

CITY COUNCIL STUDY SESSION MINUTES

May 9, 2011

Mayor Vierra called the May 9, 2011 Study Session to order at 5:35 p.m. with the following in attendance:

ROLL CALL: Council Members Durossette, Lane, Ochoa, Mayor Vierra

Council recommended that we pull the Costa Ball Fields component out of Item No. 2 and hold a separate Study Session to discuss use of Costa Ball Fields and Equipment. All other City parks and equipment will be discussed at this Study Session. Council recommended that we try to schedule the special "Costa Ball Fields" Study Session within the next two to four weeks. The Study Session will include:

- Scheduling and use of the facility by Ceres Youth Baseball (CYB)
- Scheduling and use of the facility by other organizations
- Scheduling and use of the facility and grounds by private individuals
- Modification of the Agreement with (CYB) in accordance with Article D of the existing agreement set forth in Resolution No. 2010-02
- Maintenance of facilities including restrooms, turf, infields, etc.
- Security Provisions
- Miscellaneous

Council requested that CYB contact staff if they have any additional items they would like to discuss at the Study Session.

DISCUSSION ITEMS

1. City User Fee Study – Planning, Engineering, Fire, Police

Tom Westbrook, Planning/Building/Housing Division Manager, presented the report to Council. Mr. Westbrook stated that in 2007, the City of Ceres entered into a contract with Public Resource Management (PRM) Group to provide a Cost Allocation Plan and User Fee Study to the City. PRM was purchased by MGT of American, who has worked to complete the contracted work.

The User Fee Study focuses on Police, Fire Engineering and Planning Division related fees. Fees for services must comply with the Fee Mitigation Act (Gov't Code Section 66000). This law allows local agencies to adopt fees for services that do not exceed the estimated reasonable cost of providing the services for which the fee is charged. A comprehensive fee study has not been completed for 15 years, so it was determined by staff that a new study would be advisable to document the cost of providing services in advance of making recommendations for revision certain fees.

The primary goals of the study were to:

1. Define and understand what it costs the City to provide various fee-related services.
2. Determine whether there are opportunities to implement new fees.
3. Identify service areas where the City might adjust fees based on the full cost of services and other economic or policy considerations.

To achieve these goals, the three phases of the Study were 1) to determine the estimated reasonable cost of providing each miscellaneous discretionary service; 2) to collaborate with City staff to evaluate the level of cost recovery from new and/or updated fees; and 3) to recommend new and updated fees to City Council for adoption.

To estimate cost recovery, each department/division analyzed all of the existing and proposed user fees to see what it takes to process each fee from start to finish. The goal is to bring our fees up to a level that is close to 100% cost recovery to alleviate the impact on the General Fund.

Staff requested direction from Council regarding the Cost Analysis Study Findings.

COUNCIL DIRECTION

Council directed staff to bring the study, as proposed, back to Council for formal adoption.

2. Scheduling and Use of Public Parks and Equipment. *(Item Pulled – The Costa Fields component will be rescheduled for a future Special Study Session – the rest of the item is discussed along with Item 3.)*
3. Rate Increase and Pricing Strategy for City Parks and Facilities.

Rick Collins, Lieutenant/Recreation Manager, presented the report to Council. Mr. Collins stated that staff recognizes the need to increase rates in order to reduce General Fund impact while staying competitive with other City organizations and/or private entities.

The City currently reserves 11 park sites and two facilities for not-for-profit and private/corporate rentals. The most popular park rental locations are the covered areas located at Smyrna Park and Roeding Heights Park. The City's two facilities, Ceres Community Center and the American Legion Hall, are our greatest assets for creating revenue.

The initial fees for the Community Center were initially set lower than standard to encourage use of the facility. The rentals for the Community Center exceeded expectations, and the Center is booked at almost 100% on the weekends through December 2011.

COUNCIL DIRECTION

PARKS

Plan B: Smyrna Park and Roeding Heights Park Rental Rate Increase with the following changes:

- Change time required for a Park Maintenance Worker II to 60 min./\$24.61 x 25%, at each location.
- Add premium for out-of-town usage.
- Review and increase, if necessary, the charge for depreciation costs to include vandalism/wear and tear of facilities.
- Do the Park Improvements recommended in the report at the estimated amount of \$7,000.
- Build in an annual increase that is tied to the CPI.
- Research whether any surrounding communities have different fees for peak season vs. off-season usage.

FACILITIES

- Increase fees as recommended in the report.
- Build in an annual increase that is tied to the CPI.

Council further directed staff to bring the report, including revisions, back to a future meeting for approval.

There being no further business, Mayor Vierra adjourned the City Council Study Session at 6:46 p.m.

Chris Vierra, Mayor

Cindy Heidorn, CMC, City Clerk