



## THE RANCH

(Belvedere Tiburon Joint Recreation Committee)

### Regular Meeting Minutes

Monday, May 20, 2019 7:05 p.m.

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

**Call to Order.** Chair Feder called the meeting to order at 7:05 p.m., with the following Board members:

Melissa Feder – Belvedere Representative Chair	Present
Bob McCaskill - Belvedere Representative	Present
Julianne Schaefer – Belvedere Representative	Present
Erin Burns – Tiburon Representative	Present
Jim Fraser – Tiburon Councilmember	Present
Jason Rosell - Tiburon Representative	Present
Jerry Riessen – Tiburon Representative	Present
Sherry Wangenheim – RUSD Representative	Present
Peyton Stein - Belvedere Representative	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 March 18, 2019  
Moved/Seconded (Fraser/McCaskill) to approve the minutes, as written.  
Vote: AYES: Feder, McCaskill, Schaefer, Burns, Fraser, Riessen, Wangenheim  
Abstained: Rosell  
ABSENT: Stein

#### **III. Finance Reports**

**A.** Review of March FY 2019/20

Director Hotchkiss's written report included the March fiscal year to date. April numbers were not included in the report because they had yet to be delivered by the accountant.

The Director said the report showed a decrease in revenue from AC3, leading her to lower projections for the end of the year. She reiterated that additional revenue will be reflected in this category once the April numbers were entered.

The Director reported that Adult revenue has shown growth, specifically in the areas of Fitness and Marin Social Sports. She reminded the Board that Adult programs do not follow a strict enrollment period, so we would continue to see revenue and see a drastic change in net revenue for this category.

The Director said that the Camps category is doing extremely well and that all four camps within this category are ahead of financials year to date. She mentioned that all weeks of Harry Potter sold out in record time, prompting the addition of a fourth week which had never been done before. This fourth week is now also sold out with a wait list.

The Director reported that Other program revenue includes areas of Summer contract camps, taekwondo, tennis, youth basketball league, tennis key sales and all special events. The Other category is down due to low enrollment in Summer Contract Camps. She stated that Taekwondo is an area of concern because the instructor is retiring after being with the organization for over 20 years. He also leaves behind the expectation of very affordable pricing that most likely will have to increase with the hiring of a new instructor.

The Director stated that Facilities were up—most likely due to an increase in renters who qualify for the commercial rate. She noted that Payroll was down due to the lower salary for the new director and due to there being a vacant coordinator position.

The Director concluded that her current end of year projections are in the net revenue positive, but are subject to change as the year goes on. She stated that she is very interested to see the enrollment numbers come through in late July for the fall session.

Chair Feder asked for comments from the Board. Representative Riessen asked if Director Hotchkiss believed that switching to Perfect Mind was worth it financially. Director Hotchkiss stated she believed it was worth it and explained that the system is user friendly and has functionality capabilities that exceed the old system. In addition, she stated that the new system withholds a fixed rate from transactions, while the old system withheld on a sliding scale which made it difficult to project accurately.

#### **IV. Discussion Items**

##### **A. Welcome New Board Member, Rosell**

Director Hotchkiss welcomed and introduced the newest Board Member, Tiburon Representative Jason Rosell. She asked that everyone introduce themselves to Representative Rosell.

##### **B. Special Event and overall program updates**

Director Hotchkiss reviewed the Spring Carnival and Egg Hunt that had taken place in late March. She stated that it was profitable and well attended.

Director Hotchkiss moved on to discuss the 4<sup>th</sup> Annual Angel Island Adventure Race that took place in early May. She expressed that the event was well attended and received; however, there were many challenges leading up to the event. There were issues in the planning and implementation of the event which ate into net profits. She stated that additional marketing efforts did not proportionately increase attendance. Director Hotchkiss concluded that this event takes several months of planning and energy that could better be directed at other events or programs which are guaranteed to show higher

revenue. She expressed that she will be looking into ways to utilize existing supplies from the event and repurpose them for corporate events or other programs. Director Hotchkiss stated that there would be no future Angel Island Adventure Races.

Director Hotchkiss reviewed the Adult program category and stated that there is continued growth in Marin Social Sports, Bridge and the return of Pilates—due to a new instructor. She expressed that she is looking forward to the new Youth Program structure of Fall 1 and Fall 2 and is hopeful that it will increase fall after-school program attendance.

### **C. The Ranch Staffing Update**

Director Hotchkiss reviewed that a panel interview was held in April for the open positions of Youth recreation Supervisor. She stated that two internal candidates had applied and Bruce Miller was selected for the position. She explained that Miller had previously held the Youth Recreation Coordinator position specific to upper elementary and teen programs for the past four years with The Ranch. Hotchkiss stated that in addition to his experience, he was chosen based on his talents in the areas of parent communication, creativity, thorough planning and attention to detail.

Director Hotchkiss stated that with the promotion of Miller, she has taken the opportunity to redistribute some job duties between two Youth Supervisor positions. She redefined Miller's position to include mostly older youth duties while Tina Morales's position will focus on younger youth. She stated that these new definitions will aid in making it easier to hire in the future. The Director said that she is currently discussing the best approach and time to fill Miller's vacant position.

Chair Feder posed the question, based on the current staffing issue, whether it would be in The Ranch's best interest to focus more on youth contracts rather than relying on Coordinators to teach programs. Director Hotchkiss responded that while it may seem ideal to do so, contractors are not as reliable as full time staff and they could jeopardize the program in the long term.

### **D. Tennis Courts Update**

Director Hotchkiss stated that the new online tennis reservation system has been in effect and functioning well since April 1<sup>st</sup>. She stated there has only been positive feedback from key holders since its implementation. She expressed that there has not been an increase in the number of people who have been making reservations.

Director Hotchkiss added that permanent pickleball lines had been recently painted at one of the Lagoon Tennis Courts. She is hopeful that this will increase tennis key sales because pickle ball is one of the fastest growing sports in the nation.

### **E. PerfectMind registration software update**

Director Hotchkiss expressed that the new system has been in use since late January and that Michelle Barsky has since worked out all of the initial kinks. She stated that the new focus is now to learn more about the system's features and how to best run reports and book events.

### **F. RUSD Report**

Representative Wangenheim stated that Fall kindergarten enrollment is hovering between 130-140. The district has finally approved their five year plan. She recommends that now is a good time to

request any facilities that had not been previously utilized by The Ranch. Wangenheim also stated that the Parcel Tax was up for renewal.

**V. Adjourn**

There being no further business before the Board, Chair Feder adjourned the meeting at 8:05 p.m.

Respectfully submitted,  
Michelle Barsky