenski seconded the motion. Motion carried 9-0.**

4-C. DISCUSSION ONLY REGARDING CARSON CITY'S OPEN SPACE PROGRAM LANDS ACQUISITIONS AND OTHER ACTIVITIES ALONG THE CARSON RIVER (*Juan Guzman*) (7:49:21) - Chairperson Curtis introduced the item and Mr. Guzman gave background information and reviewed the staff report which is incorporated into the record. He referred to a displayed map of the Jarrard, Vidler, Serpa and Bently properties. He reported that the item is part of the implementation of recreation. In response to a question, he replied that the grant for the Serpa property has been extended to the end of March. In response to another question, he explained the trail system which consists of approximately 2.5 miles of trails.

4-D. ACTION TO APPROVE AMENDMENTS TO THE PARKS AND RECREATION COMMISSION BY-LAWS (*Roger Moellendorf*) (7:55:06) - Chairperson Curtis introduced the item and Mr. Moellendorf reviewed the staff report which is incorporated into the record. He noted that ideas for amendments can be brought forth during the course of the year even though they have traditionally been reviewed in January. **Commissioner Smolenski moved to approve the amendments to the Parks and Recreation Commission By-laws as presented. Commissioner Lehmann seconded the motion. Motion carried 9-0.**

4-E. DISCUSSION ONLY REGARDING THE CARSON CITY'S BOARD OF SUPERVISORS' APPROVED "CUTBACK PROGRAM" FOR THE FISCAL YEAR 2010-2011 GENERAL FUND BUDGET AND THE RESULTING POTENTIAL BUDGET REDUCTIONS AND SERVICE IMPLICATIONS TO THE PARKS AND RECREATION DEPARTMENT (*Roger Moellendorf*) (8:02:28) - Chairperson Curtis introduced the item and Mr. Moellendorf gave background information and reviewed the staff report which is incorporated into the record. He clarified that cutbacks apply only to the general fund. He advised that the cuts were prioritized based on the least to the greatest impact, explained the method he employed, and how he prioritized them. He explained the differences between internal and external services adding that he placed a higher emphasis on internal services cutbacks. He referred to the Cutback Program Priority List included in the agenda packet advising that the PRD's cuts amount to over \$638,000 while the City is approximately \$3.5-\$4 million short for next year's budget. In response to a comment, Mr. Moellendorf explained that #17 on the List was offered by Public Works and in order to reduce the general fund budget, water and sewage costs would be absorbed by enterprise budgets. In response to a question, he referred to the worksheets included in the agenda

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materials noting that some cuts will impact levels of service. He explained that in previous reductions, PRD implemented a \$58,000 reduction in the aquatics facility. In response to another question, he acknowledged that certain cuts relate to reducing hours and eliminating positions at the swimming pool and referred to Program 12 in the agenda materials. He reviewed several of the proposed budget cuts and explained their impacts.

Regarding the Community Center cuts, Commissioner Walt suggested reducing overtime by training hourly employees and Mr. Moellendorf responded that they plan to increase technician training of organizations' staff. In response to a question, he replied that they will have to review fees and services and suggested that certain events may have to provide their own custodial services due to lack of seasonal employees and overtime. In response to a comment, he acknowledged that some cuts will create unintended consequences although some will create a benefit and he described a few examples. Commissioner Walt complimented PRD staff for providing the information and noted the challenging task undertaken by the entire City. Mr. Moellendorf stated that it was a true staff effort and described the difficulty of implementing cuts when it affects specific employees. He added that some employees have a true sense of pride in their work and are resistant to "dummying down" their responsibilities. In response to a question, he replied that they hope to move registration to the aquatic center by May 1.

4-F. DISCUSSION ONLY REGARDING ACTION TAKEN BY THE BOARD OF SUPERVISORS DURING THEIR MEETING ON THURSDAY, JANUARY 21, 2010, REGARDING AN ASSESSMENT AND STUDY OF INDOOR RECREATION AND SPORTS PROGRAMS AND FACILITIES NEEDS, AS WELL AS A TIME LINE TO COMPLETE SUCH A STUDY. THIS ITEM ALSO INCLUDES: (1) THE PRESENTATION BY EX-OFFICIO COMMISSIONER MOLLY WALT GIVEN TO THE BOARD OF SUPERVISORS; (2) A PRESENTATION ON RECREATION CENTERS BY COMMISSIONER PETE LIVERMORE (8:35:30) - Chairperson Curtis suggested continuing item 4-F to the March meeting. In response to a comment, Mr. Moellendorf noted that they planned to present the timeline to the BOS in March. Commissioner Livermore commented that based on the tone of the meeting, he doesn't want indoor organized sports activities trumping individual users. Upon discussion, Chairperson Curtis announced that the item would be continued to the next meeting. In response to a comment, Mr. Moellendorf replied that they will plan to take the timeline to the second BOS meeting in March.

5. MEMBERS' ANNOUNCEMENTS AND REQUESTS FOR INFORMATION (8:42:20) - Chairperson Curtis discussed the FYI's, noting the legislative update from National Parks and a thank you regarding snowplowing the trails.

5-A. REPORT FROM SCHOOL BOARD LIAISON () - None.

6. FUTURE AGENDA ITEMS (8:40:20) - In response to a question, Mr. Moellendorf suggested a tour of the parks and recreation facilities in milder weather.

7. ACTION ON ADJOURNMENT (8:44:03) - Chairperson Curtis entertained a motion to adjourn. **Commissioner Lehmann moved to adjourn the meeting at 8:44 p.m. The motion was seconded by Vice Chairperson Lasco and carried unanimously.**

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The Minutes of the February 2, 2010 Carson City Parks and Recreation Commission meeting are so approved this 6th day of April, 2010.

DONNA J. CURTIS, Chair