

**SOLANO COUNTY PARK AND RECREATION COMMISSION  
MINUTES OF THE MEETING OF  
July 12, 2012**

**County Administration Center - First Floor Hearing Room  
675 Texas Street, Fairfield  
5:30 p.m.**

**Members Present:** Commissioners Leong, Riddle, Whited and  
Chairman Hermsmeyer  
**Members Excused:** Commissioner Alvarez  
**Staff Present:** Dan Sykes and Kristine Letterman

**1. Call to Order and Roll Call**

Chairman Hermsmeyer called the meeting to order. A quorum was confirmed.

**2. Elect Chair and Vice-Chair for the ensuing year**

It was motioned and seconded to nominate Commissioner Hermsmeyer and Commissioner Whited as Chairman and Vice-Chairman respectively. The motion passed unanimously

**3. Approval of the Minutes**

The minutes of February 23, 2012 were approved (motion by Leong, second by Whited) by a vote of 3-0, with Riddle abstaining.

**4. Approval of Agenda**

The agenda was approved unanimously.

**5. Chair and Commissioner Comments**

There were no commissioner comments.

**6. Public Comments**

There were no public comments.

**7. Approve timeline and begin the Fish and Wildlife Propagation Fund (FWPF) FY2012/13 grant cycle**

A motion was made by Commissioner Leong and seconded by Commissioner Riddle to approve the timeline as submitted in the agenda packet.

Mr. Sykes announced that the Procedural Guide for the program will be available on the County's website on July 13, 2012.

**8. County Parks Marketing Efforts**

**a. Review and comment on Marketing Plan Strategy**

Mr. Sykes stated that due to an increase in revenue in the past fiscal year, the Parks Division was able to increase its budget with regard to advertising and promotions to accommodate a basic marketing plan. Staff prepared a Request For Proposal and selected the firm of Davis and Associates to prepare the plan. A public survey was circulated by staff and they were able to gather 439 completed surveys. The marketing plan strategy document

which was contained in the agenda packet provided an executive summary, as well as public survey data and competitive research findings which included the public survey outreach and quantitative and qualitative results of the survey.

Chairman Hermsmeyer said that it is important to look at ideas about what kind of activities can take place at county parks, and to also look at what other counties are doing in their parks with regard to activities and festivals.

Commissioner Leong suggested inserting an informational flyer along with the county property tax bills to help promote the use of county parks.

The idea of having a concessionaire participate in the parks system was also discussed.

Mr. Sykes said that what is needed is the development of some good key messaging that really talks to what the county wants to promote about its parks. This could be distilled into a series of short, to the point brochures or handouts which focus on specific types of activities. He said there is also the opportunity to cross promote with other park agencies.

Mr. Sykes noted that grants are available for some special events and festivals and nature exhibit and education activities. He pointed out that in the Results Summary under additional fees 77% of responders indicated either "yes" or "maybe" that they would be willing to pay additional fees for additional activities or amenities at the parks. Mr. Sykes stated that branding is an important step and would be his focus in the future. He indicated that the marketing plan will be finished by the end of July and will lay out specific strategies.

## **9. Parks and Recreation Division Staff Report**

### **a. Attendance and revenue**

Attendance and revenues are up from last year with 180,492 visitors and revenue estimated at \$443,768. This is an increase from last year of approximately \$15,000 in revenue and 2,000 in attendance. The increase could be due to the rise in camping fees and the recent increase in boat launch fees.

Mr. Sykes stated that the program is in a good position where the county can try more promotional efforts and special events, and focus on some good clear messaging to use to attract sponsors.

### **b. Status of ongoing SMSF Grant Projects**

Mr. Sykes provided a listing of the two grant cycles that are currently in process. The projects for FY2010/2011 are nearing completion with a termination date of August 31st. All of those projects will be closed out with the exception of Greenhead Inc., who requested an extension through the end of June because of some funding issues with getting their match funds.

## **10. Confirm date of next regular meeting and adjournment**

The next Commission meeting was confirmed for Thursday, September 13, 2012 at 5:30 p.m. Since there was no further business the meeting was adjourned.