



**CITY OF CHICO
BIDWELL PARK AND PLAYGROUND COMMISSION (BPPC)
POLICY ADVISORY COMMITTEE**

(Commissioners Moore (Chair), Glatz, and McReynolds)

Regular Meeting Agenda

September 11, 2019, 6:00 p.m.

Chico Municipal Center Council Chamber Building - 421 Main Street, Conference Room 2

Materials related to an item on this Agenda are available for public inspection in the Park Division Office at 965 Fir Street during normal business hours or online at <http://www.chico.ca.us>

1. CALL TO ORDER

2. REGULAR AGENDA

2.1. CONSIDERATION OF ALTERNATIVE REVENUE OPTIONS FOR CITY PARKS AND GREENWAYS

At its 8/26/19 meeting, the Bidwell Park & Playground Commission (BPPC) discussed whether to form a separate Ad-Hoc Committee to discuss increasing long-term alternative revenue options for Bidwell Park and other City parks and greenways, or to have the Policy Advisory Committee (PAC) discuss this matter. The BPPC forwarded this discussion to the PAC. The Committee was also tasked to try to identify revenue sources for immediate needs in the City parks and greenways.

Recommendation: None at this time. This discussion will continue over several meetings.

3. BUSINESS FROM THE FLOOR

Members of the public may address the Committee at this time on any matter not already listed on the agenda, comments are limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.

4. ADJOURNMENT

Unless otherwise noticed, adjourn to the next regular meeting on October 9, 2019 at 6:00 p.m. in Conference Room 2, Chico Municipal Center Council Chamber Building located at 421 Main Street, Chico, California.



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DATE: 9/08/19
TO: BPPC Policy Advisory Committee
FROM: Linda Herman, Park and Natural Resources Manager
SUBJECT: SUMMARY OF 8/26/19 BPPC MEETING DISCUSSION REGARDING REVENUE GENERATING OPTIONS

BACKGROUND:

At its 8/26/19 meeting, the Bidwell Park & Playground Commission (BPPC) discussed whether to form a separate Ad-Hoc Committee to discuss potential long-term and sustainable alternative revenue options for Bidwell Park and other City parks and greenways, or to have the Policy Advisory Committee (PAC) discuss this matter. The BPPC forwarded this discussion to the PAC.

To assist the Committee with this discussion, Staff is providing the following summary of some of the items discussed at the BPPC meeting and some additional information:

- The BPPC discussed the pros and cons of forming a separate Ad-Hoc Committee and used the Ad-Hoc Committee formed by the City Council in 2018 to discuss funding for the Arts as an example.
- The BPPC discussed the desire and importance of bringing targeted stakeholders to assist the BPPC in developing revenue generating ideas.

Staff Note: The Ad-Hoc Arts Committee consisted of two Councilmembers and two Arts Commission members and did not have representatives from the public on the Committee. This Committee was formed because the City's funding provided to the arts and other community organizations was dramatically reduced in 2017. Attached for the Commission's information is the Arts Ad-Hoc Committee's report to the City Council on 5/15/19 and the minutes of the meeting (Exhibit A).

- Although it was decided to not form a separate Ad-Hoc Committee, it was suggested that targeted potential stakeholders and other interested parties be invited to participate in the process both at the Committee level and at the regular BPPC meetings. It was decided that the PAC will meet first to start the discussions and to invite the stakeholders to future meetings.
- The BPPC suggested looking at other organizations to see what worked and did not work.
- The BPPC acknowledged that developing alternative revenue generation will take time and will be focusing on developing long-range, sustainable options. The potential need for a new staff person to be a development director/manager to seek long-term funding was also discussed
- However, the BPPC also tasked the Committee to try to identify short-term revenue options that are needed to address the immediate needs, such as public health and safety concerns, in Bidwell Park and other city parks and greenways.

ATTACHMENTS:

Exhibit A: 5/15/18 City Council Ad-Hoc Committee Report/Minutes

EXHIBIT A - ARTS AD-HOC COMMITTEE STAFF REPORT/MINUTES

City Council Meeting: May 15, 2018

To: City Council

From: Ad Hoc Arts Committee (Comprised of Councilmember Coolidge, Councilmember Schwab, Arts Commission Chair Cummins, & Arts Commissioner Holcombe)

RE: Consideration of Arts and Culture Organizations and Public Art Funding Opportunities and Options

At its meeting of March 20, 2018, the Council authorized the formation of an Ad Hoc Arts Committee to review how community organization funding requests were being made and to consider other alternative funding sources. Based on its review and the belief that arts and cultural organizations and public art provide services to the community that enhance the quality of life of residents and quantifiably contribute to the economy of the community, the Arts Ad Hoc Committee recommendations are as follows:

1. The City's arts and cultural funding be separated from social service funding both in the sourcing and distribution of funds.
2. That 2% of the Transient Occupancy Tax (TOT) be allocated to Not-for-Profit Arts Organizations and Public Art Projects.

Based on an annual increase in TOT revenues of 9% over the past three years and the indication that TOT will increase more in the coming years, and secondly, with the addition of more hotel rooms in Chico and the addition of home rental/ Air B&B as a new TOT revenue source; the committee believes that 2% will not adversely impact the general fund and will provide needed support to the cultural community that gives so much back to the people of Chico.

3. In an effort to promote the health and sustainability of arts organizations, the committee recommends that arts grants be limited to specific projects or events and to capital and infrastructure projects and not provide funding for general operations, personnel, or seed money.

Alternative Funding Opportunities: Although the committee believes the TOT model is the least impactful to the city budget and easiest to immediately implement, several alternative or supplementary models merit further consideration.

- Arts and Culture Bond, Property Tax Deduction – Community vote to add low dollar amount to support arts (\$5 to \$20 per residence)
- Development Impact Fee - Percentage assessed to private and public projects (0.5% to 1%)
 - Thresholds
 - Budget size
 - Square feet
- Capital Projects - Set aside percentage of project budget (1% to 2%)
 - Art included in project plan or
 - Funds contributed to arts and cultural fund
- City General Fund – A portion of the City's General fund be allocated to Arts and Culture Organizations and Public Art funding.

EXHIBIT A - ARTS AD-HOC COMMITTEE STAFF REPORT/MINUTES

4.5. CONSIDERATION OF ARTS AND CULTURE ORGANIZATIONS AND PUBLIC ART FUNDING OPPORTUNITIES AND OPTIONS

At its meeting of 3/20/18, the Council authorized the formation of an Ad Hoc Arts Committee to review how community organization funding requests were being made and to consider other alternative funding sources. Based on its review and the belief that arts and cultural organizations and public art provide services to the community that enhance the quality of life of residents and quantifiably contribute to the economy of the community, the Arts Ad Hoc Committee developed several recommendations for Council's consideration. **(Report - Councilmember Coolidge)**

Addressing the Council were Rob Berry, Todd Hall, and Stephen Cummins.

A motion was made by Councilmember Schwab and seconded by Councilmember Ory to select Option #2, which allocates 2% of the Transient Occupancy Tax (TOT) to Not-for-Profit Arts Organizations and Public Art Projects.

A substitute motion was made by Councilmember Coolidge and seconded by Councilmember Ory to approve Option #2 but allocate only 1% of TOT, with a \$50,000 cap.

The substitute motion failed due to the following vote:

AYES: Coolidge, Ory, Schwab
NOES: Fillmer, Sorensen, Stone, Morgan

The Council then voted on the original motion to approve Option #2 which would allocate 2% of the TOT to Not-for-Profit Arts Organizations and Public Art Projects. The motion failed due to the following vote:

AYES: Ory, Schwab, Stone
NOES: Coolidge, Fillmer, Sorensen, Morgan

A motion was made by Councilmember Stone and seconded by Councilmember Coolidge to approve Option #2, at 1% allocation of TOT.

The motion carried by the following vote:

AYES: Coolidge, Ory, Schwab, Stone
NOES: Fillmer, Sorensen, Morgan

4.6. CONSIDERATION OF APPROVAL OF SUPPLEMENTAL APPROPRIATION/BUDGET MODIFICATION NO. 2018-PW-011

The Public Works Director - Operations and Maintenance requested consideration and approval of Supplemental Appropriation/Budget Modification No. 2018-PW-011 for the purchase of an asphalt grinder. **(Report - Erik Gustafson, Public Works Director - Operations & Maintenance)**

A motion was made by Councilmember Sorensen and seconded by Councilmember Stone to approve the following supplemental:

Supplemental Appropriation/Budget Modification No. 2018-PW-011

The motion carried by the following vote:

AYES: Coolidge, Ory, Schwab, Sorensen, Stone, Fillmer, Morgan
NOES: None