



Livermore Area
Recreation and Park District
An independent special district

LIVERMORE AREA RECREATION AND PARK DISTRICT

MINUTES

WEDNESDAY, FEBRUARY 13, 2019

ROBERT LIVERMORE COMMUNITY CENTER
4444 EAST AVENUE, LIVERMORE, CALIFORNIA

REGULAR MEETING

7:00 P.M.

DIRECTORS PRESENT: Directors Faltings, Pierpont, Wilson and Chair Furst
DIRECTORS ABSENT: Director Palajac
STAFF MEMBERS PRESENT: Mathew Fuzie, Patricia Lord, Alexandra Ikeda,
Linda Van Buskirk, Jeffrey Schneider, Stacey Kenison, Monica
Streeter

1. CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

Chair Furst called the meeting to order at 7:00 p.m. All Directors were present, except Director Palajac.

2. PUBLIC COMMENT

No public comment.

3. CONSENT ITEMS

- 3.1 Minutes of the Regular Board Meeting of January 9, 2019
- 3.2 General Manager's Monthly Report (#72-07)

Moved by Director Pierpont, seconded by Director Faltings, approved the Consent Agenda, by the following voice vote:

AYES: *Wilson, Pierpont, Faltings, and Chair Furst*
NOES: *None*
ABSTENTIONS: *None*
ABSENT: *Palajac*

4. DISCUSSION AND ACTION ITEMS

Chair Furst pulled Item 4.3 from the agenda. It will come back to the Board at a future meeting.

4.1 LARPD LOGO AND FUTURE BRANDING

The Board received a presentation on the proposed new LARPD logo by Stacey Kenison, Marketing and Operations Supervisor. The presentation reviewed general recommendations on how to present a strong District-wide marketing and branding plan in order to have a consistent representation of who the District is, including all the positive things LARPD does within the community. She reviewed a number of past logo transformations throughout the years which have created confusion, making the District not easily recognizable within the community. She then presented the new, enhanced LARPD logo which incorporates the L shape with its blue and green coloring, as well as the hills and trees, which are representative of this District. The circle design was created with a standard, easy-to-read font and is designed to honor the District's history and moves us into the next generation. The concept was presented to the Board of Directors at its September 20, 2018 meeting. Direction was given at that time to seek further feedback from the community. A survey was developed and sent out in January 2019 to nearly 5,000 community members. Logo A was the preferred logo choice from a majority of those respondents because, as they stated, it is easier to read, clear, looks better and it makes people feel happy. Ms. Kenison stated that this type of positive response is exactly what LARPD is looking for as it promotes positive feelings about the Livermore Area Recreation and Park District as well as promotes recognition and familiarity within the community. The use of one consistent logo via the District's website and social media accounts will serve to make LARPD easily recognizable to our community and distinguishable as an independent special district, separate from the City of Livermore and the East Bay Regional Park District, both of which operate within our District boundaries. This will be the sole logo utilized by the District and any and all marketing and branding efforts moving forward, unless the Board chooses to direct staff otherwise.

GM Fuzie stated a lot of work went into seeking public feedback as well as feedback from the Board. The logo presented this evening is the one that was overwhelmingly favored.

Director comments/questions/discussion included: It would have been interesting to read the survey results beforehand to see the responses; surprised the District only received approximately 3% feedback from the community; pleased that "an independent special district" remains on the letterhead; traditionally, the names of the Directors have been listed alphabetically on the letterhead; consensus on use of the logo on District vehicles is that it should be large so that it is easily recognizable; and pleased that the District website will be displayed on vehicles as well. Board members thanked staff for the work done throughout this process, and the final presentation.

GM Fuzie stated that staff will keep the Board informed at the committee level about the size of vehicle logos.

Chair Furst confirmed that the Board direction to staff is to use Logo A, utilizing a large logo on District vehicles to ensure visibility.

4.2 REAPPOINTMENT TO PERSONNEL COMMISSION

Chair Furst stated the Board would consider reappointing Celene Boggs Resong to the Personnel Commission.

ASM Schneider reported that Celene Boggs Resong’s four-year term on the Personnel Commission expired in January 2019. As required, the District invited applications for the position. One letter of interest was received, from Ms. Boggs Resong, and it was included in the staff report. This item was discussed with the Personnel Committee earlier this month, and that committee unanimously agreed with staff’s recommendation to reappoint Ms. Boggs Resong. ASM Schneider added that Ms. Boggs Resong has been doing a very fine job, bringing much value and intelligence to the position, and we value her contributions.

Director comments/questions/discussion included: compliments to staff for following the prescribed procedure to advertise the open position in order to invite healthy competition.

Chair Furst opened public comment. No comment was received. Public comment was closed.

Moved by Director Faltings, seconded by Director Wilson, adopted Resolution No. 2654, reappointing Celene Boggs Resong to the Personnel Commission for the January 2019-January 2023 term, by the following roll call vote:

AYES: *Pierpont, Faltings, Wilson, and Chair Furst*
NOES: *None*
ABSTENTIONS: *None*
ABSENT: *Director Palajac*

4.3 REVISIONS TO BOARD POLICY MANUAL

As stated above, Chair Furst pulled Item 4.3 from the agenda.

4.4 DIRECTOR ATTENDANCE AT 2019 CONFERENCES

Chair Furst stated the Board would review a list of 2019 Conferences and discuss their desire to attend.

GM Fuzie stated it is important for the Directors to have a discussion to set priorities regarding the needs of the District in regards to the Board’s governance, training, and ability to network. This discussion will then lead the District to the mid-year budget and any adjustments that may need to be made for Directors’ travel and training budget.

Chair Furst stated that historically, the District had Directors attend two conferences or a total cost of \$5,000 per Director. He asked for feedback from the Directors regarding conferences they plan to attend. Director Faltings pointed out that the last three conferences listed in the staff report fall under the next fiscal year’s budget. GM Fuzie clarified that per the District policy, Board members are not limited to a certain number of conferences which they may attend. The Board may determine what they are comfortable with regarding Director training for recognition in Special District Governance and accreditation as a District of Distinction.

Director comments/questions/discussion included: clarification that the Board policy does not state a specific number of conferences, but must stay within the budget; certain numbers are arbitrary, but location of conferences, such as East Coast v. West Coast or Northern California v. Southern California, help determine cost of travel expenses; Directors then expressed their interest in attending the listed conferences.

5. COMMITTEE REPORTS

- 1) Director Faltings reported on January 24, 2019 Finance Committee meeting.
- 2) Director Faltings reported on February 12, 2019 Program Committee meeting.
- 3) Director Wilson reported on the January 16, 2019 LARPD Foundation meeting. She filled in for Director Faltings who was attending a CARPD meeting.
- 4) Director Wilson reported on the January 2nd and February 6, 2019 Livermore Cultural Arts Council meetings.
- 5) Chair Furst reported on the January 17, 2019 Intergovernmental Committee meeting. He commended LARPD staff for the presentation given on Fostering Diversity.
- 6) Chair Furst reported on the February 7, 2019 Personnel Committee meeting and the February 7, 2019 Ad Hoc Personnel Committee which is developing an evaluation tool for evaluation of the General Manager position.
- 7) Chair Furst reported on the February 6, 2019 Chamber of Commerce Business Alliance meeting.

6. MATTERS INITIATED/ANNOUNCEMENTS BY THE DIRECTORS

- 1) Director Pierpont announced that the Livermore Valley Half Marathon is scheduled for Sunday, March 3, 2019. The race course will wind through parts of Sycamore Grove Park and Holdener Park, plus many of the multi-use trails. He encouraged everybody to come out and participate.

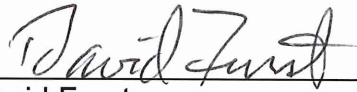
7. MATTERS INITIATED/ANNOUNCEMENTS BY THE GENERAL MANAGER

GM Fuzie made the following announcements:

- 1) The LARPD Foundation is still seeking new board members. GM Fuzie encouraged anyone in the public who is interested in helping out this non-profit 501(c) 3 to visit the LARPD website at www.larpd.org and click on the About Us – LARPD Foundation link for more information.
- 2) The historicity of The Barn: While it may not be listed on the National Register of Historic Places, it is, in all of the District's guiding documents, an historic structure. Staff is researching if it has ever been listed on the National Register. It is eligible for nomination to the National Register of Historic Places.
- 3) LARPD successfully hired three new positions last week – the Community Outreach Supervisor, and two Park Maintenance Technicians. LARPD received very qualified candidates and offers are currently being made to them. GM Fuzie commended the District's administrative team, the Personnel Commission and the Personnel Committee for their efforts to make this possible, and especially to the Board of Directors for supporting the changes made to get the District on this path. Chair Furst thanked GM Fuzie for the report on the applicant pool.

8. ADJOURNMENT : Chair Furst adjourned the meeting at 7:46 p.m.

APPROVED,



David Furst
Chair, Board of Directors

ATTEST:



Mathew Fuzie
General Manager and
Ex-officio Clerk to the Board of Directors