



THE RANCH

(Belvedere Tiburon Joint Recreation Committee)

Meeting Minutes

Monday, May 18, 2020 7:00 p.m.

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

Call to Order and Roll Call

Chair Schaefer called the meeting to order at 7:03 p.m., with the following Board members and stated that item V. B. was struck from this agenda:

Julianne Schaefer – Belvedere Representative, Chair	Present
Jason Rosell - Tiburon Representative, Vice Chair	Present
Jerry Riessen – Tiburon Representative	Present
Erin Burns – Tiburon Representative	Present
Peyton Stein - Belvedere Representative	Present
Melissa Feder – Belvedere Representative	Present
Bob McCaskill - Belvedere Council Member	Present
Sherry Wangenheim – RUSD Representative	Present
Jon Welner – Tiburon Council Member	Absent

Staff in attendance:

Jessica Hotchkiss, Recreation Director

Michelle Barsky, Minutes

I. Public Comment

No public comments were made.

II. Minutes

A. **Approval of Minutes for the Regular Meeting held March 16, 2020**

Motion Stein Second Riessen Vote All in favor

Voted on as follows

AYES: Schaeffer, Riessen, Stein, Wangenheim, Burns, McCaskill, Rosell, Feder

NAYS: None

ABSTAINED: None

ABSENT: Welner

B. **Approval of Minutes for the Special Meeting held Tuesday, April 21, 2020**

Motion McCaskill Second Feder Vote All in favor

Voted on as follows

AYES: Schaeffer, Riessen, Stein, Wangenheim, Burns, McCaskill, Rosell, Feder

NAYS: None

ABSTAINED: None

ABSENT: Welner

III. The Ranch Recreation Director Report

Director Hotchkiss began her director report stating that since the last board meeting, a combined total of \$124,000 had been granted from the Town of Tiburon and City of Belvedere. The LAIF savings in addition to this assistance would be enough funding to see The Ranch through September 2020. Hotchkiss stated that she continues to apply for grants so that certain programs do not become jeopardized. She confirmed that staff's reduced pay rates and reduced hours went into effect on May 11th as originally planned.

She stated that in alignment with Marin County ordinances, the office had re-opened for limited hours to serve the public. These new office hours are Monday through Wednesday from 8:30am through 1:00pm. The primary purpose of re-opening the office is to sell tennis keys and answer the phones. Hotchkiss announced that as of this morning, May 18th, Higgins Tennis Inc resumed tennis lessons on the public courts per the county ordinance. Lessons are restricted to private individual lessons and private family lessons. In addition to the tennis program, Hotchkiss stated that adult fitness classes had expanded to include weekend classes.

Hotchkiss moved onto the topic of summer camps. She stated that the youth staff is currently working on assembling the summer camp options. She and the staff are waiting on a directive that allows the children of non-essential workers to participate. Under current restrictions, the staff has planned to offer camps to three different age groups. There are plans for a kindergarten group, a 1st through 3rd grade group, and a 4th through 7th grade group. Representative Stein asked what the price point of these new camps would be. Hotchkiss stated that they would not be priced as high as the originally advertised camps due to lower overhead and reduced activities. Hotchkiss said that they are planning to work almost exclusively with internal staff instead of hiring a lot of outside staff, which is how camps are traditionally staffed. She stated the pricing would be lower priced than they traditionally are, but would be in line with other local camps.

Representative Feder asked what the major planning hurdles are for camp. She posed if the hurdles were the limit of twelve campers per group or perhaps children of essential versus non-essential workers. Hotchkiss responded by saying that current directives only allow for a twelve child capacity and they must be children of essential workers. Feder asked if Hotchkiss could provide a comparison report of varying service numbers. Riessen stated that the total guess is that The Ranch may be able to serve all children, not just those of essential workers. He advises to not price the camps low because there will be more demand than there are facilities available. Hotchkiss provided a reference example—she stated that Angel Island camp is traditionally priced at \$465 for one week. Mill Valley is offering a 4 hour camp with the price of \$38 per day. She stated that she would never lower the price to be that low. She said that she would compare more prices once other providers have released their options. Stein suggested that Hotchkiss speak to Belvedere Tiburon Child Care Center (BTCCC) and Tiburon Peninsula Club (TPC). Hotchkiss stated that she had yet to speak to TPC, but she had been in communication with BTCCC. They will be serving 2 year olds through 5th graders. Hotchkiss reminded the board that the cost of supplies and staffing is always built into the price of camp.

IV. Finance Reports

A. Review of February 19/20 Income Statement of Actuals Year to Date

In reference to the February 19/20 Income Statement of Actuals, Hotchkiss stated that this statement also serves as the year-end financial statement. She asked if the fiscal year is officially closed only after the audit has been completed. McCaskill confirmed that is true. Hotchkiss stated that The Ranch had ended the year well and that while the audit is traditionally performed in April, it has been scheduled for June.

B. Review of March 20/21 Income Statement of Actuals Year to Date

Hotchkiss began by explaining that this report appears more positive than it is in actuality because the effects of COVID-19 related refunds would not be reflected until the April and May reports. She stated that March year-to-date revenue was behind because, at the time, adults were advised to shelter-in-place (SIP) and schools seemed to be hinting that remote learning was on the horizon. The year- projection is difficult in the areas of Fall, Winter and Rentals because of the unknowns surrounding school status and SIP. Hotchkiss stated that finances are tracking well and that funds from the LAIF account have been transferred over to support the COVID-19 refund project. To date, The Ranch has received a little over \$9k in donations from families who opted to not have their spring program fees refunded. At the closing of March, \$4,726 in refunds were still owed to participants.

Hotchkiss explained that most adult programming is drop-in or pass-based, so most adult participants with a pass chose to hold their money with The Ranch instead of requesting a refund. There has not been much money from the adult category to be refunded. The five week virtual youth session had just ended and staff was starting a second session of virtual youth programs which has roughly 100 enrollments. In total, spring programs have brought in around \$12K in net revenue. McCaskill asked to clarify whether Spring and Summer revenue were reflected on the 19/20 year end income statement. Hotchkiss stated that they were not included on the 19/20 year end income statement, but that they were separated onto a balance sheet. She stated that this is also true for the category of Rentals. McCaskill made the recommendation to not revise the budget every few weeks, but to wait to do so until solid facts come in.

V. Discussion Item

A. New website 2020 template - Recreation Director, Jessica Hotchkiss

Hotchkiss presented a slideshow comparing the current website template to the one The Ranch would be moving over to. She expressed that Spring is a great time to work on this project because the launch of a new website during this time would not coincide with an major registrations—preventing customer confusion.

The current website template is housed with Charity Advantage. She explained that the template is not modern and that it is difficult to work with. \$360 is paid annually for this template while there is no live customer support available, the interface is outdated and difficult to work with. She explained that most other recreation departments' websites are part of the city's website. These websites are much more expansive and expensive. Civic Plus is a provider that many city's utilize as their website builder. Civic Plus has more features than The Ranch would actually need from their website and because of this, Civic Plus' setup fee ranges from \$6-12K plus annual fees of \$2-4K. Hotchkiss stated that she would like to switch over from Charity Advantage to Wix. Wix would cost The Ranch \$0 to setup because everything could be done in house. The annual fee with Wix is \$168. The landing page under a Wix

template is very clean and user friendly and would offer customers multiple ways to gain access to their account. Hotchkiss showed what the Wix mobile view looked like, stating that it was very exciting in comparison to the current mobile view with Charity Advantage.

Hotchkiss expressed that she would test run the website with a select group of customers to allow for them to provide feedback before making the site live. Stein suggested that the label for the “login” button should be modified. Feder recommended that meta tags should surely include words like “Belvedere” and “Tiburon” so that the website would register at a higher level through search engines. Riessen suggested that it would be helpful to consult Patrick Sherwood who led the original re-branding project.

~~B. Strategic Review Project 2019-2020 update – Board Member, Melissa Feder~~

Item was struck from the agenda by Chair Schaeffer.

C. RUSD Report - Board Member, Sherry Wangenheim

Wangenheim announced that there had been a meeting with the RUSD superintendent on Friday, May 15th. There would be more information relating to the reopening of schools within the next three weeks. Based on the current information and protocols, it would be more than likely that schools would reopen in the fall under the pretense that there would be a mix of classroom and distance learning, with the school year beginning on August 20th. The district is prepared to make cuts primarily because there has been a downtick in the number of donations that are typically received. Summer school will be offered and kindergarten registration is online—approximately 110 kindergarteners are registered for Fall 2020. Wangenheim stated that the early retirement package had previously been offered to a select number of qualifying staff and two Reed School teachers took the package. Wangenheim stated that RUSD classroom use over the summer by The Ranch is more than likely not a possibility. She believes that the use of some field space could be negotiated.

McCaskill questioned if the superintendent is planning for a combination of distance and classroom learning because there isn't a way to operate schools in Phase 2, which limits group sizes to 12 students. Wangenheim confirmed this and stated that some ideas have been having a rotation of AM and PM cohorts with a one hour sanitation break in between. There would most likely be a two hour classroom lecture, students would be sent home to complete coursework which would be submitted and graded by an assistant, and the coursework would then be reviewed the next day in class.

Hotchkiss asked if all students will be able to keep their tablet throughout the summer. Wangenheim responded with a “yes,” specific to public schools, only. Hotchkiss expressed that she is eager to take advantage of outdoor space at Reed School over the summer and Wangenheim advised that Hotchkiss should begin these negotiations very soon to avoid a conflict with campus workers and maintenance.

McCaskill asked what the probability was of the district moving forward with this combination of classroom and distance learning. Wangenheim stated that the district is being conservative and will not make a decision until more information is released within the next three weeks. McCaskill asked if the district is thinking of using classroom space outside of district property to conduct schooling. Wangenheim said that has not yet come up and there are lots of logistics

to getting students back into safe classroom space. These logistics include upgrading classroom ventilation and coming up with a robust janitorial plan.

Feder roused questions surrounding The Ranch's next steps with town funding considering the burn rate is approximately \$50K per month. She wonders how quickly the organization would be eating away at the funding under current participant number restrictions. Hotchkiss stated that if the organization cannot get to a "floating" financial position, then she would lay off employees or reduce hours. Her biggest cost is the building expense—this is her long term concern because she is unable to reduce the operating costs of the building expense. McCaskill reminded the board that the city and town had been advised that The Ranch would follow up by the end of July should it require more funding. McCaskill stated that the board should be focused on marginal costs and not fixed costs because the city and town would be liable for fixed costs should The Ranch shut down.

Feder expressed concern that summer camp revenue would not cover the expenses of camp. Hotchkiss stated that she has a summer budget which she could provide. McCaskill stated that he assumes supervisors are forming budgets that take into account marginal costs—Hotchkiss said that this is the case and not a penny would be spent on camp until she knew that enrollment minimums were met. Wangenheim asked if staff would be cut if their program did not meet its minimum enrollment—Hotchkiss stated that would be the case.

Burns asked what the typical staff to camper ratio is and if the ratios limit what can be offered. Hotchkiss stated the ratios are 1:6 for Kindergarten through 1st grade and 1:12 for 2nd grade and higher. She said she would be operating camps of 12 campers over 6 sites. This is opposed to the traditional 200 campers per week. She assured the board that most families are looking to their recreation departments for summer childcare.

McCaskill asked if Angel Island was still a possibility. Hotchkiss stated that it is out of the question while the island remains closed to the public. She stated that the ferry is currently not operating and should it re-open, the ferry schedule may not align with camp needs.

Hotchkiss proposed the board hold a special meeting very soon because the next regular meeting would not be until July 20th. This special meeting would demonstrate how the camps would operate and would show a best case versus worst case scenario in regards to enrollment numbers. Parent feedback has been overwhelmingly positive for in-person camps with long hours. She stated that some other camps are requiring a four week commitment, so there are lots of things to consider in these plans. Hotchkiss stated she would contact the board to set a special meeting for the first week in June.

VI. Adjourn

The next regular meeting is scheduled for July 20, 2020 at 7:00pm.

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

Respectfully submitted,
Michelle Barsky