



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



President – Kevin Graves • Vice-President – Bill Mayer • Director – Robert Leete • Director – Bill Pease • Director – Chris Steele

**NOTICE OF THE REGULAR MEETING
OF THE PARKS AND RECREATION COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY, April 18, 2018
STANDING PARKS AND RECREATION COMMITTEE REGULAR
MEETING 3:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Parks and Recreation Standing Committee Board Members

*Chair Chris Steele
Vice-Chair Bill Pease*

A. ROLL CALL

1. Call business meeting to order 3:30 P.M.
2. Roll Call

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)

During Public Comments, the public may address the Committee on any issue within the Committee's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time that item is before the Committee for consideration. Any person wishing to speak must come up to the designated location. There will be no dialog between the Committee and the commenter. Clarifying questions must go through the Committee.

C. DRAFT MINUTES TO BE APPROVED

1. January 17, 2018 Special Parks and Recreation DRAFT meeting minutes.

D. DISCUSSION ITEMS

1. Rotation of Chair and Vice-Chair for the Parks and Recreation Committee.
2. Discussion regarding Consideration of Future Skate Park.
3. Discussion regarding the DPG Front Entrance Design.
4. Discussion regarding the GreenPlay DRAFT Report.
5. Paws on Parade Event Update.
6. Summer Recreation Programs Update.
7. Discussion regarding the Community Center Swimming Pool Bid.
8. Discussion regarding Discovery Bay Zones.

E. FUTURE DISCUSSION/AGENDA ITEMS

F. ADJOURNMENT

1. Adjourn to the next Standing Parks and Recreation Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow Lake Road during normal business hours."



TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT



President – Kevin Graves • Vice-President – Bill Mayer • Director – Robert Leete • Director – Bill Pease • Director – Chris Steele

**MINUTES OF THE SPECIAL MEETING
OF THE PARKS AND RECREATION COMMITTEE
OF THE TOWN OF DISCOVERY BAY
WEDNESDAY, January 17, 2018
STANDING PARKS AND RECREATION COMMITTEE SPECIAL
MEETING 3:30 P.M.
Community Center
1601 Discovery Bay Boulevard, Discovery Bay, California
Website address: www.todb.ca.gov**

Parks and Recreation Standing Committee Board Members

*Chair Chris Steele
Vice-Chair Bill Pease*

A. ROLL CALL

1. Call business meeting to order 3:30 P.M. – By Chair Steele
2. Roll Call – All present

B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)
None

C. DRAFT MINUTES TO BE APPROVED

1. December 20, 2017 Parks and Recreation DRAFT meeting minutes – Approved.

D. DISCUSSION ITEMS

1. Discussion regarding Pool Repair Update.

Parks and Landscaping Manager Miller – Provided an update regarding the Community Center Pool related to the pool closures, chemical checks and tile repairs. There was discussion regarding the chemicals eroding the copper pipes, pool companies declining work on the pool, pool equipment building, and the funding for the pool; Community Center funds, PG&E funds, and Hofmann funds. The discussion continued regarding the funds to fix the pool, the cost of a competitive pool (an addition to the existing pool), donations, the Tanker Truck (chlorine delivery), and the safety of the delivery of chlorine. The recommendation from the Parks and Recreation Committee to the Board, next meeting of February 7, 2018; Community Center Swimming Pool and Equipment Shed.

2. Discussion regarding the Community Center Outdoor Lighting – Front of the building.

Parks and Landscaping Manager Miller – Provided an update regarding the Community Center outdoor lighting related to solar lighting, life of the lights, and permitting. There was discussion regarding Community Center outdoor lighting options. There is a need for an immediate Community Center outdoor lighting fix. This item will be brought back to the next Parks and Recreation Committee meeting.

3. Update on the GreenPlay Workshop.

Recreation Programs Supervisor Kaiser – Provided the update regarding the GreenPlay Workshop; contract has been signed and ready to coordinate the GreenPlay Workshop/Conference Call. There was discussion regarding the need to schedule a Special Board Workshop on February 21, 2018 beginning at 4:30 p.m. and to cancel the Regular Parks and Recreation Committee meeting for February 21, 2018 beginning at 3:30 p.m. Recreation Programs Supervisor Kaiser will provide the details regarding the GreenPlay Workshop at the Board meeting this evening, January 17, 2018 to review the calendars of the other Board members to schedule a Special Board Workshop Meeting.

E. FUTURE DISCUSSION/AGENDA ITEMS

1. Rotation of Chair and Vice-Chair.

F. ADJOURNMENT

1. The meeting adjourned at 4:15 p.m. to the next Standing Parks and Recreation Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

//cmc – 01-22-18

<http://www.todb.ca.gov/agendas-minutes>

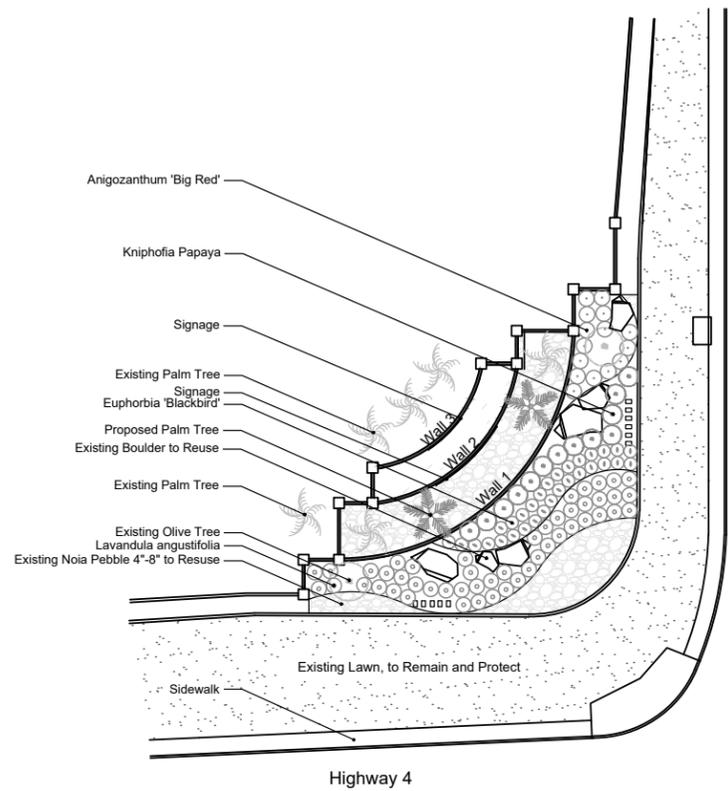
DRAFT

CONCEPTUAL LANDSCAPE PLAN

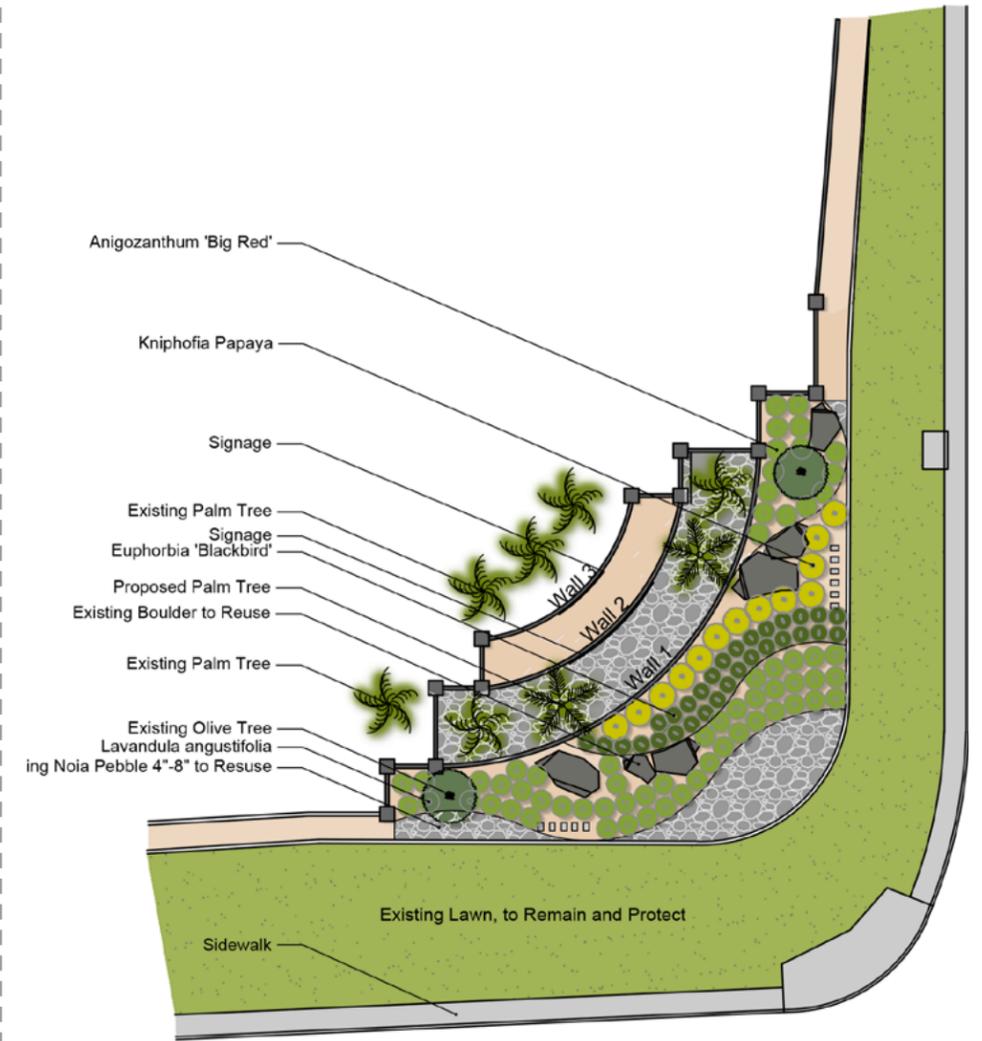
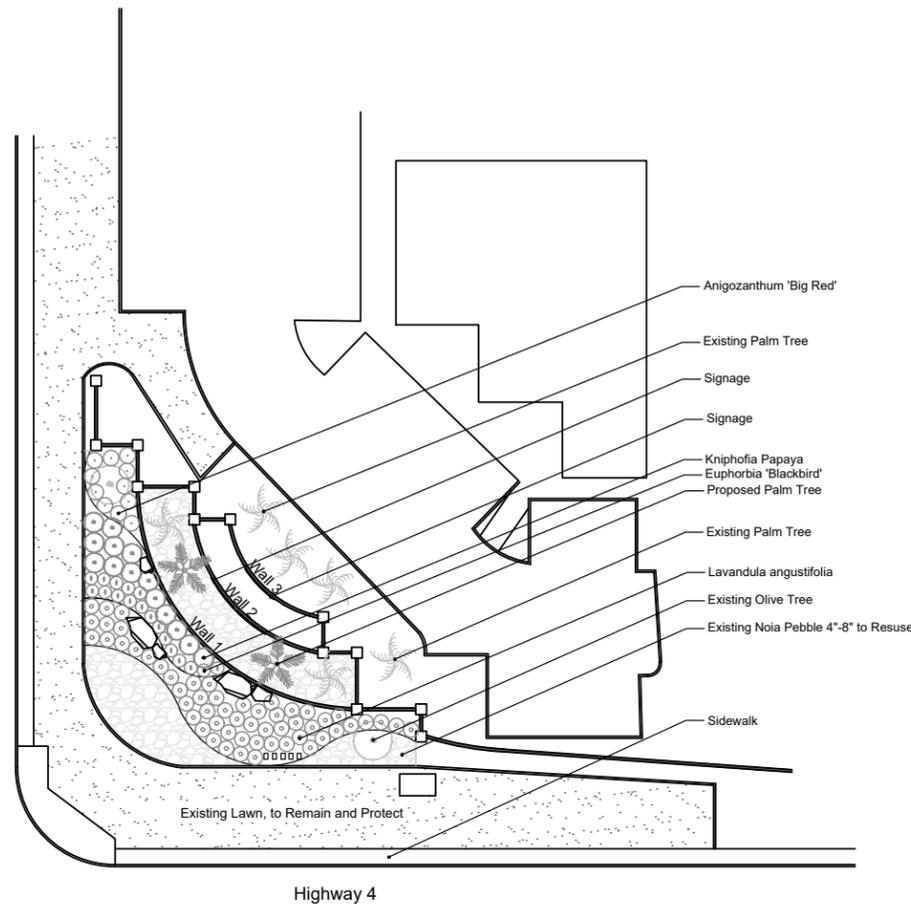
DISCOVERY BAY ENTRANCE

DISCOVERY BAY, CA

Project:	Discovery Bay Entrance
Client Name:	Town of Discovery Bay
Address:	Discovery Bay, CA 94505
Date:	02.09.2018
Revision Date:	Revision Date:
Scale:	
<h3>Cover Page</h3>	
	4701 Main Street, Oakley, CA 94561 Tel: 925.852.1373 Ca License: #972938 Copyright DPG, Design 2018



Discovery Bay Blvd



N
▲ Plan
Not to Scale

N
▲ Plan
Not to Scale



1 Kniphofia 'Papaya Popsicle'
Papaya Popsicle Hot Poker



2 Lavandula angustifolia
English Lavender



3 Anigozanthum 'Big Red'
Kangaroo Paw



4 Euphorbia 'Blackbird'
Blackbird Spurge



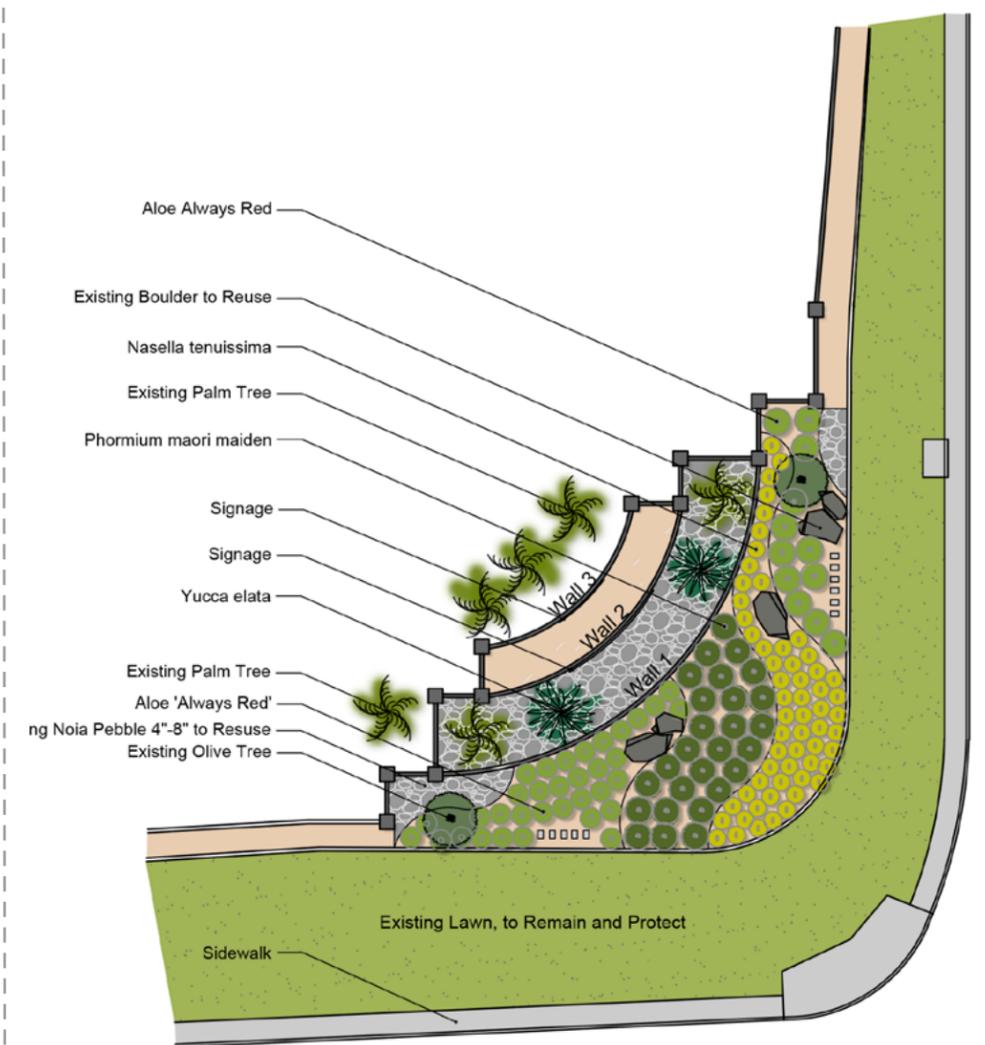
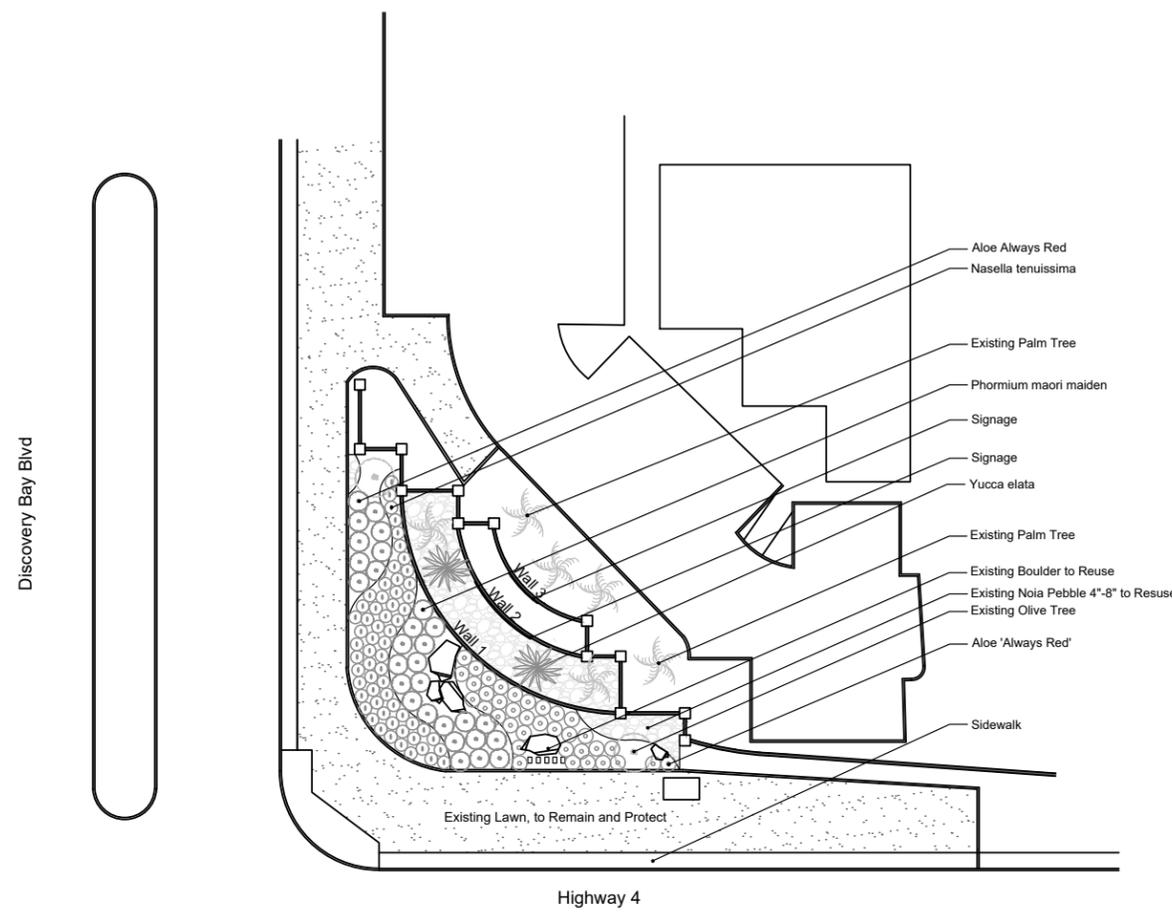
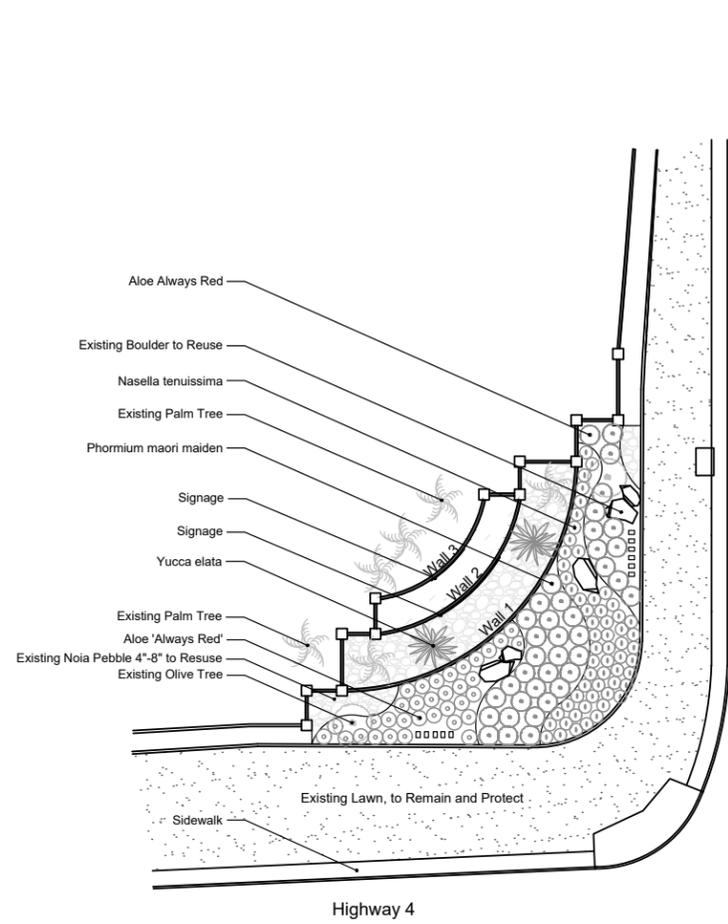
5 Archontophoenix cunninghamiana
King Palm

Project:	Discovery Bay Entrance
Client Name:	Town of Discovery Bay
Address:	Discovery Bay, CA 94505
Date:	02.09.2018
Revision Date:	Revision Date:
Scale:	Not to Scale

Option A

DPG design
David Paul Garcia Design

4701 Main Street, Oakley, CA 94561
Tel: 925.852.1373
Ca License: #972938
Copyright DPG, Design 2018



N
▲ Plan
Not to Scale

N
▲ Plan
Not to Scale



1 Phormium 'Maori Maiden'
New Zealand Flax



2 Nassella tenuissima
Mexican feathergrass



3 Aloe Always Red
Always Red Aloe



4 Yucca elata
Soaptree Yucca



5 Archontophoenix cunninghamiana
King Palm

Project:	Discovery Bay Entrance
Client Name:	Town of Discovery Bay
Address:	Discovery Bay, CA 94505
Date:	02.09.2018
Revision Date:	Revision Date:
Scale:	Not to Scale
Option B	
	
4701 Main Street, Oakley, CA 94561 Tel: 925.852.1373 Ca License: #972938 Copyright DPG.Design 2018	



4701 Main Street, Suite B, Oakley, CA 94561

CA License # 972938

ESTIMATE / BUDGETARY NUMBERS

Client: **Discovery Bay Entry Option A**

Estimate based on conceptual plan by DPG Design dated Feb. 9, 2018

Date: April 11, 2018

DESCRIPTION	Qty	Unit	Price	Subtotal
Demolition				\$2,000.00
Planting:				
Chamaerops humilis	4	24" Box	\$550.00	\$2,200.00
Anigozanthos 'Big Red'	26	5 GAL	\$60.00	\$1,560.00
Euphorbia 'Blackbird'	48	5 GAL	\$60.00	\$2,880.00
Kniphofia 'Papaya'	27	5 GAL	\$60.00	\$1,620.00
Lavandula angustifolia	105	1 GAL	\$35.00	\$3,675.00
Soil Ammendment	15	CU YD	\$200.00	\$3,000.00
<i>Soil to be amended per plant hole</i>				
Irrigation				
Time & materials, to retrofit new planting to existing irrigation. \$75.00 per man/per hour, will be a change order				
Rock area	3198	S.F.	\$1.00	\$3,198.00



4701 Main Street, Suite B, Oakley, CA 94561
 CA License # 972938

ESTIMATE / BUDGETARY NUMBERS

Client: Discovery Bay Entry Option B
 Estimate based on conceptual plan by DPG Design dated Feb. 9, 2018

Date: April 11, 2018

DESCRIPTION	Qty	Unit	Price	Subtotal
Demolition				\$2,000.00
Planting:				
Phormium 'Maori Maiden'	47	5 GAL	\$60.00	\$2,820.00
Yucca elata	4	5 GAL	\$750.00	
Aloe 'Always Red'	104	1 GAL	\$35.00	\$3,640.00
Nasella tenuissima	121	1 GAL	\$35.00	\$4,235.00
Soil Ammendment	20	CU YD	\$200.00	\$4,000.00
Irrigation				
Time & materials, to retrofit new planting to existing irrigation. \$75.00 per man/per hour, will be a change order				
Rock area	3198	S.F.	\$1.00	\$3,198.00
<i>Proposal is to reuse existing Noia rock. If more rock is needed it would be a change order</i>				
Lighting	40	each	\$600.00	\$24,000.00



Town of Discovery Bay Recreation and Community Center

Potential Funding Sources

Prepared by



1021 E South Boulder Road, Suite N
Louisville, CO 80027
(303) 439-8369
www.GreenPlayllc.com
Info@GreenPlayllc.co



Town of Discovery Bay Recreation and Community Center Potential Funding Sources

The Town of Discovery Bay Community Services District is responsible for providing recreational activities to the residents of the District. In meeting that responsibility, the Discovery Bay Community Center opened its doors to the public in January 2014 offering a wide variety of programs for all ages and is tasked with development of programming that will stimulate, educate and enrich the lives of people living in Discovery Bay. Additionally the Discovery Bay is complemented by a system of parks, recreation areas and other facilities aimed to encourage recreational and leisure time activities. Generally, there are a variety of mechanisms that local governments can employ to provide services and to make public improvements. Parks and Recreation operating and capital development funding typically comes from conventional sources such as sales, use, and property tax referend voted upon by the community, along with developer exactions.

Operating funds are typically capped by legislation; may fluctuate based on the economy, public spending, or assessed valuation; and may not always keep up with inflationary factors. In the case of capital development, "borrowed funds" sunset with the completion of loan repayment and are not available to carry-over or re-invest without voter approval.

The Town of Discovery Bay Recreation and Community Center is unique in that it is currently only funded through Lighting and Landscaping Zone 8 Appropriations and revenue generated from classes, the community swim team, a variety of community-wide events, and park and facility rentals. Therefore, identifying as many potential funding sources or options for Discovery Bay Recreation and Community Center is critical to the future success of operations.

Utilizing a list of over 100 potential funding sources compiled over 35 years of consulting with agencies across the United States, along with brief explanations, GreenPlay assisted the Board of Directors and staff in the exercise of categorizing this list of traditional and alternative potential funding as follows;

Funding sources **currently being utilized**

Funding sources the board **definitely would consider**

Funding opportunities that could be **considered in the future**

The results of this exercise are as follows:

These funding sources are currently being used or could easily be used by the Town of Discovery Bay Recreation and Community Center to create the existing budgets for capital and operational expenditures.

Property Tax (Zone 8 Appropriations)

Property tax revenue often funds park and recreation special districts and may be used as a dedicated source for capital development. When used for operation funding, it often makes the argument for charging resident and non-resident fee differentials.

Daily Admission and Annual Pass Sales

Daily and annual pass fees can apply to regional parks and aquatics centers. The consultant team recommends consideration of bulk discount buying of daily admission fees marketed as “monthly, seasonal, 3-month, 6-month, and/or annual passes.”

Registration Fees

This revenue source is for participating in programs, classes, activities, and events which typically require pre-registration to ensure a place. These services may or may not have limited space. These participant fees attempt to recover most if not all of the direct expenses and are often revenue positive due to market demand.

Advertising Sales

Advertising sales are a viable opportunity for revenue through the sale of tasteful and appropriate advertising on items such as program guides, scoreboards, dasher boards, and other visible products or services. This could be a viable strategy in the future if appropriate opportunities present themselves, such as the acquisition of scoreboards, etc. Current sign codes should be reviewed for conflicts or appropriate revisions.

Fundraising

Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects. This can include selling bricks, benches, pavers, tiles, and commemorative tree plantings, etc.

Grants

Grants often supplement or match funds that have already been received. For example, grants can be used for program purposes, information technology infrastructure, planning, design, seed money, and construction. Due to their infrequent nature, grants are often used to fund a specific venture and should not be viewed as a continuous source of funding.

➤ ***Facilities and Equipment Grants***

These grants help buy long-lasting physical assets, such as a building. The applicant organization must make the case that the new acquisition will help better serve its clients. Fund providers considering these requests will not only be interested in the applicant’s current activities and financial health, but they will also inquire as to the financial and program plans for the next several years. Fund providers do not want allocate resources to an organization or program only to see it shut down in a few years because of poor management.

➤ ***Matching Grants***

Many grant makers will provide funding only on the condition that an amount equal to the size of the grant can be raised from other sources. This type of grant is another means by which foundations can determine the viability of an organization or program.

➤ ***Planning Grants***

When planning a major new program, an agency may need to spend a good deal of time and money conducting research. A planning grant supports this initial project development work,

which may include investigating the needs of constituents, consulting with experts in the field, or conducting research and planning activities.

Security and Clean-Up Fees

An agency may charge groups and individuals security and clean-up fees for special events other type of events held at facilities.

Partnership Opportunities

Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a government agency, or a private business and a government agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths and weaknesses of each partner.

Creating synergy based on expanded program offerings and collaborative efforts can be beneficial to all providers as interest grows and people gravitate to the type of facility and programs that best suit their recreational needs and schedules. Potential strategic alliance partnerships where missions run parallel, and mutually beneficial relationships can be fostered and may include the following:

- Kiwanis, Optimists, VFWs, Elks, Rotary, and other service and civic organizations
- Chamber of Commerce
- Youth Sports Associations
- Adult Sports Associations

These funding sources are potential funding opportunities the Town of Discovery Bay Recreation and Community Center definitely would consider for additional funding of capital and operational expenditures.

Ticket Sales/Admissions

This revenue source is for accessing facilities for self-directed or spectator activities such as splash parks, ballparks, and entertainment activities. Fees may also be assessed for tours, entrance or gate admission, and other activities, which may or may not be self-directed. These user fees help offset operational costs or apply to new projects.

Land and Water Conservation Fund

This fund was reauthorized by Congress in December 2015 for 3 years. Generally during this short period the level of funding allocated to states (through the State and Local Assistance Program) for outdoor recreation land acquisition and facility development is anticipated to rise. Every state runs their State and Local Assistance Program in a slightly unique manner, so we encourage any municipal or county parks personnel interested in LWCF to contact their LWCF State Liaison Officer (typically someone at a state's department of fish and game, environmental protection, or conservation and recreation) for more information.

Corporate Sponsorships

An agency can solicit this revenue-funding source itself or work with agencies that pursue and use this type of funding. Sponsorships are often used for programs and events where there are greater opportunities for sponsor recognition (greater value to the sponsor).

Crowdfunding

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. Park and Recreation agencies are beginning to incorporate crowdfunding efforts alongside traditional fundraising strategies. NRPA has implemented a Fund Your Park crowdfunding platform. It's free to members, donations are tax deductible and you have all the support you need from NRPA staff. *Source: Kara Kish, MPA, CPRE, CPSI, article in Parks and Recreation Magazine, December 2015. www.NRPA.org*

General Purpose or Operating Grants

When a grant maker gives an operating grant, it can be used to support the general expenses of operating. An operating grant means the fund provider supports the overall mission and trusts that the money will be put to good use. Operating grants are generally much harder to procure than program or support grants.

Management or Technical Assistance Grants

Unlike most project grants, a technical assistance grant does not directly support the mission-related activities of an agency. Instead, they support management or administration and the associated fundraising, marketing, and financial management needs.

- Program-Related Investments (PRIs)—In addition to grants, the Internal Revenue Service allows foundations to make loans—called Program-Related Investments (PRIs)—to nonprofits. PRIs must be for projects that would be eligible for grant support. They are usually made at low or zero interest. PRIs must be paid back to the grant maker. PRIs are often made to organizations involved in building projects.

Private Grant and Philanthropic Agencies

Many resources are available which provide information on private grant and philanthropic agency opportunities. A thorough investigation and research on available grants is necessary to ensure mutually compatible interests and to confirm the current status of available funding. Examples of publicly accessible resources are summarized below.

- Information on current and archived Federal Register Grant Announcements can be accessed from The Grantsmanship Center (TGCI) on the Internet at: <http://www.tgci.com>.
- Another resource is the Foundation Center's RFP Bulletin Grants Page on Health at: <http://foundationcenter.org>.
- Research www.ecivis.com for a contract provider of a web-based Grants Locator system for government and foundation grants specifically designed for local government.

Program or Support Grants

A program or support grant is given to support a specific or connected set of activities that typically have a beginning and an end, specific objectives, and predetermined costs.

Seed Money or Start-up Grants

These grants help a new organization or program in its first few years. The idea is to give the new effort a strong push forward, so it can devote its energy early on to setting up programs without worrying constantly about raising money. Such grants are often for more than one year, and frequently decrease in amount each year.

Naming Rights

Many agencies throughout the country have successfully sold the naming rights for newly constructed facilities or when renovating existing buildings. Additionally, newly developed and renovated parks have been successfully funded through the sale of naming rights. Generally, the cost for naming rights offsets the development costs associated with the improvement. People incorrectly assume that selling the naming rights for facilities is reserved for professional stadiums and other high profile team sport venues. This trend has expanded in recent years to include public recreation centers and facilities as viable naming rights sales opportunities.

Naming rights can be a one-time payment or amortized with a fixed payment schedule over a defined period of time. During this time, the sponsor retains the “rights” to have the park, facility, or amenity named for them. Also during this time, all publications, advertisements, events, and activities could have the sponsoring group’s name as the venue. Naming rights negotiations need to be developed by legal professionals to ensure that the contractual obligation is equitable to all agents and provides remedies to change or cancel the arrangements at any time during the agreement period.

Flexible Fee Strategies

This pricing strategy would allow an agency to maximize revenues during peak times and premium sites/areas with higher fees and to fill in excess capacity during low use times with lower fees to maximize play.

Cost Avoidance

An agency must maintain a position of not being everything for everyone. It must be driven by the market and stay with its core businesses. By shifting roles away from being a direct provider of facilities, programs, or services, an agency may experience additional savings.

Green Practices

- Update to energy efficient ballasts, motors, appliances
- Go paperless
- Seek Available Grant Funding and Initiative Awards

These funding sources are potential funding opportunities the Town of Discovery Bay Recreation and Community Center *could consider in the future* for additional funding of capital and operational expenditures. These funding sources may not be available currently in Discovery Bay CA or an agreement may be necessary for implementation. These funding sources may meet with some resistance and be more difficult to implement.

Local Improvement Districts

Different from cities that are direct beneficiaries of these funds, Special Districts (or local improvement districts) are the beneficiaries of pass-through funding from cities or counties, which have responsibility for their interests. Special Districts cannot exact or collect the land dedication or the fee-in-lieu on their own.

Privatization – Outsourcing the Management

Typically used for food and beverage management, golf course operations, or ballfield/sports complex operations by negotiated or bid contract.

Philanthropic

Philanthropy can be defined as the concept of voluntary giving by an individual or group to promote the common good and to improve the quality of life. Philanthropy generally takes the form of donor programs, capital campaigns, and volunteers/in-kind services.

The time commitment to initiate a philanthropic campaign can be significant. If an agency decides to implement a capital fundraising campaign and current resources that could be dedicated to such a venture are limited, it may be recommended that the agency outsource some or most of this task to a non-profit or private agency experienced in managing community-based capital fundraising campaigns. Capital campaigns should be limited to large-scale capital projects that are desired by the community but for which dedicated funding is not readily available.

Foundation/Gifts

These dollars are received from tax-exempt, non-profit organization. The funds are private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, etc.

Friends Associations

These groups are typically formed to raise money for a single purpose that could include a park facility or program that will benefit a particular special interest population or the community as a whole.

Gift Catalogs

Gift catalogs provide organizations the opportunity to let the community know what their needs are on a yearly basis. The community purchases items from the gift catalog and donates them to an agency.

Volunteer Programs/In-Kind Services

This revenue source is an indirect source in that persons donate time to assist an agency in providing a product or service on an hourly basis. This reduces cost in providing the service, plus it builds advocacy for the system. To manage a volunteer program, an agency typically dedicates a staff member to oversee the program for the entire agency.

➤ **Adopt-a-Park/Adopt-a-Trail**

Programs such as adopt-a-park may be created with and supported by the residents, businesses, and/or organizations located in the park's vicinity. These programs allow volunteers to actively assist in improving and maintaining parks, related facilities, and the community in which they live.

➤ **Neighborhood Park Watch**

As a way to reduce costs associated with vandalism and other crimes against property, an agency may consider a neighborhood park watch program. This program develops community ownership of an agency's facilities.

Capital Improvement Fees

These fees are on top of the set user rate for accessing facilities such as sport and tournament venues and are used to support capital improvements that benefit the user of the facility.

Concession Management

Concession management is the retail sale or rental of soft goods, hard goods, or consumable items. Through contracting, the agency either receives a percentage of the gross sales or the net revenue dollars from the revenue above direct expenses. Net proceeds are generally more difficult to monitor.

Merchandising Sales or Services

This revenue source comes from the public or private sector on resale items from gift shops, pro-shops, restaurants, concessions, and coffee shops for either all of the sales or a defined percentage of the gross sales. Typically, agencies engage in this type of service as a convenience to their patrons and as a means of enhancing overall operational cost recovery.

Booth Lease Space

Some agencies sell booth space to sidewalk vendors in parks or at special events for a flat rate or based on volume of product sold. The booth space can also be used for sporting events and tournaments.