

PHYSICAL ADDRESS:

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MAIN OFFICE:

PHONE: (707) 839-3251
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PARKS & RECREATION OFFICE:

PHONE: (707) 839-9003
FAX: (707) 839-5964

TO: MEMBERS, RECREATION ADVISORY COMMITTEE
FROM: LESLEY FRISBEE, RECREATION DIRECTOR
SUBJECT: STAFF NOTES FOR APRIL 16, 2020 MEETING
CC: MCSD BOARD MEMBERS
GREG ORSINI
JAMES HENRY
KIRSTEN MESSMER
JENS ANDERSEN
BRAD HAYMAN
JACK DURHAM, MAD RIVER UNION

Attached, is a copy of the agenda and meeting information for the upcoming Recreation Advisory Committee meeting to be held:

Thursday, April 16, 2020
ZOOM Video Conference
Meeting ID: 169 948 261
Password: 364553

Members:

Chair- John Calkins
Scott Binder-Vice Chair
David Couch-MCSD Board Director (non-voting member)
John Kulstad
Charlie Caldwell
Jeff Dunk
Chad Sefcik
David Coelho
Laura Bridy
Beth Frink
Ben Winker
Joshua Zender

Please contact the Parks & Recreation office at 839-9003 if you have any questions and/or if you are unable to attend.

Thank you.

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Recreation Advisory Committee

MEETING DATE

Thursday, April 16, 2020

6:30 p.m.

Location

ZOOM Video Conference

Meeting ID: 169 948 261

Password: 364553

MEETING Agenda

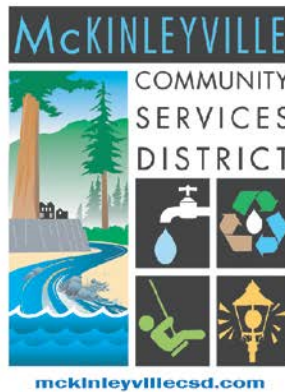
- I. Introductions, Call to Order & Flag Salute
- II. Communications
- III. Public Comment
- IV. Recreation Director Report
- V. BMX Proposal for Washington and School Property
- VI. DRAFT Parks & Recreation Operating Budget
- VII. Ad Hoc Committee Reports
- VIII. Discuss agenda topics for next meeting
- IX. Adjournment (Estimated 8:00 pm)

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TO: MEMBERS, RECREATION ADVISORY COMMITTEE

FROM: LESLEY FRISBEE, RECREATION DIRECTOR

SUBJECT: STAFF NOTES FOR APRIL 16, 2020 MEETING

AGENDA ITEM I- Introductions, Call to Order & Flag Salute

AGENDA ITEM II - Communications

Staff or members may communicate any pertinent information not already scheduled to be discussed on the agenda.

AGENDA ITEM III - Public Comment

Any person may address the Committee at this time upon any subject not identified on this Agenda but within the jurisdiction of the McKinleyville Community Services District.

AGENDA ITEM IV –Recreation Director Report

All Recreation Programming and events have been cancelled or suspended due to COVID-19. Since March 16th over \$12,000 in refunds have been issued due to these cancellations. A DRAFT modified FY 19-20 budget summary currently being prepared for presentation to the MCS D Board on May 6, 2020 can be reviewed in Attachment 1. *Please note this is a draft summary and is subject to change before the May 6th MCS D Board meeting.*

Full-time recreation staff are seeking creative virtual ways to stay connected with the community, preparing to be ready to implement programs as soon as the social restrictions are lifted and are using the absence of program related tasks to cross train with the Support Services dept, taking on work tasks that support the function of the water/sewer and support services depts. Park Maintenance staff continue maintain our parks and facilities and are taking advantage of the facility closures to do a variety of facility improvement projects.

Action: Information

AGENDA ITEM V - BMX Proposal Washington and School Property

Community members, Jason Orlandi, Wendy Orlandi and Devin Medrud have compiled a sample operating budget and an outline of potential fundraising/funding strategies for a BMX track (see *Attachment 2*).

Action: Information

AGENDA ITEM VI – DRAFT Parks & Recreation Operating Budget

Review DRAFT Budget presented to the MCSD Board on April 1st (*Attachment 3*). The final draft which will be presented to the MCSD Board on June 3rd (and which I hope to be able to present to the RAC in May) will reflect changes based on reduced programming and facility use as a result of the COVID-19 restrictions on social interaction.

Action: Discussion

AGENDA ITEM VII – Ad Hoc Committee Reports

Hewitt Ranch (John Kulstad)

Skate Park (Charlie Caldwell)

Property at School Road and Washington Ave (Chad Sefcik)

Riverfront property (Jeff Dunk)

Fischer Ranch Estuary Project (Johnny Calkins)

BMX Bike Track (Charlie Caldwell)

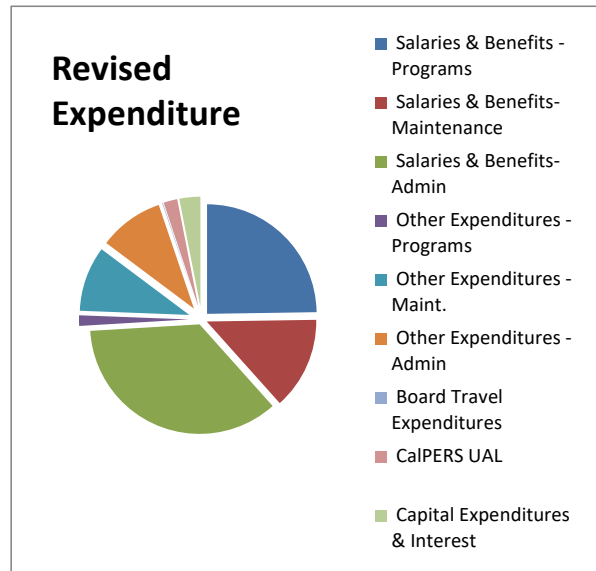
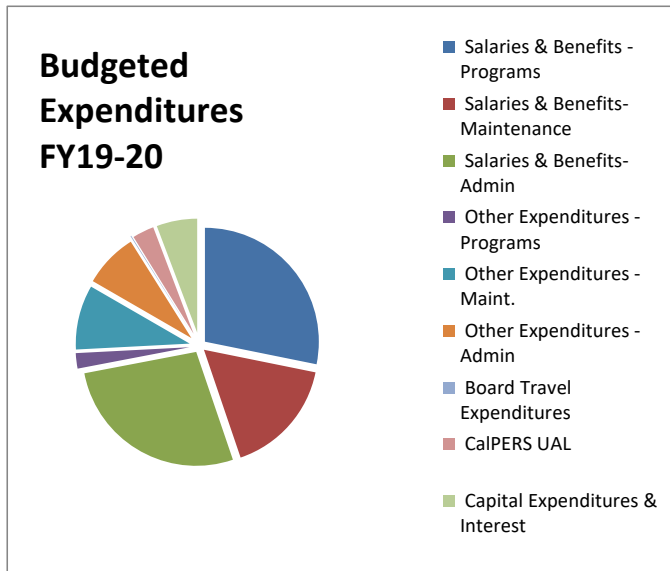
Action: Information

AGENDA ITEM VII – Discuss Agenda Topics for Next Meeting

AGENDA ITEM IX – Adjournment

McKinleyville Community Services District
Parks/General Fund DRAFT Operating Budget
FY 2019-20, May Revise (Covid19)

Description	Parks/General Fund Approved Budget FY2019-20		Parks/General Fund Proposed Revised Budget FY2019-20		Difference (Memorandum Only)	
Revenues						
Program Fees	368,779	28%	219,164	20%	(149,615)	-40.6%
Facility Fees	87,375	7%	67,313	6%	(20,062)	-23.0%
Property Taxes	631,898	48%	604,275	56%	(27,623)	-4.4%
Open Space Fees	112,162	8%	120,159	11%	7,997	7.1%
Contributions & Other Program	1,000	0%	1,468	0.1%	468	46.8%
Other Revenue	17,682	1%	12,264	1%	(5,418)	-30.6%
Quimby Fees/ Grants/Loans	77,000	6%	18,700	2%	(58,300)	-75.7%
Interest Revenue	27,000	2.0%	35,000	3.2%	8,000	29.6%
Total Revenues	1,322,896	100%	1,078,343	100%	(244,553)	-18.5%
Expenditures						
Salaries & Benefits - Programs	366,551	28%	304,405	25%	(62,146)	-3.4%
Salaries & Benefits- Maintenance	215,857	17%	167,525	14%	(48,332)	-3.0%
Salaries & Benefits- Admin	353,909	27%	438,545	36%	84,636	8.5%
Other Expenditures - Programs	28,406	2%	19,100	2%	(9,306)	-0.6%
Other Expenditures - Maint.	119,190	9%	118,325	9.6%	(865)	0.5%
Other Expenditures - Admin	100,421	8%	117,522	9.6%	17,101	1.8%
Board Travel Expenditures	1,300	0.1%	1,100	0.1%	(200)	0.0%
CalPERS UAL	40,000	3%	25,000	2.0%	(15,000)	-1.0%
Capital Expenditures & Interest	75,000	6%	38,000	3%	(37,000)	-2.7%
Total Expenditures	1,300,634	100%	1,229,522	100%	(71,112)	-5.8%
Excess (Deficit)	22,262		(151,180)			



McKinleyville BMX

Operational Costs/ Potential Revenue

Using the elaborate USABMX Excel Spreadsheet I entered reasonable estimates for rider attendance, cost associated with hosting the races, and other associated rev/exp. I attached a copy of the spreadsheet, but the below is an overview of the data.

1. <u>Rider count, practices/races, and revenue</u>	
a. 25 riders per practice night, \$2 per person, 3 practices per month→	\$150 mo.
b. 50 riders per race, \$10 per race, 6 races per month→	\$3000
c. Estimated that a basic snack/drink stand would bring in→	<u>\$750</u>
	\$3900mo
2. <u>Expenses, dues, trophies, utilities, marketing.</u>	
a. USABMX fee, insurance, and data fees→	\$1200mo
b. Trophies, medals, awards	\$750
c. Marketing	\$390
d. Maintenance	\$390
e. Mics expenses	<u>\$200</u>
	\$2930

\$3900

-\$2930

\$970 potential revenue to put towards rent/lease, utilities, and improvements to the track.

It should be noted that we would hold more races and practices than I entered in the data above. I wanted to give a low estimate and not oversell the program. This also does not include funds that would be generated from the 1 to 2 large state level races that every sanctioned track can hold per year. This is the time that the track gets people traveling from a regional level. Families would be staying in our hotels, eating in our restaurants, and shopping in our stores.

The estimates do not include any type of rent/lease as this has not been established, and it also does not include any utilities as we are not certain what will be at the site. Marketing, maintenance, and misc expenses are probably accurate in the beginning months, but after the track is up and running the maintenance is largely volunteer support, and thus won't be that much of an expense. The marketing is also off set by part of the sponsorships. The package helps fund, but also covers signage around the track. Running a strong social media campaign, which is mostly low cost, provides high visibility.

1. Grants:
 - a. *Santa Clara, WA combined with the City obtained a capital project fund for \$158,000. Estimated that 1,250 to 1,750 people out of county will use BMX track each year generating \$262,000 to Santa Clara.
 - b. USAcycling.org
 - c. People for Bikes *up to \$10,000
 - d. QBP brand grants with local dealer
 - e. USA BMX beginner league start up grant
 - f. Humboldt Area Foundation
 - Community Grants Program \$5,000-\$20,000
 - Consulting Grant up to \$5,000
 - Grassroots Grant \$200-\$2,000
 - g. *Smullin Foundation Capital Project Funds
 - h. IMBA and FOX grants \$500-\$1000
 - i. McKinleyville Area Fund \$15,000
2. Sponsorship, multiple levels of sponsorship
 - a. Signs hung up along fencing
 - b. Advertisement on FB, IG and other social media sites and Website
 - c. Logo on T-Shirts, etc.
3. Donations:
 - a. Soil - on site and maybe from Jim Furtado
 - b. Equipment use - Don's Rent All; Jim Furtado if construction coincides with leveling park area?
 - c. Gate Fabrication - local welders
 - d. Lumber and equipment - Piersons; Almquist Lumber; Schmidtbower;
 - e. Recycling bins - CAN'd Aid Crush It Crusade Grants;
4. Fundraising:
 - a. Raffle/Auctions
 - b. Wild events such at tricycle races; riding bikes into the bay
 - c. Bake Sales
 - d. Concerts
 - e. Local restaurant days (Applebee's, Mad River Brewery, ect.)
 - f. Donation accounts tied to Amazon
 - g. Birthday party rentals *when track is built

McKinleyville Community Services District
Parks/General Fund DRAFT Operating Budget
FY 2020-21

Description	Parks/General Fund Approved Budget FY2019-20		Parks/General Fund Proposed Budget FY2020-21		Difference (Memorandum Only)	
Revenues						
Program Fees	368,779	28%	340,595	27%	(28,184)	-0.7%
Facility Fees	87,375	7%	82,655	7%	(4,720)	0.0%
Property Taxes	631,898	48%	622,403	50%	(9,495)	1.9%
Open Space Fees	112,162	8%	115,315	9%	3,153	0.7%
Contributions & Other Program	1,000	0%	1,300	0.1%	300	0.0%
Other Revenue	17,682	1%	16,912	1%	(770)	0.0%
Quimby Fees/ Grants/Loans	77,000	6%	20,000	2%	(57,000)	-4.2%
Interest Revenue	27,000	2.0%	53,000	4.2%	26,000	2.2%
Total Revenues	1,322,896	100%	1,252,180	100%	(70,716)	-5.6%
Expenditures						
Salaries & Benefits - Programs	366,551	28%	338,019	27%	(28,532)	-1.1%
Salaries & Benefits- Maintenance	215,857	17%	204,043	16%	(11,814)	-0.3%
Salaries & Benefits- Admin	353,909	27%	387,906	31%	33,997	3.8%
Other Expenditures - Programs	28,406	2%	19,100	2%	(9,306)	-0.7%
Other Expenditures - Maint.	119,190	9%	118,325	9.5%	(865)	0.3%
Other Expenditures - Admin	100,421	8%	117,522	9.4%	17,101	1.7%
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CalPERS UAL	40,000	3%	25,000	2.0%	(15,000)	-1.1%
Capital Expenditures & Interest	75,000	6%	38,000	3%	(37,000)	-2.7%
Total Expenditures	1,300,634	100%	1,249,015	100%	(51,619)	-4.1%
Excess (Deficit)	22,262		3,165			

