

<p>CARNEGIE FORUM 305 W. PINE ST. LODI, CALIFORNIA 95240</p>	<p><b>AGENDA</b> <b>PARKS AND RECREATION COMMISSION</b></p>	<p>REGULAR MEETING TUESDAY, April 1, 2014 @ 7:00 PM</p>
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For information regarding this agenda please contact:

**Terri Lovell @ (209) 333-6742**

**Parks, Recreation and Cultural Services Administrative Secretary**

***NOTE:** All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office at the Parks and Recreation Department, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact Parks and Recreation Department as soon as possible and at least 24 hours prior to the meeting date.*

1. ROLL CALL
2. MINUTES – “March 4, 2014”
3. COMMENTS BY THE PUBLIC, COMMISSION AND STAFF ON NON-AGENDA ITEMS
4. ACTION ITEMS
  - a. Recommend Strategic Plan Consulting Firm
  - b. Creation of Lodi Parks and Recreation Fund
5. REGULAR AGENDA – DISCUSSION ITEMS
  - a. Youth Representation on the Parks and Recreation Commission
6. DIRECTOR, SUPERINTENDENT, SUPERVISORS, REPORTS/UPDATES
7. ANNOUNCEMENTS
  - a. Easter Egg Hunt – April 19, 2014 – 10:00 am - Hutchins Street Square
8. ADJOURNMENT

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

***\*\*NOTICE:** Pursuant to Government Code §54954.3(a), public comments may be directed to the legislative body concerning any item contained on the agenda for this meeting before (in the case of a Closed Session item) or during consideration of the item.*

**MEETING MINUTES**  
**LODI PARKS AND RECREATION COMMISSION**  
**TUESDAY, MARCH 4, 2014**  
**7:00 P.M. - Carnegie Forum**

**I. Roll Call**

Present: Commissioner Long, Wardrobe-Fox, Akin, Palmquist

Absent: Commissioner Morgan

Staff Present: Jeff Hood, Michael Reese, Steve Dutra, Terri Lovell

**II. Minutes of February 4, 2014**

Motion by Commissioner Long to approve the February 4, 2014, meeting minutes. Second by Commissioner Wardrobe-Fox.

DISCUSSION

None

Ayes: Commissioner Long, Wardrobe-Fox, Akin, Palmquist

Noes: None

Motion carried 4 – 0

**III. Comments by the Public, Commission and Staff on Non-Agenda Items**

Mr. Dutra introduced the President of Tree Lodi, Gordon Schmiere. Mr. Schmiere gave the Commission information on the upcoming Arbor Day Celebration at Lakewood School. The morning session will be from 9:00 – 11:00. Tree Lodi is partnering with the Arts Commission for a poster contest with the students.

Marilyn Hughes, 1311 W Century Blvd., Lodi – Ms. Hughes is proposing that Lodi become a center for adaptive paddling. Ms. Hughes is proposing starting a senior paddling program, a social class and an adaptive paddling workshop through the American Canoe and Kayak Association. Ms. Hughes is also suggesting having an instructor course as well. Commissioner Wardrobe-Fox clarified that Ms. Hughes is not asking for anything from the Parks and Recreation Department. A \$10 fee for residents and \$15 fee for non-residents will be charged for the 2 hour class and the monies will go towards scholarships. A reduced fee for kayak rentals will also be offered. Commissioner Akin asked if this is a City sponsored program. Ms. Hughes stated it would be coordinated through The Headwaters.

Commissioner Akin thanked Mr. Hood and his staff for applying and obtaining the grant to redo the boat ramp and north side of the lake.

Mr. Hood shared the meeting with the Strategic Plan review committee is scheduled for March 12<sup>th</sup>.

Mr. Hood shared there were rain-outs last Saturday for youth baseball and softball. Try-outs were scheduled for tonight however fields are not playable.

Mr. Hood shared some of the items that will be on the April Commission agenda.

Mr. Dutra announced that this Saturday at 8:00 a.m. at Zupo Field there will be a volunteer day. Mr. Dutra encouraged the Commissioners and those in attendance to attend.

**IV. Action Items**

NONE

## V. Regular Agenda – Discussion Items

### Presentation of Rose Gate and Van Ruiten Ranch Park Plans

Mr. Hood introduced this item. Mr. Hood stated there is one additional park planned in the Reynolds Ranch subdivision.

Tom Doucette, FCB Homes – Mr. Doucette elaborated on the proposed design elements for Rose Gate Park.

Commissioner Akin asked Mr. Doucette if he did Century Meadows Park. Mr. Doucette said he was not involved with the design however his firm installed it. Commissioner Akin thought Century Meadows was done very nicely.

Commissioner Wardrobe-Fox asked about the picnic shelter design. Mr. Doucette clarified the location of the proposed picnic shelter.

Commissioner Long asked Mr. Dutra how this park will be maintained. Mr. Dutra stated he's working on a plan for maintenance. Mr. Hood shared this park will be included in the Lighting and Landscape District. Mr. Hood stated he's working with Public Works on the funding mechanism.

Mr. Hood shared a map for the proposed park in the Van Ruiten Ranch subdivision. Mr. Hood is unsure of the proposed timeline for development of this park.

Commissioner Akin asked if this is more of an active park than a passive and is it lighted. Mr. Hood didn't think it was lighted because it backs up to homes. Commissioner Akin asked about restrooms. Mr. Hood felt it would be a future discussion as restrooms are not reflected in the current design. Mr. Hood stated that the Planning Commission will be looking at this park in April or May. The Planning Commission discussed Rosegate in October 2013.

Commissioner Palmquist would like to have future parks look to alleviate the impact on other parks in the inventory.

### Events Requiring Permits in Parks

Mr. Hood introduced this item. Mr. Hood has been focusing on getting the departments' ordinances updated and looking at what other communities are doing. Mr. Hood would like the Commission to look at possibly issuing permits to groups for use of our parks and if so, should it be a specific size or advertised activity.

Commissioner Long suggested maybe the department wants to control or regulate what goes on at the tennis courts.

Commissioner Akin feels 50 is too big a number. He completely agrees with the need to develop this type of regulation. Commissioner Akin feels 20 should be the number or any advertised event. He feels Mr. Hood should move forward with this issue.

Commissioner Wardrobe-Fox concurs with the previous Commissioners. Commissioner Wardrobe-Fox asked if there's signage limiting the use. Commissioner Wardrobe-Fox is in favor of looking at language to control the use.

Commissioner Palmquist is in favor of a permit and he feels the number should be lower than 50. He feels that if it's going to be a large group of organized people, it should be run through Parks and Recreation and make sure the appropriate insurance is in place.

Alan Wright, 2451 Meridian Drive, Lodi – Mr. Wright's wife owns Edge Nutrition and she offers free exercise classes as part of her nutrition program and typically there are 30 participants on average. Mr. Wright feels his organization is a good neighbor. Mr. Wright is not in favor of paying additional taxes. Mr. Wright wants to be part of the process.

Commissioner Long asked Mr. Wright how he feels the city can control this issue. Mr. Wright doesn't think it's a problem putting a process in place however he thinks you need to be careful what you're asking.

Commissioner Wardrobe-Fox shared the Commission's goal is to be good stewards of the City's facilities and the Commission is not looking to make money.

Commissioner Palmquist feels that Mr. Wright brings up a really good point that there are responsible users and that's what the Commission wants.

Mr. Dutra shared that the new surfaces that are acrylic need to be protected and used for the sports they're intended. Mr. Dutra stated the gates do have signage.

**VI. Director, Superintendent, Supervisors, Reports/Updates**

(Refer to packet reports for additional information)

NONE

**VII. Announcements**

NONE

**VIII. Adjournment**

Meeting adjourned at 8:14 p.m.

LODI PARKS AND RECREATION COMMISSION  
MEETING OF April 1, 2014

ACTION ITEM A

*RECOMMEND STRATEGIC PLAN CONSULTING FIRM*

Notes: \_\_\_\_\_

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Action: \_\_\_\_\_

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## PARKS AND RECREATION COMMISSION COMMUNICATION

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TO: Lodi Parks and Recreation Commission DATE OF MEETING: April 1, 2014  
FROM: Jeff Hood, Director  
SUBJ: Recommend Strategic Plan Consulting Firm

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TYPE ACTION NEEDED: Action.

PREPARED BY: Jeff Hood, Parks, Recreation & Cultural Services Director

RECOMMENDED ACTION: Recommend the Parks and Recreation Commission approve the Professional Services Agreement with PROS Consulting, Inc., for Parks, Recreation, and Cultural Services Strategic Plan and move the item on to Council for their approval.

### BACKGROUND INFORMATION:

With the Commission's support, the Parks, Recreation and Cultural Services (PRCS) Department issued a Request for Qualifications on November 11, 2013, for development of a Strategic Plan. The existing Parks and Recreation Open Space and Master Plan is 21 years old and no longer relevant. Seven firms sent submittals, a review committee comprising three staff members, two Recreation Commissioners and a community at-large member reviewed the documents and recommended three finalists.

In January, the same review committee conducted interviews with the three finalists, and unanimously agreed that PROS Consulting, Inc., of Indianapolis, Indiana is best-suited to develop a Strategic Plan that will serve as a blueprint for the Department to remain financially sustainable and to be relevant in the lives of community members. The PRCS Director contacted directors at five other parks and recreation departments that have used PROS Consulting's services, and each were highly complementary of the quality of PROS Consulting staff and the work product.

On March 12, the review committee held an informal meeting with key PROS Consulting staff for final validation, and committee members unanimously concur that the firm is a good fit to develop a Strategic Plan for PRCS.

The project will cost \$86,820, as shown in the attached fee proposal. This is \$7,480 higher than PROS' base proposal and includes a "crowd-sourcing" project website to provide project updates and engage the community in an effort to maximize outreach beyond traditional meetings and workshops. Funding will come from impact fees. Work is tentatively scheduled to begin in May and lasting approximately eight months. The scope of services is attached as well.

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### FUNDING CONSIDERATION OR IMPACT:

Strategic Plan expenses will come from the park impact fee program, which had a balance of \$517,476 as of June 30, 2013. The plan will guide the Department's future operating and capital expenditures in a manner that best meets the community's needs.

## Work Plan

### Task 1 - Project Kick-off/Project Management

**A. Kick-off Meeting/Project Management** – A kick-off meeting should be attended by key City staff members and PROS Consulting Team members to confirm project goals, objectives, and expectations that will help guide actions and decisions of the PROS Consulting Team. Detailed steps of this task include:

- Confirmation – The project goals, objectives, scope, and schedule will be confirmed.
- Outcome Expectations – Discuss expectations of the project along with a presentation on different management models.
- Communications – Confirmation of lines of communication, points of contact, level of involvement by City leaders and staff, and other related project management details. Also, protocols and procedures for scheduling meetings should be agreed to.
- Progress Status Reports – The Consulting Team will develop status reports to the City on a monthly basis. More importantly, we will be in close and constant contact with your designated project coordinator throughout the performance of the project.
- Prepare database of stakeholders – The Consulting Team will work with the City who will gather contact information to be used in the key leadership interview portion of the study.

More importantly, we will be in close and constant contact with your designated project coordinator throughout the performance of the project. It is recommended that status reports be created on a monthly basis and distributed to all Department employees as a way of keeping them informed and involved throughout the process – cultivating an environment for buy-in.

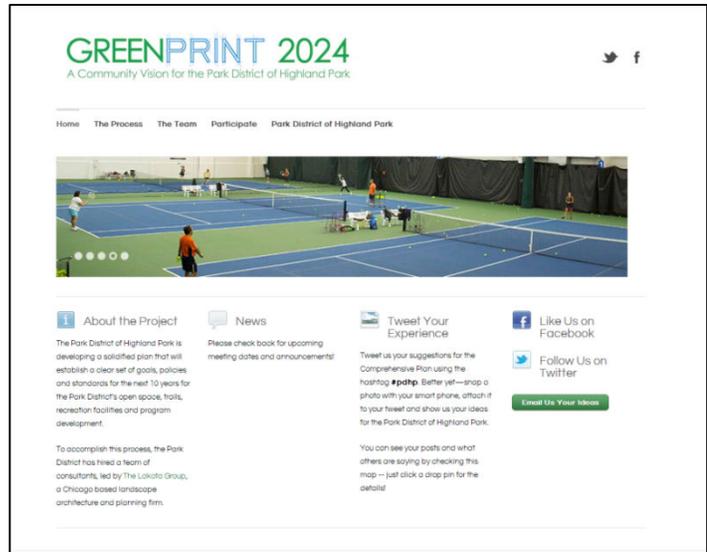
- B. Data Collection** – The PROS Consulting Team will prepare a data request to collect available operational and financial information to analyze the current situation and characteristics of the Parks, Recreation and Cultural Services Department. These include but are not limited to the City's General Plan, budget reports, operational reports, previous operational studies, program efforts, capital expenditure focus, site master planning efforts, natural area plans and any other relevant information.
- C. SWOT Analysis** – The PROS Consulting Team members will perform on-site review with Department staff to evaluate operational and financial opportunities and constraints. A tour of the City's facilities, parks, and programs will be performed to identify opportunities to increase revenue generation and reduce operational inefficiencies. The PROS Consulting Team will work with the Department staff to develop a SWOT analysis highlighting existing Strengths, Weaknesses, Opportunities and Threats faced by the Department as it seeks to expand and grow its offerings in the years to come.



**D. Crowd-Sourcing Project Website** - The Consultant Team will create a customized project website that will provide on-going project updates and will serve as the avenue to crowd-source information throughout the project for the entire community.

This could be combined with input through Social Media and could also host videos through a dedicated YouTube Channel and utilize the City’s website. E.g. [www.plan4pdhp.com](http://www.plan4pdhp.com)

It has proven to be a very effective tool in engaging the community on an on-going basis as well as maximize outreach to an audience that may not traditionally show up at public meetings or choose to respond to a Phone or Mail survey.



**Task 2 - Community Input**

The Consulting Team will utilize a robust public input process to solicit community input on how the City of Lodi’s Parks, Recreation and Cultural Services Department meet the needs of residents into the future. This task is an integral part of the *Strategic Action Plan* process. The PROS Consulting Team will prepare a community outreach agenda to include the number and types of meetings which will be held. Also, a statistically-valid City-wide needs assessment survey will be conducted to identify community needs and issues related to parks, facilities and services. Specific tasks include:

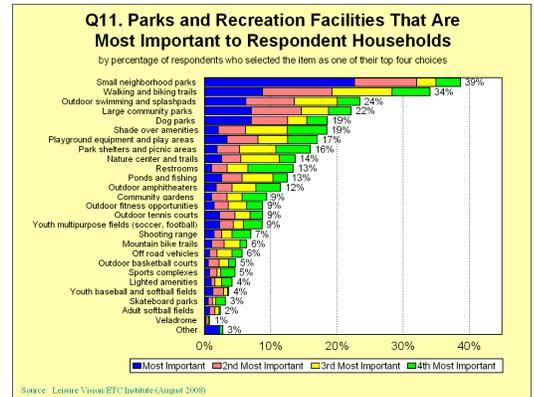
**A. Key Leadership/Focus Group Public Engagement** – The Consulting Team will conduct at a minimum of ten (10) key leadership interviews (use of phone or other online tool may be used for these if appropriate) and ten to ten (10) focus group meetings. We will utilize Department staff to identify target focus groups and key leaders—possible focus groups could include teens, young adults, urban or mixed-use area residents, and/or particular ethnic groups. The goal is to identify their vision and values and how they translate into future programs and development needs.

**B. Public Forums / Workshops** – Public forums will serve to present information and gather feedback from citizens at large. It will be important to get maximum media exposure to inform citizens of the purpose and importance of the meetings and clearly note time and locations.



We propose to conduct a total of four (4) public forums: two (2) initial public forums to introduce the project and project goals, gain input for the community’s vision and core values for the Parks, Recreation and Cultural Services Department and two (2) follow-up meetings conducted during the final briefings component of the plan. The purpose for these meetings will be to ensure opportunities for the general public to discuss their options and perceptions surrounding the Department. The forums will also afford the opportunity to discuss priorities of the community relating to the Parks, Recreation and Cultural Services Department.

**C. Statistically-Valid Survey** – ETC Institute will perform a random, scientifically valid community-wide household to quantify knowledge, need, unmet need, priorities and support for parks, recreation and cultural services. The Consulting Team will administer a statistically valid random sampling Needs Assessment Survey of household surveys in the City of Lodi. The survey will be administered by phone or by a combination of a mail/phone survey and can have a minimum sample size of 350 completed surveys at a 95% level of confidence and a confidence interval of +/- 5.2%.



Prior to the survey being administered, the PROS Consulting Team would meet with City of Lodi staff to review and finalize the agreed upon survey instrument.

**D. Caught-In-The-Act Surveys** - The PROS team will conduct caught-in-the-act surveys (Intercept surveys) of users in the process of using parks, facilities and during special events to obtain additional and random community input. We will also be conducting interviews while we are conducting the Site assessments for parks, trails, historic sites and facilities. This provides valuable insight and community feedback as people are ‘caught in the act’ of participating in a program or event or using a park, trail or facility.

**E. Online Survey** – PROS will also conduct an informal online survey to complement the data obtained from the statistically-valid survey. An online survey will be crafted and administered through [www.surveymonkey.com](http://www.surveymonkey.com). This survey will be promoted through the City’s website and promotional mediums to maximize outreach and response rates. It will focus on how users feel about the services provided, needs and importance, issues that need to be addressed and recommendations for change they would like to see the Department provide.

**F. Synthesize Community Values Model** – The Community Values Model will be synthesized and organized by the PROS Consulting Team to form the framework for the Strategy Matrix. The Consulting Team will document its findings and key issues to be addressed in the study. This report will be in form of a PowerPoint presentation in a work session with key Department staff to gain consensus. Also, a findings report of all public input will be provided to the City.

**Task 3 - Community Profile**

**A. Demographic & Trends Analysis** – PROS will utilize the City of Lodi’s projections and supplement with census tract demographic data obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends; for comparison purposes data will also be obtained from the U.S. Census Bureau. This analysis will provide an understanding of the demographic environment for the following reasons:

- To understand the market areas served by the City and distinguish customer groups.
- To determine changes occurring in the region and assist in making proactive decisions to accommodate those shifts.

The City’s demographic analysis will be based on US 2010 Census information, 2012 estimates, and five-year (2017) and 10-year (2022) year projections. The following demographic characteristics will be included: Population Density, Age Distribution, Households, Gender, Ethnicity, and Household Income.



From the demographic base data, sports, recreation, and outdoor trends are applied to the local populace to assist in determining the potential participation base within the community. For the sports and recreation trends, the Consulting Team utilizes the Sporting Goods Manufacturers Association information, as well as participation trends from the Outdoor Foundation on outdoor recreation trends.

**B. Benchmark Analysis** – A benchmark analysis will compare the City of Lodi to five (5) other relevant peer agencies. The Consultant Team will work with the Department to identify the 15 key metrics to be surveyed and analyzed, as well as the benchmarked communities.

System	2010 Population	Total Number of Parks	Total Parks Acres	Total Acres Maintained	Total Park Acres Per 1,000	Acres Undeveloped Park Land	Total Maintained Acres Per 1,000	% Acres Maintained to Total Park Acres
Provo, UT	112,488	92	2,197	802	19.53	1,370	7.13	37%
Missoula, MT	66,788	61	4,234	357	63.40	3,878	5.34	8%
Tempe, AZ	161,719	56	1,865	1,815	11.53	50	11.23	97%
Boulder, CO	97,385	60	1,810	1,047	18.59	763	10.75	58%
Flagstaff, AZ	65,870	27	710	143	10.78	566	2.18	20%
Sandy, UT	87,461	39	373	351	4.26	52	4.01	94%

### Task 4 - Park and Program Plan

**A. Program Services Assessment** – Recreation programs and special events are the backbone of park and recreation agencies. This assessment will review how well the department aligns itself with community needs (utilizing the statistically-valid survey and other community input). The goal of this process is to provide recreation program enhancements that result in successful and innovative recreation program offerings. The Consulting Team will provide insight into recreation program trends from agencies all around the country. The process includes analysis of the following programming aspects:

- Age segment distribution
- Lifecycle analysis
- Core program analysis and development
- Facility Gaps
- Best Practices from similar and comparable agencies
- Similar provider analysis/duplication of services
- Review of program development process
- Service systems and agency support needed to deliver excellent service
- Program Innovation Cycle
- Standards and Performance Measures

Ultimately, the outcome of the process will be the creation of a dynamic recreation program plan that results in increased registration, drives customer retention and loyalty, improves customer satisfaction, and increases revenues. Additionally, it will help focus staff efforts in core program areas and create excellence in those programs deemed most important by program participants.

**B. Park Classifications, Level of Service Standards**– As part of the *Strategic Action Plan*, the PROS Consulting Team will work with the Department to review and confirm, modify or add to existing park classifications, and preferred level of service standards for all park sites, trails, open space amenities and indoor and outdoor facilities.

*Scope of Services*  
**Strategic Action Plan for the Parks, Recreation and Cultural Services Department**

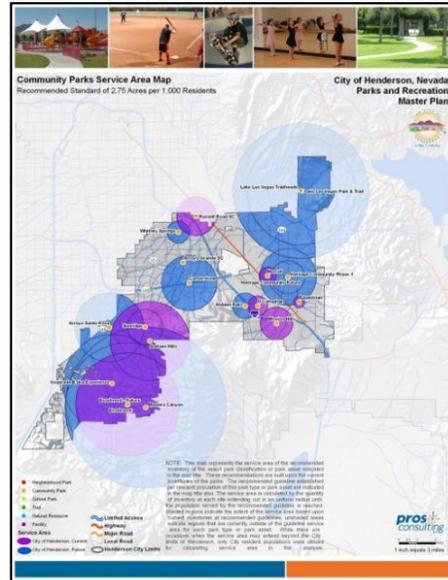
These classifications will consider size, population served, length of stay, and amenity types/services. Facility standards include level of service standards and the population served per recreational facilities and park amenities. Any new or modified classification or standard will be approved as required. These are based on regional, statewide or nationally accepted parks and recreation standards, as well as the PROS Consulting Team’s national experience and comparison with peer/survey agencies, adapted based on the needs and expectations of the community.

PARKS:	2009 Inventory - Developed Facilities						2009 Facility Standards			2014 Facility Standards			
	Jacksonville	Schools	Other Provider's	Military	Total Combined Inventory	Current Service Level based on population	Recommended Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Facilities / Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed
Neighborhood Park	34.63	-	6.01	-	40.64	0.49 acres per	1,000	1.00 acres per	1,000	Need Exists	42 Acre(s)	Need Exists	42 Acre(s)
Community Park	73.23	-	-	-	73.23	0.89 acres per	1,000	2.00 acres per	1,000	Need Exists	92 Acre(s)	Need Exists	92 Acre(s)
Regional Park	183.24	-	1.20	-	184.44	2.23 acres per	1,000	4.00 acres per	1,000	Need Exists	146 Acre(s)	Need Exists	146 Acre(s)
Open Space / Natural Areas	8.46	-	-	-	8.46	0.10 acres per	1,000	0.75 acres per	1,000	Need Exists	53 Acre(s)	Need Exists	53 Acre(s)
<b>Total Park Acres</b>	<b>299.56</b>	<b>-</b>	<b>7.22</b>	<b>-</b>	<b>306.78</b>	<b>3.71 acres per</b>	<b>1,000</b>	<b>7.75 acres per</b>	<b>1,000</b>	<b>Need Exists</b>	<b>333 Acre(s)</b>	<b>Need Exists</b>	<b>333 Acre(s)</b>
Special Use Areas	-	245.57	-	-	245.57	2.97 acres per	1,000	n/a	1,000	-	-	-	-
<b>OUTDOOR AMENITIES:</b>													
Playground Area	18.00	6.67	1.00	5.34	31.01	1.00 structure per	2,663	1.00 structure per	3,000	Meets Standard	- Structures(s)	Meets Standard	- Structures(s)
Basketball Court; Outdoor	10.00	2.67	-	3.67	16.34	1.00 structure per	5,055	1.00 structure per	7,000	Meets Standard	- Court(s)	Meets Standard	- Court(s)
Tennis Court; Outdoor	14.00	6.67	-	5.34	26.01	1.00 structure per	3,175	1.00 structure per	4,000	Meets Standard	- Court(s)	Meets Standard	- Court(s)
Diamond Field; Mounded - Small (60ft or under)	4.00	-	-	2.00	6.00	1.00 field per	13,761	1.00 field per	10,000	Need Exists	2 Field(s)	Need Exists	2 Field(s)
Diamond Field; Mounded - Large (75ft and larger)	-	2.00	-	0.67	2.67	1.00 field per	30,953	1.00 field per	20,000	Need Exists	1 Field(s)	Need Exists	1 Field(s)
Diamond Field; Non-Mounded - Small	3.00	4.00	-	2.00	9.00	1.00 field per	9,173	1.00 field per	15,000	Meets Standard	- Field(s)	Meets Standard	- Field(s)
Diamond Field; Non-Mounded - Large	8.00	-	-	1.33	9.33	1.00 field per	8,847	1.00 field per	20,000	Meets Standard	- Field(s)	Meets Standard	- Field(s)
Trails (Hard and Soft Surface Trails)	16.20	-	-	-	16.20	0.20 miles per	1,000	0.45 miles per	1,000	Need Exists	21 Mile(s)	Need Exists	21 Mile(s)
Soccer / Football / Multipurpose Field	8.00	4.67	1.00	5.34	19.01	1.00 field per	4,345	1.00 field per	4,000	Need Exists	2 Field(s)	Need Exists	2 Field(s)
Shelter; Large (100+ people)	8.00	-	-	4.00	12.00	1.00 structure per	6,881	1.00 structure per	10,000	Meets Standard	- Structures(s)	Meets Standard	- Structures(s)
Shelter; Medium (50- 99 people)	3.00	0.67	-	4.67	8.34	1.00 structure per	9,907	1.00 structure per	10,000	Meets Standard	- Structures(s)	Meets Standard	- Structures(s)
Shelter; Small (up to 50 people)	5.00	-	-	13.34	18.34	1.00 structure per	4,503	1.00 structure per	7,500	Meets Standard	- Structures(s)	Meets Standard	- Structures(s)
Skateboard Park	1.00	-	-	-	1.00	1.00 site per	82,582	1.00 site per	40,000	Need Exists	1 Site(s)	Need Exists	1 Site(s)
Outdoor Pool	-	-	-	1.50	1.50	1.00 site per	55,055	1.00 site per	40,000	Need Exists	1 Site(s)	Need Exists	1 Site(s)
Splash Pad / Spray Grounds	-	-	-	-	-	1.00 site per	n/a	1.00 site per	30,000	Need Exists	3 Site(s)	Need Exists	3 Site(s)
Dog Parks	-	-	-	-	-	1.00 site per	n/a	1.00 site per	25,000	Need Exists	3 Site(s)	Need Exists	3 Site(s)
Disk Golf Course	1.00	-	-	-	1.00	1.00 site per	82,582	1.00 site per	40,000	Need Exists	1 Site(s)	Need Exists	1 Site(s)
Nature Center	-	-	-	-	-	1.00 site per	n/a	1.00 site per	100,000	Need Exists	1 Site(s)	Need Exists	1 Site(s)
Indoor Aquatic Recreation Space	-	-	-	-	-	1.00 SF per	n/a	0.50 SF per	Person	Need Exists	41,291 Square Feet	Need Exists	41,254 Square Feet
Recreation Center	38,964.00	-	-	207,441.67	246,405.67	0.47 SF per	person	1.50 SF per	Person	Meets Standard	- Square Feet	Meets Standard	- Square Feet
Estimated Population: 2009	82,582												
Projected Population : 2014	82,508												



**C. Geographical Analysis through Mapping** – The PROS Consulting Team will work with the Department to determine appropriate GIS mapping. The Consulting Team can utilize GIS to perform a geographical mapping to identify service area analysis for specific facilities and programs. This includes mapping by classification and major amenities by facility standards as applied to population density and geographic areas. A service area is defined as a circular area around a park or amenity whose radius encompasses the population associated with the appropriate facility standard for each park classification and amenity. Using the facility standards and service areas provided by Consulting Team for each park and major facility type (amenity), a series of maps by each park classification and major amenities will be prepared. Major parks and facilities to be mapped could include:

- Neighborhood Parks
- Community Parks
- Soccer Fields
- Football Fields
- Baseball Fields
- Softball Fields
- Basketball Courts
- Tennis Courts
- Trails
- Playgrounds
- Picnic Pavilions
- Aquatics/ Pools
- Recreation/Community Centers



This mapping identifies gaps and overlaps in service area. It is assumed that the Department will provide base GIS information including inventory and general location of park sites and amenities. The Consulting Team will provide maps in digital format (ARCGIS and Adobe Acrobat PDF format) and hard copy.

**D. Prioritization of Demands and Needs** – Using its proprietary rankings model, the Consulting Team will synthesize the findings from the community input, survey results, standards, demographics and trends analysis, park and facility assessment, recreation services assessment and the service area mapping to create a quantified facility and program priority ranking.

This will provide a defensible and data-driven list of prioritized facility, infrastructure, amenities, and program needs for Lodi. This priority listing will be compared against gaps or surplus in recreation services, parks, facilities and amenities. The Team will conduct a work session with staff to review the findings and make revisions as necessary.

Malibu	
Facility/Amenity Priority Rankings	
	Overall Ranking
Walking, biking trails and greenways	1
Small Neighborhood Parks	2
Indoor Swimming Pools	3
Off-leash dog parks	4
Multi-generational Community Center	5
Community Gardens	6
Outdoor Swimming Pools	7
Adventure Facility (rock wall, ropes course, etc.)	8
Outdoor Tennis Courts	9
Visual / Performing Arts Facility	10
Large Community Parks	11
Small Family Picnic Areas and Shelters	12
Amphitheater	13
Nature Center	14
Skateboard Parks	15
Teen Center	16
Youth Soccer Fields	17
Playground Equipment	18
Outdoor Basketball Courts	19
Multi-purpose Fields (Lacrosse, etc.)	20
Youth baseball and softball fields	21
Disc Golf Course	22
Year-round synthetic fields	23
Large Group Picnic Areas and Shelters (50+)	24
Equestrian Trails	25
Adult Baseball and Softball Fields	26
Youth Football Fields	27
Adult Soccer Fields	28

## Task 5 - Business Plan

- A. Malcolm Baldrige Organizational Staff Survey** – As part of the *Strategic Action Plan*, the PROS Consulting Team will evaluate the culture of the organization to determine organizational readiness and willingness to move forward on key recommendations that could come from the *Strategic Action Plan*. The PROS Consulting Team will organize and develop a staff and workforce engagement survey modeled after the Malcolm Baldrige Quality (MBQ) Assessment Survey rating the perceptions of employees regarding leading issues in the workplace.

This survey assessment will be developed based on the survey instrument of the Baldrige National Quality Program, a program of the National Institute of Standards and Technology, which is a component of the U.S. Department of Commerce. The questions of the survey are designed to assess the nature and degree of employee engagement in performing the functions and meeting the vision of the organization.

- B. Operational and Staffing Plan** – The PROS Consulting Team will establish operational and staffing standards for the full operations of the Park and Recreation system. This will include maintenance standards, staffing levels needed for programs, technology requirements, customer service requirements and administration based on established and agreed upon outcomes.

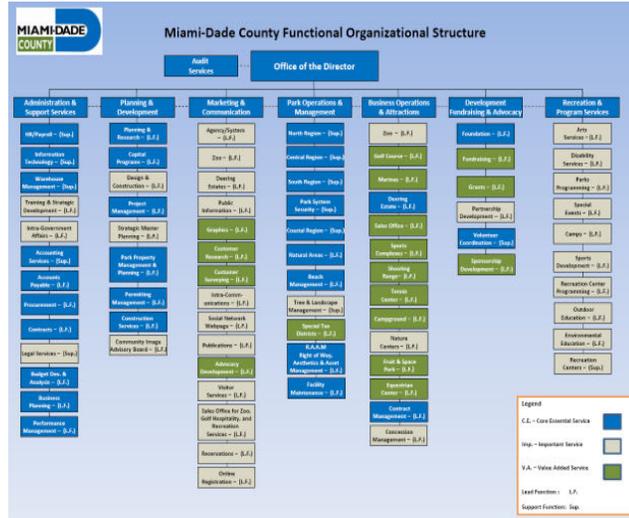
The PROS Consulting Team will evaluate governance of parks and functions in the overall structure with recommendations on how to operate in the most effective functional and efficient manner. The PROS Consulting Team will conduct a work session with key management staff on what they consider to be core essential services, important services, and value-added services based on observations, individual interviews, focus group interviews and operating practices. The focus will be on whom the services are provided to, for what purpose, for what benefit, and for what cost. The outcomes of these work sessions will be:

- All services and functions of the agency are classified as (a) Core, (b) important, or (c) Value Added based on definitions and criteria agreed upon with the Project Team.
- Appropriate performance measures for each classification of service will be determined and applied to all functions and services.
- The PROS Consulting Team will compile the results of the work session into a summary of services and functions by classification. Additionally, broad performance standards for each service and function that align with their classification will be developed. An example of how these performance standards as cost recovery expectations can be applied is illustrated in the table below.



Service Category	Description	Cost-Recovery Expectations
<b>Core</b>	Services the agency <u>must</u> provide to meet its mission, and statutory and/or regulatory obligations; maintains valuable assets and infrastructure investments; essential to protect visitor safety; preserves the integrity of natural and cultural resources; reasonably expected and supported (or demanded) by visitors	Largely supported by taxes with little or no cost-recovery
<b>Important</b>	Services the agency <u>should</u> provide or are important to effectively serve visitors; may expand or enhance provision of core services; broadly supported and utilized by visitors, although support may be conditional upon the perceived benefit, quality, and pricing of the services	Supported by a balance of taxes & earned revenues
<b>Value Added</b>	Services the agency <u>may</u> provide when they are fiscally sustainable through visitor support; add value above and beyond what is required or expected of the agency's core functions; are easy opportunities to integrate alternative providers and operators into providing services at one or more sites	Heavily or fully supported by earned revenues

**C. Functional Organizational Structure** – Using a business-oriented approach with integration of industry best management practices, the PROS Consulting Team will assess the feasibility of the realignment of organization structure to create more efficiency. The PROS Consulting Team will help enhance the organizational infrastructure through a more efficient design where appropriate that is functionally based.



**D. Financial Review** – The PROS Consulting Team will perform analysis to document the financial situation of the Parks, Recreation and Cultural Services Department. The financial analysis will look at the budget, pricing policy, user fees, current and other revenue generating opportunities, grant opportunities, and the revenue forecast. This analysis will identify the financial situation of the Department with three primary goals:

- Understand the financial dynamics to further advance the understanding of operations gained through the work described above
- Review funding and accounting practices with an objective of accurate financial fund tracking and the ability of the Department to have more useful financial information for strategic decision-making
- Seek opportunities to improve the financial sustainability of the Department for the future including evaluating expenditures and increasing current and new sources of revenue

The PROS Consulting Team will review current financial policies. This review will include comparison of current policies with national standards of best practice agencies. The PROS Consulting Team will

recommend cost recovery goals, policies and adjustments to current policies where enhancements may be needed or gaps are identified.

**E. Funding Strategies** – Funding strategies will be developed based in part of our review and analysis of the department, as well as the national experience brought by the PROS Consulting Team. The PROS Consulting Team has identified numerous (160) funding methods that can be applied. These strategies could include:

- Fees and charges
- Endowments/grants/Non-profits
- Sponsorships
- Partnerships
- Dedicated funding sources.

The PROS Consulting Team will present findings and recommendations through a Financial Workshop for the Department staff

**Task 6 -Strategic Action Plan Development**

The *Strategic Action Plan* will be framed and prepared through a series of workshops with the Department staff. The overall vision and mission statements will be affirmed or modified, and direction for the Department will be established along with individual action strategies that were identified from all the research work completed. Key recommendations and tactics that support each action strategy to its fullest outcome will be outlined in a strategy matrix with priorities, timelines, measurement, and teams within the Department or external partners to focus on the next 10 years. Specific tasks include:

**A. Develop Vision, Mission and Core Value Statements** – The PROS Consulting team will organize recommendations for the Department into a strategy matrix framework; the supporting vision and mission statements will be affirmed or developed with the Department staff in a one day work session. In addition, core businesses will be confirmed. Following this effort, goals/objectives and policies will be established and prioritized. Also defined will be those activities and experiences that do not further the mission, vision and values of the Department.

**B. Strategic Implementation Plan** – The PROS Consulting Team will prepare an Implementation Plan that outlines key outcomes to be achieved and benchmark goals for each operational area within the Parks, Recreation and Cultural Services Department. The Implementation Plan will be used to evaluate operational impacts associated with implementation including funding requirements. It is important to assess how ready the organization is to change and adopt significant policies to implement the plan. The PROS Consulting Team will develop a proposed organization plan that includes operational standards, organizational structure and staffing, implementation of administrative functions, maintenance management functions, team/consensus building opportunities, financial strategies including revenue generation and grant opportunities, policies and procedures, recommendations, marketing strategy, technology plan and partnering and volunteer strategy.

Riverside County Regional Park and Open Space District Balanced Scorecard			
	Themes	Objectives	Measures A-Annually Q-Quarterly
Customer	To Achieve Our Vision, We Must Satisfy Our Customers	•Build Quality •Be Responsive •Build Our Brand	• Customer satisfaction (a) • Marketing effectiveness (a) • Customer access satisfaction (q)
Financial	To Succeed We Must Have Financial Sustainability	•Align Budget with Strategy •Improve Financial Reporting	• Alternative funding dollars (q) • Percent of budget actuals within estimated target (q) • Cost recovery goals achieved (a)
Internal	To Satisfy Our Customers We Must Commit to Excellent Support Processes	•Simplify Processes and Policies •Use Technology to Improve Service •Use Data and Planning for Effective Decision Making	• Internal customer service satisfaction (a) • % of policies revised (q) • Achieve CAPRA • # of processes improved (q)
Learning and Growth	To Become Sustainable We Will Change and Improve on Employee Growth and Work Culture	•Strengthen Morale •Lifelong Learning •Employment Engagement	• Annual training hours (a) • Employee satisfaction toward training (a) • Percent of hires from within (q) • Employee snapshot results (q)



- C. Draft Plan Preparation** – The PROS Consulting Team will prepare a draft *Strategic Action Plan* with strategies taking into account all analysis performed and consider the fiscal and operational impacts to the Department. The recommendations and prioritization of needs will be reviewed and discussed with the City Council and City staff.
- D. Plan Briefings/Hearings** – It is expected that the PROS Consulting Team will make one (1) presentation to the Lodi City Council. In addition, the two (2) follow-up public forums will be performed to educate the public on the outcomes of the *Strategic Action Plan*. Outreach for community participation will be performed through the same process as performed for the initial meetings.
- E. Final Plan Preparation** – The final *Strategic Action Plan* will be prepared and 10 copies of the *Strategic Action Plan* Report delivered to the City along with 3 sets of associated appendices (technical reports organized in 3” binders). The final report will be professionally edited and formatted. Electronic copies of the plan will also be provided to the Department.



Strategic Action Plan  
Lodi, CA  
Proposed Fees  
1-Mar-14

	PROS Consulting			Mike Shellito	ETC Institute	Total
	Leon Younger	Neelay Bhatt	Michael Svetz / Jeffrey Bransford		Ron Vine	
	\$ 175	\$ 145	\$ 125	\$ 175	\$ 150	
<b>Task 1 - Project Kick-off/Project Management</b>						
A. Kickoff Meeting/Project Management	8	8				\$ 2,560
B. Data Collection and Review		2				\$ 290
C. SWOT Analysis	8					\$ 2,560
D. Crowd-Sourcing Project Website		24	32			\$ 7,480
<b>Subtotal Hours</b>	<b>16</b>	<b>42</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>90</b>
<b>Expenses</b>			\$ -	\$ -		\$ -
<b>Subtotal Dollars</b>	<b>\$ 2,800</b>	<b>\$ 6,090</b>	<b>\$ 4,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,890</b>
<b>Task 2 - Community Input</b>						
A. Key Leadership/Focus Group Public Engagement	16	16				\$ 5,120
B. Public Forums/Workshops	12	16				\$ 4,420
C. Statistically-Valid Needs Analysis Survey					79	\$ 11,850
D. Caught-in-the Act Surveys			8			\$ 1,000
E. Online Survey			8			\$ 1,000
F. Synthesize Community Values Model	4	4				\$ 1,280
<b>Subtotal Hours</b>	<b>32</b>	<b>36</b>	<b>16</b>	<b>-</b>	<b>79</b>	<b>163</b>
<b>Expenses</b>	\$ 1,200	\$ 1,200		\$ -	\$ 50	\$ 2,450
<b>Subtotal Dollars</b>	<b>\$ 6,800</b>	<b>\$ 6,420</b>	<b>\$ 2,000</b>	<b>\$ -</b>	<b>\$ 11,900</b>	<b>\$ 27,120</b>
<b>Task 3 - Community Profile</b>						
A. Demographic and Trends Analysis			12			\$ 1,500
B. Benchmark Analysis			20			\$ 2,500
<b>Subtotal Hours</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>32</b>
<b>Expenses</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Subtotal Dollars</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,000</b>
<b>Task 4 - Park and Program Plan</b>						
A. Program Services Assessment		32				\$ 4,640
B. Park Classifications and Level of Service Standards	4		10			\$ 1,950
C. Geographical Analysis through Mapping			32			\$ 4,000
D. Prioritization of Demands and Needs		16				\$ 2,320
<b>Subtotal Hours</b>	<b>4</b>	<b>48</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>94</b>
<b>Expenses</b>	\$ -	\$ 1,200	\$ -	\$ -	\$ -	\$ 1,200
<b>Subtotal Dollars</b>	<b>\$ 700</b>	<b>\$ 8,160</b>	<b>\$ 5,250</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 14,110</b>
<b>Task 5 - Business Plan</b>						
A. Malcolm Baldrige Organizational Staff Survey		16				\$ 2,320
B. Operational and Staffing Plan				24		\$ 4,200
C. Functional Organizational Structure	8	8				\$ 2,560
D. Financial Review			32			\$ 4,000
E. Funding and Revenue Strategies	4	4				\$ 1,280
<b>Subtotal Hours</b>	<b>12</b>	<b>28</b>	<b>32</b>	<b>24</b>	<b>0</b>	<b>96</b>
<b>Expenses</b>			\$ -	\$ -	\$ -	\$ -
<b>Subtotal Dollars</b>	<b>\$ 2,100</b>	<b>\$ 4,060</b>	<b>\$ 4,000</b>	<b>\$ 4,200</b>	<b>\$ -</b>	<b>\$ 14,360</b>
<b>Task 6 - Strategic Action Plan Development</b>						
A. Develop Vision, Mission and Core Value Statements	6	6				\$ 1,920
B. Strategic Implementation Plan	8	8				\$ 2,560
C. Draft Plan Preparation		12	12			\$ 3,240
D. Plan Briefings/Hearings	8	8				\$ 2,560
E. Final Plan Preparation	8	8	12			\$ 4,060
<b>Subtotal Hours</b>	<b>30</b>	<b>42</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>96</b>
<b>Expenses</b>			\$ -	\$ -	\$ -	\$ -
<b>Subtotal Dollars</b>	<b>\$ 5,250</b>	<b>\$ 6,090</b>	<b>\$ 3,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 14,340</b>
<b>TOTAL HOURS</b>	<b>94</b>	<b>196</b>	<b>178</b>	<b>24</b>	<b>79</b>	<b>571</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,200</b>	<b>\$ 2,400</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 50</b>	<b>\$ 3,650</b>
<b>TOTAL FEES</b>	<b>\$ 16,450</b>	<b>\$ 28,420</b>	<b>\$ 22,250</b>	<b>\$ 4,200</b>	<b>\$ 11,850</b>	<b>\$ 83,170</b>
<b>TOTAL DOLLARS</b>	<b>\$ 17,650</b>	<b>\$ 30,820</b>	<b>\$ 22,250</b>	<b>\$ 4,200</b>	<b>\$ 11,900</b>	<b>\$ 86,820</b>

LODI PARKS AND RECREATION COMMISSION  
MEETING OF April 1, 2014

ACTION ITEM B

*CREATION OF LODI PARKS AND RECREATION FUND*

Notes: \_\_\_\_\_

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Action: \_\_\_\_\_

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## PARKS AND RECREATION COMMISSION COMMUNICATION

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TO: Lodi Parks and Recreation Commission DATE OF MEETING: April 1, 2014  
FROM: Jeff Hood, Director  
SUBJ: Creation of Lodi Parks and Recreation Fund

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TYPE ACTION NEEDED: Action.

PREPARED BY: Jeff Hood, Parks, Recreation & Cultural Services Director

RECOMMENDED ACTION: Recommend the PRCS Department pursue creation of a Lodi parks donation fund and authorize use of \$5,000 or more from the Recreation Commission trust account for start-up funding.

BACKGROUND INFORMATION:

The Parks, Recreation and Cultural Services (PRCS) Department is responsible for 277 acres of parks and assets worth millions of dollars. Many of these assets are aging and in need of rehabilitation and/or replacement. The Department's budget cannot keep up with the parks' needs, and maintenance is often deferred.

A source of capital funding could come through charitable donations. Foundations serving Hutchins Street Square and Lodi Public Library have raised and spent significant sums on various facility improvements and are valued City partners. Although the PRCS Department does receive donations for specific needs on occasion, there is no organized effort or method for the public to donate to the Department.

A donation fund could be created through an independent foundation, or affiliation with the Lodi Community Foundation, which serves as an umbrella group for a variety of local nonprofits. Staff believes creation of a fund within the Lodi Community Foundation would be the best fit and easiest to accomplish. The Lodi Community Foundation operates as an affiliate of the Sacramento Regional Community Foundation, which has more than \$100 million under its control. Donations to a PRCS fund would be included with the Sacramento Foundation's investment portfolio, and the Foundation would be responsible for tax filings, record-keeping and services such as thank-you letters to donors. Annual fees are 2 percent of assets.

Unrestricted donations would be used to supplement the Department's capital fund, which these days is used mainly for repairs and large maintenance expenses. Specific projects, such as improvements at sports fields, could receive targeted donations as a line item within the fund. The head of the Save the Grape Bowl fund, a part of the Lodi Community Foundation, approves moving his fund to a proposed Lodi Parks fund as a designated sub-fund.

The Lodi Community Foundation requires an initial contribution of \$5,000 to start a new fund. There are two types of funds that may be created: expendable and endowments. After talking with representatives at the Lodi Community Foundation, the Sacramento Regional Community Foundation and the City of Davis, which recently created a recreation fund through the Yolo Community Foundation, staff believes the first step would be creating an expendable fund, in which donations can be used quickly for Department needs, such as repair of playground equipment.

The Parks, Recreation and Cultural Services Director, the Park Superintendent and the Recreation Superintendent would have the authority to request proceeds from the Lodi Community Foundation after receiving approval from the Recreation Commission, which would serve as the advisory board for expenditure

of unrestricted funds. In some cases, City Council approval would be needed if the amount exceeds \$20,000 or if it has a significant impact on the Department's overall budget.

An endowment would be of little benefit in the short-term, as donations could not be withdrawn for Department needs. Over the long term, however, earnings from principle amounts would provide a source of funds for parks and recreation needs. Representatives of the Lodi Community Foundation have said an endowment is more likely to attract large donations, as contributors have the assurance their funds will provide a long-term benefit. A representative of the Lodi Community Foundation is expected to attend the Recreation Commission meeting and answer questions Commissioners may have.

In the meantime, the Recreation Commission has a trust account with a balance of \$13,589.84. The money has been untouched for well more than a decade and, despite the efforts of staff to identify the source, the purpose of those funds is unknown. Staff recommends the Commission use at least \$5,000 of this balance as seed money for a Lodi Parks and Recreation expendable fund under the umbrella of the Lodi Community Foundation. Staff also would like the Commission to consider if at least \$5,000 should also be used to create an endowment fund at this time, and also determine how any remaining funds should be used.

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**FUNDING CONSIDERATION OR IMPACT:**

Creating a Lodi Parks and Recreation fund has the potential to supplement the Parks, Recreation and Cultural Services' operating budget by generating needed funds for maintenance, repairs and capital projects and recreation programs.

LODI PARKS AND RECREATION COMMISSION  
MEETING OF April 1, 2014

REGULAR AGENDA ITEM A

*YOUTH REPRESENTATION ON THE  
PARKS AND RECREATION COMMISSION*

Notes: \_\_\_\_\_

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Action: \_\_\_\_\_

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## PARKS AND RECREATION COMMISSION COMMUNICATION

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TO: Lodi Parks and Recreation Commission DATE OF MEETING: April 1, 2014  
FROM: Jeff Hood, Director  
SUBJ: Youth Representation on the Parks and Recreation Commission

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TYPE ACTION NEEDED: Discussion.

PREPARED BY: Jeff Hood, Parks, Recreation & Cultural Services Director

RECOMMENDED ACTION: Discuss teen representation on the Recreation Commission.

### BACKGROUND INFORMATION:

Many of the Parks, Recreation and Cultural Services Department's activities involve activities and amenities for children and teens, from baseball/softball parks and programs to the skate park and swimming pools. The Recreation Commission's input is valuable in proposing programs and services, developing fees and providing staff input on a variety of issues, but the view of the community's youth is not always heard.

Staff initially scheduled a discussion for youth representation on the Recreation Commission last June, but with only three Commissioners in attendance, the discussion was tabled. On March 10, the Director attended the Lodi Youth Commission meeting to discuss the value of having the community's youth participate on the Recreation Commission. Perhaps the strongest viewpoint from Youth Commissioners is that youth have a perspective, and concerns, that may be missing from some of the Recreation Commission discussions.

The Youth Commission voted unanimously to have one or more members attend Recreation Commission meetings through the end of the 2015 school year, participating as members of the public to provide feedback. At that time, the Youth Commission will take a more formal position on the value of having youth representation on the Recreation Commission, and the Recreation Commission can follow with any action if needed.

Youth Commissioners Andrew Moton, Hayden Johnson and Daniel Anaforian are expected to attend this Recreation Commission meeting to provide comments on the action items and this matter. Jennifer Winn, Recreation Manager and the City's liaison to the Youth Commission, will be available as well.

As a reminder, the Recreation Commission was informed last June that it is not uncommon for cities to have youth representatives on their recreation commissions. The City of Galt this year added a seat on its recreation commission for a non-voting youth member.

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### FUNDING CONSIDERATION OR IMPACT:

None.



## **Parks, Recreation and Cultural Services Department**

### ***Creating community through people, parks & programs***

March 25, 2014

Directors Report:       Recreation Commission Meeting  
April 1, 2014  
7 p.m., Carnegie Forum

- **Kayak Auction:** About 25 people attended a preview event on March 22 for the 15 Boat House kayaks we are auctioning at [www.publicsurplus.com](http://www.publicsurplus.com). The auction ends on April 3. Some of the kayaks have already received more than a dozen bids.
- **Budget Preparation:** The focus in recent weeks has been the items on the April 1 agenda, plus budget preparation for the 2014/15 fiscal year. This will be another challenging year for the Department, especially for the Parks Division, as we incur higher personnel costs for our full-time employees for medical and pension benefits, and part-time wages will be ratcheted upward to account for the increase in the minimum wage on July 1. General Fund support is a good news/bad news story, as the good news is we will receive the same amount of subsidy in 14/15 as we are in 13/14, but the bad news is we won't receive any additional funding to account for higher personnel costs. The end result will be fewer part-time Park maintenance worker hours beginning July, which has a visible impact.
- **Fourth of July:** Staff continues to work on the concept of an entry fee for the Fourth of July at Lodi Lake. A planning committee meeting is scheduled April 10, and staff will bring forward a recommendation to the Commission in May.
- **Hutchins Pool:** The pool will close for two weeks beginning March 31 to allow for the installation of a new disinfection/filtration system that will reduce the demand for chlorine in the pool and improve air quality in the pool area. The closure will last for two weeks. At the same time, we will be installing a new pool lift chair to help disabled patrons get in and out of the pool. The existing lift will be removed afterward.
- **Blakely Summer Swim:** We sent letters to last year's pool sponsors in hopes we can again provide free swimming to the community at the Blakely Enze/Field swim complex. Lodi Health has already committed to covering the first two weekends.
- **Employee of the Year:** I'm pleased to let the Commission know that Recreation Manager Rachel Sandoval, who oversees our after-school and school break programs, was named the City's Employee of the Year for 2013. Rachel was instrumental in getting the Recreation Division through lengthy maternity and medical absences in early 2013, working the front counter to register program participants and assist with facility rentals while continuing to manage her programs.

Respectfully Submitted:

Jeff Hood

Director – Parks, Recreation and Cultural Services

125 N. STOCKTON STREET  
LODI CA 95240  
(209) 333-6742  
[www.lodi.gov](http://www.lodi.gov)



## PARKS, RECREATION AND CULTURAL SERVICES

### MEMORANDUM

**To:** Jeff Hood, Parks, Recreation and Cultural Services Director

**From:** Steve Dutra, Park Superintendent

**Date:** March 20, 2014

**Subject:** April Commission Meeting

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Park staff has completed the pre-season field prep of all softball and baseball sports fields. The 2014 mow season is in full swing. We have successfully completed our seasonal maintenance staff recruitment. All funded positions are now filled. This year's seasonal staff consists of fourteen returning Laborers and eleven new Laborers. Though we are early into this year's maintenance season, it appears this year's Laborer work force is working out well. New staff members appear to be willing and eager.

As baseball and softball season unfolds, most of our facility users appear to find our facilities in acceptable condition.

Our newly acquired Park Police Officer personnel are now on a printed work schedule. Our three officers have been rather helpful with a number of customer service requests and have made a positive impact regarding illegal parking, dog issues and general behavioral concerns.

#### Steve Dutra:

- \* Assist with the development of a five year Lodi Lake Park Cottonwood tree management plan.
- \* Facilitate staff training in the subjects of Pesticides, Playground Safety, Forklift Operations, Turf Truckster Operations and Arboriculture.
- \* Facilitate the development of turf management strategies for DeBenedetti Park.
- \* Assist in the development of additional strategies to aid in the abatement of vandalism and graffiti we continue to experience within our park system.
- \* Facilitate the development of a Lodi Lake Park north side parking lot and curb striping and painting plan.
- \* Tree Lodi will be offered to assist in the maintenance of newly planted trees at the Grape Bowl, Salas Park and Roget Park. Volunteer services may include watering, tree inspections and tree maintenance for an agreed amount of time.
- \* Provide assistance in the development of several Professional Service Agreements for park repair projects, park site improvements and playground area upgrades.
- \* Facilitate the development of a Maintenance Management Plan for our 53 acre Nature Area.
- \* Facilitate the development of an Urban Maintenance/Replacement Management Plan for the Peterson Park Bradford Pears and the Lodi Lake Park Cottonwood trees.
- \* Develop with the assistance of Public Works staff a preventative maintenance plan for our facility utility systems.

Duane Wright:

- \* Providing oversight for the daily operations of general park maintenance, soccer and baseball field renovations, and leaf removal season and pesticide pre-emergent applications.
- \* Provide new Parks Laborers orientation and necessary training.
- \* Continue our planned schedule for Fibar replenishment for Lodi Lake Park north, Katzakian and Lodi Lake Park south.
- \* Provide oversight with post season repairs and maintenance of the Lodi Lake Park wading pool.

Steve Virrey:

DeBenedetti Park – Well 27 Improvements:

Hemington Landscape of Cameron Park has completed the irrigation and landscape improvements surrounding the well site. They are currently working within their 90 day maintenance period.

Lodi Lake Boat Ramp Improvements:

Staff is currently awaiting the Grant Agreement between the State of California Parks and Recreation, Boating and Waterways Division and the City of Lodi. Community Development staff is currently working on the Notice of Exemption based on the feasibility report put together by City staff and Boating and Waterways staff. I have filled out the permit application for the Army Corp of Engineers permit; however this cannot be applied for until we have received our local building permit. Staff is also waiting for the plans and specifications from Boating and Waterways.

Youth Area Pathway Improvements:

Staff completed plans and specifications for this project and they are currently being reviewed by Public Works Engineering. Staff is hoping that Plans and Specifications would be approved at the second Council meeting in April.

Hughes Beach Roof:

Staff is currently working with Munoz Roofing in replacing the shake roof with a 30 year composition roof. During the removal process, we found dry-rot on the roof deck and two of the main beam supports. Parks staff has ordered new lumber to be primed and painted for the repair work. Staff is hoping to have the structure completed by the April 1st.

Lodi Lake Wading Pool:

Staff has contacted and met with three pool plastering contractors to remove the cracked and delaminated plaster from the gunite pool shell. Work will also include replacing all floor main drain covers to meet the current wading pool standards. Staff is hoping to have the work completed by the end of April.

Roget Park Lighting:

Sunridge Electrical has ordered replacement pull box lids and conductor to repair the existing park security lighting. This work should be completed by April 1st.

Zupo Field Bleacher Replacement:

Staff has completed the construction drawings for this project, however the project is on hold until staff can secure enough funding through CDBG to complete the entire project. This phase of work will be for the 1<sup>st</sup> base side only. Staff will continue their efforts in design work for the 3<sup>rd</sup> base side.

DeBenedetti Park – Concrete Pad:

Staff has completed design work for a concrete pad to be installed for port-a-potties and a temporary concession area. Work will be completed by May 1<sup>st</sup> as soccer play will begin at that time.



PARKS, RECREATION, AND CULTURAL SERVICES  
MEMORANDUM

**To:** Jeff Hood, Parks, Recreation and Cultural Services Director  
**From:** Grant Plath, Recreation Manager  
**Date:** March 20, 2014  
**Subject:** April Commission Report

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**Tot Soccer:** Games are scheduled to be played on Saturdays at both Henry Graves and Peterson Parks through April 12, 2014. There are 22 teams this first session and a total of 220 players ranging in age from 3-5 years old.

**Tot T-Ball:** Sign-ups are currently being taken for this program until April 11<sup>th</sup> at \$40 per participant. After that date an additional late fee of \$10 will be added. We will have a maximum of 200 registrants for T-Ball.

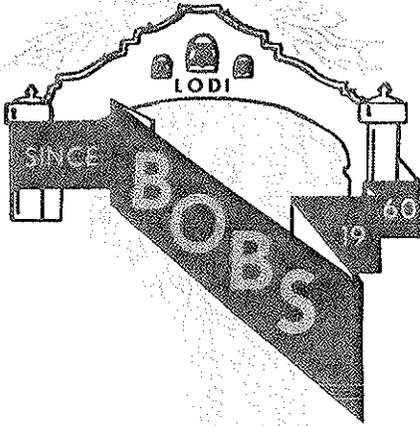
**B.O.B.S.:** The next board of directors meeting will be held on April 9, 2014, at 6:30 p.m. at the Lodi Parks & Recreation Department Conference Room.

**Baseball/Softball 2014:** The sign-ups for the upcoming season have reached the deadline to register. There are currently 67 boy teams for baseball and 29 girl teams for softball. Each team will be consisting of at least 12 players, yet no more than 14 players per team. There are over 1200 youth playing this season. Opening day is April 5, 2014, at Salas Park. The B.O.B.S. will have a pancake breakfast at 7:00 a.m. for \$3.00 per individual. Then opening ceremonies will commence at 9:30 a.m.



# Boosters of Boys/Girls Sports Organization

Parks & Recreation Department: 125 N. Stockton Street / Lodi, California 95240  
Telephone (209) 333-6742



## B.O.B.S. EXECUTIVE BOARD OFFICERS

ROB SHEPARD, PRESIDENT  
RON BARONE, VICE PRESIDENT  
RACHELLE SOTO, SECRETARY  
CINDI FOREMAN, TREASURER

## BOARD OF DIRECTORS

DAN BELDEN  
TED COFFEE  
RICK ENGELHARDT  
THOMAS GORDNER  
SCOTT HAGENBURGER  
CHRIS HARRIS  
MIKE HARTUNG  
CHRIS HAUSCHILDT  
RAY HUEY JR  
JORDAN KRANICH  
EDDIE LONG  
DENNIS MERRITT  
TONI MEYERS  
ROBERT PAINE  
JOHN PORTSCHELLER  
KIM RUOFF

GRANT PLATH  
ADVISOR

February 12th, 2014

## EXECUTIVE BOARD MEETING MINUTES,

Parks & Recreation Office – 7:00PM

Meeting called to order at 7:00pm by Rob Shepard

### I. Roll Call – Coffee

**Excused:**

**Late: Hagenburger**

**Absent: Harris**

### II. MINUTES – Soto:

\*Eddie motioned to accept the minutes as written, Thomas 2<sup>nd</sup>,  
(passed)

III. FINANCIAL REPORT – Forman: Toni motioned to accept the  
financial report, Kim 2<sup>nd</sup>, (passed)

### IV. CORRESPONDENCE – Plath:

**No Report**

V. BOARD COMMENTS and NON AGENDA ITEMS: **No  
Report**

VI. GUEST: **Steve Dutra City of Lodi:** Steve has locked up the  
parks to keep ready for use for the baseball/softball season. The  
City is adding a full time person to the parks on the weekends. Is  
requesting more information during the upcoming season on what  
is needed at the parks.

VII. OLD BUSINESS: Lacrosse –Rick is continuing to research  
this as a possible new sport for Lodi.

VIII. NEW BUSINESS: New Website: Toni and Rob will meet  
with website Teamsidelines.com on Tuesday at 1pm to discuss if it  
is something that the B.O.B.S would be interested in.

\*Interview on 2/11 with new board member Tony Hill.

\*Motion to have Cindy be a paid employee to the board. Toni  
motioned to pay Cindy \$200 a month for board treasury. Board to  
provide a job description. Second by Kim. Voted 11-2 pass.

5. Softball Chairperson – Shepard, Coffee
  - a. 16U, 12U, 10U - Coffee
  - b. 8U, 6U – Hauschildt, Soto
6. Lodi Youth Soccer Chairperson – Engelhardt, Hagenburger
  - a. Rec Soccer –
    - 14U, 12U – Engelhardt
    - 10U, 9U – Hauschildt
    - 8U, 7U - Ruoff
  - b. Winter-Season – Meyers, Hagenburger
7. Flag Football – Gordner, Shepard
8. Tackle Football- Barone, Kranich
9. Fall Baseball- Coffee, Shepard, Paine, Merritt
  - 8 -10's – Merritt, Shepard
  - 11-12's – Paine
  - 13-15's – Coffee

C. STANDING COMMITTEES

1. Ad Hoc – Meyers
2. Concessions – Portscheller, Shepard
3. Special Events - Belden, Ruoff, Hartung –
4. Equipment – Meyers, Barone
5. Fund-raising – Paine, Soto, Kranich
6. Membership/Corporate Sponsorship – Hartung, Foreman
7. Social and Honor – Ruoff, C. Harris
8. Sponsorship – Meyers
9. Facility Planning – Portscheller, Long
10. Public Relations – Portscheller, Soto
11. Building and Maintenance – Gordner, Belden
12. Web Master – Meyers, Hartung, Shepard

X. ADJOURNMENT-

Dates to remember: Opening Day Pancake Breakfast April 5<sup>th</sup>!

**Board meetings – 2<sup>nd</sup> Wednesday of the month**  
**Next Meeting: April 9, 2014**

# Boosters of Boys & Girls Sports

**March 12, 2014– 6:30 PM  
Parks and Recreation Office  
Agenda**

- I. ROLL CALL – Soto
- II. MINUTES – Soto
- III. FINANCIAL REPORT – Cindi
- IV. CORRESPONDENCE – Plath
- V. BOARD COMMENTS AND NON-AGENDA ITEMS -
- VI. GUEST: - Bob Johnson
- VII. OLD BUSINESS –
- VIII. NEW BUSINESS-
- IX. COMMITTEE REPORTS
  - A. SPORTS COMMITTEE – Barone
  - B. GENERAL PROGRAM COMMITTEES
    1. Cal Ripken Jr. Baseball Chairperson – Coffee, Hartung
      - a. Major - Coffee
      - b. AAA - Huey
      - c. Farm – Paine, Kranich
      - d. AA – Merritt
      - e. Instructional – Hagenburger, C.Harris
      - f. Machine Pitch – Gordner
    2. Babe Ruth: Hartung, Long
      - a. 13-15's – Hartung, Long
      - b. Sr. Babe Ruth- Long
    3. American Legion Baseball – Long
    4. Basketball Chairperson – Coffee, Merritt
      - a. Comet - Coffee
      - b. Cardinal - Merritt

5. Softball Chairperson – Shepard, Coffee
  - a. 16U, 12U, 10U - Coffee
  - b. 8U, 6U – Hauschildt, Soto
6. Lodi Youth Soccer Chairperson – Engelhardt, Hagenburger
  - a. Rec Soccer –
    - 14U, 12U – Engelhardt
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**CONCESSION**  
1/1/2014 through 3/12/2014 (Accrual Basis)

3/12/2014

Page 1

Payee	1/1/2014- 3/12/2014
<b>INCOME</b>	
DEPOSIT	6,027.81
Error On Deposit	-22.00
<b>TOTAL INCOME</b>	<b>6,005.81</b>
<b>EXPENSES</b>	
ALAMO ALARM COMPANY	306.00
Alpine Meats	405.13
Capital One Commercial	524.76
Card Service Center	418.04
EDD Payroll Payment	342.11
Food 4 Less	229.45
IRS Tax Payment	766.20
Lucila Martinez	98.67
Metro PCS	300.00
Pepsi	976.80
Ray Huey Jr	1,963.78
Smart & Final	355.12
Sophia Munguia	259.43
Teresa Harris	412.65
<b>TOTAL EXPENSES</b>	<b>7,358.14</b>
<b>OVERALL TOTAL</b>	<b>-1,352.33</b>

Account Balances Report - As of 3/12/2014  
As of 3/12/2014

3/12/2014

Page 1

Account	3/12/2014 Balance
<b>ASSETS</b>	
Cash and Bank Accounts	
1BOBS-CHECKING	16,881.62
2BOBS-MONEY MARKET	6,073.39
3BOBS_CD-DeBen Park	4,183.84
4BOBS_EMER FUND-WELLS FARGO	41,875.85
BOBS Concessions	18,679.19
PROJECTS-F&M	25,322.70
<b>TOTAL Cash and Bank Accounts</b>	<b>113,016.59</b>
<b>TOTAL ASSETS</b>	<b>113,016.59</b>
<b>LIABILITIES</b>	
Other Liabilities	
Approximate Payables-estimates	0.00
Equipmnt Payble	0.00
Uniforms Payble	0.00
<b>TOTAL Other Liabilities</b>	<b>0.00</b>
<b>TOTAL LIABILITIES</b>	<b>0.00</b>
<b>OVERALL TOTAL</b>	<b>113,016.59</b>



PARKS, RECREATION, AND CULTURAL SERVICES  
MEMORANDUM

**To:** Jeff Hood, Parks, Recreation & Cultural Services Director  
**From:** Michael Reese, Recreation Superintendent  
**Date:** March 18, 2014  
**Subject:** Monthly report

---

**Adult Sports**

Adult softball registration for the spring league is wrapping up, with play beginning on April 7. Late Nite Basketball continues, now at the National Guard Armory. Adult volleyball is played each Monday at Tokay High.

**Field and Facility Rentals**

Baseball and softball fields are in use by the local high schools on most weekdays. Tokay will also be using Yamashita Field at Kofu for practices. Zupo Field will be the home field for Lodi, Tokay and Elliot high schools, along with the Vintage 40's, California Glory, the CIF Section playoffs and other users. The Softball Complex will be used on a (nearly) daily basis by Lodi High as both a practice and game facility.

The Big Valley Seniors have reserved two weekends again this year for their tournaments, and the City of Lodi will be hosting the National Championships in both the men's fast pitch softball 40 and older and 60 and older division in September.

**Aquatics**

Instructional and exercise classes continue at the Square, and I'm working with Headwaters Kayak and Dan Arbuckle for a twice a month class where paddlers would be taught to "roll" the kayaks. Headwaters will open for business at Lodi Lake in April.

Summer Swim League, one of our most popular activities, will begin taking registration in March. The next activity guide will be used to promote all of our summer aquatics programs, as we will begin taking registrations much earlier than in the past for swim lessons and Summer Swim League.

**Youth Track Meet**

The annual Lodi City Youth Track Meet for fourth through sixth graders will be held on April 26 at Tokay High School. This meet is co-sponsored with the LUSD PE Specialists, and should draw approximately 300 athletes.



Lodi Parks and Recreation Department  
*The Benefits are Endless*

MEMORANDUM

**To:** Jeff Hood  
**From:** Rachel Sandoval  
**Date:** 3/11/14  
**Subject:** April Commission Report

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**ASP:**

This month has been very busy. The weather has been cold, wet, and windy. The kids are back from their spring break and are in the home stretch headed to the finish line, the end of the school year! We are still trying to fill positions to make it to the end of the school year. As kids come and go it is very rewarding when they come back to see us and they have blossomed into great young adults! I think to myself, "we helped and we were important to the life of that child". I am proud to have had parents trust us with their most precious gift, their child. We have touched so many lives. Not many people can say they love their job... I can! It is challenging, tough, and emotionally exhausting, but very rewarding! "It takes a small ASP village to help raise a child".

**Bridge:**

Schools will begin testing soon. The Bridge program is a wonderful program that offers homework assistance, teacher tutoring, and the program keeps the kids off the streets after school. LUSD, along with the Park and Recreation staff, have built a strong alliance and partnership to ensure the success of the program's children. We all are in it to win it!! I just wish all the children on the waiting lists were able to be enrolled into the program.

**Safari Camp:**

Safari Camp Rocks!! Children and their parents love camp. We keep kids safe, let them have fun, and spoil them to boot! Fall and spring camps are held at the National Guard Armory Gym. It is a great space for us, less moving equipment, and the children can play a large variety of indoor sports. My PSA is in the works to be completed for our Summer Safari Camp field trips. We will be going to Discovery Kingdom, Great America, Raging Waters, and Sun Splash theme parks. The children have enjoyed those field trips the best so those are the ones we continue to do. When the children tell their parents to go and come back later because they are not ready to go, we are definitely doing something right! We are offering a discount for purchases of multiple camp weeks. Spring camp was a lot of fun. We walked the kids to the movies, to ice cream, and to the library to give them fresh air and a good dose of exercise.



## PARKS, RECREATION, AND CULTURAL SERVICES MEMORANDUM

**To:** Jeff Hood, Parks, Recreation & Cultural Services Director  
**From:** Jennifer Winn  
**Date:** 3/14/14  
**Subject:** Commission Report

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### **Senior Commission:**

The Senior Commission is working on a revised Senior Resource Guide for the community. The Commission is also in the planning stages for their annual event, Aging with Grace, in October 2014.

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### **Lodi Youth Commission/Events:**

Lodi Youth Commission is working on putting together a dodge ball tournament between high schools scheduled in April at the Grape Festival grounds.

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### **Art Advisory Board (AiPP):**

The Art Advisory Board (AiPP) is busy working on recruiting more artists for the Traffic Control Box art project and a new bench project to be placed outside the post office.

---

### **Lodi Arts Commission:**

Lodi Arts Commission is busy preparing the 2014-2015 Grants as well as the planning the 2014 Taco Cook-Off. They are also working on getting artists for the 2014 Art Hops.

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### **Bluegrass at the Lake:**

The Bluegrass at the Lake event, will be held on September 6, 2014. Lineup includes Snap Jackson and the Knock on Wood Players, Evie Ladin Band, Joe and Hattie Craven, and Blame Sally (headliner).

---

### **Fourth of July:**

The planning committee has been meeting regularly in preparation for the City's annual Fourth of July at Lodi Lake. Working on getting vendors and entertainment for the day.

# LODI EGG HUNT

**FREE!**

**Join The  
Egg-Citing Adventure!**

**SATURDAY, APRIL 19TH**

**10 A.M., HUTCHINS STREET SQUARE**

**KIDS AGE 1-12 (please bring your basket)**



**Brought to you by the Lodi  
Parks, Recreation & Cultural  
Services Department**

**For information, call  
209-333-6800, ext. 6891**

