



PARK COMMISSION

Zachary Keller, Chair
Ron West, Vice Chair
Jami Aggers, Director
Merry Mayhew, Assistant Director

3800 Cornucopia Way, Suite C, Modesto, CA 95358-9492
Phone (209) 525-6750 Fax (209) 525-6773

AGENDA

Thursday, January 14, 2016 at 5:00 p.m.

Department of Parks and Recreation
3800 Cornucopia Way, 2nd Floor Conference Room,
Modesto, CA

Call Meeting to Order:

The *Stanislaus County Park Commission* encourages public participation and welcomes the public's interest. Members of the public may be heard on any item of the *Stanislaus County Park Commission* agenda. A person addressing the Commission will be limited to five (5) minutes, unless the Chairperson of the commission grants a longer period of time. The Commission will allow comments by members of the public on an agenda item only during consideration of the item.

Agenda Items:

1.	Call to Order	Chair
2.	Roll Call and Excused Absences	
3.	Introduction(s)	
4.	Public Comment(s)	
5.	Approval of Minutes for November 12, 2015 Meeting (NO Meeting in December)	Commissioners
6.	Staff Report	Staff
7.	Old Business	
	a. Fundraising Ideas	Ed Persike/Commissioners
8.	Commission Comment(s)	Commissioners
9.	Commission Goals	Commissioners
10.	700 Forms	

Adjournment, the next meeting will be on:	Thursday, February 11, 2016 at 5:00 p.m. Location: 3800 Cornucopia Way, 2 nd Floor Conference Room Modesto, CA 95358
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Commission Goals:

1. Enhance Board Communication
2. Increase Partnerships
3. Training and Education for Commissioners
4. Increase Awareness of Parks

Please notify the Department of Parks and Recreation at 525-6723 to let us know if you **will** be attending this meeting and/or require special accommodation for access or transportation to the meeting. Agendas can also be found online at <http://www.stancounty.com/er/parks/parks-recreation-commission.shtm>, subject to staff's ability to post prior to the meeting. Materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet are available for public inspection during normal business hours at the main office of the Department of Parks and Recreation, 3800 Cornucopia Way, Suite C, Modesto, CA 95358.



PARK COMMISSION
AnnaMarie Hallinan, Chair
Ron West, Vice Chair
Jami Aggers, Director, Parks and Recreation
Merry Mayhew, Assistant Director, Parks and Recreation

MINUTES

November 12, 2015, at 5:00 p.m.

3800 Cornucopia Way, Suite C
Modesto, CA 95358

MEMBERS PRESENT:

AnnaMarie Hallinan, D5
Zachary Keller, D2
Joseph Sanchez, D3
Ron West, D4
Chad Kennedy, ATL

PARKS & RECREATION STAFF PRESENT:

Merry Mayhew
Mae Song
Cathy Gomez

MEMBERS ABSENT:

Ed Persike, ALT
Betty Parker, D1

GUESTS PRESENT:

Jim DeMartini

A. CALL TO ORDER & INTRODUCTIONS

1. The meeting was called to order and those in attendance introduced themselves.
2. Commissioner Hallinan announced that this will be her last meeting as her term ends in December. District five will become vacant in January.

ACTIONS

AnnaMarie Hallinan

B. PUBLIC COMMENTS

There was no public comment.

ACTIONS & REPORTER

C. APPROVAL OF MINUTES

Minutes for the October 8, 2015 meeting were approved upon motion and second as written.

ACTIONS

*West, Kennedy,
unanimous approval*

D. APPROVAL OF THE 2016 MEETING CALENDAR

The 2016 meeting calendar was approved upon motion and second.

ACTIONS

*Keller, Kennedy,
unanimous approval*

E. MARKETING PLAN PRESENTATION

1. Parks staff provided a PowerPoint presentation update of the marketing plan progress. The plan is focused on the five regional parks. The Department's goals, select events, social media pages, and a new park brochure were shared. A suggestion was made for more diverse events that would draw cultural and demographical interest, e.g. Latino Music Festival. Clarification was made that the Department generally does not host recreational events; however, they do encourage partnership, usage of the many facilities and recreational space available for those interested in hosting a special event.
2. A question was raised on how the water shortage is affecting the marketing plan. The plan is focused on activities that may not necessarily require water recreation.

ACTIONS & REPORTER

*Cathy Gomez/Merry
Mayhew*

F. ELECTION

1. Chairperson: Zachary Keller, approved upon motion and second.
2. Vice Chair: Ron West, approved upon motion and second.
3. Secretary: Mae Song, approved upon motion and second.

ACTIONS & REPORTER

*West, Sanchez
Keller, Kennedy
West, Kennedy
Unanimous approval*

G. FUNDRAISING

1. The Commission briefly discussed *income producing ideas* and reviewed the correspondence received from Ed Persike on *concepts for community and*

ACTIONS & REPORTER

commercial engagement of Stanislaus County assets. Since Mr. Persike was unavailable, the item may be revisited at the next meeting.

2. The Commission concluded with a need to identify groups who may be interested in using existing facilities, and thereafter, the identity of specific marketable areas. The combination could be a successful step toward bringing in large events and promoting existing facilities.

H. STAFF REPORTS

ACTIONS & REPORTER

1. The reservoir is in the slower winter season with not much going on besides the main waterfowl hunting program and maintenance. Meanwhile, the OHV parks will be bustling for the winter starting off with several main OHV group events.
2. The Department recently hired seven new full-time employees.

I. COMMISSION COMMENTS

ACTIONS & REPORTER

No comment was received.

J. COMMISSION GOALS

ACTIONS & REPORTER

This section was tabled.

K. ADJOURNMENT & NEXT MEETING

There being no further discussion, the meeting was adjourned. The next meeting of the Parks Commission will be held on, **Thursday, January 14, 2016, at 5:00 p.m. at 3800 Cornucopia Way, Suite C, 2nd Floor Conference Room, Modesto, CA 95358.** There will be no meeting in December.

PREPARED BY: Mae Song, Park Commission Secretary

(209) 525-6723

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Persike Benefit Solutions

Innovative Solutions to Risk Management

Edward C. Persike

CLU, ChFC, CFS, AEP, REBC, RHU, CLTC

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TO: Parks and Rec. Management and Commissioners

FROM: Edward C. Persike

DATE: Nov. 9, 2015,

RE: Concepts for community and commercial engagement of Stanislaus County assets

I have reviewed some of the assets that the County owns and I have some thoughts about the recreational opportunities that could be created.

My understanding of the situation is that the County does not have a great deal of money to expend in the area of development. With that in mind I would be really relying on public/private partnerships. What I mean by that is that the private sector will put up the labor and more or less execute the event. The County's responsibility will be to allow the use of the property for the project and perhaps even lend money to kick start a worthy project.

The projects that I am going to suggest will be both site specific and for general locations.

Some of the projects will simply be considered "fun projects" that simply catch the interest of the community while others will enjoy almost and industrial execution.

All projects will be considered "renewable". That means that if enjoyed and considered worth while after experiencing the event, they can be repeated each and every year on a renewing basis.

I would like to see the community eventually sponsoring one event each month.

Each project will be a financially stand alone event.

Gun Range:

We have plenty of property that would be well suited for a really good gun range. Clark County in Las Vegas has a major gun range which hosts major events. It literally brings in millions of dollars to the community each and every year. I am aware that there is private interest and perhaps funding for this project. This is a 12 month a year proposition. It would be reasonable to have at least one national or international major shooting event a year sponsored by the range. With 1000 people it would not be

unreasonable to state that this would provide a \$300,000+ cash injection to the County from both gate and entrance fees as well as concessions and lodging etc. the first year.

The Park Chili Cookoff and Music Festival:

The format for this event is very simple. A park is selected. Several bands are recruited. This is fundamentally a Chili Cookoff. Businesses and restaurants as well as individuals vie to the best chili. It will cost the vendors \$100 to \$200 to have a booth. You have some celebrity judges who are "official tasters". This is really a hooky event that can really have legs. It could easily grow over the years. for an ultimate impact look no further than the Stockton Asparagus Festive. the first year I would think that the event would earn some money but it would primary be a fun event. Sponsors will hawk the tickets and pay a fee. Visitors will pay an entrance feel. I would think that the first year's revenue would be a net \$25,000 to \$50,000.

BBQ and Blues

There is almost nothing better than to hear good Blues Music and eat BBQ. Anyone of our developed parks could be the ideal setting. This kind of event is fun and it can be profitable. Like Davenport, Iowa there is a BBQ contest for the best BBQ and the vendors will strive for "bragging rights". It does require organization but it can be a real deal for the community and the Rec. Dept. This would need to be a partnership program.

The above ideas are just suggestions. Many will require partnerships. One can use either commercial vendors or we could use community organizations which would jump at some of the programs.

Music and Art Fair

Around Oct. or Nov. we should have an Art and Music Fair. Entrance if fee. the artist (Juried) will pay a fee and a percentage of their gross to participate. Properly managed this could be a bid deal. Successful event earn literally \$100,000 net plus each and every year for the promoters.

Crows Landing International Drone Conference

There is nothing like this in the world. This would be an international venue. It focuses on hobbist, commercial and military drones. The airport is absolutely perfect for the event. The event will require real players to be involved but they will do the deal once they see the value of the demonstrations and conference. This will put Stanislaus County on the map for the emerging tech. industry. I would hope to break even the first year and if successful it could represent many future jobs and lots of money to the community.

The Modesto Reservoir or the Woodward Reservoir Long Distance Swim.

This event focuses on our in place resources. We would offer a group of contest for distant swimming. We could have youth (grade school) high school, college recreational non-competitors and elite. this is a professional and world class group. This would be a late spring event.

Properly managed with sponsorship we could earn \$50,000 to \$100,000 the first year. Imagine 250 high school teams competing. I did an event similar to this in Ceres and it was seen by 13 million people on ESPN. There are all kinds of opportunities to earn money in this kind of event.

Horses

There is a real opportunity to have an horse event. People love horses. How about a long distant horse race or an organized saddle ride?

Winter Play

You know there is nothing better than a pie, cookie and cake contest. This could be held at virtually any of our facilities but it works best indoors. Make it open to the public. Have a fee to enter and of course someone or an organization will earn bragging rights for the best goodies. This probably will not be a huge fundraiser but it should cash flow from day one and it should be really fun. (I want to be a judge).

Motorcycle Race

We have one of the best potential sites for an international event in East Stanislaus County. With management this could be a huge cash infusion to the county plus real recognition. Dirt bike racing is big business. This should be a money event. With good marketing this could easily be a "cash cow" for the community.

Guns and Shooting

Las Vegas has a huge gun range. It brings in many millions of dollars each year. I don't expect Stanislaus County to develop such a program but we could easily develop a more modest approach. In this country guns are big business. We have plenty of areas in which to develop a commercial gun range. People would flock to it. Shooting contests are big business. Due to our proximity to millions of people it would be reasonable develop and annual event that was special and very profitable.

Summary

Ideally Parks and Rec. would have a dedicated organizer to keep the events on track. Yes, this would be a budget item but the events would pay the cost. Money would have to be fronted.

There are four aspects to the above ideas;

1. The individual events should be designed to be profitable.
2. The events should be really fun.
3. The events should engage the public not-for-profits, clubs or commercial partners.
4. The Count will have to front some money. Like the Woodward Res. fireworks event, the County loaned Parks and Rec. \$10,000 to start the program and we paid the money back in full shortly there after.

I hope that the above gives you an idea of what we could do. It will require some organization but once the basic organizational format is established it is sort of "cookie cutter".

Should you wish to discuss any of the proposed events please feel free to contact me.

Yours truly,

A handwritten signature in blue ink, appearing to be "E. Persike", with a stylized, cursive script.

Edward C. Persike