

*"We are a welcoming, active and business-friendly rural foothill community built on California's rich gold rush history."*



**April 19, 2023, Recreation and Parks Commission**

**Prepared by:** Terry Zeller, Community Services Director

**Subject:** Update on Spring Programs and Projects

I wanted to provide the Commission with a general update on the multiple efforts the department is working on for the Spring and Summer of 2023. This should give the members, especially the new ones, a better perspective of the scope of work that we all do at Community Services

**Administration:**

Update of nexus study for park impact fees:

The city has requires new residential development to pay a fee towards the costs of acquiring and developing new parks to serve the residents associated with the development. The intent behind this assessment is that the level of park and recreation services for existing residents will be preserved as the city grows. The fee is currently \$1,320 per dwelling unit. A more realistic fee needs to be established, as this current amount is not sufficient to provide the expanded parks and facilities it was intended to cover. The City Council has asked for the nexus study to be updated, and staff are working to hire a consultant for that update.

Cannabis Community Benefit Committee:

The city formed a committee to guide and recommend the expending of tax funds captured in the agreements with our two cannabis retail operations in Placerville. These funds are meant to be spent on community benefit, and the committee has met twice so far. The committee is in the stage of deciding the overall program, protocol and allowed types of expenditures. The general direction expected is that there will be a mix of city projects, scholarships, and grants to other organizations approved for this annual expenditure. The city projects that the tax capture will be around \$70,000 per year.

Request for Funding Assistance of the Aquatic Center from the County:

Since 2013, the city has received \$20,000 from the County to offset the maintenance costs of the pool. This funding from the County represents an acknowledgement of the use of the pool by non-city residents and seeks to offset some of that use. The city conducted a survey in 2019, and found that nearly 76% of the people who utilize the City's Aquatics Center reside outside the City limits in the unincorporated Placerville area or County. 76% of the costs for maintenance in the FY 2022/23 came to \$112,568. The city requested this amount, but the County reviewed the cost breakdowns and countered with a sum of \$76,500 based on their discretion of what costs could be contributed to the pool users. The city is working on a current request based on 76% of the maintenance costs for FY22/23, and will submit to the County for consideration during their budget process for the FY 23/24.

## **Volunteer Efforts:**

### Community Pride:

There is a group of volunteers that have been working on public garden beds and areas for the past few decades. At one point there were over a dozen people that were organized and had regular meetings, and worked on fundraising for the 20 areas around the city. They have a page on the city's website, and their numbers have dwindled to 5 current volunteers. The city supports their efforts through a \$1750 annual fund as part of the CSD budget. The focus in the near future is to expand both the Community Pride volunteer base, and also work to create a larger volunteer organization in addition, to focus people who want to take on small projects and adopt public sites for work parties, supported by an online presence where people can sign up for these types of projects.

### Rise & Shine Day of Service:

This annual volunteer day was started in 2015 by the local LDS church, and grew over the years to include other churches and many local volunteers. The city provides some tools, materials and logistical support to organize work at multiple locations around the park sites, and much work is completed that helps out the small maintenance crew we have currently. The date for this year is April 29<sup>th</sup>, and I encourage you to look to the city's webpage for the link to our Eventbrite site, where you can sign up for a location. The hours are 8am to Noon, which is followed by a volunteer lunch provided by other volunteers at Gold Bug Park's Pavilion on Bedford Avenue.

## **Special Events:**

In February of 2021, the City Council directed the Community Services Department to create a plan to limit the number of events that closed Main Street. This was meant to balance the disruption of commerce and parking with the positive aspects of special events to increase the quality of life for residents and bring new people to our town.

This came about due to the number of events that closed Main Street in 2019. There were 12: Girls Night Out, The AmGen Race, 2 Car Shows, Wagon Train, Brewfest, Antique Street Fair, Winderlust, Oktoberfest, Trick or Treat, Festival of Lights, and the Christmas Parade.

The Council approved 7 of these events to go forward as for road closures. Those events and dates for 2023 are:

June 10<sup>th</sup>-Wagon Train and Golden History Days

August 31<sup>st</sup>-Thursday Evening Car Show

September 16<sup>th</sup>-Placerville Brewfest

October 7<sup>th</sup>-Oktoberfest

October 31<sup>st</sup>-Trick or Treat on Main Street

November 24<sup>th</sup>-Festival of Lights

December 3<sup>rd</sup>- Christmas Parade

Also in 2021, the Placerville Downtown Association had stepped back from coordinating these events, so I was to take over direct management of them and coordinate them with co-sponsors and develop a budget for funding the direct costs to the city for the venue prep and safety plan. The idea of the city taking the lead was to ensure that there would be continuity from year to year, the ability to keep refining the events, and the ability to control the content and

participation to a greater extent than in the past. It also allowed for there to be a safety net in case a co-sponsor dropped out.

Co-sponsors are required to sign an agreement that makes them responsible for the organization, coordination, and content of the event within the closed area. The agreement also has the requirement that the co-sponsor identify a 501c3 nonprofit and provide a percentage of net proceeds or other benefit to that nonprofit. Those are negotiated on an individual basis, with the idea that there needs to be a tangible benefit to a community entity. My approach to the budget for these events was to cover the city's costs. Only 2 of the 7 events, Brewfest and Oktoberfest, are clear net profit generators. Other events have the potential to make a small profit, but my current expectation is that a percentage of the proceeds be received by the city to make the balance of the special event program revenue neutral.

2021 was an interesting transition year, and went mostly smoothly, except for issues with the road closures. I purchased water barricades in early 2022 to comply with the new Homeland Security safety guidelines to separate vehicles from people in the streets. This is still a work in progress, and doesn't work in all situations, such as the upcoming Golden History Days and Wagon Train event in June.

**Programs:**

Youth Flag Football:

This is our 2nd year of running flag football. We have 9 more teams this year and approximately 73 more kids with possibly more signing up. The division breakdown are as follows:

<b>Age Division</b>	<b>2023 Teams/Players</b>	<b>2022 Teams/Players</b>
5-7 years	6 teams / 49 players	2 teams / 18 players
8/10 years	8 teams / 70 players	6 teams / 52 players
11-14 years	8 teams / 71 players	5 teams / 46 players

We had the draft to pick teams on March 25 to make sure that teams were evenly matched. Practices started today and games run from May 6 - July 1.

**Facilities:**

Scout Hall:

The building at City Park, a log cabin that has been in our inventory since the 1950's has seen better days. It is currently used by two Scout troops and a private school as part of a pool use agreement. This building has been vandalized consistently, and we are working with the City Manager to plan some improvement that would decrease this vandalism and repeated damage.

525 Main Street:

This building, the old DA annex next to the former Post Office, was obtained by the city from the County, and is currently being leased to Arts & Culture El Dorado as their offices and gallery as they fundraise and plan renovations to the Ketchup and Mustard buildings at 487 and 489 Main Street. 525 Main needs a new roof, which is being planned for in the upcoming budget.

Town Hall AV Upgrade

ARPA funding in the amount of \$64,000 was earmarked for upgrading the cameras, signal equipment, editing equipment and displays at Town Hall in the main hall for a new digital production ability for public meetings. The old equipment is from the 1980's, and this upgrade

will allow more people to see and hear the meetings, both in person and through the local cable channel. There will also be a much better picture for the youtube channel episodes.

Softball Field Work and League Impact:

The difficult decision was made to cancel the spring adult softball season, and move the summer season up to June 1<sup>st</sup>. The incredible amount of rain that we received through the late fall, winter and spring has made the fields unplayable for an April start. The department is taking on renovations to the fields in the gap, working to flatten the infield lip of both fields, roll and reseed, repair and edge the warning tracks, and continue with the gopher eradication program we started last year. It is our hope that, weather permitting, these improvements will eliminate most of the danger with trips, falls and bad hops that are a major problem currently.

Placerville Aquatic Center:

The department is seeking bids for the replacement of some of the deck concrete at the pool. We are also working on some repairs to the facility that are a result of the corrosive chemicals used there. A plan to replace the activity pool structure is being formulated at this time, and will most likely be introduced as a Capital Improvement Project in FY 24/25.

This concludes the staff report for April 17<sup>th</sup>.