

CITY OF REDDING



COMMUNITY SERVICES DEPARTMENT

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**Regular Meeting
COMMUNITY SERVICES ADVISORY COMMISSION
Redding City Hall, 777 Cypress Avenue, Redding, CA
Enterprise Park Conference Room**

**November 11, 2009
3:00 p.m.**

AGENDA

1. Attendance
2. Public Comment:
Members of the public are entitled under the Brown Act (Government Code §54950 et seq) to address the Commission on any matter within the Commission's subject matter jurisdiction. The Act prohibits the Commission from taking action or discussing the item unless it is already on the agenda.
3. Consent Calendar
The Consent Calendar contains items considered routine and/or which have been individually scrutinized by Commission members and require no further deliberation. There will be no separate discussion of these items unless an item is removed from the Consent Calendar. If a member of the public wishes to have an item removed for discussion, please fill out a "SPEAKER REQUEST" form and submit it to the Community Services Department before the Consent Calendar is considered.
 - a. Approval of Minutes from meeting held September 1, 2009
 - b. Report: Recreation Division Activity
 - c. Report: Convention Center/Visitors Bureau Activity, Capital Project & Calendar
4. Consideration of Recommendation to Rename South Bonnyview Boat Ramp After John F. Reginato
5. Consideration of Healthy Communities Resolution
6. Consideration of Request to Adjust Property Line of Meadow Creek Park located at 6433 Oxbow Street (APN 050660009)
7. Consideration of Parks, Trails and Open Space Recommendations for Salt Creek Heights Subdivision
8. Projects Updates
9. Commissioner Comments
10. Directors' Comments
11. Adjournment

In compliance with the Americans with Disabilities Act the City of Redding will make available, to any member of the public who has a disability, a needed modification or accommodation (including an auxiliary aid or service) in order for that person to participate in the public meeting. A person needing assistance should contact the Community Services Department by telephone at (530) 225-4512, in person, by mail at 777 Cypress Avenue, 2nd Floor, Redding, California 96001; at least two (2) working days in advance. Accommodations may include assistive listening devices, accessible seating or documentation in an alternate format.

Pursuant to the Brown Act, non-confidential materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for inspection during normal business hours at the Community Services Department, 2nd Floor, City Hall, 777 Cypress Avenue, Redding, California.

Agenda Item: 4

Meeting Date: November 11, 2009

Staff

Director



**City of Redding
Staff Report**

Community Services Advisory Commission

Date: September 11, 2008
B-080-128; P-050-650

From: Kimberly A. Niemer

Subject: Consideration of Endorsement to Rename
South Bonnyview Boat Ramp After John
F. Reginato

Recommendation

Staff recommends the Commission endorse a request from the Shasta Cascade Wonderland Association to rename the South Bonnyview Boat Ramp the John F. Reginato Boat Ramp. With City Council concurrence, Assemblyman Nielson has agreed to take forward the state legislation needed to formally change the name of the boat ramp which is state-owned property under a management agreement with the City of Redding.

Background

Born on the banks of the Sacramento River in the town of Delta in 1918, John Franklin Reginato grew up in the forests and waterways of the North State. His father, Louis, was a railroad worker, and his mother, Maria, died in a kitchen fire when he was about 6. A year later, his father married his wife's sister, Gilda. After graduating from high school in 1935, Reginato attended Modesto Junior College and earned \$18 a week as a local newspaper reporter. He earned an athletic scholarship to attend University of Missouri. His studies were interrupted by World War II and he served three years in the U.S. Air Force arranging entertainment for the troops and teaching physical training.

He returned to California and after a brief stay in San Francisco came home to the Northern California of his youth. In 1949, he was appointed General Manager of the Shasta-Cascade Wonderland Association (SCWA), which promotes tourism and recreation in the far northern counties. He led the organization for 41 years and was a tireless force promoting the natural beauty and abundant recreational opportunities of the area. John is credited with introducing houseboating to the West. Convinced that houseboats would lure tourists, he talked the owners of the lake's first marina into buying two barges in the early 1950s. Today, Shasta Lake bills itself as the "house boating capital of the world" with more than 450 available for rent.

While leading the SCWA, Reginato gained a deep appreciation for the important role of public lands in north state tourism. Determined to do his part to shape the management of these rivers, forests, deserts and coastline areas, he won appointment in 1962 to the Bureau of Land Management's (BLM) statewide advisory board, a predecessor to today's Resource Advisory Councils. After a decade of service, Reginato became the first recreation interest group member to chair the

committee. He later served on the Ukiah District Advisory Council and the Northwest California Resource Advisory Council, chairing both, and accumulating 40 years of service as a BLM advisor.

John served eight years on the California Small Craft Harbor Commission (known now as the Boating and Waterways Commission), including a term as chairman. During this time, he secured approval and funding for the Lake Redding (1963) and Turtle Bay (1968) Boat Ramps. Later, he championed and lobbied support and funding as well. for the South Bonnyview Boat Ramp (1985).

An abbreviated list of the projects John Reginato supported and that continue to provide public recreation opportunities today include:

- Development of the Lake Redding, Turtle Bay and Bonnyview Boat Ramps.
- Development of the Sacramento River Rail Trail. This is now a National Recreation Trail.
- Fisheries improvements on the Sacramento River.
- Development of the first boat ramp and public recreation facilities at Eagle Lake in Lassen County.
- Development of the Bizz Johnson Rail Trail between Susanville and Westwood. This is now a National Recreation Trail.
- Acquisition of lands for public use in the Sacramento River Bend area north of Red Bluff. The field office named the Yana Trail after Reginato provided the suggestion.

John became an accomplished outdoor photographer and many of his photos were used in magazine articles promoting north state tourism. In 1990, he received a special award for the contribution to the promotion of tourism in California from then-Governor George Deukmejian.

John was inducted into the California Outdoors Hall of Fame in 2004. In 1998, he was among 44 individuals, including Bob Hope, Roy Rogers, Dale Evans, Clint Eastwood, Robert Mondavi, Wolfgang Puck, and Shirley Temple Black, inducted into the California Tourism Hall of Fame

In 2006, John was recognized by the Redding City Council with a resolution commending his efforts in promoting the local tourism industry, work in the Parkview Neighborhood, service on the City's Community Development Advisory Committee, and overall dedication to the betterment of the community.

Mr. Reginato died in 2007 at the age of 89 in Gig Harbor, Washington, where he and his wife Elizabeth moved the year prior to be closer to their son John Jr. He is buried at the Northern California Veterans Cemetery in Igo.

Issues

Does the Commission wish to recommend renaming the South Bonneyview Boat Ramp to the John F. Reginato Boat Ramp?

Alternatives & Implications of Alternatives

The Commission has the following options:

1. The Commission could recommend the name change.
2. The Commission could decline to recommend the name change.
3. The Commission could provide staff with alternative direction.

Fiscal Impact

Community Projects Manager Terry Hanson secured grant funding to rehabilitate the boat ramp amenities and add a new fishing platform, kayak launch, and angler's trail. This work will commence next year. New signage is already included in the project and the name change could be implemented at that time at no additional cost to the project.

Conclusion

John Reginato's legacy lives on with the numerous recreational amenities that he personally fostered through state and federal agencies. He took an active role in bringing resources to the North State and nurturing the tourism industry into what exists today. The boat ramps are a solid example of his personal interest and investment to bring the resources to get the people into the river to enjoy fishing, boating, and nature photography. The upcoming project at the South Bonnyview Boat Ramp provides an excellent opportunity to bring recognition to Mr. Reginato's efforts with no additional expense.

Attachments

- 2006 Resolution

CITY COUNCIL AGENDA
ITEM No. <u>3C</u>
MEETING DATE <u>7.5.06</u>

RESOLUTION NO. 2006-

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF REDDING COMMENDING JOHN REGINATO**

WHEREAS, Since 1948, John Reginato has played an important and integral role in the successful tourism industry in Redding and Shasta County through his service as General Manager of the Shasta-Cascade Wonderland Association for the past 41 years; and

WHEREAS, John Reginato is personally responsible for thousands of articles that created an enticing invitation to visitors traveling to the region to recreate and experience the natural resources Shasta County and Redding had to offer; and

WHEREAS, John also served as an advocate of the Parkview Neighborhood, assisting in the development of South City Park and working to assure the vitality of the Parkview Neighborhood as a "Family-Friendly" neighborhood; and

WHEREAS, John Reginato also served the community as a member of Redding's Community Development Advisory Committee from 2000 to 2003, and served for three decades on the Bureau of Land Management Council where he played an instrumental role in helping to establish its Public Lands Policy and Public Use Practices.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Redding, pays tribute to John Reginato, a man respected and admired for his commitment and dedication to the betterment of our community.

I HEREBY CERTIFY that the foregoing resolution was introduced and read at a regular meeting of the Redding City Council of the City of Redding on the 5th day of July 2006, and was duly adopted at said meeting by the following vote:

AYES: Council Members -
NOES: Council Members -
ABSTAIN: Council Members -
ABSENT: Council Members -

KEN MURRAY, MAYOR

ATTEST:

CONNIE STROHMAYER, CITY CLERK

APPROVED TO FORM:

RICHARD A. DUVERNAY, CITY ATTORNEY