

Community Services Advisory Commission
Regular Meeting
Redding Civic Center
777 Cypress Avenue
Redding, California
March 9, 2005, 4:01 p.m.

MINUTES

1. Attendance

Community Services Advisory Commissioner Chair Peckenpaugh opened the meeting with the following commissioners present: Bandell and McCoach

Commissioner Waybright arrived at 4:03 p.m.

Commissioner Parker arrived at 4:09 p.m.

Also present were City Council member Stegall, City Manager Warren, Community Services Director Niemer, Support Services Director Kersten, Assistant City Manager Perry, City Manager Management Assistant Cherpeski, Recreation Superintendent Carpenter, Convention Center and Visitors Bureau Manager Green, Community Projects Manager McGrath, Community Services Management Analyst McCallum and Community Services Executive Assistant Szynal.

2. Public Comment

None presented

3. Consent Calendar

The minutes from the regular meeting on February 9, 2004, the minutes from the special meeting on February 24, 2005, the monthly Convention Center and Convention & Visitors Bureau Activity Report, the Convention Center Capital Projects List and Calendar, and the Recreation Division Activity Report were presented. A brief discussion of the reports ensued.

MOTION: To approve Consent Calendar as presented. (Made by Commissioner Bandell, Seconded by Commissioner McCoach)

AYES: Commissioners Bandell, McCoach and Peckenpaugh

NOES: None

ABSTAIN: None

ABSENT: Commissioners Parker and Waybright

4. Presentation of Soccer Park Project and Discussion on Project Funding

In Summer, 2004, the City Council approved a \$7.5M bond to begin funding the implementation of the *Parks, Trails and Open Space Master Plan*. \$5.5M of those monies were earmarked to fund the Soccer Park.

Assistant City Manager Perry and Management Assistant Cherpeski presented the 90% Design Drawings and provided an overview of the park design, with costs broken out by base bid (\$6.5M) and additional amenities bids (\$1M). It was noted that one of the significant changes to the plan is the addition of the administration and maintenance buildings. These buildings were added due to the fact that Big League Dreams (BLD) will not now be handling operations for the Soccer Park and therefore the BLD Sports Park administration and maintenance buildings will not be able to serve the double purpose originally anticipated. There will be four fields consisting of all-weather turf.

The Community Services Department has recently applied for two grants toward funding the Soccer Park, \$1M from the State of California and \$100,000 from the U.S. Soccer Foundation.

The Commission stated concerns regarding the cost of the Soccer Park and lack of funds available to complete other important park projects identified in the *Parks, Trails and Open Space Master Plan* over the next several years. The Commission also expressed a desire to see additional sources of funding brought forward to complete the Soccer Park. Commissioners Bandell and Parker stated a strong preference for Park Development Funds to be expended on neighborhood parks not pay-to-play facilities. Commissioner Bandell noted that the Commission's recommendation had been for only \$3.5 million to be allocated to the Soccer Park.

Director Niemer noted that the Soccer Park was included in the Park Master Plan and will bring much needed soccer fields to the community. The use of synthetic turf will allow for year-round play which is important as soccer is played in the fall and winter. Additionally, the reliability of the synthetic turf and the availability of four fields will attract the week-end tournaments which will provide a good revenue stream for the operator and bring in tourist dollars for many other businesses in Redding - hotels, restaurants, etc.

Assistant City Manager Perry related the observation that the Commission's position is 1) the Soccer Park project is a good project, 2) the Commission would like to see park fees used capped at \$5.5M and, 3) the Commission would like to see the local soccer community involved more in funding improvements

City Manager Warren suggested that the Commission reconvene early in the following week to review the project list prior to making a recommendation to the City Council.

MOTION: To hold a special meeting with City Manager Warren to discuss soccer park funding.
(Made by Commissioner Bandell, Seconded by Commissioner McCoach)

AYES: Commissioners Bandell, McCoach, Parker, Peckenpaugh and Waybright
NOES: None
ABSTAIN: None

ABSENT: None

5. Presentation of Developmental Assets Program and San Jose field trip

The 40 Assets all Kids Need to Succeed was developed by the Search Institute, an independent, nonprofit organization whose mission is to provide leadership, knowledge, and resources to promote healthy children, youth, and communities. The 40 Developmental Assets are concrete, common sense, positive experiences and qualities essential to raising successful young people. The Developmental Assets have been in our community for approximately eight years and there has been a recent push to expand their implementation. The Developmental Assets framework is categorized into two groups of 20 assets.

External assets are the positive experiences young people receive from the world around them. These 20 assets are about supporting and empowering young people, setting boundaries and expectations, and positive and constructive use of young people's time. External assets identify important roles that families, schools, congregations, neighborhoods, and youth organizations can play in promoting healthy development.

Internal assets identify those characteristics and behaviors that reflect positive internal growth and development of young people. These assets are about positive values and identities, social competencies, and commitment to learning. The internal Developmental Assets will help these young people make thoughtful and positive choices and, in turn, be better prepared for situations in life that challenge their inner strength and confidence.

Chair Peckenpaugh and Superintendent Carpenter joined 38 other Redding residents and business leaders on a recent trip to San Jose to see how cities in Santa Clara County have implemented the external assets into their programs and to brainstorm about broader implementation of the assets in Redding.

Numerical research shows that the more of these assets a child has, the less drug use, etc. These are positive influences which the whole community can put to use.

Recreation Superintendent Carpenter noted that the concept of these assets are that it isn't about what you physically build or give to someone, it's about building relationships. In figuring out how to implement this in the community - we will need to take a little pieces at a time and over time this will build the framework to get us where we want to be. The intention is not to add a lot of work to any one individual, but to instead look at how this can be woven into what is done everyday. Each organization will figure out the best implement plan for themselves. There will be training amongst local agencies to build the development assets structurally into social service programs, etc.

Director Niemer noted that there will be a survey given to a large sample of middle- school and high school students in Shasta County which will help us by prioritizing two or three of these assets which the community can then focus on, which will allow us to be much more effective.

No action was required on this informational item.

6. Projects Updates

Staff provided updates on the following projects; Jump River Playground, Vista Ridge Park, City Hall Sculpture Park and Caldwell Memorial.

Community Projects Manager McGrath offered the following update:

Jump River Playground

This project is progressing slowly, as we are dependent on the weather now for completion. The irrigation system is 50% complete. The hope is to open at the Caldwell Park Expo in April.

Vista Ridge Park

We have confirmed food donations for all preparation days, the local McDonald's, In & Out Burger and Burger King.

More than 50 volunteers have signed up for the build day on May 5th. In addition, Home Depot will provide 100-150 associates from Red Bluff and Chico to provide coverage for the Redding staff who will be at the park on build day.

Sculpture Park

The Construction Document phase is just wrapping up and planting is expected to begin this coming October.

Caldwell Memorial

We are awaiting delivery of the stone in order to begin the sculpture.

No action was required on these informational items.

7. Commissioner Comments

None presented.

8. Director's Comments

None presented.

9. Adjournment

There being no further business, at the hour of 6:05 p.m. Chair Peckenpaugh declared the meeting adjourned.

Respectfully submitted,

GERRINE PECKENPAUGH, Chair