

**DON PEDRO RECREATION AGENCY
BOARD OF CONTROL - DON PEDRO PROJECT
MINUTES October 9, 2015**

CALL TO ORDER: 10:00 a.m. Don Pedro Recreation Agency

VOTING MEMBERS PRESENT: Michael Frantz – Turlock Irrigation District (TID)
Paul Campbell – Modesto Irrigation District (MID)
Mike Williams – City & County of San Francisco (CCSF)

OTHERS PRESENT: Tou Her – Turlock Irrigation District (TID)
Brent Hörger – City & County of San Francisco (CCSF)
Chris Collett – DPRA, Division Manager, Campground Operations
Dave Jigour – DPRA, Division Manager, Lake Operations
Keith Lynar – Private Houseboat Owner
Joe & Phyllis Farenkamm – Private Houseboat Owners
Bob & Susie Lynar – Private Houseboat Owners
John & Monica Cox – Private Houseboat Owners
Ross & Linda Swett – Private Houseboat Owners

MINUTES

The Don Pedro Recreation Agency (DPRA) Board of Control approved the minutes of the September 11, 2015, Board of Control meeting as written.

MONTHLY FISCAL REPORT

Compared to August, 2014, all categories of revenue were down for the month of August, 2015, with the exception of annual vehicle permits, personal watercraft permits, and houseboat fees. Projected revenue for the month of August was \$319,528 and actual revenue was \$138,972. August revenue combined with sponsor contributions totaled \$290,401. Projected expenses for the month of August were \$290,480 and actual expenses were \$236,259. Actual revenue, year-to-date, was \$1,250,411. Total revenue, including sponsor contributions, was \$2,454,953. Actual expenses, year-to-date, was \$1,780,851, leaving a balance of \$674,102 of revenue over expenses. Capital expenses for the month of August totaled \$9,833 and were associated with headquarters security system upgrades, WiFi upgrades, lake operations buoy line management, and wastewater valve replacement. Year to date, \$50,420 in Capital funding has been spent. Board member Campbell asked for clarification of how the sponsor contributions are distributed and added to the actual revenue through the year. Director Russell explained that the sponsor contributions are spread out over the year and the monthly amount is based on the percentage of actual revenue received each month of the previous year.

DIRECTOR'S REPORT

There were 226 new reservations made in September, 2015. This is 53 more than were made in September, 2014. Year to date, a total of 4,291 reservations have been made in 2015 compared to 5,214 reservations that were made during the same period in 2014.

Campground Operations Division Manager, Chris Collett, gave an update on the status of DPRA's search for a marketing consultant in an effort to increase revenue and visitation. Mr. Collett informed the Board that at this time no other consultants have agreed to give a presentation to the Board due to the time and expense of doing so. Mr. Collett reviewed the experience and qualifications of several consultants and some pricing for various consultant services. Mr. Collett also reviewed some of the recommendations received from marketing consultant Jeff Crider, who gave a presentation at the September, Board of Control meeting. Mr. Collett stated that we received a lot of good information from the presentation and he explained how DPRA could best make use of that information. Some of the recommendations included getting Moccasin Point to show up on Google maps, increase photos and videos on the DPRA Facebook page and the DPRA website, signage along routes to Don Pedro Lake, and to create a way to "survey" Don Pedro customers in order to address their specific wants and needs. A discussion regarding social media also took place, focusing on how Facebook "posting", "sharing" and "likes" can reach a vast amount of people. Mr. Collett informed the Board that DPRA's two Chief Rangers recently attended a CalARVC meeting and they stated that the "hot topics" in the industry now are WiFi (reliable and free), dog friendly environments, and Facebook. Board member Campbell suggested that DPRA needs to operate like a "for profit" agency and compete for customers every day.

Mr. Collett suggested to the Board that DPRA use a systematic approach of not over spending on analysts and spending DPRA dollars on carrying out the plan. Mr. Campbell also suggested that MID public relations department assist with promoting Don Pedro Lake.

The maintenance staff has been working on completion of the restroom roofing capital project.

The Fleming Meadows launch ramp widening project will begin soon.

The DPRA staff will be performing the final capital work of the year focusing on the ADA modification project.

The Lake Operations staff is working on end of season maintenance of the SS Relief floating restrooms.

The Fleming Meadows Swimming Lagoon operations end for the season this weekend. DPRA staff will share this information on Facebook, encouraging customers to come out this weekend before the winter closure.

A lengthy power outage occurred yesterday which impacted the Lake Don Pedro Marina, Fleming Meadows campground, and the Riley Ridge employee housing. The outage lasted from midnight to 8 p.m. TID and DPRA staff located the problem and replaced a section of underground wiring on Riley Ridge.

The zon gun has been placed back into operation during the week at the swimming lagoon due to the geese returning to that area.

MATTERS TO THE GOOD

Private houseboat owner, Ross Swett, stated that he had spoken to a houseboat owner who was completely unaware of the recent houseboat break-ins. Mr. Swett asked if the Agency could notify houseboat owners and dry storage customers when this type of situation occurs.

Private houseboat owner, Susie Lynar, stated that pump-out access is still a problem. Board Chairman Frantz responded that the Agency recently addressed each of her concerns and he feels that Forever Resorts and the Agency is doing their very best during the low water to keep the access open as much as possible. Lake Operations Division Manager, Dave Jigour, added that the marina has made many adjustments to the marina structure mooring and will continue to adjust the marina in order to keep the fairway open for houseboat access to the pump-out locations. Further discussion took place regarding the width and depth of the fairway and the placement of the work barge. On behalf of the Board, Chairman Frantz directed the Agency to continue providing the best service possible under the circumstances.

MOTION TO ADJOURN TO CLOSED SESSION

Board member Paul Campbell moved to adjourn to closed session at 11:22 a.m., seconded by Mike Williams.

REPORT OF ACTION TAKEN

The Board reports no action taken.

ADJOURNMENT

Due to no further business, the Board adjourned at 1:29 p.m.

Respectfully Submitted,

Carol Russell
Secretary to Board of Control

Copies to: Mr. Williams
Messrs. Frantz, Hashimoto, Macedo, Her
Messrs. Campbell, Davids, VanHoy