

Soledad-Mission Recreation District

Strategic Planning Session

July 27, 2021 at 6:00 PM

Hartnell Community Room

MINUTES

CALL TO ORDER: Chairperson Pete Meza called the regular meeting of the Soledad-Mission Recreation District board of directors to order at 6:00PM on July 27th. Board members in attendance were Candi Gudino and Mike De La Rosa. Also in attendance Facilitator Erica Padilla Chavez, District staff Frances Bengtson, Executive Director and Andres Sarabia Operations Manager.

1. PUBLIC COMMENT & CORRESPONDENCE:

There were no members of the public available for comment at this time.

2. Strategic Planning Session

Facilitator Erica Padilla Chavez took the Board through topic surrounding the District's future activities and options. All board members identified their "Why", why they are involved in the Rec District's Board of Directors and what they hope to achieve in their Role. The Board considered 4 options of action for the future of the Recreation District and identified tasks to be completed within each option

a. OPTION 1: Status Quo-

- i. Direction to staff to complete a summary of all programs including
 1. Participation rate
 2. Cost Analysis of each program including hourly staff needed
- ii. Compensation Comparatives
 1. Directed staff to work with Erica to present regarding FTE.
- iii. Investment in Solar
 1. Directed staff to look into solar options to reduce emissions and cost savings
- iv. Seek out an independent Financial Analysis of the District
 1. Projections into the future
 2. Comparisons to other District's
 3. Explanations and action steps for increased taxing

b. OPTION 2: Management Contract with the City of Soledad

- i. The Board continues to consider this option however noted based on 2021 experience and past experiences to consider this after research and dedicated work to determine if continuing as a separate entity is a possibility.
 1. Other considerations
 - a. Increasing Community Awareness of this option
 - b. Thus far the City has seemed like they are in control of this conversation, however the District has power too. Taxing ability that has the potential to benefit both the City and the District, alone or together.
 - c. Potentially increased affordability to community with City General Fund support.
 2. Potential research into management contract or contracting for other support services
 - a. Legal
 - b. HR
 - c. Public Works- Repair, Park Maintenance
 - d. Program Registration- using City Registration system.

- e. IT
- f. Cross Promotion

c. OPTION 3: Enter into agreement for City for use of Park or Sell Park Land

- i. Feasibility of renting the park to City for Programming
 - 1. Does this have the revenue potential to fund a ballot measure process.
- ii. Feasibility of selling or Leasing land
 - 1. Need an assessment of property value
 - 2. Consideration by City of want to expand community center by placing portable classrooms for additional multipurpose space or shared multipurpose space. The potential to use infrastructure dollars for this project.

d. OPTION 4: Issue a Ballot Measure

- i. The District has not achieved or pursued this revenue stream since 1962.
- ii. It could be said this should have been revisited every 20 years across the District's lifespan, however as this is our first attempt this Board will have to make tough financial decisions to see this through.
- iii. This is the best option for remaining independent and continuing to provide programs and facilities in the future.

e. Direction from the Board

ACTION

The Board took no formal action on this discussion however directed staff to work on the following items in an effort to direct future decisions:

1. Financial Analysis- Seek firms to conduct an Economic Analysis of District activities, projections for the next 5-10 years. Comparisons to other similarly structured organizations etc.
2. To continue meeting at the Subcommittee level but from a place of independent Special District power, and participate in more balanced discussions, conveying the Board will seek this financial analysis before considering a contract with the City of Soledad.
3. Seeking an assessment of Land Value and feasibility of renting to the City of Soledad.
4. Program Analysis
5. Continued contact with Strategic planning consultant while we move through the tasks and next few months. Scheduling a second session upon receipt of the financial analysis to better inform decisions.

Meeting adjourned at 9 PM.