



THE RANCH

(Belvedere Tiburon Joint Recreation Committee)

Meeting Minutes

Monday, September 16, 2019 7:00 p.m.

Dairy Knoll, 600 Ned's Way, Tiburon CA 94920

Call to Order. Chair Feder called the meeting to order at 7:00 p.m., with the following Board members:

Melissa Feder – Belvedere Representative	
Chair	Present
Bob McCaskill - Belvedere Representative	Present
Julianne Schaefer – Belvedere Representative	Present
Sherry Wangenheim – RUSD Representative	Present
Erin Burns – Tiburon Representative	Present
Jason Rosell - Tiburon Representative	Present
Jerry Riessen – Tiburon Representative	Present
Peyton Stein - Belvedere Representative	Absent
Jim Fraser – Tiburon Councilmember	Absent

Staff in attendance:

Jessica Hotchkiss, Executive Director
Michelle Barsky, Minutes

I. Public Comment

No public comments were made.

II. Minutes

A. Approval of Minutes for the Regular Meeting held on July 15, 2019

Moved/Seconded (Wangenheim/Riessen) to approve the minutes, as written.

Vote: AYES: Feder, McCaskill, Schaefer, Burns, Rosell

Abstained: None

ABSENT: Stein, Fraser

III. Finance Reports

A. Review of August 2019/20 Cash Report

Director Hotchkiss opened by presenting the 2019/20 Cash Report. She stated that she had added a new column to the report titled "Prior YTD." In her meeting with the Finance Committee, they had requested to spell out the components of the Academy category. Hotchkiss stated that she has included this breakdown under the Academy category on the Cash Report and verbally explained that the category includes afterschool programs, ballet, tots, teens, cotillion and birthday parties/corporate events. Hotchkiss expressed that Fall 1 programs are doing well year to date, but that there is still room for growth in Fall 2. Programs that are doing very well are Ballet and Cotillion. Programs that are struggling include Tots and Teens. She stated that the Academy category is projected to hit \$190,000 in gross revenue.

Hotchkiss announce that she decided to reduce the Birthday Party/Corporate Events category by cutting Birthday Parties. The Birthday Parties were cancelled to better utilize the manpower in categories that are actually bringing in revenue. Some budget was left for Corporate Events because of the rapport with the local hotels.

Hotchkiss moved on to the Adult category. She expressed that revenue is being coded well to the actual season that the money should be applied to. She said the organization will become more strict in the cut-offs for monthly revenue deposits.

Looking at the Camps category, Hotchkiss announced that it is doing very well and all four subcategories are ahead of financials year to date. The CIT program was budgeted for \$2,000, but made \$12, 000. The Angel Island Camp program is ahead because of the staffing structure change that was implemented. Art & Garden and Fantastical Adventures programs increased in revenue due to an increase in attendance.

The Other Programs Category is a point of concern for Director Hotchkiss. Contract Camps took a big hit and are the main cause of the category being so low. An additional cause for low revenue in this category is some special events not hitting their revenue goals. The forthcoming Beer Festival is struggling with ticket sales, but Hotchkiss is hopeful that sales will pick up right before the event date.

Director Hotchkiss closed by stating that overall, the organization is doing well because of a decrease in staffing salaries. She pointed out that this will be a unique year due to the timing of the staff change. This staffing change coupled with an increase in Camp revenue will make up for those categories that are struggling. Hotchkiss's goal for future budget planning is to keep making realistic adjustments that will keep the organization in the positive.

IV. Discussion Items

A. Strategic Review

Chair Feder presented the Strategic Review Objectives packet. The key objectives for the Strategic Review include (1) Needs Assessment (2) Identifying risks and opportunities (3) Identifying an action plan for implementing any needed shifts. Feder stated that the four key questions to be answered by the review are (1) Who are the target customers/community participants? (2) What are the strengths, weaknesses and gaps of current program offerings? (3) What are the needs/opportunities for programming? (4) What requirements and priorities are needed to enable recommendations and continued success?

Feder explained the timeline expectations of the Strategic Review. The goal between now and the November 2019 Board Meeting will be to have data analysis completed. The January 2020 Board Meeting will include a visioning session. The Chair went on to explain how Sub Teams and Roles had been assigned to Board Members and Ranch Staff. The two Sub Teams are the Data Analysis Sub Team and the Interview and Survey Sub Team.

Representative Riessen posed comparing The Ranch budget with those of other recreation departments to see where the organization is falling short or doing well.

B. Tennis Court Updates

Director Hotchkiss stated that online tennis court reservations have been available to key holders since February. She said that since switching to the online reservation system, key holders have been happy, but she does not notice a significant increase in the number of reservations. Additionally, The Ranch has not seen an increase in key sales year to date. Hotchkiss also noted that because there is no longer human interaction required to achieve a reservation, she fears that this loophole is allowing people to abuse the system. For example, a key holder could be sharing their login credentials and key with a friend to make reservations and use the key in the absence of the key holder.

Hotchkiss announced that a problem has arisen once again where a specific person, who does not own a tennis key and is not part of Higgins Tennis Inc, is illegally playing and illegally teaching lessons on the court. This person has also brought their dog onto the court on separate occasions. Court Maintenance staff has seen it first hand and confronted the individual, but they refused to leave or remove their dog.

The Board proposed looking into implementing security cameras or random checks on the courts if the issue persists or worsens.

C. Town of Tiburon and City of Belvedere Updates

Director Hotchkiss announced that she had recently met with the Belvedere and Tiburon's City and Town Managers to redraft facility use agreements. She explained that pre-existing use agreements had been expired for some time.

In her meetings, she discovered that no use agreements between The Ranch and Town of Tiburon or The Ranch and City of Belvedere exist pertaining to the tennis courts. The only tennis court use agreement that exists is one between The Ranch and RUSD.

D. Special Event Updates, Golf Tournament, Tiburon Taps Beer Festival, Tiburon Half Marathon and Boo Bash

Director Hotchkiss stated that the Golf Tournament held on September 9, 2019 at Marin Country Club was successful. All forthcoming fall events are squared away and assignments for staff and volunteers have been made.

E. Tot Programs & Marketing to Tots

Representative Schaefer stated that since meeting with Director Hotchkiss and Tot Supervisor, Tina Morales, she has reached out to local mothers and the Southern Marin Mothers' Club. In talking with these two groups of mothers, Schaefer gathered that many of the mothers were unaware of The Ranch and/or unaware that The Ranch offered programs specific to tots. Schaefer believes the main focus should be attempting to capture this demographic through more marketing.

F. RUSD Report

Representative Wangenheim presented that final RUSD Kindergarten enrollment numbers are lower than anticipated, with total numbers hovering around 98-100. Some enrollees were lost to a local charter school.

Wangenheim stated that trace amounts of lead had been detected in Bel Aire School's water. All water has been shut off while testing is being conducted to determine where the lead is leaching from.

V. Adjourn

The next meeting is scheduled for November 18, 2019 at 7:00pm.

There being no further business before the Board, Chair Feder adjourned the meeting at 8:30 p.m.

Respectfully submitted,
Michelle Barsky