



THE RANCH

(Belvedere Tiburon Joint Recreation Committee)

DRAFT Regular Meeting Minutes

Monday, September 18, 2017 7:00 p.m.

Dairy Knoll, 600 Ned's Way, Tiburon

The public is invited to attend.

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

Bob McCaskill – Belvedere Councilmember Chair	Present
Peyton Stein – Belvedere, Vice-Chair	Present
Erin Burns – Tiburon Representative	Present
Melissa Feder - Belvedere Representative	Present
Jim Fraser – Tiburon Councilmember	Present
Jane Jacobs - Tiburon Representative	Present
Jerry Riessen – Tiburon Representative	Present
Afsaneh Zolfaghari – Belvedere Representative	Absent
Howard Block – RUSD Representative	Absent

Staff in attendance: Cathleen Andreucci, Executive Director
Diane Crane Iacopi, Minute-taker

I. **Public Comment**

Chair McCaskill asked for public comment. There was none.

II. **Minutes**

A. Approval of Minutes for the Regular Meeting held on June 19, 2017
Motion/Second (Fraser/Jacobs) Approved 7:0 (2 members absent)

III. **Finance Reports**

A. Review of Month End FY 2017/18 Cash Report

Director Andreucci said she would provide a comparative report with some updates to the report provided in the packet; that certain revenue items were not yet included due to the changeover in bookkeeping personnel. She said that revenues were on track for Spring, Summer and Fall programs, and that camp revenue was ahead of budget projections. She noted, however, that tennis revenue was down, reflective of fewer enrollments in the school district (i.e. “the bubble”) and she speculated that negative

publicity surrounding the program may have played a role, as well. On another revenue line item, she said that facility rentals were “booming”.

IV. Discussion Items

A. Summer Camp Recap

Director Andreucci said the Angel Island and Fantastical Adventure camps did really well this year.

B. Fall Program Update

Director Andreucci reported on the new “Social Sports” program that had commenced over the past weekend as a co-ed softball league. She said the participants were very enthusiastic about the league and had suggested starting a flag football league, in future, as well. There is also a desire for a basketball league, according to the Director, but a court location is needed.

Andreucci also reported that the Adult Coordinator, Maureen Borthwick, had instituted a “punch card” system for Fall classes to make participation easier for program participants.

Boardmember Fraser asked if the Board could hear a report from Ms. Borthwick. Director Andreucci said she could schedule it at the next regular meeting.

C. Special Events

Director Andreucci reported on the annual Golf Tournament on September 14. She said there were 55 golfers; that enrollment was down a bit from last year but that there were more sponsors this year.

Likewise, Andreucci said the beer festival (Tiburon Taps) on September 23 had more brewers signed up this year but fewer tickets had been sold, to date. She said the October 1 Half Marathon numbers were “booming” and that Whole Foods had been a great sponsor. She said volunteers were still needed for both of these events.

Director Andreucci reported that the Belvedere City Council had approved funding for the Boo Bash in October, along with a movie in the park. She said the Tiburon Town Manager anticipated an in-house approval based on the permit not changing from last year.

Andreucci said this will conclude the bulk of Fall events, with the only remaining event for the year being the Breakfast with Santa in December.

V. Action Items – The Ranch Tennis Program

- A. Court Usage Survey (Director Andreucci)

Report received; no action taken.

Director Andreucci said in response to a request from the Tennis Subcommittee for more data, staff and a committee member had monitored the courts over a two-week period from 7 a.m. until 7 p.m. She said it was an intensive process but it was meant to sample usage for one week in summer and one week in the Fall. She said the first week's report (August 14-20) was in the packet and that the September week data had been received but was not yet compiled into report format. Andreucci said both reports would be posted on the Ranch website.

The Director said the data gathered was the number of people on the courts, a tally of keyholders or others using the courts, weekend reservations, and lessons scheduled through Higgins Tennis. She said that except for one hour during one day, the results confirmed her impressions that there was no shortage of courts available for play.

In reference to the August 14-20 report, Chair McCaskill asked Director Andreucci if the "x's" on the chart meant that courts were open during those times. She confirmed this meaning. McCaskill agreed that it looked as if there was an abundance of court time.

Subcommittee Chair Riessen said that he had spent hours collecting data, watching empty courts, and confirmed that courts seemed to always be available. He said this was different than the kind of program he had grown up playing in.

Riessen said that this data reinforced the Subcommittee's recommendation (below) that the current reservation system stay in effect for both the school year and summer unless new information comes in, and that further action on this issue (court allocation) be postponed until the bid process has been completed.

Boardmember Stein said this seemed like a prudent recommendation especially since the school year was already underway.

Chair McCaskill asked for public comment on this item (B.1.). There was none.

- B. Discussion and vote on recommendations to The Ranch Board regarding the tasks assigned to the Tennis Subcommittee (Chair Riessen)
 - 1. The best allocation of court usage for both the summer and school year
Recommendation: The current schedule remain in effect for both the school year and summer unless new information comes in. Postpone further action on this matter until the bid process next year.

MOTION: As stated in B.1. above - That the current schedule [court allocation system] will remain in effect until next year.

MOVED (Jacobs)/SECONDED (Stein) - Approved 7:0; 2 members absent.

(Action Item B.2.) The best way to manage open court time

Recommendation: Implement a new online reservation and payment system, including the ability to reserve in one-hour increments, on a weekly basis. Leave one court open (at Lagoon Courts) for drop-in play; when new online system becomes available, free court time can be reserved 72 hours prior to the day of play, limited to one reservation per day. Until the online system is implemented the sub-committee recommended we increase the call in reservation system currently in place for weekends at Pt Tiburon Courts, to include weekdays and one court at Lagoon. Post schedules for the week on Thursday.

Riessen said that the subcommittee had come up with ideas to improvement the current reservation system until the new online system became available. Chair McCaskill asked if the current reservation system was through the Ranch [telephone] reception. Riessen said that it was. McCaskill asked if these recommendations would continue once the online system was in place. Riessen said that they would.

In response to Boardmember questions, Director Andreucci said that she had looked at several vendors and was considering the “Perfect Mind” reservation software used by San Rafael and other public agencies. She said it would take about six months to implement. She said it would apply to all the Ranch programs, not just tennis. She said she hoped to sign a contract by the end of the month.

Chair McCaskill opened the discussion of Item B.2. to public comment.

- One lady commented that one-hour reservation segments seemed to not be a lot of time. [Director Andreucci said this was a recommendation by the members of the subcommittee and she thought it was to allow for more ease in reserving back-to-back court times.]
- Another lady, Ms. Parisi, said she played on the Redwood HS Varsity Tennis Team. She said that it was important for the courts to revolve around a schedule. She said the current system seemed disorganized. But she also said she hoped that the public would be able to take advantage of the courts, and cited the success of the Williams’ sisters learning to play on public courts in Compton. She said she had learned a lot from her teacher, Ellie, and hoped that others would have the same opportunity.
- A man commented that most people used the courts during peak times – after school and work, and on Saturday and Sunday. He said this was what people were referring to when they said they had difficulty finding court time.

Boardmember Feder expressed her hope that the online system would help people make reservations more easily, including back to back reservations, and that the online system would be much more transparent than the current one.

Boardmember Fraser asked how the payment system would work. Subcommittee Chair Riessen said that the new online payment system would stream income directly to the Ranch [rather than through the instructors]. Director Andreucci said this, too, would aid in transparency.

Boardmember Stein wondered whether some of the recommendations, such as the one-hour reservation and others, might simply wait until the new software was installed. She said they could be specified as “goals” for the new system. Director Andreucci said that the subcommittee recommended that some of these details be implemented sooner than later.

Because the recommendation dealt with current solutions, as well as proposed (future) solutions, Chair McCaskill recommended that the motion be split into two parts – a 2(a) and 2(b), if you will.

B.2. The best way to manage open court time

Recommendation: Implement a new online reservation and payment system, including the ability to reserve in one-hour increments, on a weekly basis. Leave one court open (at Lagoon Courts) for drop-in play; when new online system becomes available, free court time can be reserved 72 hours prior to the day of play, limited to one reservation per day. Until the online system is implemented the sub-committee recommended we increase the call in reservation system currently in place for weekends at Pt Tiburon Courts, to include weekdays and one court at Lagoon. Post schedules for the week on Thursday.

2(a) MOTION: To increase the current call-in reservation system from weekend to a (7-day) full week reservation system which included Pt. Tiburon and one court at Lagoon Road; that the schedules be posted online and at the courts on Thursday;

2(b) MOTION: To implement a new online reservation system that includes the following details:

- Payments will be made online;**
- Allow one-hour reservations per keyholder per day;**
- Allow reservations on the Pt. Tiburon courts and Lagoon court 72-hours in advance**

MOVED 2(a) and 2(b)- (Jacobs)/SECONDED (Feder) – Approved 7:0; 2 members absent.

B.3. How to effectively notify the public of court availability–

Recommendation: Until new online reservation becomes available, status quo of posting on website and at courts, with an addition posting on Thursday of reserved court time for the week.

The Board concurred with this recommendation and noted it was addressed in the motion for Action Item B.2.

B.4. The recommended structure to manage The Ranch's tennis instruction program.

Recommendation: Prior to expiration of Higgins Tennis Instruction Contract in March 2018, explore bid process and prepare an RFP.

Chair McCaskill noted that the Executive Director has the authority to prepare RFPs and enter into contracts. Director Andreucci said she would like to move quickly on this item in order to give the current vendor (Higgins Tennis) enough notice to make other arrangements, if not chosen as a finalist for the new contract.

Tennis Subcommittee Chair Riessen said that there were certain things the committee wanted to have included in the RFP to evaluate, such as quality of programming, quality of staff, and expectations of the program. Boardmember Fraser said he thought it was important that the RFP come back to the Board for its review, and also be reviewed by Town Attorney, Ben Stock, prior to its issuance.

Chair McCaskill opened the matter to public comment:

- A gentleman, Tom (last name not heard), resident of Vistazo West, asked if there could be more than one vendor in the program.

Director Andreucci commented that it had been done that way before and it had not worked very well because some vendors only wanted to teach private lessons and weren't committed to the overall success of a community tennis program. She said this led to group lessons being cancelled, and other problems.

Nevertheless, the Director said that a proposal could be made for more than one vendor. Chair Riessen said that a vendor could possibly bid on all or a part of the program.

- Another member of the public noted that the program serves a large demographic, but asked if people wanted different instructors, why shouldn't they be able to have that choice?
- John Potter applauded the efforts of the Board and subcommittee for undertaking these topics but recommended that the public be invited to the hearing and be allowed to comment on vendors and instructors under review so that the community would be best served by these people.
- Another member of the public asked why the Board didn't allow the residents to choose their own teachers.

Subcommittee Chair Riessen said he was not sure why, but that was the current policy and it governed the current tennis program.

Director Andreucci said that the current contract was written as an exclusive contract; she said it provided an monetary incentive to the vendor to be able to provide private lessons.

Boardmember Feder said that if someone came in with another proposal, it would be evaluated. But the idea of a community program was to cover the whole range of lessons, from private to group. How the pie is divided is the question, she said.

- A member of the public asked how much Mr. Higgins made and cited numbers from the budget report. He compared the revenue to expenses and asked where the rest of the money went.

Chair McCaskill took a moment to explain how the Recreation Department programs were managed, by a board of appointed individuals from the City of Belvedere and the Town of Tiburon, through a Joint Powers Agreement. He said that revenues from some programs covered expenses of other programs, and the like; that the elected officials of both communities tasked the Ranch Board with having a balanced budget and covering its expenses. He said that covering the expenses of the tennis program was no different than covering the expenses of this facility, for instance; again, that the Board had to find ways to cover all its expenses. He said if anyone could play on the courts, the Board would likely have to raise the cost of maintaining the courts and providing a tennis program.

- A member of the public said she thought the tennis key fee was reasonable; but that some people wanted more choice of instructors and to be able to bring in their own instructors. [Chair McCaskill commented that this might lead to raising the key prices.]
- Another lady said that she participated in the tennis classes through The Ranch program but was not a keyholder; she said she thought the issues in the community had to do with the needs of two different groups – the keyholders and the program at large – and that the needs were different.

Subcommittee Chair Riessen said there would be an open process to discuss the RFP and proposals. Chair McCaskill said the community would be notified of the meeting, once the date was set.

MOTION: As soon as possible, to develop the bid process and prepare a draft RFP for the Board's review at a special meeting in October.

MOVED (Stein)/SECONDED (Burns) – Approved 7:0/2 members absent.

- C. Ratify renewal of Agreement (MOU) with Reed Union School District for Use and Maintenance of Tennis Courts on District Property.

It was noted that the RUSD Board had approved the contract at its Monday Board meeting. There were no further Board or public comments.

MOVED (Fraser)/SECONDED (Jacobs) – Approved 7:0/2 members absent.

VI. **RUSD Update:** No report (Boardmember Block absent)

VII. **Adjourn**

Chair McCaskill adjourned the meeting at 8:25 p.m. to a special board meeting to be convened in the month of October to discuss, hear public comment, and approve an RFP for the 2018 tennis program.

The next regular meeting is scheduled for November 20, 2017.

Respectfully submitted,
Diane Crane Iacopi