



THE RANCH

Draft Minutes

Monday, June 18, 2018 Regular Meeting

Dairy Knoll, 600 Ned's Way, Tiburon

The public is invited to attend.

7:00 Call to Order

Board of Directors:

Chair: Peyton Stein, Belvedere

Vice Chair: Melissa Feder, Belvedere

Tiburon: Erin Burns, Jim Fraser, Jane Jacobs, Jerry Riessen

Belvedere: Bob McCaskill, Afsaneh Zolfaghari

RUSD: Sherry Wangenheim

Chair Stein called the meeting to order, with the following attendance:

Boardmembers present: Feder, Jacobs, McCaskill, Riessen, Stein, Zolfaghari

Boardmembers absent: Burns, Fraser, Wangenheim

Ex officio: Cathleen Andreucci, Director; Diane Crane Iacopi, Minutes

I. Public Comment

There was no public comment.

II. Minutes

A. Approval of Minutes for the Regular Meeting held April 16, 2018

Motion/Second (McCaskill, Riessen) to adopt, as written.

Vote: Feder, Jacobs, McCaskill, Riessen, Stein, Zolfaghari

(Burns, Fraser, Wangenheim absent)

Chair Stein moved ahead to Discussion Item IV-A (presentation by Adult Supervisor, Maureen Borthwick).

Ms. Borthwick provided a 2018 Summer & Fall fitness class schedule for adults. She encouraged members of the board to try some of the classes for themselves in order to evaluate them and provide feedback. She said that most of the classes are part of the punch card system and others are specialty, fee classes.

Director Andreucci said she had heard from Boardmember Wangenheim that some early morning classes might be better attended by mothers of school children if they coincided with school start and drop-off times. Vice Chair Feder said that the most popular class times at the Strawberry Barre studio are 9 and 10:30 a.m. Borthwick made a note of this. She also said she was in the process of recruiting more instructors. In response to a question from Chair Stein, she said the Monday, Wednesday, and Thursday yoga classes with instructor Meghan are currently the most popular classes. She also described new classes that include partnerships with the community, such as Pedego bikes, as well as the Library. For instance, students attending the new chess class will also be able to engage in free chess play at the Library on Wednesday nights. And Pedego is the partner for "Mastering your E-Bike" that starts up in the Fall.

Borthwick updated the Board on Marin Social Sports. She said it is growing in popularity. For instance, she said Spring Softball has 6 teams signed up, compared to 4 in the Fall season. She said volleyball would start up shortly, at the Al Boro gym in San Rafael, and plans for dodgeball at the Strawberry gym are also in the

works. Borthwick said The Ranch pays for fields and facilities but noted the willingness of other recreation departments to provide a refund to The Ranch in the event of cancelled classes or programs.

With regard to demographics, Borthwick said the participants are 63% male/37% female across all sports. She noted that 30% of them are from Belvedere/Tiburon, 19% from San Anselmo (where she resides), 18% from San Rafael, 8% from Mill Valley, and the remainder from outside of Marin. She said that most people signed up by word of mouth (information passed on by friends, etc.). She described her marketing tools, such as printing and distributing flyers, printing coasters and asking a local restaurant to display them, as well as using social media. She said word of mouth seemed to work best at this juncture.

Vice Chair Feder said it would be great to have manned tables at events such as the Beer Festival as a way to reach people. She also suggested restaurant discounts and the like but Supervisor Borthwick said this had not been very successful as people tended to socialize at the sport venue itself. She described the participants as both individuals and family groups, and provided a breakdown by age group to the Board.

Boardmember Riessen asked about participant feedback. Borthwick described an 8-question survey (covering price, layout, whether they would come back, etc.) she provided to all participants, and said it had been mostly positive.

In summary, Supervisor Borthwick said attendance in adult programs was up and that the Spring enrollment looks promising. Chair Stein said she hoped the local community realizes that these programs exist and are growing. Director Andreucci commended Ms. Borthwick for her efforts, and said she brought fresh new ideas and enthusiasm to the position. This sentiment was echoed by Chair Stein and the Board.

III. Finance Reports

A. Review of May FY2018/19 Cash Report

Director Andreucci reviewed the report and highlighted that fact that revenue for adult classes is well above the projections and is “back on track” after a slump. She also said that camp enrollments are up after a slow start, and corporate events were becoming viable (paying for the staff member’s salary) and looked promising for the coming year.

With regard to expenditures, she said that the \$42,000 expenditure for the Perfect Mind (registration) software had been added to the budget but its implementation is being deferred until January. She also noted the bids for the resurfacing of the Del Mar Tennis Courts had come in higher than budgeted (\$15,000) and she is still waiting for a final bid. She described the new “netting” technology being employed for resurfacing which is more expensive but is supposed to increase the longevity of the surface.

Andreucci said there have been requests for the “hot” new sport of pickleball which requires different striping (to divide the courts into smaller areas). She said some people repaint the courts but she said there is also a system of moveable nets that might be employed. Chair Stein noted the TPC had restriped its courts. The Board took no action on whether to restripe for pickleball. Vice Chair Feder suggested that a decision might be deferred until the new registration software came on line, if this is a new sport that will be offered by The Ranch.

IV. Discussion Item

- A. Adult Program Presentation - Maureen Borthwick**
- B. Registration Software**
- C. Special Events/Parade**
- D. New Ad-Hoc Committee - Strategic Facility Planning**

Director Andreucci noted that items A and B had already been discussed above.

She updated the Board on **Item C, Special Events/Parade**, especially the fact that Caltrans now requires engineered traffic plans for parades. She said last year they had waived the permit fees for the Labor Day Parade but were unwilling to waive the engineered plans this year. She said the Chamber had to pay \$1,500 for plans for the small portion of Highway 131 they close for the Wine Festival. She said she did not know the cost of drawing up plans for the Labor Day Parade. The Board discussed the possibility of rerouting the parade but it seemed unlikely that Highway 131 could be avoided altogether. Boardmember McCaskill asked whether the plans might be re-used so that it might not be necessary to incur this cost annually. He suggested that the Director approach the Town again to explore the possibility of staff support in drawing a plan.

Item D. New Ad Hoc Committee - Strategic Facility Planning

Chair Stein said that in light of the growth in programs, it was timely to do some strategic planning for the future with regard to facilities. She proposed formation of an ad hoc committee to do community outreach and to work with Ranch staff in this regard. She said Boardmember Riessen had volunteered to serve on the committee. Vice Chair Feder also volunteered to serve. Riessen said it was an open-ended proposition at this juncture but said they would work with staff to develop a plan on how to proceed.

Director Andreucci said that the questions ranged from how to best develop and use the Dairy Knoll property, to the question of a community center, and a plan for the kinds of programs the community wants to see, in future. For instance, she said she receives requests for Bocce Ball, but does not have the facilities for it.

The Board concurred with the ideas presented.

V. Action Item

- A. Approve a 3% COLA increase for staff retroactive to March 1.

Director Andreucci said that the City of Belvedere had voted to approve a 3% increase at its recent budget meeting. She said that the Town of Tiburon is still in negotiations but said that increases in the range of 2.5-3% had been discussed informally.

The Board noted the good work of The Ranch staff as exemplified by the report tonight.

Motion/Second (McCaskill, Riessen) to approve a 3% COLA increase for staff, retroactive to March 1.

**Vote: Feder, Jacobs, McCaskill, Riessen, Stein, Zolfaghari
(Burns, Fraser, Wangenheim absent)**

In other business, Vice Chair Feder said it would be helpful to have a draft agenda to review in order to be able to add items prior to a meeting, per the Brown Act. Chair Stein and the Board concurred.

VI. Adjourn

There being no further business before the Board, Chair Stein adjourned the meeting at 8:10 p.m.

Respectfully submitted,
Diane Crane Iacopi