



# COUNTY OF YOLO

Department of General Services  
Parks Division

*Kevin Yarris*  
Director

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## PARKS, RECREATION AND WILDLIFE ADVISORY COMMITTEE (PRWAC)

### Summary of Minutes

August 20, 2018

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**Members in Attendance:** Cliff Feldheim (Chair), Anthony Volkar, Trini Campbell, Nancy Ullrey, Karen Sutliff

**Members Absent:** Andrew Fulks, Catherine Portman, Bridgette O'Flaherty, Jack Young

**County Staff in Attendance:** Kevin Yarris, Director of General Services; Jeff Anderson, Associate Parks Planner; Lucas Anderson, Parks Marketing Intern

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#### 1. CALL TO ORDER

Chair Feldheim called the meeting to order at 6:34 pm.

#### 2. ADOPTION OF AGENDA

The agenda was adopted.

*Motion: Campbell. Second: Ullrey. Motion carried unanimously.*

#### 3. ADOPTION OF MINUTES

The minutes of the June 18, 2018 meeting were adopted as presented.

*Motion: Ullrey. Second: Volkar. Motion carried unanimously.*

#### 4. PUBLIC COMMENTS

None.

#### 5. REGULAR AGENDA

5.1 Advisory Members appointments/reappointments/resignations

None.

5.2 Ground Squirrels at Grasslands Park (Feldheim & Ullrey)

Ullrey stated that she and Chair Feldheim had not met to discuss since June 18<sup>th</sup> meeting and advised to move item to next regular meeting.

5.3 Esparto Park and Aquatic Center (Campbell)

Campbell stated that Yocha Dehe Wintun Nation contributed \$200k to the endowment above and beyond what they have previously contributed. Endowment is currently \$500k with goal of \$1mil. Construction is anticipated to be completed in March 2019.

5.4 Parks Marketing and Sponsorship Plan Presentation (Petrea Marchand, Consero Solutions)

Petrea Marchand, President, Consero Solutions, provided an overview of the Parks Marketing and Sponsorship Plan and presented a PowerPoint (attached). Committee member discussion included: highlighting corridors (i.e., Cache Creek/Hwy 16 corridor as gateway to Berryessa Snow Mountain); adding signage and kiosks to marketing strategies along Highway 16 directing visitors to trail heads and public access points; Yolo County Parks Instagram presence; geo-fencing; ensuring Yolo County Parks names its facilities for check-ins on Facebook and other social media apps; adding a click-counter to website as a method to utilize metrics.

5.5 Parks Marketing Intern Presentation (Lucas Anderson)

Lucas Anderson, Parks Marketing Intern, provided an overview of his projects he is working on to implement the recommendations in the Parks Marketing and Sponsorship Plan and presented a PowerPoint (attached). He stated that the Parks Facebook page has been created and a backlog of posts have been drafted with the intent to start posting within the week. Committee members discussed the need for a cohesive branding logo. It was suggested that staff should engage the community to get feedback on branding.

5.6 CDFW Propagation Fund Expenditures and Budget Updates

Anderson informed the committee that as of 6/30/18 the balance of the CDFW Propagation Fund is \$3,254.15. Based on current trends the projected balance for 6/30/19 will be \$6,450 if not expended. Staff will discuss the Parks Division draft budget with the committee at the next meeting.

## 6. PARKS DIVISION STAFF UPDATES

A report by the Parks Division staff on recent activities relevant to the Parks, Recreation, and Wildlife Advisory Committee. *Please note that per the California Open Meetings Law (Government Code section 54954.2); discussion of the staff update is limited to asking clarifying questions. However, the Committee or any individual Committee member may request that an item be placed on a future agenda for further discussion.*

6.1 Cache Creek Campground Update

Staff informed the committee that it will extend the camping season through November assuming camp host is still willing. Staff hopes to open reservation system and start advertising campground extension within one week. Staff explained that there is an issue with the water supply at the campground that is being examined by the Central Valley Water Resources Control Board. The State thinks the water aquifer is so old that it is creating a sulfur compound that is attaching to the chlorine molecules. It is not believed that this poses a health concern, however, staff has posted signs advising visitors not to drink the water. Staff will continue to monitor and look into solutions.

6.2 Knights Landing Boat Launch Grant Update

Staff informed the committee that the necessary State and Federal permits have been submitted. Engineers are still working on finalizing the plans.

6.3 Grasslands HCF Grant Update

Staff informed the committee that the Parks maintenance crew mowed the trail outline in July and will mow it again with a smaller mower in a few weeks. Staff is in the process of receiving quotes for the construction of the parking lot and concrete ADA path.

6.4 OHV Public Outreach

Staff stated that there were over 1,300 responses to the OHV survey earlier this year. The project is still on hold due to staffing and workload prioritization.

6.5 County Road 40/Low Water Bridge Update

Staff informed the committee that the RFP for the design and environmental permitting was released by Public Works. Staff will continue to monitor project and provide status updates to the committee.

6.6 Rumsey Bridge Update

Staff explained that the Public Works Division is working on the permitting for this project. It is expected that the public access component to Cache Creek will be addressed during the environmental permitting phase and will be opportunity for public input. Project updates are available on the Public Works Division webpage.

## 7. COMMITTEE MEMBER REPORTS

Ullrey: The Cache Creek Conservancy has commenced construction activities to reshape wetlands at the Nature Preserve as part of the USFWS North American Wetlands Conservation Act grant program. The Cache Creek Conservancy will be hosting an event and coordinating other events for Coastal Cleanup Day on September 15, 2018. October 13, 2018 is Grizzly Bear Day at Capay Open Space Park.

## 8. ITEMS FOR FUTURE AGENDAS

- A) Yolo Basin Foundation grant
- B) Squirrels
- C) Budget
- D) Status report on marketing- logos and branding
- E) Esparto Park and Aquatic Center

## 9. NEXT MEETING

Next regular meeting scheduled for September 17, 2018, Norton Hall, 70 Cottonwood Street, Woodland.

## 10. ADJOURN

***Motion: Campbell. Second: Volkar. Motion carried unanimously. Chair Feldheim adjourned the meeting at 8:10 pm.***

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Associate Parks Planner as soon as possible and preferably 24 hours prior to the meeting. The Associate Parks Planner may be reached at the telephone number or address listed above.

The Parks, Recreation and Wildlife Advisory Committee is responsible for providing advice and recommendations on matters within its jurisdiction to the Board of Supervisors, the County Administrative Officer, and the Director of General Services as appropriate. Any person who is dissatisfied with a recommendation of this committee may submit their comments to the Director of General Services prior to a final decision being made on the issue. The appropriate body for making a final decision on a given issue, whether it is the Director of General Services or the Board of Supervisors, may sustain, modify, reject or overrule any recommendations of the Parks, Recreation and Wildlife Advisory Committee. Final decisions may be appealed in accordance with Chapter 4 of Title 1 of the Yolo County Code.