

# CITY OF CRESCENT CITY

Mayor Jason Greenough  
Council Member Ray Altman

Mayor Pro Tem Blake Inscore  
Council Member Beau Smith  
Council Member Isaiah Wright

MINUTES  
SPECIAL CITY COUNCIL/MEASURE S OVERSIGHT  
COMMITTEE WORKSHOP  
FRED ENDERT MUNICIPAL POOL  
VIRTUAL VIA ZOOM

**MONDAY**

**APRIL 12, 2021**

**5:30 P.M.**

**OPEN SESSION**

**Call to order** Mayor Greenough called the meeting to order at 5:31 pm

**Roll call** Council Members present: Council Member Ray Altman, Council Member Beau Smith, Mayor Pro Tem Blake Inscore, and Mayor Jason Greenough  
Council Member absent: Council Member Isaiah Wright  
Measure S Oversight Board Members present: Board Member Emery Mattz, IV, Board Member Ernie Perry, Vice-Chair Heidi Kime and Chair Kelly Schellong  
Measure S Oversight Board Member absent: Board Member Cindy Cruse  
Staff members present: City Manager Eric Wier, City Attorney Martha Rice, City Clerk/Administrative Analyst Robin Patch, Recreation and Events Coordinator Director Holly Wendt, Human Resources Administrator Sunny Valero, Public Works Maintenance Manager Jason Wylie, Finance Director Linda Leaver, Police Chief Richard Griffin and Fire Chief Bill Gillespie

**Pledge of Allegiance** led by Mayor Greenough

**PUBLIC COMMENT PERIOD**

*There were no public comments.*

**CONSENT CALENDAR**

**1. Meeting Minutes**

- *Recommendation: Approve the March 9, 2021 and the March 29, 2021 meeting minutes of the Measure S Oversight Committee/City Council.*

*On a motion by Mayor Pro Tem Inscore, seconded by Council Member Smith, and carried 3-1 on a polled vote with Council Member Altman abstaining as he did not attend the meetings, the City Council of the City of Crescent City approved the March 9, 2021 and the March 29, 2021 meeting minutes of the Measure S Oversight Committee/City Council.*

*On a motion by Vice-Chair Kime, seconded by Board Member Perry, and carried on a 4-0 polled vote with Board Member Cruse being absent, the Measure S Oversight Committee approved the March 9, 2021 and the March 29, 2021 meeting minutes of the Measure S Oversight Committee/ City Council.*

## **PRESENTATION**

### **2. Measure S – Fred Endert Municipal Pool**

- *Recommendation: Hear staff report*
- *Technical questions from the Oversight Committee*
- *Technical questions from the Council*
- *Receive public comment*
- *Further Oversight Committee discussion*
- *Further Council discussion*
- *Take action as necessary and appropriate*

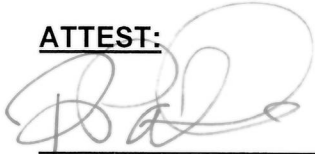
City Manager Wier went over a brief budget overview of the pool outlining the expenses. Recreation and Events Coordinator Director Wendt gave a presentation on the impact on general funds that public pools have. Pool heaters are needed and can be very expensive; currently Johnson Controls is evaluated this for energy efficiency options. The maintenance and facility expenses for the next five years will cost \$254k this includes: pool heaters, 4 chemical pumps, 4 VGB grates, 2 hot water heaters, locker room floors, pool circulation pump, online registration and tracking and yearly parts and supplies. There is now a new staffing structure at the pool to include an Aquatics Supervisor as well as additional supervisory roles for the lifeguards. The 10-year Master Plan Executive Summary includes more lap lanes throughout the day, track participation in recreation swims and drop in events, create a marketing budget (\$4,400 - \$8,800); to evaluate costs and fees for swimming lessons to incrementally increase price to keep up with inflations, minimum wage increase and stability of the program, phase out 50 visit punch pass and increase 10 visit punch pass, either offer annual pass at December sale rate or discontinue sale price and to evaluate the possibility for annual pass holders to be billed monthly via recurring credit card charges for steadier flow of revenue year long. City Manager Wier explained Measure S funding is estimated to be a total of \$1.3 million. The pool's impact on the general fund ranges from \$300k - \$400k a year. Vice-Chair Kime asked about raising rates and asked if there was consideration for City rate, County rate, and out of town rate. City Manager Wier stated that it will be evaluated to see if that is a desired direction from the community. Board Member Mattz could the rates be on a scale for the season, lower during higher attendance, higher in lower times; Director Wendt stated that she has not reviewed seasonal rates but has looked at incremental rates as other municipalities have done. Board Member Mattz asked about passes for local hotels to encourage guests to use the pool; Director Wendt stated that can be evaluated. Chair Schellong asked what the status of "The Friends of the Pool"; City Manager Wier stated that right now, they are not active. Vice-Chair Kime stated that it has folded and is completely defunct as of 2015 and they have no funds. Chair Schellong asked about the 2008 remodel, how does it relate to the lifetime of the pool? City Manager Wier stated it is vital; the whole pool was replumbed, new plaster, and the boilers were replaced. For the overall life cycle, the remodel was tremendous; it cost \$1.3 million with half being funded from a grant. Chair Schellong asked about the fees for the Swim Team; Director Wendt stated that they are charged an hourly rate, it's not a huge revenue. Chair Schellong asked Director Wendt how much of her time is spent on the pool and how it is reflected in the general fund; Director Wendt stated that is an unknown at this time as since she has been Recreation Director, the pool has not been open enough for that calculation. Chair Schellong asked about the \$176k being allocated funds from the \$325k of Measure S revenue for the pool; City Manager Wier stated that what the recommendation being sought from the Measure S Oversight Committee is to assist the Council in their budgeting for this next year. When the Council adopts their budget, the Measure S Committee reviews it and reports if the money was spent for what it was budgeted for. Vice-Chair Kime asked if there was a budgeted amount that

hadn't been spent since the pool has been closed; City Manager Wier said that last budget year we cut \$500k due to COVID, and we budgeted this year for the pool to be closed, therefore there are no additional funds in the budget. Board Member Perry asked for clarification on the explanation of the \$176k is that is the last quarter of this fiscal year and is not counted against the \$325k for next year. He asked for a breakdown of what the \$176k City Manager Wier stated that what was budgeted for this year was for building maintenance, basic utilities, the vast majority of the bigger cost was when we added personnel back, utilities, etc. *Council Member Wright joined the meeting already in progress at 6:35 p.m.* Board Member Perry said a capitalization fund needs to be started and added to annually. Council Member Smith asked about advertising and how much it'll take; what will the target demographic; being upside down in the pool is not good; Director Wendt stated that municipal pools are usually upside down. Council Member Smith suggested spending money on marketing to help with the gap. Council Member Smith further stated that swim meets are great for our area since the pool is indoor. Director Wendt stated that things such as a pool Easter egg hunt, dive-in movies, haunted pool events are being considered. Mayor Greenough stated that it was told that marketing would be \$4k-6k; Director Wendt agreed that Councilman Hunsaker gave those figures; Chair Schellong stated that Bicoastal Media covers Crescent City, Brookings, and Eureka that offers free advertising for the City. Council Member Altman stated that it seems that a grant writer would be a good idea for the City as it would pay for itself ten-fold if an experienced one was on staff. There are several grants such as a rural pool grant, physical therapy grant, etc there should be some available. City Manager Wier stated that City staff has written grants based on their experience and role; it's a good discussion to have for the City to consider a grant writer on staff. Mayor Greenough agreed that a discussion having an experienced grant writer on staff is a good one to have; Council Member Altman is proud of the work City staff has done and thinks this would be a good addition. City Manager Wier stated he agrees with Council Member Altman and appreciates the item being brought up. Vice-Chair Kime suggested at selling merchandise to increase revenue? Director Wendt stated that it was in the works. Vice Chair Kime stated that the website looks great and asked about getting more automated as well as an online presence for the pool; Director Wendt explained that is already in the works. Board Member Perry suggested that either on the website or a sign at the pool to state "this escalated opening was brought to you by Measure S funds"; Director Wendt stated there are already signs in place that state just that. Mayor Pro Tem Inscore stated that the remaining money, such as \$120k, would be great set asides for equipment and CIP (Capital Improvement Projects) for the pool; go ahead and say set aside for new vehicles for the police department. Marketing that needs to be done to have larger impacts; money needs to be spent. Chair Schellong stated that the City already puts money into the Chamber who uses an outside marketing company, that should be considered to be used to promote the pool. Director Wendt said that the publication "Discover Del Norte" will have the City's amenities as places to go. Vice-Chair Kime asked if there was a separate website for Lighthouse Cove RV Park; she further stated that people are still Googling "Shoreline RV" and it is not redirecting to Lighthouse Cove RV, that needs to be evaluated. Chair Schellong stated with marketing, ask local partners to include logos/info about the pool such as Seaquake, etc. in their marketing pieces. Mayor Greenough said that his first job was with the pool and supports the pool wholeheartedly. Agreed with the idea of a grant writer and obtaining grants, wants to continue outreach to the County to help support the pool through Health and Human Services funds, supports resident vs. non-resident fees to use the pool. If the County kicks in to fund the pool, the resident fee can be extended to County residents, if not, they will have higher fees; suggested to make sure pamphlets in all of the hotels about our pool; would like to see if there is a way to have local businesses financially sponsor the pool perhaps in advertisements in the pool; use the light poles on Play St. for paid for advertisements; replacement fund is a good idea. Chair Schellong suggested not tying Measure S funds into the fees from resident vs. non-resident. City Manager Wier stated the items to consider are the timing of personnel implementation matters, delays in hiring create one time savings, positioning for grants. Chair Schellong asked for a couple of different options for each topic would be helpful for the Committee to consider on the 26<sup>th</sup>. Board Member Perry asked about how the Committee will be provided the budget; City Manager Wier stated that a line-item budget will be provided to the Committee.

**ADJOURNMENT**

There being no further business to come before the Council and Committee, Mayor Greenough adjourned the meeting at 7:35 p.m. to the closed session meeting of the City Council of the City of Crescent City scheduled for Tuesday, April 13, 2021 at 5:30 p.m., via Zoom, Crescent City, CA 95531.

**ATTEST:**



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Robin Patch  
City Clerk/Administrative Analyst