

Visioning Workshop Plan

1. Finance – The finance category was broken into separate areas for more in depth discussion.

- A. Taxes – The District has lost over \$250,000 of tax revenue over the last three years. The District lost \$120,000 just last year. Property taxes have been going down as housing is re-assessed to a lower value and therefore lowering the property taxes paid. Also contributing to this shortfall is foreclosures and bankruptcies.

It is clear that property taxes will not be going up in the near future and that the tax revenue income has leveled out and may go down even more in the future.

The District also has a “Property Assessment” for park maintenance which was established in 1997. This assessment does not increase on a yearly basis and as costs for goods and services go up the assessment stays the same. With 12 years of the same or smaller assessment (foreclosures and bankruptcies) the District, even with major operational cutbacks, is overspending the annual maintenance assessment.

***Action Item** - The Board discussed the option of asking the public for a new assessment to cover ARPD expenditures to maintain service levels. Initial study of a possible Assessment would cost the District in the area of \$25 to \$30 thousand dollars. The whole process of the assessment from start to finish would cost the District \$70 to \$75 thousand dollars. The Board is recommending a deferral of new Assessment discussions for this fiscal year and will re-evaluate the revenue situation after collection of this year’s taxes.

- B. Reserve Fund – The Board believes it is imperative to maintain a strong reserve fund in order to protect the long term financial health of the District. The Board also expressed a desire to create a reserve fund for equipment replacement and building maintenance, to keep the Districts facilities/equipment operating at full efficiency and capacity. GASBY 45 is a fund established by State Law and also needs to be accounted for.

***Action Items** – The Board is recommending a minimum reserve fund of \$375,000 be maintained to protect the Districts future during unforeseen conditions.

*Create an “Equipment Replacement Fund” to be used for the replacement of old worn out equipment without using General Fund operating dollars.

*Create a “Building/Equipment Replacement Fund” to repair and maintain the community center at an optimum level for public use.

*Create a GASBY 45 fund and contribute to annually, as possible, to fund

future retirement benefit obligations.

- C. Program Revenue – The Board is interested in keeping rental and program fees current and suggest revisiting on a regular basis to maximize income without putting a burden on the general public.

The Board is recommending that staff continue to increase program activities as possible with the space and resources available. Added program revenue will help subsidize lower tax income. Some program idea discussions included;

1. Kite Festival
2. Outdoor movie night/summer program/community picnic
3. Provide community wide events/special events as possible with small staff
4. Staff to organize luncheon with sponsors/potential sponsors regarding future partnership opportunities/activities.

The Board established a policy/philosophy for programs.

- A. Programs are to be a minimum of revenue neutral and not lose money.
- B. Increase sponsorship relations and opportunities as possible.

***Action Items** – Add new programs that are at a minimum, revenue neutral, create a new special event in the near future to help increase revenue and increase opportunities for Ambrose District residents.

*Evaluate Community Center fees on a regular basis and keep pace with current local conditions and trends.

*Increase efforts to recognize sponsors and partners and increase those opportunities.

- D. Expenditures – Staff and the Board realize in this economic time that expenditures need to be controlled at the most basic level. Staff continues to look for cost savings and efficiencies. The Board expressed a priority focus on keeping facilities and equipment in good working condition and not to defer needed maintenance.

***Action Items** – Prioritize expenditures to keep facilities and equipment in good working condition and not defer to future budget as possible.

*Require General Manager to create new policy which requires all staff to have out of District expenditures on programs and travel, pre-approved by the Manager.

*Continuous efforts by all staff to explore costs cutting measures in all operations of the District and to make all spending choices as cost effective as possible and within budget.

E. Priority Projects – Board discussed major project improvement areas in the District with the knowledge that a lack of Capitol Funds exists.

***Action Items** – Board expressed interest in prioritizing the acquisition of an LCD projector for Board meetings to accommodate visual presentations and be more informative for the public.

*Large Project, re-pave Community Center parking lot and add new lighting.

*Continue work on Ambrose Park Master Plan (Phase 1)

with the construction of the pool project and continue onto Phase 2 of project as funds become available.

2. **Communications/Publicity/Promotion and Marketing** – Board discussed many ideas and options to improve public communication and input. This was a broad discussion covering many different areas. The Board generally stated that while progress had been made further improvement was desired and resulted in the following recommendations.

***Action Items** – Applauded new brochure and requested that this item be produced on a bi-annual basis.

*Continue “Partnership Program” and expand as possible.

*Research acquisition of community reader board to be placed at Hwy 4 entrance to Bay Point (Gateway) and seek funding partner.

*Improve signage at Ambrose Park both on the street and in the park entrance.

*Request class evaluation from participants and instructors to help evaluate programs.

*Create monthly activity calendar and publish on web site.

*Place suggestion box at front office.

*Build community data base for future publicity and communications.

*Create data base for each program and activity.

*Create online opportunity for community members to contact us and give contact information to be notified for future programs and events.

*Include community organizations in contact material regarding programs and sponsorship opportunities.

*Distribute activity brochures to realtors and churches.

*Contact billboard company on the Clearland property for advertising opportunities when not being rented.

*Include schools when possible with organization and presentation of special events.

*ARPD sign up link on website for activities and volunteer interest.

*Include “Parks Make Life Better” logo on all printed promotional material and advertising.

3. **Properties** – Discussion regarding ARPD properties and suggested policy and actions for future direction and improvements.

***Action Items** – Board policy on Open Space is to acquire when feasible and affordable to expand opportunities for public good.

*Expand picnic tables and BBQ's at Anuta Park.

*Anuta Park additional improvements; would like to see added shade trees around gazebo area. Move 20' foot high fencing from East side of park to West side of park to enhance soccer use and improve look of the park. East side of park will have 4' fence.

*Ambrose Park improvements recommended to include more signage as follows; Change Maylard Street to Ambrose Park Way, place free way sign at Bay Point exists off of HWY 4.

*ARPD logo, request to be added to the Gateway Sign entering Bay Point from the West. Add ARPD logo to the welcome to Pittsburg sign going East from Bay Point.

*Clearland property – Continue efforts to sell property. Board prefers to sell property for retail or industrial use purposes.

4. **Grants/Partnerships/Volunteers** – Discussion items and recommendation are described below.

***Action Items** – All partnership agreements should be at minimum revenue neutral to the District.

*Naming rights for facility improvements should be explored for revenue opportunities and should include agreements on each organizations responsibility.

*Actively pursue partnerships when appropriate for programs and special events.

*Be aggressive in seeking out and attaining grants to assist in revenue/program production.

*Assign a Board Ad-Hoc committee, when appropriate to work with public/ interagency and other governmental agencies on potential projects/events.