

Casitas Municipal Water District
RECREATION COMMITTEE
Agenda
Brennan/Spandrio
October 1, 2019 – 10:00 a.m.
Casitas Municipal Water District
1055 Ventura Ave.
Oak View, CA 93022

1. Roll Call
2. Public comments.
3. Board/Management comments.
4. Review Monthly Recreation Report for August.
5. Review and Discussion of Recreation Department (LCRA) Administrative Overhead Cost.
6. Report on Recreation Committee's Inquiry on Lake Casitas Recreation Area Music Concerts for Revenue Generation.
7. Review of Incidents and Comments.

Right to be heard: Members of the public have a right to address the Board directly on any item of interest to the public which is within the subject matter jurisdiction of the Board. The request to be heard should be made immediately before the Board's consideration of the item. No action shall be taken on any item not appearing on the agenda unless the action is otherwise authorized by subdivision (b) of §54954.2 of the Government Code. If you require special accommodations for attendance at or participation in this meeting, please notify our office 24 hours in advance (805) 649-2251 ext. 113. (Govt. Code Section 65954.1 and 54954.2(a). Please be advised that members of the Board of Directors of Casitas who are not members of this standing committee may attend the committee meeting referred to above only in the capacity of observers, and may not otherwise take part in the meeting. (Govt. Code Sections 54952.2(c)(6)

**CASITAS MUNICIPAL WATER DISTRICT
LAKE CASITAS RECREATION AREA**

DATE: September 24, 2019
TO: Recreation Committee
FROM: Carol Belser, Park Services Manager
SUBJECT: Recreation Area Monthly Report for August 2019

Operations, Boating, Incidents

Customers enjoyed our free summer programs in greater numbers from last year, including our Junior Ranger program, Astronomy Nights, movies at the Casitas Water Adventure (see photo), Park Ranger tailgates and campfire programs. The Park Services Officers' had an anti-quagga mussel display at the Ventura County Fair and received an Honorable Mention. Lake Casitas hosted three fishing tournaments in the month of August. There were

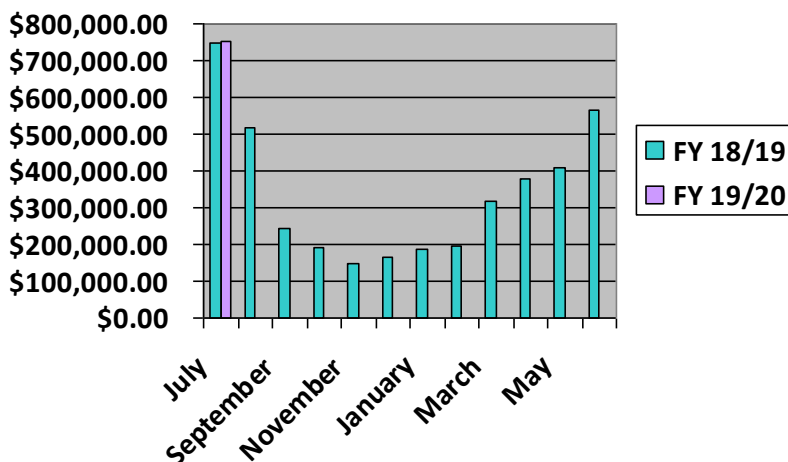


284 recreational vessels tagged for re-entry into Lake Casitas, 4 passed new invasive mussel inspections, and 4 failed first inspection. In August, there were 82 patrol observations where park staff made customer contact. Park Rangers responded to 74 calls for service and 55 customer service issues. There were 13 medical responses and 6 required transport, 32 disturbances with 2 requiring support from the Ventura County Sheriff's Office. There were 2 unattended fires, 23 traffic violations with 2 resulting in citations, 17 parking violations, 4 restricted area violations, 2 boating violations, 0 fishing violations, 4 restricted area violations, and 1 leash law violation. There were 26 body contacts with water (8 in one group).

Revenue and Visitation

The 2019/2020 unaudited monthly revenue figures for July are shown below compared to last fiscal year. The fiscal year's total figures will be reported when made available in the respective months (operations,

concessions, Casitas Water Adventure, etc.) per the District's Financial Summary generated by the Chief Financial Officer. The August 2019 visitations numbers (derived from revenue) are not yet available from the Finance Department.



MEMORANDUM

TO: Recreation Committee
From: Michael L. Flood, General Manager
RE: **Review and Discussion of Recreation Department (LCRA) Administration Overhead Cost**
Date: September 26, 2019

RECOMMENDATION:

The Committee consider the information presented and discuss next steps.

BACKGROUND:

At the August 6th, 2019 Recreation Committee Meeting, Casitas MWD CFO Denise Collin gave a presentation to the Committee explaining how the Recreation Department Administrative Overhead Cost is calculated.

That calculation has resulted in a FY 2020 budgeted cost allocation of \$1.6M to the LCRA.

During the August 6th Committee meeting, staff discussed working on methods to estimate the actual impact of the Recreation Department on the District's administrative costs.

During the September 3rd Committee meeting, staff presented and update on the cost estimating process that included cost estimating categories for both the Administration and LCRA departments.

DISCUSSION:

Staff discussions subsequent to the Committee Meeting have resulted in the following cost estimates for the various categories previously discussed which also included a more detailed look at a salary percentage split for the LCRA's share of the Administrative Services cost:

<u>LCRA Estimated Admin Overhead Cost Breakdown</u> <u>Summary Table</u>	
LCRA Management Allocation	\$ 148,602.56
LCRA Board of Directors Allocation	\$ 42,592.80
LCRA IT Services Allocation	\$ 45,452.50
LCRA District O&M Allocation	\$ 14,228.00
LCRA Admin Services Allocation (27%)	\$ 540,109.76
LCRA Seasonal Employee Impact	<u>\$ 25,000.00</u>
Total LCRA Allocation (from District)	\$ 815,985.62
Total LCRA Services (to District - Deduct)	<u>\$ <368,308.00></u>
Net LCRA Admin Overhead with Quagga	\$ 447,677.62
Net LCRA Admin Overhead without Quagga	\$ 702,737.62

Note that these estimates used FY 2020 budgetary numbers but also used actual costs from FY 2019 for the estimate of some of the LCRA services that are provided to the District.

The LCRA services to the District cost estimate breakdown is as follows:

<u>Category</u>	<u>Estimated Cost</u>
Open Space	\$ 106,552.00
District Support	\$ 6,696.00
Quagga Management	<u>\$ 255,060.00</u>
Amount Allocated to the District	\$ 368,308.00

The Salaries Percentage Calculation is as follows:

<u>Salaries Percentage Calculation</u>	
LCRA FY 2020 Budgeted Salaries & Benefits	\$ 3,056,568.00
District FY 2020 Budgeted Salaries & Benefits	<u>\$ 8,240,345.00</u>
Total District & LCRA Salaries & Benefits	\$ 11,296,913.00
LCRA % of Total	27%
District % of Total	73%
FY 2020 Budgeted Admin Services	\$ 1,996,217.00
LCRA Admin Services Allocation (27%)	\$ 540,109.76

As noted in the Summary Table, there are two proposed outcomes for the LCRA Admin Overhead cost estimate calculation; one wherein costs related to enforcement of the District's Invasive Mussel (Quagga) management policies are allocated to the District (with Quagga) and another where they are allocated to the LCRA (without Quagga).

Staff will discuss the merits of each approach for the Committee to consider during the Committee Meeting.

CASITAS MUNICIPAL WATER DISTRICT
Interdepartmental Memo

TO: Recreation Committee

FROM: Joe Evans, Division Officer

COPY: Carol Belser, Park Services Manager

SUBJECT: **Recreation Committee's Inquiry on Lake Casitas Recreation Area Music Concerts for Revenue Generation**

Date: September 23, 2019

RECOMMENDATION

It is recommended the Recreation Committee review and file this report.

BACKGROUND and OVERVIEW

During the September 3, 2019 Recreation Committee meeting, the Committee discussed the Lake Casitas Event Area venue to host other revenue generating events such as music concerts. The discussion included the Board's President's comment at a previous Board meeting on the possibility musical events similar to events at The Collection at RiverPark in Oxnard, and the concert series in the City of Ventura. There was also discussion about commercial filming at Lake Casitas, a revenue generating activity, and how it's advertised.

ANALYSIS

The Lake Casitas Recreation Area (LCRA) includes an Event Area consisting of two acres of irrigated grass, four 20 amp electrical panels, potable water availability, and a dirt parking area. The LCRA Event Area does not include an overhead structure, restroom or hand washing facilities, stage, or any type of stage structure. Over the years the Event Area venue has been rented for public events such as a Renaissance Festival, Lake Casitas Intertribal Pow Wow, and most recently the One Love Fest, along with the annual Ojai Wine Festival. The aforementioned events were not organized by the District, each of them were privately organized and attracted roughly 2,000 to 4,000 individuals. The Event Area is regularly rented for private events, weddings and company picnics. Private events are typically much smaller in numbers ~ 250 – 500 people.

The LCRA Event Area rents at a minimum of \$2,500 per day, requires seven million dollars in liability insurance for public events, plus a percentage of the gross revenue on a tiered basis,

from 10% to 15%. The cost of renting the Event Area has not risen in several years and remains consistent to the other local music venue, Libbey Bowl. Libbey Bowl is a full service concert venue with existing infrastructure: seating, stage and restroom facilities. The City of Ojai charges a non-refundable \$1,000.00 application fee, \$1,500.00 per day use fee and requires one million dollars in liability insurance. They also receive three dollars per ticket sold. There are three main differences: 1) the District collects the percentage of the gross sales and Libbey Bowl rental includes a flat rate per ticket sold, 2) the insurance the District requires is significantly higher, and 3) infrastructure is included in Libbey Bowl's rental.

As Lake Casitas and the Event Area are both unique, other venues who offer music events were contacted. The City of Ventura Parks and Recreation Department and The Collection at RiverPark both put on summer concerts. Both venue events are organized by internal staff, who coordinate and execute the events. The Collection at RiverPark does, however, contract bookings through a single third party vendor to simplify insurance requirements. While the City of Ventura's concerts regularly sell out, they are offered as more of a community service than a profit generating event, even with sponsorships. RiverPark's concerts are sponsored by one of their local senior living centers and serve as an activity for the center as well as a draw for commercial businesses within. The Collection's concerts are free and do not generate any direct revenue.

SUMMARY

The LCRA's Event Area can benefit from additional publicity, and staff have already begun to work on that to add to the current advertising that includes our web site, direct mailing to potential users, local advertising purchased ads, and events such as Ojai Day and the Ventura County Fair. The Recreation Committee's suggestion at their September 3, 2019 meeting to consider future plans to enhance the Event Area to attract more events by adding facilities such as an amphitheater, kitchen and restrooms should attract promoters to the venue. In addition, enhancing the Recreation Area's exposure as a commercial filming location was suggested by Director Brennan and the LCRA is now listed with the Ventura County Film Society on their website.