

## **PARKS & RECREATION COMMISSION MEETING**

**Council Chambers  
200 H Street  
Antioch, CA 94509**

**Thursday  
November 15, 2018  
7:00 p.m.**

### **AGENDA**

#### **I. CALL TO ORDER**

#### **II. PLEDGE OF ALLEGIANCE**

#### **III. ROLL CALL**

#### **IV. PUBLIC COMMENTS**

Residents are given the opportunity to address the Commission on Park and Recreation issues not on the regular agenda.

#### **V. APPROVAL OF MINUTES**

Recommended Action:

1. Motion to approve annotated agenda minutes of the Parks and Recreation Commission meeting of October 18, 2018.

#### **VI. BUSINESS**

1. Civic Enhancement Grant: Report by Ad Hoc Committee and Final Recommendation to City Council
2. Cost Allocation Fee Study: Staff Presentation of Draft Policy and Public Comment Workshop

#### **VII. COMMUNICATIONS (Announcements and Correspondence)**

1. Staff Communication
2. Commission Communication

#### **VIII. ADJOURNMENT**

*The meetings are accessible to those with disabilities. Auxiliary aides will be made available for persons with hearing or vision disabilities upon request in advance at (925) 779-7078 or TDD (925) 779-7081. Agenda and related writings provided to Commission members are available for viewing by the public during normal office hours at the Antioch Community Center, located at 4703 Lone Tree Way, Antioch, CA 94531, as well as at the Committee meeting. Individuals may view the agenda and related writings on the City of Antioch website: [www.ci.antioch.ca.us](http://www.ci.antioch.ca.us)*



## **PARKS & RECREATION COMMISSION MEETING**

**Council Chambers  
200 H Street  
Antioch, CA 94509**

**Thursday  
October 18, 2018  
7:00 p.m.**

### **ANNOTATED AGENDA**

#### **I. CALL TO ORDER**

*Call to Order by Chair McClelland at 7:05 pm*

#### **II. PLEDGE OF ALLEGIANCE**

*Chair McClelland led the Pledge of Allegiance*

#### **III. ROLL CALL**

*Commissioners Present: Foster, Kelly, Knight, Othman, McClelland  
Commissioners Absent: Eubanks  
Staff Present: Nancy Kaiser, Parks and Recreation Director  
Jon Blank, Public Works Director*

#### **IV. PUBLIC COMMENTS**

Residents are given the opportunity to address the Commission on Park and Recreation issues not on the regular agenda.

*There were no public comments*

#### **V. APPROVAL OF MINUTES**

Recommended Action:

1. Motion to approve annotated agenda minutes of the Parks and Recreation Commission meeting of September 20, 2018.

*Motion to Approve Minutes for Meeting of September 20, 2018      5 Yes / 0 No*

#### **VI. BUSINESS**

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1. Resolution to Approve Designs of Parcel “C” and Parcel “D” Parks for Promenade Phases 1, 2 and 3, Vineyards at Sand Creek Subdivisions 9484, 9483 and 9482 (PW 697-1, 697-2 and 697-3)

*Motion to adopt the resolution approving the design of Parcel “C” and Parcel “D” Parks for Promenade Phases 1,2, and 3, Vineyards at Sand Creek Subdivisions 9484, 9483 and 9482 (PW 697-1, 697-2 and 697-3*  
*5 Yes / 0 No*

2. Presentation: Cost Allocation Fee Study by Revenue & Cost Specialists, LLC  
*Mr. Eric Johnson, Revenue & Cost Specialists, LLC gave a presentation on their findings for cost recovery within the Recreation Department. Commissioners asked questions about individual program fees, direct cost recovery and cost recovery with overhead included; policies for fees to address individual or community benefit and discussed where it might be appropriate to change fees based upon new policy.*

## **VII. COMMUNICATIONS** (Announcements and Correspondence)

1. Staff Communication

*Staff provided an update on recreation programs – second session of fall classes beginning, water park full closure on October 1<sup>st</sup>, and successful outcomes for fall special events including fish derby and big truck day.*

*Public Works staff is reviewing damaged features in parks and developing a renovation plan, re-seeding turf as the weather cools and turning attention to irrigation management. Developing priorities for playground replacement and drafting schedule for Contra Loma Estates court conversion.*

2. Commission Communication

*Commissioners reported that they have visited parks and enjoy seeing people using parks. Complimented staff on successful events. The Ad-Hoc Committee for the Civic Enhancement Grant announced that they reviewed the applications and will provide a full report at the October meeting.*

## **VIII. ADJOURNMENT**

*The meeting adjourned at 8:30pm*

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## STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

**DATE:** Regular Meeting of November 15, 2018

**TO:** Parks and Recreation Commission

**SUBMITTED BY:** Nancy Kaiser, Parks and Recreation Director *Nancy Kaiser*

**SUBJECT:** Review and Approve Ad-Hoc Committee Recommendation for Civic Enhancement Grants; Recommend to City Council for Final Approval

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### Recommendation

It is recommended that the Parks and Recreation Commission review and approve the recommendation for Civic Enhancement Grants from the Civic Enhancement Grant Ad-Hoc Committee and make a final recommendation to City Council for approval and authorization.

### Discussion

On June 12, 2018 the City Council approved a Civic Enhancement Grants Program to support community events and improvement projects that originate with nonprofit organizations in Antioch. It is the City's goal to assist nonprofit organizations by creating and implementing a grant program to fund civic events and enhancement projects in an objective and efficient manner. The City Council requested that the Parks and Recreation Commission make final recommendations for grant approval to the City Council.

On August 16, 2018 the Parks and Recreation Commission appointed two members to serve on the Ad-Hoc Committee to review the applications and apply the initial ranking for the grant applications. The Committee met on October 11, 2018 to review and rank the applications.

The City received twenty applications for grant funding to support projects and/or programs in 2019. The City Council authorized \$50,000 in FY 2018-2019 to fund the community grant program. A separate amount of funding (\$30,000) was carried forward from last fiscal year to support the 2019 July 4<sup>th</sup> Fireworks and Winter Holiday events.

The attached documents provide summary information including the draft program policy, list of applicants, amount of funding requested and amount of funding recommended. The total amount of funding requested by local organizations exceeds the amount of funding approved by Council. The Ad-Hoc Committee recommended projects & programs that utilizes one-hundred percent of the approved funding.

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## Attachments

- A. Civic Enhancement Grant Policy and Procedures
- B. Summary List of 2019 Grant Applications with Recommendations

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A.

## Introduction

The City of Antioch offers one-time grants to provide funding that support operations, marketing and promotions for Antioch special events, historic and cultural activities, and facilities that enhance civic pride and strengthens community engagement within the City. Grants are funded by revenues from City Transient Occupancy Taxes (TOT) and/or the General Fund and approved by the City Council. Applications will be reviewed by the City and the Antioch City Council makes the final grant award decisions.

Funds may only be used for:

- Activities performed directly for the benefit and enjoyment of all Antioch residents; open to the public and all citizens.
- Improvements to or operation of arts and cultural facilities
- General city beautification

Applicants and grant recipients must meet certain reporting requirements and deadlines. This may include reports of how grant funds from previous fiscal years and or grantors were used.

## Applicant eligibility

To be eligible for civic enhancement grants, organizations must be a non-profit corporation with tax-exempt status under section 501(c) (3), 501(c) (4), or 501(c) (6) of the Internal Revenue Code. Organizations must provide a copy of their current 501(c) (3), 501(c) (4), or 501(c) (6) IRS determination letter when submitting an application. Private individuals are not eligible to submit applications for programs, events or projects.

## How to apply

Applications for grants are only accepted during the submission period, which occurs once a year in the fall. City funds that are budgeted for grants are available on July 1<sup>st</sup> of the Fiscal Year and must be committed by June 30<sup>th</sup>, which is the end of the Fiscal Year.

- Organizations should attend a Grant Orientation meeting to obtain the application packet, ask questions about funding, meet City staff, and plan for utilizing the funds in the next fiscal year. The meeting is not mandatory, but may be helpful for new nonprofits or first time applicants.

The Grant Orientation meeting will typically be held in September or October of each year.

- Organizations must meet all the applicant requirements detailed in the current application packet. Read the instructions and all application materials very carefully.
- Complete and submit all of the application materials listed on the grant application checklist. Applications missing any of the required materials will not be considered for funding. Please note that official budget reports and fiscal statements from the nonprofit organization will be a required item.

## Application forms

Applications for Civic Enhancement Grants will be available after July 1<sup>st</sup> each year. The application may be down loaded from the City of Antioch website: [www.ci.antioch.ca.us](http://www.ci.antioch.ca.us) or picked up from the following locations:

- Antioch Community Center, 4703 Lone Tree Way, Antioch
- City Clerk counter, City Hall, 200 H Street, Antioch

## Types of grants

- Activities performed directly for the benefit and enjoyment of all Antioch residents; open to the public and all citizens.
- Improvements to or operation of arts and cultural facilities in Antioch
- General city beautification within Antioch

All events proposed for funding must be:

- Open to the public
- Take place within the over-arching boundaries of the Antioch City Limits
- Committed and/or scheduled between July 1 and June 30 of the fiscal year for which the grant is awarded

For more information about the City of Antioch Civic Enhancement Grants please call the Antioch Recreation Department at (925) 776-3050.

City of Antioch  
2019 Civic Enhancement Grant Applications  
Summary & Ranking

B.

Name of Applicant	Committee Ranking	Amount Requested	Amount Recommended	Project Summary
Celebrate Antioch Foundation	Stand Alone	\$30,000	\$30,000	July 4 <sup>th</sup> Fireworks and Winter Holiday
Antioch Youth Sports Complex	1	\$5,000	\$5,000	Renovation of Restrooms
Antioch Historical Society	2	\$3,000	\$3,000	Directional Signage – needs City approval for location
Delta Blues Festival	3	\$5,000	\$5,000	Benefit Concerts
Women's Club of Antioch	4	\$20,000	\$10,000	Beautification & Property Improvement
Rotary Club of the Delta	5	\$3,000	\$3,000	Low income/At-risk family home improvements
El Campanil Theatre	6	\$10,000	\$10,000	Children's Theatre Program
Delta Veteran's	7	\$5,000	\$5,000	Upgrade Veterans Memorial Banners
Delta Veteran's	8	\$2,500	\$2,500	Softball Tournament of Heroes
The Drama Factory	9	\$3,150	\$3,150	Production Fees
Antioch Rotary Club	10	\$2,500	\$2,500	Empowerment Project
			<b>\$79,150</b>	

Name of Applicant	Committee Comments		Amount Requested	Project Summary
Antioch Youth Sports Complex	Would require City approval		\$1,000	Commercial mower to mow disc golf course
DesiRoot.org	Application needs more detailed information		\$5,000-\$7,000	Multi-Cultural Event
Rotary Club of the Delta	Requires City approval and coordination		\$4,000	Prewett Ranch Deer Valley retaining wall beautification start up project
Delta Veteran's Group	Regional Focus beyond Antioch		\$5,000	Stand Down on the Delta
Antioch Middle School	AUSD should be the lead		\$15,000	Upgrade school fields
Antioch High School	AUSD should be the lead		\$10,000	Upgrade Beede Auditorium Seats
Antioch High School	AUSD should be the lead		\$50,000	Upgrade sound & lighting in Beede Auditorium
MPDDCA Mission Possible	Beyond scope of grant		\$50,000	Remodel Rivertown Resource Center
Brentwood Community Chorus	Focus beyond Antioch		\$10,000	Purchase risers



## STAFF REPORT TO THE PARKS AND RECREATION COMMISSION

**DATE:** Regular Meeting of November 15, 2018

**TO:** Parks and Recreation Commission

**SUBMITTED BY:** Nancy Kaiser, Parks and Recreation Director *Nancy Kaiser*

**SUBJECT:** Presentation by Staff on Draft Fee and Cost Recover Policy

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The Parks and Recreation Commission will have an opportunity to discuss the various elements of a cost recovery and fee policy for parks and recreation services. The policy that guides fees and charges, and level of subsidy, should be studied and updated on a regular basis. As with the programs and service delivery, the policies and guidelines should reflect the trends in community interest, availability of resources, and fiscal stability.

A citywide cost allocation study was completed earlier in 2018 and the City Council directed the Parks and Recreation Commission to study policy options and provide recommendations. The schedule for the cost allocation study is as follows.

- September 20, 2018: general discussion of cost recovery percentages, introduction of The Pyramid Methodology, identification of benefit levels, development of categories of service
- October 18, 2018: presentation by Revenue & Cost Specialists, LLC on Recreation services from the Cost of Services Study dated May 2018; discussion and comparison of the benefit levels and categories of services
- November 15, 2018: discussion and recommendation defining direct costs, reviewing cost recovery levels, identifying cost/subsidy goals
- December 20, 2018: develop final recommendations
- January 17, 2019: develop final recommendations and implementation strategies
- February 2019: recommendation to City Council

Staff will make a presentation on draft policy elements and pricing philosophy for Commission discussion.

### Attachment

#### A. Draft policy elements including goals

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## DRAFT

### City of Antioch Fee/Pricing Policies

A.

#### Pricing Policy – Purpose

- Serves as a tool for evaluating services and establishing appropriate fees.
- Provides standardized methodology to meet goals
- Creates framework for consistency and transparency
- Stretches taxpayer investment to realize the optimal return
- Allows prices to reflect users' investment in themselves based on individual benefit

#### Philosophy

The City of Antioch Recreation Department is dedicated to fostering healthy lifestyles and helping the community thrive. Our Mission is to unify and strengthen our community by creating quality experiences that inspires lifelong learning.

While the community as a whole benefit from the services provided, different levels of community investment are appropriate based on level of benefit. The goal of this policy is to create a balance between user fees and taxpayer investment for our programs, services and facilities, ensuring that all citizens have equal access and choice in participation.

#### Pricing Policy

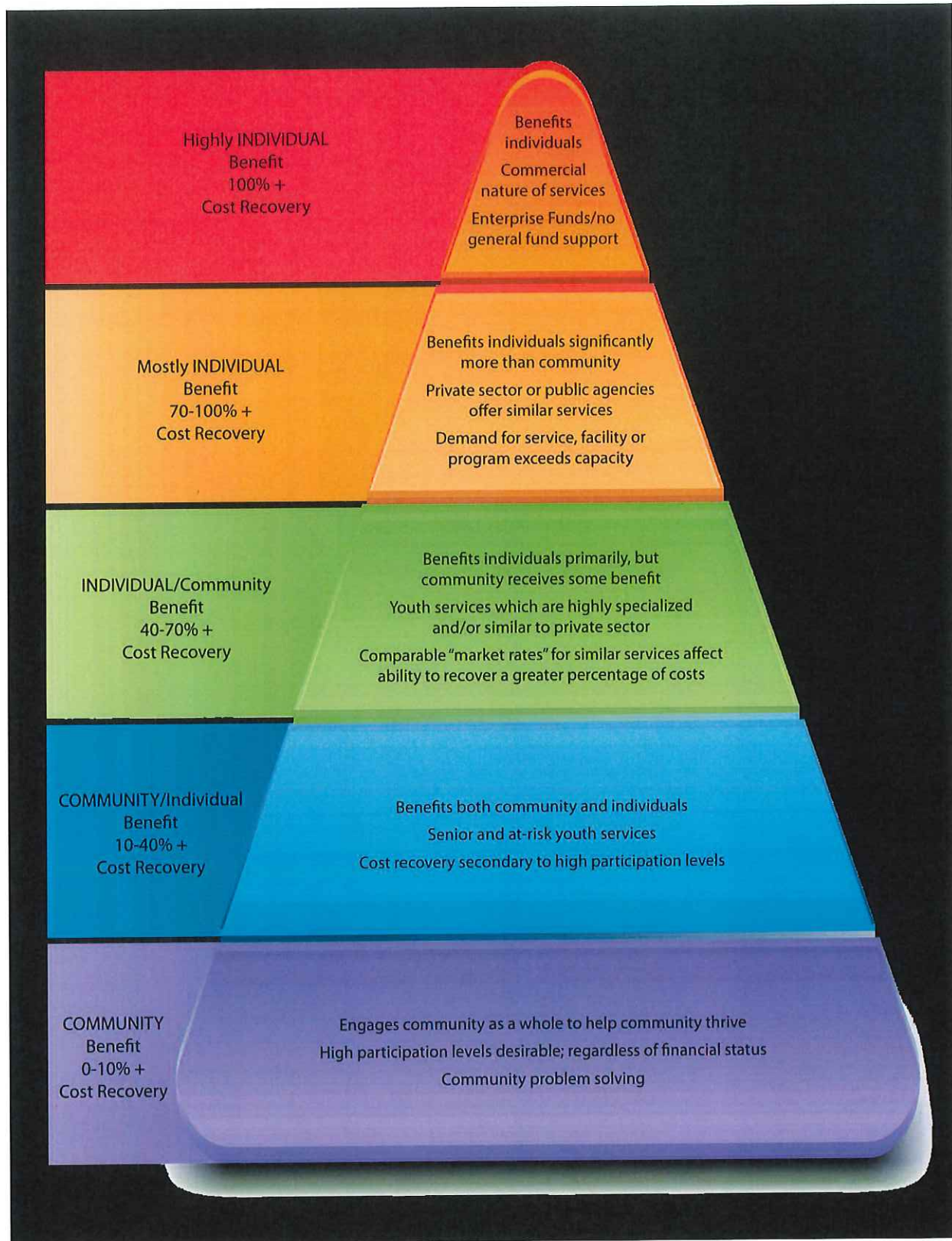
The City strives to efficiently offer diversified services that ensures equal access and ability to participate. The Department prices programs, services and facilities in a manner that balances user fees and taxpayer investment. Pricing takes into consideration the public benefit, users' ability to pay, level of benefit and exclusivity the user receives above what a general taxpayer receives. Pricing ensures equity; those who benefit the most should pay the most. Pricing ensures that users pay appropriate fees and available taxpayer funds are used to achieve the optimal return on investment and ensure access to parks and programs.

#### Pricing Strategy

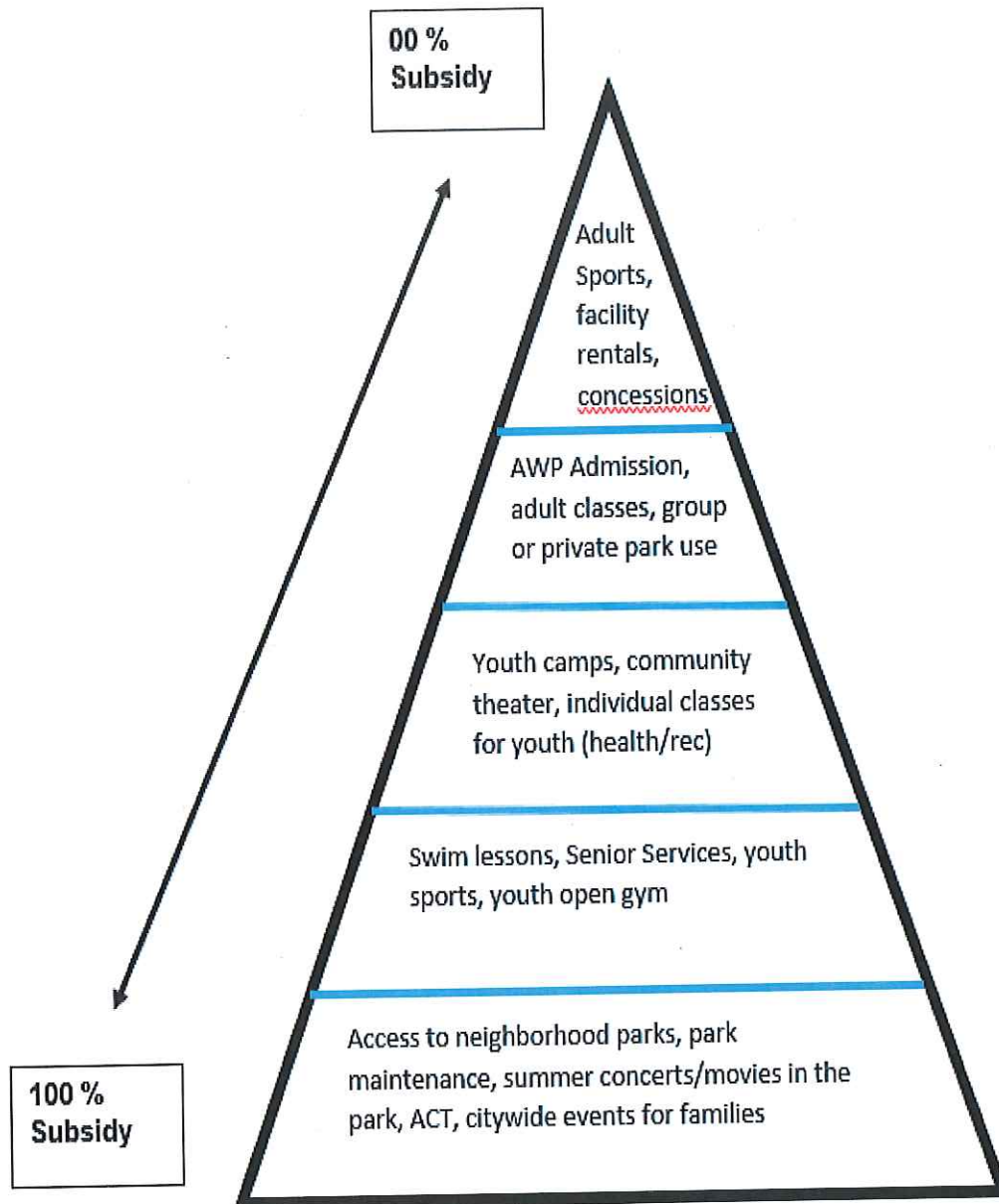
To successfully determine price, the Department takes the following steps:

- Identify/classify programs/services/facilities
- Identify core services
- Identify direct and indirect costs
- Establish cost recovery goals/recovery range
- Identify pricing methods
- Determine price
- Determine market value/benchmarking

**DRAFT**  
City of Antioch  
Fee/Pricing Policies



**DRAFT**  
City of Antioch  
Fee/Pricing Policies



## **DRAFT**

### City of Antioch Fee/Pricing Policies

#### Cost Recovery Goals

- 1) Direct Cost Recovery  
Minimum 74% - Maximum 80%  
Target 2024
- 2) Direct Field/Facility Cost Recovery  
Minimum 50% - Maximum 55%  
Target 2024
- 3) Total Cost Recovery  
Minimum 40% - Maximum 45%  
Target 2024