



**Desert Recreation District/Desert Recreation Foundation
Minutes of Special Joint Meeting
October 31, 2015**



A joint meeting of the Desert Recreation District and Desert Recreation Foundation was held at the Indio Community Center at 8:30 am with a tour of the District facilities and parks. The joint meeting continued at the Bermuda Dunes Community Center located at 78-400 Avenue 42, Bermuda Dunes, CA at 12:55pm and the District Board Meeting continued at 1:30 pm.

District Board Members Present:

Silvia Paz	Division 1, Director
Francisco Duran	Division 2, Director
Joanne Gilbert	Division 3, Vice President
Rudy Acosta	Division 4, President
Laura McGalliard	Division 5, Director

Staff Present:

Kevin Kalman	General Manager
Barb Adair	Assistant General Manager
Delia Granados	District Clerk
Troy Strange	Project Manager
Raquel Solomon	Information System Administrator

1. Roll Call by Desert Recreation District:

Call to Order: President Acosta called the meeting to order at 8:30 AM

District Board Present: Francisco Duran, Joanne Gilbert, Laura McGalliard, Rudy Acosta and Silvia Paz

2. Roll Call by Desert Recreation Foundation:

Call to Order: Executive Director Kalman called the meeting to order at 8:30 AM

Foundation Board Present: Brandt Kuhn, Jason Schneider, John Henry Garcia, Ernesto Rosales, Wendy Belk, Laura McGalliard Sergio Gutierrez

3. Public Statements

None

4. Tour of Facilities – General Schedule

12:30 pm – Lunch and continue joint meeting at 78-400 Avenue 42, Bermuda Dunes, CA 92203.

5. Public Statements

None

6. Foundation Items

A. Minutes of August 25, 2015

Recommendation: Approve the minutes for the Regular Meeting of August 25, 2015.

Board Member Garcia made the motion to approve the minutes, second by Board Member Rosales.

Ayes: Kuhn, Rosales, Schneider, Belk, McGalliard, and Garcia
Noes: None
Absent: Appel, Patel and Gutierrez (came in at 1:30pm)
Abstain: None

B. Financials

Recommendation: Accept the financial statements.

Board Member Schneider reviewed the financials as of August 31. Board Member Schneider made the motion to accept the financial statements, second by Board Member Garcia.

Ayes: Kuhn, Rosales, Schneider, Belk, McGalliard and Garcia
Noes: None
Absent: Appel, Patel and Gutierrez (came in at 1:30 pm)
Abstain: None

7. **Study Item**

A. Joint Discussion and Annual Alignment of Foundation/District Strategic Goals

Recommendation: To provide direction to the Desert Recreation Foundation regarding strategic goals.

General Manager Kalman said that in 2013 the Foundation did a strategic planning and out of that came the desire for the Foundation Board and the District Board to get together at least annually to talk about the different things going on and what the Foundation could do to help support the operations of the District as well as set some priorities each year. Last September the District and Foundation had their first joint meeting where priorities were laid out. The Foundation committed to contribute certain amounts for The First Tee and the financial assistance program. This year it would be prudent to talk about some things that are coming. While on the tour the Board got a taste of a couple of capital projects. Currently the District has about 50 million dollars' worth of capital projects they are working on. They have a potential revenue measure that the District can provide education information but there is no ability for the District to do campaigning at the staff level. This is something that other groups could do but it needs to be done by January or February 2016. This would be another opportunity for the Foundation to help further advance the goals of the District by helping form a friends group or advocacy group. One of his suggestions was the "Yes Campaign" or "Pawley Pool". He would like for the Foundation to start building credibility. Even with minimal roles in each of the projects e.g. having the Thermal land donated to the Foundation. There will be a lot of opportunities for the Foundation to be out front as these projects are rolling out. Another area the Foundation can participate is making it easy for giving as well as getting the infrastructure of the organization set up. General Manager Kalman included, in the packet, the District's strategic plan done in 2012 and 90% of it was accomplished. Staff did a vision 2020 that shares the priorities and where they see the District. Also attached is the Foundation's strategic plan and an update as to where they are at.

The Foundation is in agreement that tours like this help raise awareness as to what the District does and that it makes a lot of sense to make a financial commitment to Pawley. The Foundation has accomplished its goal but they are still working on the marketing side in bringing more identity to the Foundation. The Board is now complete with nine members and will meet to discuss the next steps to get them to the next level.

District Board President Acosta wanted to know if Volunteer Program Development - Reestablish First Tee Advisory Board ever unraveled?

General Manager Kalman said no. It has not been particularly active or engaged. Staff revamped it and is making it more functional. Currently they have 15 people.

District President Acosta wanted to know if the Foundation has a banner of "who they are /about us" similar to the District?

General Manager Kalman said yes and it is being updated. The Foundation will have some work done through Gulf Communications and CBS. There are opportunities for interviews and giving information about the Foundation and the District on KESQ News and CBS.

Staff, Foundation and the radio station are working to create a demo to show the community what the Foundation is about and what their gifts can do and what they are doing for the community.

District Board Member McGalliard asked if it was possible to come up with a Foundation commercial and alternate those to get people more aware. Focusing on projects and people.

Kevin Kalman said that there was for The First Tee, the Foundation and District. The Foundation and the District identified the need for a fund development person. State Parks in Sacramento referred several grant writers to staff and staff received proposals from them. Staff selected Townsend Public Relations Group. Townsend has received two thirds of all of the competitive grants for parks and recreation through state parks over the last three measures. They also do lobbying work.

District Board Member Paz said that in terms of the importance of the projects it was important to include the why. The missions don't really touch the heart e.g. including language of the importance of parks and recreation for mental health, obesity, reducing crime rates and making those pitches that will really get people feeling like this is something worth investing in.

District President Acosta is more convinced now that Pawley Pool is at the top of the list. The why can be for safety and health and wellness. Maybe sell panels of the deck for donors to offset the cost. Maybe some equipment like "this slide donated by..."

The Foundation wanted to know if staff had any discussions with the City of Indio about funding for Pawley.

Staff said they did not other than asking for the ability to reconfigure the space. They asked the City if they could have part of the park.

District President Acosta thought that staff also talked about their plans for the new aquatic center.

Kalman said the conversation was that if the City was going to build an elaborate aquatic center in Indio, does the District repurpose the Pawley Pool space, rebuild Pawley Pool and maybe look at not being the same thing as the other park.

District Board Member Gilbert does not see Indio building this aquatic center in the next 20 years. The City's priority is police and fire.

The Foundation felt that the worst thing to do is ask for money for something that is not going to happen or be underutilized because something more exciting is out there. That discussion should happen sooner than later. If they are going down this path, do it together to maintain credibility. Hopefully the Foundation can help with that and also have something to point to and say look at what the Foundation was also able to help with in conjunction with all of these other organizations.

General Manager Kalman is going to have these discussions with the City and what they can contribute. The District has to decide where it is going with Pawley and not let somebody else decide for the District.

District President Acosta said it is money well spent to move forward with the District's plans to refresh that site regardless of what the city's direction is.

At the Foundation's last meeting, the Board touched on creating a social media team and having a social media page for the Foundation engaging these projects and updates as well as have the community participate in a project concept where they can drop pins on what they like most.

The Foundation Board agreed that there are businesses that have been in existence in Indio for 60 years like Yellow Mart and Valley Pool that could maybe build awareness keeping a nostalgic factor. Maybe having people that used to go there write out a check

The two Boards discussed the possibility of doing the following: a dedication wall similar to La Quinta; selling tiles according to size; with the social media for example texting friends asking for donations and making it easy for them to pay with a credit card; using the "Go Fund Me" website or others where people can see the progress.

The two Boards have identified Pawley Pool as the great multi-year campaign for the Foundation to focus on and the Foundation will get started on that.

Staff will continue to work on the conceptual of Pawley Pool as they have visited a Valley Wide facility at Diamond Valley Reservoir that is exactly what the District was describing when they spoke to the designers. General Manager Kalman will provide that information to both boards.

President Acosta felt this topic would be a great joint study session and he will leave it up to staff as to when. He requested for the District Clerk to pull this section of the discussion and distribute to everyone's email so that this is

something they can highlight in a joint study session; the General Manager can refresh them on where they are at with the designs; maybe there is another discussion with City of Indio in the meantime; and they can pull from some of the ideas discussed today.

District Board Member Paz wants to know the timeline for these projects.

General Manager Kalman said they first invested in the infrastructure at Indio and the Golf Center and a lot of improvements were made at other parks. New projects are: breaking ground at North Shore; moving dirt at Oasis; acquisition of Thermal land; planning of Pawley Pool. In the vision 2020 the District said it would completed these projects and staff feels it can beat that timeline.

Foundation Comments

President Kuhn mentioned that the Foundation is participating in a guest bartending night on February 17 at the Coachella Valley Brewing. He would like the District Board's participation as well. All the tips will go to the Foundation plus \$2 from every beer.

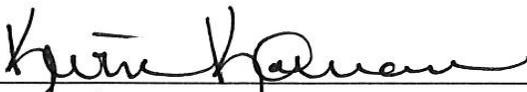
Board Member Garcia said it was a great day joining the District Board on the tour.

Board Member Rosales said it was nice taking the tour with the District Board and getting to know them better on a personal level.

No comments from board members Schneider, Gutierrez, Belk, McGalliard.

ADJOURN DESERT RECREATION FOUNDATION MEETING – The next regularly scheduled meeting of the Foundation Board is November 17, 2015 at 74-945 Sheryl Avenue, Palm Desert.

Respectfully Submitted:



Kevin Kalman, Executive Director



Brandt Kuhn, President of the Board