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## **BOARD OF DIRECTORS REGULAR MEETING**

Thursday, August 28, 2025 – 4:00 P.M.

If you need an accommodation to participate in this meeting, please call (530) 895-4711  
Agenda posted prior to 4:00 PM Monday, August 25, 2025

### **BOARD MEMBERS**

Tom Lando, Chair  
Dave Donnan, Vice Chair  
Michael McGinnis  
Christopher Norden  
Jason Roye

### **CARD STAFF**

Annabel Grimm, General Manager  
Phil Aviles, Finance and Human Resources Director  
Hollie Drobny, Administrative Director  
Erin Morrissey, Recreation Director  
Scott Schumann, Parks and Facilities Director

### **LEGAL COUNSEL**

Jackson Glick, Sac Valley Law

## **A G E N D A**

### **Zoom Meeting Information:**

<https://card.zoom.us/j/81607636750?pwd=R1NNUkZPYi9ySGNsNVQ3OXh0U1hoZz09>

Meeting ID: 816 0763 6750

Passcode: 156857

### **1. CALL TO ORDER**

Roll Call

### **2. PUBLIC COMMENTS**

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

### **3. CONSENT AGENDA**

3.1. Minutes of the Regular Meeting of the Board of Directors on July 24, 2026 - Action Requested: Approve meeting minutes.

3.2. July Monthly Financial Report (Staff Report FI-25-022) - Action Requested: Approve the monthly financials as recommended by the Finance Committee.

3.3. Consideration of Service Agreement for Social Media Support Services (Staff Report FI-25-023) - Action Requested: Authorize the District Manager to enter into a service agreement with Blue Flamingo for marketing, communications, and social media support services in an amount not to exceed \$90,000 annually.

To expand the District's online presence and improve engagement with the community,

staff recommend contracting with a professional service provider for dedicated marketing support.

- 3.4. District Irrigation Replacement Award (Staff Report 25-FI-024) - *Action Requested: Award the contract for the District Irrigation Replacement Project to Dawson Landscaping in the amount of \$555,000 and authorize the General Manager to execute all necessary documents to proceed with the project.*

The District maintains irrigation systems at multiple parks and facilities to support healthy turf, landscaping, and recreational spaces. Several systems have reached the end of their useful life, resulting in inefficiencies, water waste, and increased maintenance costs.

#### **4. REGULAR AGENDA**

- 4.1. Committee Report Out – *Information provided/possible action*

4.1.1. Finance Committee

- 4.2. Use and Rental of District Facilities Policy (Staff Report 25-048) - *Action Requested: Approve the updated Use and Rental of District Facilities Policy to establish consistent guidelines for the public use of District facilities.*

To ensure equitable access, protect District assets, and align facility usage with the District's mission, staff have prepared an updated policy # 2210 – *Use and Rental of District Facilities.*

- 4.3. Injury and Illness Prevention Plan (IIPP) (Staff Report 25-049) - *Action Requested: Approve the updated Injury and Illness Prevention Plan (IIPP) to ensure compliance with California Division of Occupational Safety and Health (Cal/OSHA) requirements and enhance workplace safety for Chico Area Recreation and Park District employees.*

The IIPP is a written workplace safety program required for all California employers under Title 8 of the California Code of Regulations, Section 3203. The IIPP outlines the District's responsibilities and procedures for preventing workplace injuries and illnesses.

- 4.4. Consideration of Memorial Bench Requests (Staff Report 25-050) - *Action Requested: Approve the placement of memorial benches as recommended by the Facility Committee and in accordance with the District's Policy # 2215 – Donations and Gifts.*

The District has received memorial bench requests from community members wishing to honor loved ones through placement in District parks. Each request was reviewed by staff for compliance with design, location, and policy requirements, and then reviewed at the July 11<sup>th</sup>, 2025, Facility Committee Meeting.

- 4.5. Authorization to Execute Documents Related Esplanade Project Right-of-Way Transfer (Staff Report 25-051 & Resolution 25-014) – *Action Requested: Adopt a Resolution authorizing the District Manager, or designee, to execute all documents necessary to complete Escrow No. 7085833 for the transfer of right-of-way property associated with the Esplanade Project to the City of Chico.*

As part of the North Esplanade Project, the Chico Area Recreation and Park District is required to transfer a portion of property to the City of Chico to complete right-of-way adjustments. This transfer is being facilitated through Escrow No. 7085833.

- 4.6. Henshaw Neighborhood Park Design Concept (Staff Report 25-052) – *Action Requested: Accept the design concept for Henshaw Neighborhood Park as presented, and direct staff to proceed with design development consistent with Board and community input.*

District staff, in collaboration with Confluence Inc., have developed a design concept for the park based on extensive community input.

- 4.7. Items Removed from the Consent Agenda

## **5. NEW BUSINESS**

There is no new business.

## **6. DIRECTOR COMMENTS**

Opportunity for the Board to comment on items not listed on the agenda.

## **7. STAFF COMMENTS**

Opportunity for District Staff to comment on items not listed on the agenda.

Recreation Update (Staff Report 25-053)

Parks and Facilities Update (Staff Report 25-054)

General Manager Update (Staff Report 25-055)

## **8. ADJOURNMENT**

Adjourn to the next meeting of the Board of Directors of the Chico Area Recreation and Park District.

## **9. CLOSED SESSION**

Pursuant to Government Code 54956.9(d): Anticipated Litigation



## BOARD OF DIRECTORS REGULAR MEETING MINUTES

Thursday, July 24, 2025, – 4:00 P.M.

**DRAFT**

**Board Members Present:** Tom Lando, Chair  
Dave Donnan, Vice Chair  
Michael McGinnis, Board Member  
Christopher Norden, Board Member  
Jason Roye, Board Member

**Board Members Absent:**

**Staff Members Present:** Annabel Grimm, General Manager  
Phil Aviles, Finance Manager  
Holli Drobny, Administrative Director  
Erin Morrissey, Recreation Director  
Scott Schumann, Parks and Facilities Director

**Legal Counsel Present:** Jackson Glick, Attorney at Law

### 1. CALL TO ORDER

The meeting was called to order at 4:00, and a roll call was taken, as noted above.

### 2. PUBLIC COMMENTS

Correspondence was received from Ted Sullivan relating to reserving pickle ball courts. There is no formal policy, only an internal protocol. Mr. Sullivan encouraged the Board to consider having a formal policy that dictates the priority order for those who obtain rentals.

### 3. CONSENT AGENDA

- 3.1. Minutes of the Regular Meeting of the Board of Directors on June 26, 2025
- 3.2. June Monthly Financial Report (Staff Report FI-25-020)

**M/S/C/ (Directors McGinnis/Norden)** Board of Directors approved the consent agenda.  
**The motion was unanimously approved.**

### 4. REGULAR AGENDA

- 4.1. Committee Report Out – Information Provided
  - 4.1.1. Finance Committee
  - 4.1.2. Facility Committee Summary was provided. Director Lando requested to see the new office space layout ahead of time, prior to a regular meeting.
- 4.2. Public Hearing of Continuation of Landscape and Lighting Assessment Districts (Staff Report FI-25-019 & Resolution 25-010)

Resolution 25-010 approves engineer's reports, confirms diagram and assessment, and orders the continuation of the levy of assessment for Fiscal Year 2025-26 for the Oak Way, Amber Grove/Greenfield, and Baroni Neighborhood Park and Open Space (No. LLD 001-05) Landscaping and Lighting Assessment Districts. A public hearing was opened at the last regular meeting on June 26<sup>th</sup>, 2025. The public hearing was closed following no public comment **M/S/C/ (Directors Norden/Donnan)** Board of Directors adopted Resolution 25-010 ordering the continuation of the levy of assessment for Fiscal Year 2025-26 for the Oak Way, Amber Grove/Greenfield, and Baroni Neighborhood Park and Open Space (No. LLD 001-05) Landscaping and Lighting Assessment Districts.

**The motion was unanimously approved.**

#### 4.3. Policy Review (Staff Report FI-25-044)

District staff have conducted a routine review of existing policies to ensure compliance with current regulations, best practices, and operational needs. As a result, updates were being recommended to the following policies:

- 2225 – Capital Asset and Project Policy
- 2415 – Social Media Policy

**M/S/C/ (Directors Roye/Donnan)** Board of Directors approved the updated policies 2225 - Capital Asset and Project Policy and 2155 – Social Media Use Policy.

**The motion was unanimously approved.**

## 5. NEW BUSINESS

### 5.1. Consideration of Temporary Inclusion Coordinator Position Outside of FY 2025-2026 Budget (Staff Report 25-044)

To support Chico Unified School District's expansion of the After School Program through Expanded Learning Opportunities Program (ELOP) funding, District staff is requesting an addition of a temporary Inclusion Coordinator position.

**M/S/C/ (Directors McGinnis/Norden)** Board of Directors approved the addition of the Recreation Coordinator for the Inclusion Program.

**The motion was unanimously approved.**

## 6. DIRECTORS' COMMENTS

Director Donnan made a comment related to misinformation on social media and the public's perception that the District is the City.

Director Lando discussed the process for taking on additional City parks. Jackson Glick, Legal, suggested a Board subcommittee to recommend policies for accepting City parks. General Manager Grimm shared negotiations are ongoing between the District and the City related to the operating and maintenance budget of the additional properties. Lando suggested that the Finance or Facility Committee be the subcommittee dedicated to this topic. Lando requested this topic be on a future agenda.

July 24, 2025

Director Donnan inquired about the cadence of the flag burial at the Veteran's Memorial Park.

## **7. STAFF COMMENTS**

## **8. ADJOURNMENT**

Adjourned at 4:30PM to the next meeting of the Board of Directors of the Chico Area Recreation and Park District.





## BOARD OF DIRECTORS

### Finance Committee

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Phil Aviles, Finance Manager  
**SUBJECT:** Monthly Financials – July

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### Overview

July 1<sup>st</sup> marks the beginning of our new fiscal year. In the district, we typically front-load many expenses, including several equipment purchases, making the expense ratio look a bit out of balance. This was anticipated and not a surprise to management. Board-approved Capital Projects for Fiscal Year 2025/2026 have not yet been entered into the District's ERP software and thus are not included in the July 2025 financial statements. The status of these Capital Projects is expected to be reflected in the August 2025 financial statements.

July represents 8.33% of the annual budget.

### Budget Analysis

**Revenue:** July revenue came in a bit short of target largely because taxes represent nearly half the budget and we did not collect any tax revenue in July. This is typical for this month.

- **Operating Income:** Operating income came in right above target at 8.89%

**Expenses:** Expenses reported at 14.08% of budget largely driven by supplies & services including some large equipment purchases for the year along with repairs & maintenance being elevated due to the time of year.

- Salaries & Wages reported just under budget at 7.43%.
- Supplies & Services reported a bit above budget at 26.07% as explained.
- Employee Benefits are over budget at 26.84% due to a front-loaded payment to Workers' Compensation which happens in July each year. This will level out over the course of the year.
- Repairs & Maintenance ended the month at 12.70% which is common this time of year largely due to landscape and irrigation wear and tear in the summer months.

**Program Income:** Program income reported at 17.93% to budget largely driven by summer camp season and summer sports programs.

- **Rentals:** Facility rental revenue reports slightly under target at 3.66%, which is typical during this time of year due to summer heat.

- **Summer Camps:** Camp programs are ahead of revenue budget as expected, reporting at 43.20%.
- **Youth & Adult Sports:** Revenue reported at 13.50% to budget from summer programming.

**Assessment Districts:** The Assessment District revenue is recorded quarterly when received from the county. No revenue was recorded for July.

**Impact Fees:** City Impact Fees are expected to pay out the next installment in September and County fees reported to be 6.33% of the annual budget.



Chico Area Recreation and Park District

# General Fund Budget to Actuals

For Fiscal: FY 2026 Period Ending: 07/31/2025

Class	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Fund: 90 - General Fund</b>						
<b>Revenue</b>						
50 - Taxes	7,400,000.00	7,400,000.00	0.00	0.00	-7,400,000.00	0.00%
53 - Operating Income	7,420,012.00	7,420,012.00	659,432.10	659,432.10	-6,760,579.90	8.89%
55 - Other Income	58,530.00	58,530.00	665.54	665.54	-57,864.46	1.14%
<b>Revenue Total:</b>	<b>14,878,542.00</b>	<b>14,878,542.00</b>	<b>660,097.64</b>	<b>660,097.64</b>	<b>-14,218,444.36</b>	<b>4.44%</b>
<b>Expense</b>						
60 - Salaries & Wages	8,103,452.00	8,103,452.00	602,004.46	602,004.46	7,501,447.54	7.43%
61 - Employee Benefits	2,458,549.00	2,458,549.00	659,850.05	659,850.05	1,798,698.95	26.84%
62 - Supplies & Services	2,425,768.50	2,425,768.50	632,355.10	632,355.10	1,793,413.40	26.07%
63 - Repairs & Maintenance	242,325.00	242,325.00	30,763.19	30,763.19	211,561.81	12.70%
64 - Utilities	893,404.80	893,404.80	101,654.71	101,654.71	791,750.09	11.38%
65 - Contracts	706,200.00	706,200.00	64,614.92	64,614.92	641,585.08	9.15%
69 - Other Expenses	20,000.00	20,000.00	0.00	0.00	20,000.00	0.00%
<b>Expense Total:</b>	<b>14,849,699.30</b>	<b>14,849,699.30</b>	<b>2,091,242.43</b>	<b>2,091,242.43</b>	<b>12,758,456.87</b>	<b>14.08%</b>
<b>Fund: 90 - General Fund Surplus (Deficit):</b>	<b>28,842.70</b>	<b>28,842.70</b>	<b>-1,431,144.79</b>	<b>-1,431,144.79</b>	<b>-1,459,987.49</b>	<b>-4,961.90%</b>
<b>Report Surplus (Deficit):</b>	<b>28,842.70</b>	<b>28,842.70</b>	<b>-1,431,144.79</b>	<b>-1,431,144.79</b>	<b>-1,459,987.49</b>	<b>-4,961.90%</b>



Chico Area Recreation and Park District

# Program Revenue & Expense

For Fiscal: FY 2026 Period Ending: 07/31/2025

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Program: 11610 - Facility Rentals</b>						
Revenue	360,000.00	360,000.00	13,178.00	13,178.00	-346,822.00	3.66%
Expense	351,351.00	351,351.00	26,523.35	26,523.35	324,827.65	7.55%
<b>Program: 11610 - Facility Rentals Surplus (Deficit):</b>	<b>8,649.00</b>	<b>8,649.00</b>	<b>-13,345.35</b>	<b>-13,345.35</b>	<b>-21,994.35</b>	<b>-154.30%</b>
<b>Program: 11611 - Picnic Rentals</b>						
Revenue	60,000.00	60,000.00	3,675.00	3,675.00	-56,325.00	6.13%
<b>Program: 11611 - Picnic Rentals Total:</b>	<b>60,000.00</b>	<b>60,000.00</b>	<b>3,675.00</b>	<b>3,675.00</b>	<b>-56,325.00</b>	<b>6.13%</b>
<b>Program: 11612 - Field Rentals</b>						
Revenue	100,000.00	100,000.00	5,792.50	5,792.50	-94,207.50	5.79%
Expense	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00%
<b>Program: 11612 - Field Rentals Surplus (Deficit):</b>	<b>95,000.00</b>	<b>95,000.00</b>	<b>5,792.50</b>	<b>5,792.50</b>	<b>-89,207.50</b>	<b>6.10%</b>
<b>Program: 11710 - Special Events</b>						
Revenue	208,000.00	208,000.00	40.00	40.00	-207,960.00	0.02%
Expense	101,923.00	101,923.00	14,542.94	14,542.94	87,380.06	14.27%
<b>Program: 11710 - Special Events Surplus (Deficit):</b>	<b>106,077.00</b>	<b>106,077.00</b>	<b>-14,502.94</b>	<b>-14,502.94</b>	<b>-120,579.94</b>	<b>-13.67%</b>
<b>Program: 22200 - Contracted Camp</b>						
Revenue	210,000.00	210,000.00	126,063.85	126,063.85	-83,936.15	60.03%
Expense	0.00	0.00	5,266.27	5,266.27	-5,266.27	0.00%
<b>Program: 22200 - Contracted Camp Surplus (Deficit):</b>	<b>210,000.00</b>	<b>210,000.00</b>	<b>120,797.58</b>	<b>120,797.58</b>	<b>-89,202.42</b>	<b>57.52%</b>
<b>Program: 22210 - Camp Chi-Da-CA</b>						
Revenue	298,500.00	298,500.00	1,283.00	1,283.00	-297,217.00	0.43%
Expense	200,536.00	200,536.00	42,146.40	42,146.40	158,389.60	21.02%
<b>Program: 22210 - Camp Chi-Da-CA Surplus (Deficit):</b>	<b>97,964.00</b>	<b>97,964.00</b>	<b>-40,863.40</b>	<b>-40,863.40</b>	<b>-138,827.40</b>	<b>-41.71%</b>
<b>Program: 22220 - Delight Camps</b>						
Revenue	223,080.00	223,080.00	69,665.99	69,665.99	-153,414.01	31.23%
Expense	244,236.00	244,236.00	38,483.45	38,483.45	205,752.55	15.76%
<b>Program: 22220 - Delight Camps Surplus (Deficit):</b>	<b>-21,156.00</b>	<b>-21,156.00</b>	<b>31,182.54</b>	<b>31,182.54</b>	<b>52,338.54</b>	<b>-147.39%</b>
<b>Program: 22240 - Camp Chico Creek</b>						
Revenue	236,160.00	236,160.00	191,535.49	191,535.49	-44,624.51	81.10%
Expense	223,542.00	223,542.00	42,211.39	42,211.39	181,330.61	18.88%
<b>Program: 22240 - Camp Chico Creek Surplus (Deficit):</b>	<b>12,618.00</b>	<b>12,618.00</b>	<b>149,324.10</b>	<b>149,324.10</b>	<b>136,706.10</b>	<b>1,183.42%</b>
<b>Program: 22310 - Youth Sports</b>						
Revenue	417,771.10	417,771.10	69,677.33	69,677.33	-348,093.77	16.68%
Expense	500,317.00	500,317.00	49,152.22	49,152.22	451,164.78	9.82%
<b>Program: 22310 - Youth Sports Surplus (Deficit):</b>	<b>-82,545.90</b>	<b>-82,545.90</b>	<b>20,525.11</b>	<b>20,525.11</b>	<b>103,071.01</b>	<b>-24.87%</b>
<b>Program: 22320 - Adult Sports</b>						
Revenue	365,080.00	365,080.00	37,636.52	37,636.52	-327,443.48	10.31%
Expense	518,168.00	518,168.00	38,791.30	38,791.30	479,376.70	7.49%
<b>Program: 22320 - Adult Sports Surplus (Deficit):</b>	<b>-153,088.00</b>	<b>-153,088.00</b>	<b>-1,154.78</b>	<b>-1,154.78</b>	<b>151,933.22</b>	<b>0.75%</b>
<b>Program: 22330 - DFJ Admin</b>						
Revenue	77,570.00	77,570.00	10,672.20	10,672.20	-66,897.80	13.76%
Expense	112,570.00	112,570.00	9,363.27	9,363.27	103,206.73	8.32%
<b>Program: 22330 - DFJ Admin Surplus (Deficit):</b>	<b>-35,000.00</b>	<b>-35,000.00</b>	<b>1,308.93</b>	<b>1,308.93</b>	<b>36,308.93</b>	<b>-3.74%</b>
<b>Program: 22400 - Contract Programs</b>						
Revenue	217,828.00	217,828.00	26,952.13	26,952.13	-190,875.87	12.37%
Expense	348,254.00	348,254.00	90,660.27	90,660.27	257,593.73	26.03%
<b>Program: 22400 - Contract Programs Surplus (Deficit):</b>	<b>-130,426.00</b>	<b>-130,426.00</b>	<b>-63,708.14</b>	<b>-63,708.14</b>	<b>66,717.86</b>	<b>48.85%</b>

**Budget Report**

**For Fiscal: FY 2026 Period Ending: 07/31/2025**

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Program: 22510 - Afterschool Program - CARD</b>						
Revenue	2,664,607.00	2,664,607.00	161.00	161.00	-2,664,446.00	0.01%
Expense	2,223,122.00	2,223,122.00	23,686.81	23,686.81	2,199,435.19	1.07%
<b>Program: 22510 - Afterschool Program - CARD Surplus (Deficit):</b>	<b>441,485.00</b>	<b>441,485.00</b>	<b>-23,525.81</b>	<b>-23,525.81</b>	<b>-465,010.81</b>	<b>-5.33%</b>
<b>Program: 22600 - NC Admin</b>						
Revenue	230,238.00	230,238.00	1,287.57	1,287.57	-228,950.43	0.56%
Expense	254,727.00	254,727.00	21,674.17	21,674.17	233,052.83	8.51%
<b>Program: 22600 - NC Admin Surplus (Deficit):</b>	<b>-24,489.00</b>	<b>-24,489.00</b>	<b>-20,386.60</b>	<b>-20,386.60</b>	<b>4,102.40</b>	<b>83.25%</b>
<b>Program: 22610 - Trips</b>						
Revenue	1,328.00	1,328.00	0.00	0.00	-1,328.00	0.00%
<b>Program: 22610 - Trips Total:</b>	<b>1,328.00</b>	<b>1,328.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-1,328.00</b>	<b>0.00%</b>
<b>Program: 22630 - Nature ABC</b>						
Revenue	8,530.00	8,530.00	0.00	0.00	-8,530.00	0.00%
Expense	7,977.00	7,977.00	21.43	21.43	7,955.57	0.27%
<b>Program: 22630 - Nature ABC Surplus (Deficit):</b>	<b>553.00</b>	<b>553.00</b>	<b>-21.43</b>	<b>-21.43</b>	<b>-574.43</b>	<b>-3.88%</b>
<b>Program: 22800 - Recreation Swim</b>						
Revenue	232,919.90	232,919.90	55,102.00	55,102.00	-177,817.90	23.66%
Expense	339,936.00	339,936.00	81,062.64	81,062.64	258,873.36	23.85%
<b>Program: 22800 - Recreation Swim Surplus (Deficit):</b>	<b>-107,016.10</b>	<b>-107,016.10</b>	<b>-25,960.64</b>	<b>-25,960.64</b>	<b>81,055.46</b>	<b>24.26%</b>
<b>Program: 22900 - Youth Leader</b>						
Revenue	36,000.00	36,000.00	300.00	300.00	-35,700.00	0.83%
Expense	420.00	420.00	0.00	0.00	420.00	0.00%
<b>Program: 22900 - Youth Leader Surplus (Deficit):</b>	<b>35,580.00</b>	<b>35,580.00</b>	<b>300.00</b>	<b>300.00</b>	<b>-35,280.00</b>	<b>0.84%</b>
<b>Program: 22910 - Inclusion</b>						
Revenue	159,009.00	159,009.00	50.00	50.00	-158,959.00	0.03%
Expense	123,374.00	123,374.00	30,640.53	30,640.53	92,733.47	24.84%
<b>Program: 22910 - Inclusion Surplus (Deficit):</b>	<b>35,635.00</b>	<b>35,635.00</b>	<b>-30,590.53</b>	<b>-30,590.53</b>	<b>-66,225.53</b>	<b>-85.84%</b>
<b>Report Surplus (Deficit):</b>	<b>551,168.00</b>	<b>551,168.00</b>	<b>98,846.14</b>	<b>98,846.14</b>	<b>-452,321.86</b>	<b>17.93%</b>



Chico Area Recreation and Park District

# Assesment District

## Revenue & Expense

For Fiscal: FY 2026 Period Ending: 07/31/2025

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Fund: 60 - Baroni Park</b>						
Revenue	142,155.00	142,155.00	0.00	0.00	-142,155.00	0.00%
Expense	137,155.00	137,155.00	10,208.30	10,208.30	126,946.70	7.44%
<b>Fund: 60 - Baroni Park Surplus (Deficit):</b>	<b>5,000.00</b>	<b>5,000.00</b>	<b>-10,208.30</b>	<b>-10,208.30</b>	<b>-15,208.30</b>	<b>-204.17%</b>
<b>Fund: 63 - Indigo Park</b>						
Revenue	94,531.00	94,531.00	0.00	0.00	-94,531.00	0.00%
Expense	94,531.00	94,531.00	6,625.08	6,625.08	87,905.92	7.01%
<b>Fund: 63 - Indigo Park Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-6,625.08</b>	<b>-6,625.08</b>	<b>-6,625.08</b>	<b>0.00%</b>
<b>Fund: 65 - Oak Way Park</b>						
Revenue	182,190.00	182,190.00	0.00	0.00	-182,190.00	0.00%
Expense	182,190.00	182,190.00	8,304.83	8,304.83	173,885.17	4.56%
<b>Fund: 65 - Oak Way Park Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-8,304.83</b>	<b>-8,304.83</b>	<b>-8,304.83</b>	<b>0.00%</b>
<b>Fund: 67 - Peterson Park (Amber Grove)</b>						
Revenue	158,229.00	158,229.00	0.00	0.00	-158,229.00	0.00%
Expense	158,229.00	158,229.00	12,198.98	12,198.98	146,030.02	7.71%
<b>Fund: 67 - Peterson Park (Amber Grove) Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>-12,198.98</b>	<b>-12,198.98</b>	<b>-12,198.98</b>	<b>0.00%</b>
<b>Report Surplus (Deficit):</b>	<b>5,000.00</b>	<b>5,000.00</b>	<b>-37,337.19</b>	<b>-37,337.19</b>	<b>-42,337.19</b>	<b>-746.74%</b>



Chico Area Recreation and Park District

# Impact Fee Activity

For Fiscal: FY 2026 Period Ending: 07/31/2025

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
<b>Fund: 70 - City Impact Fees (Community Park)</b>						
Revenue	1,360,000.00	1,360,000.00	0.00	0.00	-1,360,000.00	0.00%
<b>Fund: 70 - City Impact Fees (Community Park) Total:</b>	<b>1,360,000.00</b>	<b>1,360,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-1,360,000.00</b>	<b>0.00%</b>
<b>Fund: 80 - County Impact Fees</b>						
Revenue	75,000.00	75,000.00	4,750.00	4,750.00	-70,250.00	6.33%
<b>Fund: 80 - County Impact Fees Total:</b>	<b>75,000.00</b>	<b>75,000.00</b>	<b>4,750.00</b>	<b>4,750.00</b>	<b>-70,250.00</b>	<b>6.33%</b>
<b>Report Total:</b>	<b>1,435,000.00</b>	<b>1,435,000.00</b>	<b>4,750.00</b>	<b>4,750.00</b>	<b>-1,430,250.00</b>	<b>0.33%</b>



Chico Area Recreation and Park District

**General Fund**  
**Balance Report**  
 As Of 07/31/2025

Account	Name	Balance
<b>Fund: 90 - General Fund</b>		
<b>Assets</b>		
<a href="#">90-1016</a>	Petty Cash	800.00
<a href="#">90-1021</a>	Claim On Cash - General	12,860,817.95
<a href="#">90-1210</a>	Land	17,450,722.52
<a href="#">90-1212</a>	Land Improvements	30,521,143.51
<a href="#">90-1215</a>	Leasehold Improvements	2,096,189.67
<a href="#">90-1220</a>	Buildings and Components	123,423.67
<a href="#">90-1225</a>	Building Improvements & Renovations	39,671.05
<a href="#">90-1230</a>	Construction in Progress	9,134,127.62
<a href="#">90-1235</a>	Equipment	1,332,467.32
<a href="#">90-1240</a>	Vehicles	789,089.75
<a href="#">90-1250</a>	Technology Hardware	296,192.00
<a href="#">90-1270</a>	Accumulated Depreciation	-18,397,846.75
<a href="#">90-1310</a>	Accounts Receivable	410,528.96
<a href="#">90-1340</a>	Suspense	-64,351.23
<a href="#">90-1360</a>	Deferred Outflows of Resources	2,033,810.00
	<b>Total Assets:</b>	<b>58,626,786.04</b>
		<b><u>58,626,786.04</u></b>
<b>Liability</b>		
<a href="#">90-2004</a>	Deferred Inflows of Resources	32,247.00
<a href="#">90-2006</a>	Accounts Payable	271,979.01
<a href="#">90-2010</a>	Vouchers Payable	138,646.93
<a href="#">90-2014</a>	Accrued Wages and Salaries Payable	115,789.38
<a href="#">90-2015</a>	Payroll Corrections	-1,931.31
<a href="#">90-2016</a>	Compensated Absences Payable	492,299.50
<a href="#">90-2018</a>	457 Employee Contribution	4,168.60
<a href="#">90-2020</a>	457 ROTH Employee Contribution	2,325.00
<a href="#">90-2022</a>	CalPERS - Employee	45,444.44
<a href="#">90-2024</a>	CalPERS - Employer	23,435.00
<a href="#">90-2026</a>	Federal Withholding	96,495.77
<a href="#">90-2030</a>	Garnishments	2,797.35
<a href="#">90-2031</a>	HSA	-14,194.50
<a href="#">90-2032</a>	Medical Insurance - Employee	2,755.02
<a href="#">90-2036</a>	Medicare and Social Security - Employee	111,877.15
<a href="#">90-2038</a>	Medicare and Social Security - Employer	27,924.09
<a href="#">90-2040</a>	State Withholding	73,049.27
<a href="#">90-2042</a>	SDI	9,507.64
<a href="#">90-2044</a>	Union Dues - Parks Staff	-537.56
<a href="#">90-2046</a>	Union Dues - Supervisor	494.81
<a href="#">90-2048</a>	Voluntary Life/AD&D - Employee	2,643.59
<a href="#">90-2052</a>	Deferred Revenue	744,395.77
<a href="#">90-2054</a>	Due To Other Funds	4,652,631.00
<a href="#">90-2056</a>	Other Liability - Class Clearing Acct	-46,772.75
<a href="#">90-2058</a>	Net Pension Liability	3,483,557.00
<a href="#">90-2060</a>	Time Expired Holding Acct	8,298.11
<a href="#">90-2062</a>	Prepaid Facilities Transfer	-1,091.00
<a href="#">90-2066</a>	Security Deposits	105,538.77
<a href="#">90-2070</a>	Sales Tax	301.74
<a href="#">90-2099</a>	Due To- General	547,974.20
	<b>Total Liability:</b>	<b>10,932,049.02</b>
<b>Equity</b>		
<a href="#">90-3010</a>	Fund Balance - NonSpendable	35,555,915.76
<a href="#">90-3020</a>	Fund Balance - Restricted	2,500,000.00

**Balance Sheet**

**As Of 07/31/2025**

<b>Account</b>	<b>Name</b>	<b>Balance</b>
<a href="#">90-3050</a>	Fund Balance - Unassigned	11,072,732.80
	<b>Total Beginning Equity:</b>	<b>49,128,648.56</b>
Total Revenue		660,097.64
Total Expense		2,094,009.18
<b>Revenues Over/Under Expenses</b>		<b>-1,433,911.54</b>
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>47,694,737.02</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b><u>58,626,786.04</u></b>

Balance Sheet

As Of 07/31/2025

Account	Name	Balance
<b>Fund: 99 - POOLED CASH</b>		
<b>Assets</b>		
<a href="#">99-1010</a>	Cash In Bank - US Bank Treasurer	4,985,309.88
<a href="#">99-1011</a>	Cash In Bank - Golden Valley Bank	859,415.30
<a href="#">99-1012</a>	Cash In Bank - California Class Investment	2,790,148.12
<a href="#">99-1014</a>	Cash In Bank - GVB Investment Account	10,049,454.29
<a href="#">99-1018</a>	Cash In Bank - Tri Counties Investment Ac	1,185,294.68
<a href="#">99-1382</a>	Due From Other Funds-Indigo	50.35
<a href="#">99-1384</a>	Due From Other Funds-General	547,974.20
<a href="#">99-1386</a>	Due From Other Funds-Peterson	298.04
	<b>Total Assets:</b>	<b>20,417,944.86</b>
		<b><u>20,417,944.86</u></b>
<b>Liability</b>		
<a href="#">99-2006</a>	Accounts Payable (Pooled Cash)	548,322.59
<a href="#">99-2007</a>	Wages Payable	205,617.61
<a href="#">99-2054</a>	Due To Other Funds (Pooled Cash)	19,664,004.66
	<b>Total Liability:</b>	<b>20,417,944.86</b>
		<b>0.00</b>
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>0.00</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b><u>20,417,944.86</u></b>



# Fund Balance Report

## Account Summary

As Of 07/31/2025

Object	90 - General Fund	60 - Baroni Park	63 - Indigo Park	65 - Oak Way Park	67 - Peterson Park (Amber Grove)	70 - City Impact Fees (Community)	80 - County Impact Fees	Total
<b>Asset</b>								
<b>Asset</b>								
1016 - Petty Cash	800.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
1021 - CLAIM ON CASH	12,860,817.95	59,749.16	17,502.92	-7,794.01	28,197.93	6,153,510.41	552,020.95	19,664,005.31
1210 - 1250 Fixed Assets	61,783,027.11	0.00	0.00	0.00	0.00	0.00	0.00	17,450,722.52
1270 - Accumulated Depreciation	-18,397,846.75	0.00	0.00	0.00	0.00	0.00	0.00	-18,397,846.75
1310 - Accounts Receivable	410,528.96	0.00	0.00	0.00	0.00	0.00	0.00	410,528.96
1320 - Due From Other Funds	0.00	0.00	0.00	0.00	0.00	4,652,631.00	0.00	4,652,631.00
1340 - Suspense	-64,351.23	0.00	0.00	0.00	0.00	0.00	0.00	-64,351.23
1360 - Deferred Outflows of Resources	2,033,810.00	0.00	0.00	0.00	0.00	0.00	0.00	2,033,810.00
<b>Total Asset:</b>	<b>58,626,786.04</b>	<b>59,749.16</b>	<b>17,502.92</b>	<b>-7,794.01</b>	<b>28,197.93</b>	<b>10,806,141.41</b>	<b>552,020.95</b>	<b>70,082,604.40</b>
<b>Total Asset:</b>	<b>58,626,786.04</b>	<b>59,749.16</b>	<b>17,502.92</b>	<b>-7,794.01</b>	<b>28,197.93</b>	<b>10,806,141.41</b>	<b>552,020.95</b>	<b>70,082,604.40</b>
<b>Liability</b>								
<b>Liability</b>								
2004 - Deferred Inflows of Resources	32,247.00	0.00	0.00	0.00	0.00	0.00	0.00	32,247.00
2006 - Accounts Payable	271,979.01	0.00	0.00	0.00	0.00	0.00	0.00	271,979.01
2054 - Due to Other Funds	4,652,631.00	0.00	0.00	0.00	0.00	0.00	37,999.81	4,690,630.81
2056 - Other Liab-Class Clearing Acct	-46,772.75	0.00	0.00	0.00	0.00	0.00	0.00	-46,772.75
2058 - Net Pension Liability	3,483,557.00	0.00	0.00	0.00	0.00	0.00	0.00	3,483,557.00
2006 - 2099 - Other Current Liabilities	2,538,407.76	0.00	50.35	0.00	298.04	0.00	0.00	548,322.59
<b>Total Liability:</b>	<b>10,932,049.02</b>	<b>0.00</b>	<b>50.35</b>	<b>0.00</b>	<b>298.04</b>	<b>0.00</b>	<b>37,999.81</b>	<b>10,970,397.22</b>
<b>Total Liability:</b>	<b>10,932,049.02</b>	<b>0.00</b>	<b>50.35</b>	<b>0.00</b>	<b>298.04</b>	<b>0.00</b>	<b>37,999.81</b>	<b>10,970,397.22</b>
<b>Equity</b>								
<b>Equity</b>								
3010 - Fund Balance - Nonspendable	35,555,915.76	0.00	0.00	0.00	0.00	0.00	0.00	35,555,915.76
3020 - Fund Balance - Restricted	2,500,000.00	69,957.46	12,779.69	0.00	38,447.94	10,806,141.41	509,271.14	13,936,597.64
3050 - Fund Balance - Unassigned	11,072,732.80	0.00	0.00	0.00	0.00	0.00	0.00	11,072,732.80
<b>Total Equity:</b>	<b>49,128,648.56</b>	<b>69,957.46</b>	<b>12,779.69</b>	<b>0.00</b>	<b>38,447.94</b>	<b>10,806,141.41</b>	<b>509,271.14</b>	<b>60,565,246.20</b>
<b>***NOT ASSIGNED TO GROUP***</b>								
3030 - Fund Balance - Committed	0.00	0.00	11,297.96	510.82	1,650.93	0.00	0.00	13,459.71
<b>Total ***NOT ASSIGNED TO GROUP***:</b>	<b>0.00</b>	<b>0.00</b>	<b>11,297.96</b>	<b>510.82</b>	<b>1,650.93</b>	<b>0.00</b>	<b>0.00</b>	<b>13,459.71</b>
<b>Total Total Beginning Equity:</b>	<b>49,128,648.56</b>	<b>69,957.46</b>	<b>24,077.65</b>	<b>510.82</b>	<b>40,098.87</b>	<b>10,806,141.41</b>	<b>509,271.14</b>	<b>60,578,705.91</b>
Total Revenue	660,097.64	0.00	0.00	0.00	0.00	0.00	4,750.00	664,847.64
Total Expense	2,094,009.18	10,208.30	6,625.08	8,304.83	12,198.98	0.00	0.00	2,131,346.37
<b>Revenues Over/Under Expenses</b>	<b>-1,433,911.54</b>	<b>-10,208.30</b>	<b>-6,625.08</b>	<b>-8,304.83</b>	<b>-12,198.98</b>	<b>0.00</b>	<b>4,750.00</b>	<b>-1,466,498.73</b>
<b>Total Equity and Current Surplus (Deficit):</b>	<b>47,694,737.02</b>	<b>59,749.16</b>	<b>17,452.57</b>	<b>-7,794.01</b>	<b>27,899.89</b>	<b>10,806,141.41</b>	<b>514,021.14</b>	<b>59,112,207.18</b>
<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b>58,626,786.04</b>	<b>59,749.16</b>	<b>17,502.92</b>	<b>-7,794.01</b>	<b>28,197.93</b>	<b>10,806,141.41</b>	<b>552,020.95</b>	<b>70,082,604.40</b>



## Cash Accounts

### Current to Prior Year

<b>Current Year</b>	<b>Balance</b>	<b>Prior Year</b>	<b>Balance</b>
As of 7/31/2025		As of 7/31/2024	
Petty Cash	800.00	Petty Cash	800.00
US Bank - County Treasurer	4,985,309.88	US Bank - County Treasurer	3,712,874.86
Golden Valley Bank - Operations	859,415.30	Golden Valley Bank - Operations	6,156,823.75
California CLASS	2,790,148.12	California CLASS	2,663,728.13
GVB Investment	10,049,454.20	GVB Investment	7,329,783.73
TCB Investment	1,185,294.68	TCB Investment	896,087.59
<b>TOTAL</b>	<b>19,870,422.18</b>	<b>TOTAL</b>	<b>20,760,098.06</b>



## BOARD OF DIRECTORS

### Finance Committee

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Consideration of Service Agreement for Marketing and Social Media Support Services

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#### BACKGROUND

The District has and continues to experience significant growth in programs, facilities, and community engagement over recent years. This expansion necessitates a strategic restructuring of our marketing and social media efforts to better serve our diverse program areas, events and maximize community outreach effectiveness to build public awareness. Based on the volume of program, activities, and event content day-to-day the information is not effectively reaching much of the targeted public.

#### DISCUSSION

CARD currently manages all marketing and social media activities through a single organizational account and limited internal staff resources. As the District has expanded to encompass diverse program areas including aquatics, youth programs, adult programs, nature center operations, sports facilities, and special events, our marketing needs have become increasingly complex and specialized.

The current approach presents several challenges:

- Diluted messaging across disparate program areas
- Limited capacity for timely, targeted content creation
- Difficulty reaching specific demographic groups effectively
- Insufficient expertise in emerging digital marketing trends
- Competing priorities that limit marketing consistency and quality

Through capital campaign efforts, consultants and staff recommend transitioning from our current single-handle social media approach to a specialized, multi-platform strategy in order to reach specific audiences.

Each specialized channel would maintain consistent CARD branding while delivering targeted content that resonates with specific user demographics and interests. A contracted service would ensure professional coordination across all platforms while maintaining unified messaging and brand standards.

To support District goals, staff recommend entering into a service agreement with Blue Flamingo to provide social media management and marketing support in partnership with the District's internal marketing team.

Contracted marketing services provide access to specialized knowledge including:

- Current social media algorithms and best practices
- Graphic design and multimedia content creation
- Analytics and performance measurement
- Crisis communications management
- Emerging platform adoption and strategy

Professional marketing services typically achieve:

- Higher engagement rates through targeted content
- Improved Search Engine Optimization (SEO) and online visibility
- Coordinated multi-platform campaigns
- Data-driven strategy optimization
- Consistent posting schedules and quality standards

Contracted services offer operational advantages:

- Ability to scale efforts up or down based on seasonal needs
- Access to diverse skill sets without individual hiring
- Rapid adaptation to platform changes and new technologies
- Professional crisis management and reputation protection

The scope of services will include, but is not limited to:

- Collaborating with District staff to align social media and marketing campaigns with internal communication strategies.
- Management of District social media channels, including content creation, posting, and community engagement.
- Development of marketing campaigns to support District programs, events, and initiatives.
- Graphic design and branded materials for both print and digital use.
- Performance analytics and reporting to measure the effectiveness of outreach efforts.

This collaborative approach will ensure that external professional support complements existing District efforts, enhances consistency across platforms, and maximizes community engagement.

### **FISCAL IMPACT**

Estimated Annual Cost of Additional Staff:

- Marketing Specialist (1.0 FTE): \$65,000 - \$75,000
- Social Media Specialist (1.0 FTE): \$65,000 - \$75,000
- Benefits (health, dental, vision @ 35%): \$55,000 - \$60,000
- Workers' compensation and other costs: \$8,000 - \$10,000

**Total Annual Staff Cost: \$185,000 - \$220,000**

Contracted marketing services cost:

Not to exceed \$90,000 annually, funded through the District's marketing and communications budget. In addition, this approach does not add to the District's pension liability.

### **RECOMMENDATION**

Authorize the District Manager to enter into a service agreement with Blue Flamingo for marketing, communications, and social media support services in an amount not to exceed \$90,000 annually.

# CARD

You're the Heart of Chico — Let's Make  
Sure Everyone Feels It.





Annabel,

To further our recent discussion , we would like to outline a process for CARD to achieve the goals you have set for yourselves and the community you serve.

When we last met, you mentioned:

- **The staffing strain of managing rapid organizational growth**
- **Limited bandwidth to maintain consistent social engagement**
- **The need for a unified marketing strategy across departments and platforms**
- **You also expressed the desire for a streamlined content process that reinforces CARD's brand voice and a stronger connection between your programming and the people of Chico.**

Our plan details out the process to overcome your challenges and achieve your goals.

We discussed several challenges that require attention. This implementation plan relates to most immediate of these projects:

- Social media management and engagement
- Strategic communications planning
- Promotion of signature events and community activations

Here's to play,



Valerie Reddemann  
President  
Blue Flamingo Marketing

# Where you are now

- **Social Media Presence - FB, Insta, LinkedIn + Youtube:**
  - Current social media under one umbrella - recognize the challenges of a one-size-fits-all approach
  - LinkedIn: 711
  - FB: 8400 Page Likes
  - Insta: 4887
  - Youtube: 44 subscribers
- **CARD is multifaceted**
  - Robust year round program schedule spanning age, ability + interests
  - 17 parks
  - 6 community centers
  - 1 pool
  - Chico Creek Nature Center
  - Beyond Golf - under construction
  - Aquatic Center - under construction
  - Bike Park - under construction
  - New city assets rolling under CARD over next 12 mos
- **Community database outreach** via weekly newsletter
- **Special Events:** 4th of July parade, Gala, etc.

# What's Next

## **Step 1: Strategy - Create a unified voice when you have many different ears.**

With many audiences come many voices — but CARD needs one clear message.

- Ensures every interaction feels intentional, human, and on-mission
- Turns communication into meaningful community connection
- Amplifies CARD's impact across every park, program, and platform

## **Step 2: Grow your community with engagement and consistency.**

A thriving community doesn't just attend — it belongs.

- Create separate social channels to target appropriate audience to:
  - Grow the reach, grow the impact  
More families discovering programs  
More voices engaged and represented
  - Stronger connections to CARD's mission
  - 90 day plan and sprints

## **Step 3: Educate to empower. Know your audience, meet their needs — and make it feel personal.**

- Segment your lists/channels and tailor every message
- People support what they clearly understand
- Clear, consistent messaging earns trust
- Proactive communication prevents confusion
- Protects CARD's reputation before it's ever at risk

## Where You Want To Be

- Full attendance for all programs + events
- Increase engagement on public outlets
- Put a communication strategy in place that aligns to new and continued growth
- Categorize and optimize current community members through email + text messaging
- Easy to understand and less time from staff on answering questions
- Increase general community awareness of CARD

## How To Measure Success

- Creation of Marketing Playbook to follow
- Quarterly Engagement rate increase
- Redefined Content output - schedule, segment, etc.
- Diversify channels
- Net new CARD subscribers

## What It Means To You

- You've laid the groundwork to continue to grow with impact and grace
- Your leading the pack on inclusion in the region
- Your team feels supported in their continued growth within the organization
- The community puts CARD at the top of organizations run right

# Approach

To deliver the proposed value to you, here are three potential options you could take.

## GOOD

- Strategy planning + action plan
- Social Media Management (2 platforms: Insta + FB platforms)
- Email Marketing (1x per month)
- Monthly reporting with key metrics, insights, and recommendations
- 2x year check-in with staff

## BETTER

- Strategy planning + action plan
- Social Media Management (3 platforms)
- Email Marketing (weekly)
- List segmentation, targeting, and management
- Ongoing sentiment analysis
- Written monthly feedback loops: what's working, what's not, what's being said
- Monthly reporting with key metrics, insights, and recommendations
- 4x year check-in with staff

## BEST

- Strategy planning + action plan
- Social Media Management (3 platforms)
- Email Marketing (weekly)
- List segmentation, targeting, and management
- Text Messaging
- Quarterly Video
- Graphic Design special projects
- Ongoing sentiment analysis
- In person monthly feedback loops: what's working, what's not, what's being said
- Monthly reporting with key metrics, insights, and recommendations
- Monthly staff check-in- we are working side by side

# Investment:

Onboarding	\$6,500
<b>One Time Cost</b>	<b>Included</b>

Please Select Your Preferred Approach	
Good	\$5,356/month
Better	\$7,579/month
Best	\$10,550/month
<b>Monthly Cost</b>	<b>\$7,579/ month</b>

# Overview:

## A Strategic Partner for CARD's Growth & Impact

Blue Flamingo Marketing helps CARD unify its voice, streamline communications, and strengthen community connection as it grows. With a clear strategy and creative execution, we turn complexity into clarity—amplifying impact while easing internal strain.

Benefits to CARD:

- **Unified Brand Voice:** Ensures every CARD message feels intentional, human, and aligned with its mission — no matter the platform.
- **Increased Engagement:** Engaging content tailored to specific audiences will grow CARD's reach, deepen public connection, and encourage greater participation.
- **Efficient Staff Support:** Streamlined systems and communications reduce repetitive staff tasks and allow focus on higher-impact work.
- **Reputation Protection:** Proactive, clear messaging builds trust, prevents confusion, and strengthens CARD's presence as a community leader.
- **Measurable Growth:** Through consistent metrics (engagement rates, subscriber growth, and optimized content), CARD can track success and pivot with confidence.

Services Provided:

(Summary of "Better" on page 8)

- Strategy: Marketing playbook, project timelines, and quarterly strategy reviews.
- Comprehensive content calendars, copywriting, asset creation, and publishing.
- Custom KPI dashboards, quarterly performance reports, and engagement benchmarking.
- Social Media: Strategic communications, community connection, and managed campaigns.
- Email Marketing + list segmentation - message clarity, audience connection, and increased program participation.

By working with Blue Flamingo, CARD positions itself not only to manage growth, but to thrive — with communications that reflect its heart, mission, and community impact.

**Investment:**

**\$7,579/month**



**Thank  
You**

(530) 210-2391

353 E 2nd Street, Ste. 220

Chico, California 95928

**[blueflamingomarketing.com](http://blueflamingomarketing.com)**





## BOARD OF DIRECTORS

### Finance Committee

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Award of Contract for District Irrigation Replacement Project

---

### BACKGROUND

The District maintains irrigation systems across the parks and facilities to support healthy turf, landscaping, and recreational spaces. Existing control systems have reached the end of their useful life, resulting in inefficiencies, water waste, and increased maintenance costs. These antiquated systems create a lack of efficient management and continuity in turf management.

In 2023, the District irrigation system standards moved to modern smart irrigation controllers that offer significant advantages for public parks, transforming how the District manages water resources and maintain green spaces.

Smart controllers use weather data, soil moisture sensors, and evapotranspiration rates to optimize watering schedules automatically. This prevents overwatering during rainy periods and adjusts for seasonal changes, typically reducing water consumption by 20-50% compared to traditional timer-based systems.

Phase I of the irrigation upgrade project was completed in FY 24/25 with approximate water savings of 880,000 gallons compared to pre-project water use.

### DISCUSSION

In June of 2025, staff issued a public bid for Phase II and III of the irrigation modernization project which included:

- Removal and disposal of remaining outdated irrigation components.
- Installation of new valves, backflow preventers, and controllers as necessary.
- Incorporation of water-efficient tools, including smart controllers and flow sensors.
- Testing and commissioning of the new systems.

A bid walk was held on July 10, 2025. Bids due on July 31, 2025. Two bids were received. The lowest qualified bidder was Dawson Landscaping at \$554,850 followed by Marina Landscaping at \$656,552. Staff further reviewed submissions for compliance with all specifications.

This is a 2-year project with confirmed bid pricing for Phase II (2026) and Phase III (2027). Phase II sites will include: Lakeside Pavillion, Baroni Park, DeGarmo Park, Peterson Park, and Oak Way Park. Phase III will include the remainder of District sites without smart controllers.

**FISCAL IMPACT**

Phase II costs including contingency is within the \$300,000 allocated and approved in the 25/26 budget.

**RECOMMENDATION**

Award the irrigation upgrade project to Dawson Landscaping and authorize the General Manager to execute the contract in the amount of \$555,000 over a two-year period.



## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28<sup>th</sup>, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Use of District Facilities Policy

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### BACKGROUND

The District provides a variety of facilities for community use, including parks, athletic fields, community centers, and specialized recreation spaces. To ensure equitable access, protect District assets, and align facility usage with the District's mission, staff has prepared an updated 2210 - *Use of District Facilities Policy*.

The policy outlines:

- Eligibility for facility use.
- Priority scheduling procedures.
- Reservation processes and required documentation.
- Fee structures and deposit requirements.
- Rules of conduct and prohibited activities.
- Special events and amplified sound requirements.
- Insurance and liability coverage requirements.

The proposed updates align with industry's best practices, address operational needs, and reflect community feedback. They also clarify the District's ability to approve, deny, or revoke facility use permits to protect public safety and District property.

### RECOMMENDATION

Approve the updated Use of District Facilities Policy to establish consistent guidelines for the public use of Chico Area Recreation and Park District facilities.



**POLICY # 2210**

**Use and Rental of District Facility**

**VERSION # 1**

**APPROVED BY BOARD**

**APPLIES TO**

Division	Administration
Sub-Division	Rentals

<b>VERSION</b>	<b>REVISION DATE</b>	<b>DESCRIPTION OF CHANGE/SUPERSEDE</b>	<b>AUTHOR</b>
1	8/22/2025	Codifying rental procedures into a District Policy	Administrative Director

**RATIONALE**

The District maintains indoor and outdoor facilities to support its core mission and operations. Select facilities have been designated as available for rental or use by the public and other entities when such use aligns with District objectives and does not interfere with primary operations.

The Board of Directors retains full authority to modify facility availability, establish usage guidelines, and restrict access as needed to ensure District operations remain the priority. Facility use permissions may be adjusted based on operational requirements, maintenance schedules, and program demands.

**PROCEDURE**

Organizations or individuals shall submit requests via application to the District’s Rentals Division in advance for the use of one or more District facilities, sports fields or courts, picnic sites, or designated portions of community parks.

The District shall establish a user fee and deposit schedule for these rental spaces, based on criteria and costs borne by the District for their operation and maintenance. User fees shall be adjusted periodically to reflect changes in operating and maintenance costs.

District staff shall collect a deposit and estimated use fee in advance of confirming any reservation. The deposit shall include a reasonable estimate of clean-up and administrative time for handling the reservation. Deposits may be refundable to the extent that clean-up costs are less than the deposit, minus administrative processing costs.

A priority schedule for use of District spaces may be established using the following general criteria:

1. District programs, activities, and maintenance.

Policy #2210 – USE AND RENTAL OF DISTRICT FACILITY

2. Users with an established memorandum of understanding for long term use or joint use agreements.
3. Community activities which align with the District’s mission and directly benefit the District or its participants.
4. Public or non-profit organizations for non-political or non-commercial uses.
5. Commercial or private uses, provided that no other qualified users have expressed interest in the same date at least 30 days in advance.

Partisan or political activities may not be conducted in District rental spaces to avoid any implication of District involvement or use of public resources for those purposes.

Any organization or individual requesting use of District rental spaces shall be required to provide special event liability insurance coverage on a form acceptable to the District. If alcohol is to be served, alcohol liability insurance is required. Waivers of liability, as deemed necessary by the District, must also be executed prior to final approval.

All requesting organizations or individuals must comply with Federal, State, and local laws in their use of District rental spaces. If special permits (including but not limited to large gathering permits, fire or building code permits, or alcohol use permits) are required, preliminary approval will be contingent upon satisfactory proof of compliance. Failure to complete all permit requirements may result in denial, revocation of approval, or denial of future use requests.

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**Authority:** General Manager; Board of Directors

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## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28<sup>th</sup>, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Injury and Illness Prevention Plan

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### BACKGROUND

The Injury and Illness Prevention Plan (IIPP) is a written workplace safety program required for all California employers under Title 8 of the California Code of Regulations, Section 3203. The IIPP outlines the District's responsibilities and procedures for preventing workplace injuries and illnesses, including:

- Identifying and evaluating workplace hazards.
- Communicating safety procedures and policies to employees.
- Providing safety training and education.
- Conducting regular inspections and maintenance.
- Establishing procedures for reporting and investigating incidents.
- Maintaining records of safety activities and corrective actions.

District staff has reviewed and updated the IIPP to align with current Cal/OSHA standards, industry best practices, and CARD's operational needs in collaboration with CARD's Insurer SDRMA. Updates also reflect changes in worksite safety protocols, reporting procedures, and staff responsibilities.

Adoption of the updated IIPP will help ensure continued compliance with state law, reduce the risk of workplace incidents, and promote a culture of safety across the organization. Importantly, this adoption will include updates reflecting current legislation associated with Workplace Violence Prevention and associated training.

### RECOMMENDATION

Approve the updated Injury and Illness Prevention Plan (IIPP) to ensure compliance with California Division of Occupational Safety and Health (Cal/OSHA) requirements and enhance workplace safety for Chico Area Recreation and Park District employees.





**POLICY # 3510**

**Illness and Injury Prevention Program**

**VERSION # 1**

**APPROVED BY BOARD**

Date

**APPLIES TO**

Division

Districtwide

Sub-Division

Parks and Facilities

<b>VERSION</b>	<b>REVISION DATE</b>	<b>DESCRIPTION OF CHANGE/SUPERSEDE</b>	<b>AUTHOR</b>
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1

8/22/2025

Codifying and updating previous Illness and Injury Prevention Plan

Parks and Facilities Director

**RATIONALE**

The goal of the District is to provide safe and healthy working conditions for all its employees. Therefore, the District will maintain a safety and health program conforming to the best practices of agencies of this type utilizing an Illness and Injury Prevention Plan (IIPP) in accordance with Title 8, California Code of Regulations, Section 3203, of the General Industry Safety Orders.

**PROCEDURE**

[Responsibility and Authority](#)

**IIPP Administrator:**

The Director of Parks and Facilities is the designated IIPP Administrator and has the authority and responsibility for implementing and maintaining this IIPP. The role of the IIPP Administrator is to assist in the development, implementation, and maintenance of the IIPP. This includes:

- Ensuring department heads, managers, and supervisors understand their roles in the implementation of the IIPP.
- Developing an accountability system to ensure departments are complying with the IIPP requirements, including educating and training employees on their respective IIPP requirements.
- Periodically reviewing the IIPP to ensure its effectiveness and welcoming feedback from managers, supervisors, and employees.

**Managers and supervisors:**

Managers and supervisors are responsible for implementing and maintaining the IIPP in their work areas and for answering employee questions about the IIPP. This includes:

- Ensuring IIPP procedures and requirements are implemented and followed within

their department.

- Conducting appropriate safety orientation and training, including department specific procedures, including the use and care of required personal protective equipment (PPE).
- Conducting required accident investigations, safety inspections, hazard identification, and hazard correction requirements as outlined in the IIPP.
- Encourage employees to report unsafe conditions with assurance that action will be taken without fear of reprisal.
- Recognize employee safety performance.

### **Employees:**

Employees are responsible for the following:

- Following all written and verbal safety policies, procedures, and directives.
- Reporting all work-related injuries immediately to their supervisor.
- Perform their duties using safe work practices.
- Report unsafe conditions, work practices or hazards and equipment failures immediately to their supervisor.
- Asking questions when direction is unclear.

### **Compliance**

All employees, including managers and supervisors, are responsible for using safe work practices; following all directives, policies, and procedures; and assisting in maintaining a safe work environment. The system to ensure all employees comply with these practices includes the following:

- Informing employees of the requirements within our IIPP in a readily understandable language
- Training all employees in general safety policies, rules, and work practices
- Recognizing employees who perform safe and healthful work practices
- Providing additional training to employees whose safety performance is deficient
- Disciplining employees for failure to comply with safe and healthful work practices

### **Communication**

We recognize open, two-way communication is essential to a safe workplace. All managers and supervisors are responsible for communicating with employees about occupational safety and health in a form readily understandable by all employees. Our communication system encourages all employees to inform their managers and supervisors about workplace hazards without fear of reprisal. Employees can report

workplace hazards anonymously by anonymously submitting a *Hazardous/Unsafe Condition Report*.

Our communication system includes:

- New employee orientation including a discussion of safety and health policies and procedures
- Review of our IIPP
- Safety training programs
- Regularly scheduled safety meetings
- Posted or distributed safety information
- A safety committee that includes employee participation from each department. Safety Committee members include Parks and Facilities representative, Recreation representative, Administration representative.

The District has conducted a hazard assessment to identify potential hazards and exposures in our workplace. To continue to identify unsafe conditions, periodic inspections will be conducted to evaluate physical hazards, use of hazardous materials, and safe work practices. The inspection schedule frequency is shown in the table below and will follow the CARD Physical Hazard Inspection Checklist and the Job Hazard Assessment Form.

<b>Department/Facility/Location</b>	<b>Frequency</b>
All Facilities	March
Community Park Shops	November
Neighborhood Parks	January

In addition to the periodic inspection schedule, inspections will be conducted as required in the following situations:

- When we initially established our IIPP;
- When new substances, processes, procedures, or equipment that present potential new hazards are introduced into our workplace;
- When new, previously unidentified hazards are recognized;
- When occupational injuries and illnesses occur; and
- Whenever workplace conditions warrant an inspection

### Hazard Correction

When unsafe or unhealthy work conditions, practices, or procedures are observed or discovered, they will be corrected in a timely manner based on the severity of the hazards.

When an imminent hazard exists that cannot be immediately corrected, the exposed employees will be removed from the immediate hazard except those needed to correct the condition and to address security issues. Employees who are required to correct the hazardous condition will be provided with the necessary protection.

## Incident Investigations

### Reporting

In the event you are injured or become ill because of your work activities; you must immediately notify your manager. If life threatening call 911 and seek emergency treatment. If non-life-threatening, first inform your supervisor and then call the company nurse. If you require medical treatment, you will be directed to WVWD's designated medical clinic unless you have pre-designated your personal physician to treat your workplace injuries. Human Resources can provide you with additional information or answer any questions you may have.

### Investigation

Workplace incidents resulting in injury or illness will be investigated by the appropriate supervisor. Use the *Incident Investigation* form or the Districts form via HR. The goal of the investigation is to identify contributing factors and develop prevention measures to reduce reoccurrence. Procedures for investigating workplace accidents and hazardous substance exposures include:

- Examining the workplace for factors associated with the incident/exposure
- Interviewing injured employees and witnesses
- Determining the cause of the incident/exposure
- Taking corrective action to prevent incident/exposure from recurring
- Recording the findings and actions taken

## Training and Instruction

All employees will participate in safety training on general and job-specific hazards and safe work practices. Each supervisor and manager will be trained on all health and safety hazards to which employees under their immediate direction and control are exposed. In addition to hazard-specific safety training, training will be provided when:

- The IIPP is first established
- New employees are hired
- Employees are reassigned to a new area or task with no prior training
- New substances, operations, or equipment are introduced

### Record Keeping

All the following IIPP documentation is maintained in compliance with our Retention Policy:

- Safety training for each employee, including the employee's name, training dates, type of training, and training providers
- Inspections, including the person(s) conducting the inspection; the unsafe conditions and work practices identified; corrective action, and follow up
- Accidents, illnesses, and near-miss inspections that identify the root cause and corrective action taken
- Safety committee meeting minutes. Safety committee will meet annually in August and will consist of members from various departments in CARD.

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**Authority:** Title 8, California Code of Regulations, Section 3203, of the General Industry Safety Orders, Parks and Facilities Director; Board of Directors

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Approved by the Board of Directors on: \_\_\_\_\_





## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28<sup>th</sup>, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Consideration of Memorial Bench Requests

---

### BACKGROUND

The District has received memorial bench requests from community members wishing to honor loved ones through placement in District parks. Each request was reviewed by staff for compliance with design, location, and policy requirements, and then forwarded to the Facility Committee for consideration.

The Facility Committee examined each request and is recommending approval to the Board. Bench placements are proposed at the Sherwood Disc Golf Course (Garcia) and Chico Community Rose Garden (Powell) with inscriptions and locations consistent with the District's Policy # 2215 – Donations and Gifts. The Facility Committee accepted the Garcia request, as is. The Committee recommended the placement of the Powell bench to be integrated into the pending Rose Garden at Veteran's Memorial Park, to which the requestor agreed.

Upon Board approval, staff will coordinate with the donors to arrange installation. All costs for the benches, plaques, and installation will be borne by the donors, with the District responsible for ongoing maintenance in accordance with policy.

### FISCAL IMPACT

No cost to the District beyond routine maintenance. All installation expenses will be funded by the requestors.

### RECOMMENDATION

Approve the placement of memorial benches as recommended by the Facility Committee and in accordance with the District's Policy # 2215 – Donations and Gifts.



To the CARD Parks Board,

I'm writing to respectfully request approval to place a memorial bench in honor of my mother, Charlotte Ann Powell, around the rose garden area of the CARD Community Center in Chico. Chico held deep meaning for her throughout her life.

Charlotte was born in February 1943 in Marysville, California to Walton and Earlene Powell. Due to her family's successful, multigenerational fly rod/fishing business, she moved frequently around northern California during her early years, living in Chico, Yuba City, San Carlos, Oroville, and Paradise, before eventually settling back in Chico at a young age where she remained living throughout her youth and young adulthood.

Charlotte graduated from Chico High School in 1960 and attended Chico State from 1960 to 1963, before transferring to Brigham Young University.

After marriage in 1969, she moved from northern California to New York, and then Texas.

In 1982, following a divorce in Austin, Texas, she returned to Chico with her children to be near her large extended family. Although that stay lasted only a year before relocating back to Austin, Chico always remained close to her heart.

She spent much of her middle-aged life raising children in Austin, later moving to Portland for work, and eventually retiring in Washington State to be near her only daughter of her five children. Despite living in many places, she often spoke of returning to Chico, right up until the end of her life.

Charlotte passed away on March 30, 2025, near Seattle, after a battle with Alzheimer's. I was her primary caregiver during her final months, and now I would like to honor her by bringing her "home" to the place she always loved.

I am specifically requesting placement of the memorial bench in the rose garden area of the Community Center, as roses were one of my mother's lifelong passions. After finally leaving Texas and returning to the West Coast, she found great joy in growing and tending to her roses.

The bench would not only honor her memory in a place she loved and knew, but also serve as a peaceful spot for her children and extended family to visit when in Chico, providing a meaningful place to reflect and celebrate her life.

Thank you for considering this location for her memorial. Please don't hesitate to reach out if you have any questions.

Sincerely,  
Brent Sjolseth  
512-280-2732



June 12, 2025

Ms. Holli Drobny  
Administrative Director  
Chico Area Recreation & Park District

Subject: Request for Installation of Memorial Bench at Sherwood Disc Golf Course

Ms. Drobny,

Please accept this correspondence as my respectful request to purchase and install a memorial bench to be placed at Sherwood Disc Golf Course in Chico. My brother-in-law, Carlos Chavez recently passed away unexpectedly at age 58. Carlos was a disabled and retired veteran who served in the U.S. Army's 82<sup>nd</sup> Airborne Division. He lived in Chico for the past 15 years.

Carlos sought peace and solace amongst the Disc Golf Community. He had a passion and love for helping others and watching the sunsets. Because of this, my family and his disc golfing brothers and sisters would like to honor him and provide a simple commercial style steel bench under a tree at Sherwood with a view of the sunsets. Having walked the course with regular disc golf players, there was a consensus to place a bench close to the Hooker Oak Parking lot to be able to visit the site without disturbing people playing and for those who finish a round of disc golf to take a break before they leave.

I have purchased a steel bench already, which appears to be in alignment with other types of benches I have seen in public spaces in Chico. With permission, I would install a concrete pad and have the bench bolted onto it. The goal is to not have any maintenance necessary. On the bench itself, I would add a plaque in the size and shape of a disc (frisbee) with a couple of words such as,

Thank you all for your friendships and memories  
Enjoy the Sunsets  
Carlos Chavez

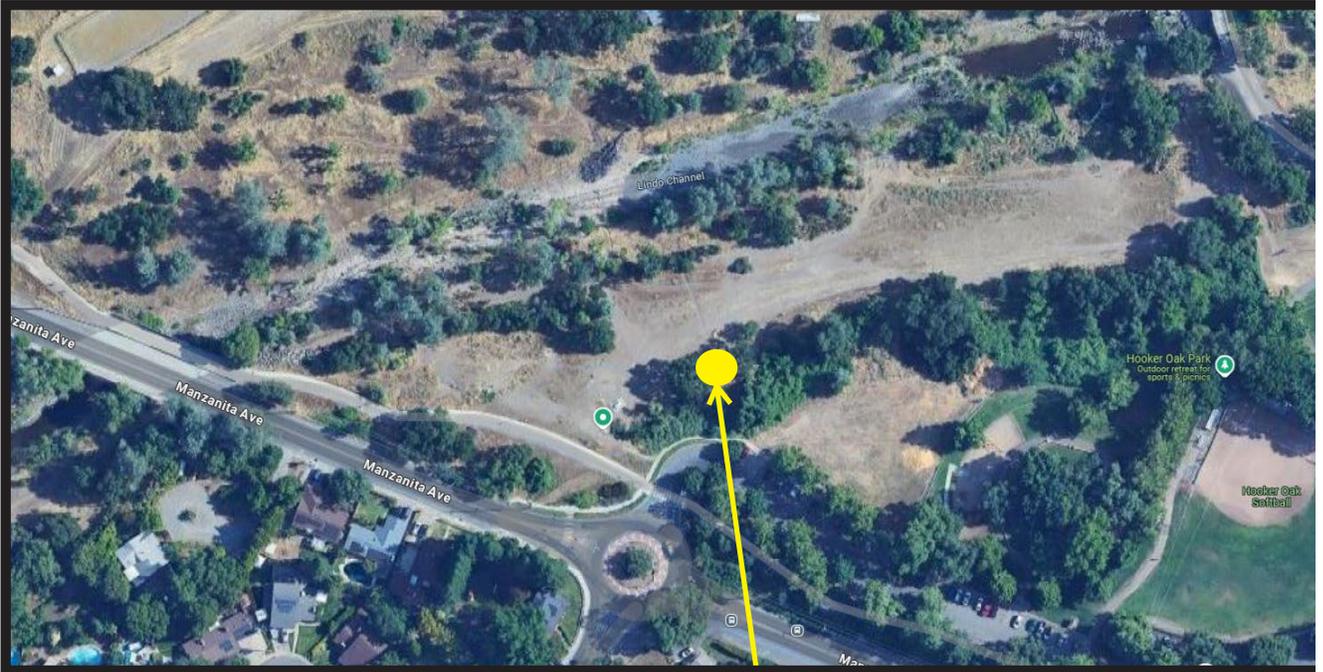
Attached is a project location with the steel bench proposed. If you have any questions, I would be happy to meet in person to further discuss at your convenience. I can be reached at 530-514-4329 or by email at: [myfriendivan@gmail.com](mailto:myfriendivan@gmail.com).

Thank you for your consideration.



Ivan Garcia  
7 Towser Rd., Chico CA 95928

# Sherwood Forest Disc Golf Course: Memorial Bench/Plaque Location



Plaque



Bench Location

Actual Steel Bench



## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28<sup>th</sup>, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Transfer of Land to City of Chico

---

### **BACKGROUND**

As part of the North Esplanade Project, the Chico Area Recreation and Park District is required to transfer a portion of property to the City of Chico to complete right-of-way adjustments. This transfer is being facilitated through Escrow No. 7085833.

In order to finalize the transaction, the District must execute escrow instructions and related documents. Approval of this item will authorize the District Manager to execute the necessary agreements, deeds, and closing documents to complete the transfer in compliance with escrow requirements.

This action is administrative in nature and is necessary to implement prior Board direction regarding the Esplanade Project and coordination with the City of Chico.

### **FISCAL IMPACT**

Minimal administrative costs associated with escrow and document recording, to be paid from project funds.

### **RECOMMENDATION**

Move to adopt Resolution 25-014 authorizing the District Manager, or designee, to execute all necessary documents to complete Escrow No. 7085833 related to the right-of-way transfer to the City of Chico for the Esplanade Project.





**RESOLUTION 25-014 OF THE BOARD OF DIRECTORS OF THE  
CHICO AREA RECREATION AND PARK DISTRICT**

Authorizing Execution Of Documents Related To Escrow No. 7085833 –  
Right Of Way To The City Of Chico

**WHEREAS**, the Chico Area Recreation and Park District (“District”) has determined it is in the District’s best interest to complete the conveyance of a certain right of way to the City of Chico as described in Escrow No. 7085833; and

**WHEREAS**, in order to complete this transaction, it is necessary for authorized District representatives to execute and deliver deeds, escrow instructions, and other documents as required; and

**WHEREAS**, the Board of Directors desires to formally authorize such actions to facilitate the completion of the right-of-way transaction;

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors of the Chico Area Recreation and Park District hereby authorizes and directs the General Manager and/or the Board Chair to transact, negotiate, and enter into all necessary real estate documents and agreements in the name of the District in connection with Escrow No. 7085833, including but not limited to Deeds, Escrow Instructions, and any other instruments necessary to consummate the transaction; and

**BE IT FURTHER RESOLVED** that this Resolution shall remain in full force and effect until rescinded or amended by the Board of Directors.

**PASSED AND ADOPTED** at a Regular Meeting of the Board of Directors of the Chico Area Recreation and Park District on the 28th day of August 2025 by the following vote:

Ayes:  
Noes:  
Abstain:  
Absent:

ATTEST:

\_\_\_\_\_  
Tom Lando, Chair  
Board of Directors

\_\_\_\_\_  
Holli Drobny  
Clerk of the Board of Directors





## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28<sup>th</sup>, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** Henshaw Design Concept

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### BACKGROUND

A Request for Proposals for Henshaw Park design was published in November 2024. At the February 2025 Board meeting, Confluence was awarded the park design. The park footprint increased from six to 12.5 acres including a portion of the adjacent parcel owned by the Chico Unified School District.

### DISCUSSION

Working closely with Confluence Inc., district staff have created a park design concept rooted in comprehensive community engagement. Through multiple neighborhood meetings and three public surveys, the team gathered extensive feedback from both local residents and the wider Chico community. This input directly informed the selection of proposed amenities and guided the overall design vision for the park.

Key features included in the conceptual design are:

- Play structures and shaded seating areas
- Bathroom structure
- Lit sports fields and multi-use courts
- Open turf and picnic spaces for family, group use, and rentals
- Walking paths to enhance connectivity to nearby neighborhoods
- Paved pump track
- Landscaping improvements to support aesthetics, shade, and sustainability while maintaining over 90% of existing mature trees.

Approving this design concept will enable the team to advance into detailed design development, bringing the project closer to construction. As the design becomes more refined, cost estimates and project scope will become increasingly accurate.

### FISCAL IMPACT

The preliminary cost estimate ranges from \$7 – 11M depending on sports field surfaces (natural versus artificial) and other amenity selections. At the start of this project the anticipated cost of construction was \$7 – 8M based on the expanded footprint. Although artificial turf is preferred, the financial implication may be cost prohibitive.

There are various sources of funds that may be utilized to fund the park which include: Neighborhood Park funds, Development Impact fees, grant funding, as well as General Fund as the least preferred source.

**RECOMMENDATION**

Review and provide feedback for the design team to incorporate, if any. Approve the design concept for Henshaw Neighborhood Park with any modifications stemming from Director’s feedback, and direct staff to proceed with design development.

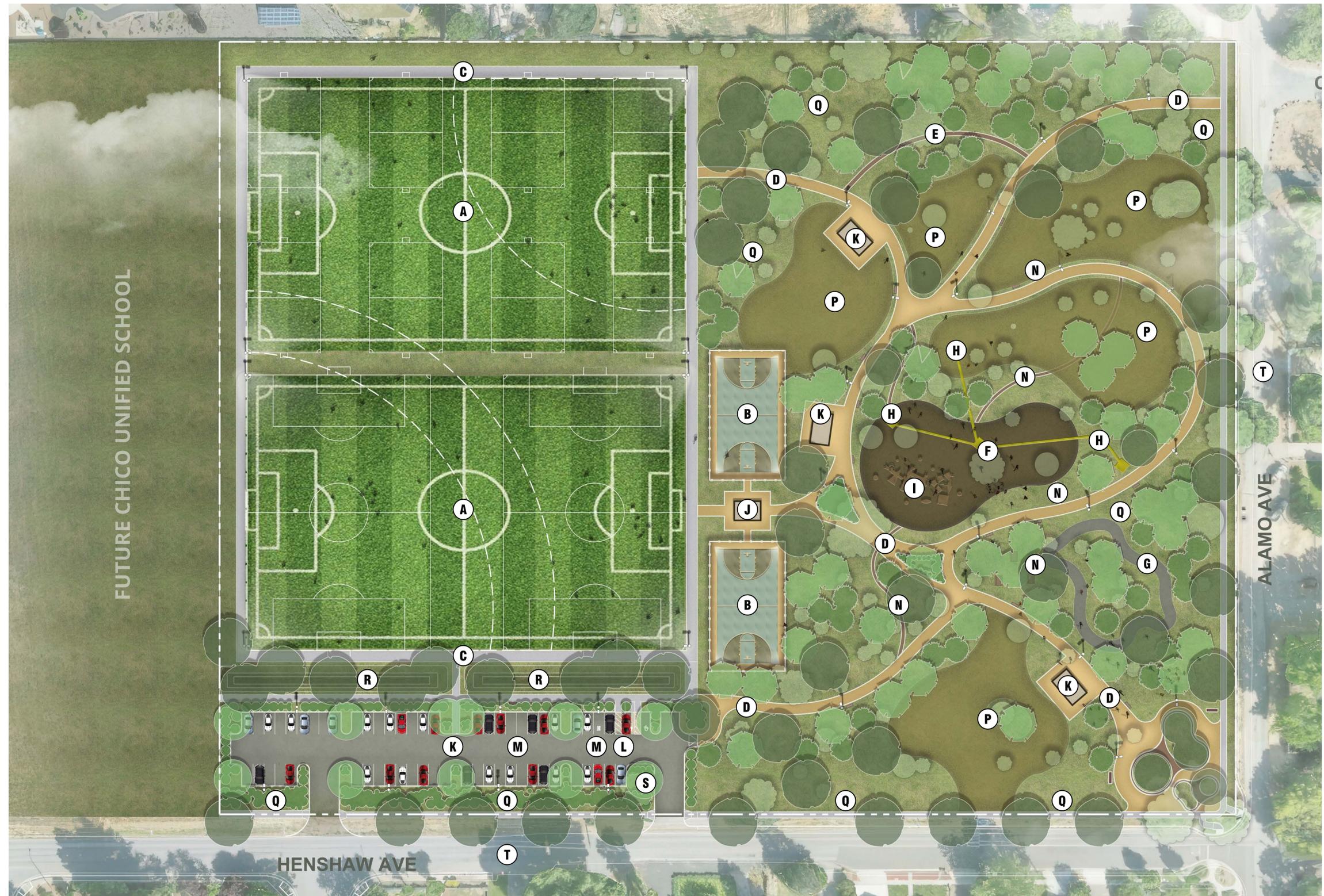
# HENSHAW PARK

SCHEMATIC DESIGN | AUGUST 21, 2025

# HENSHAW PARK | DESIGN PLAN

- A. Multi-Use Athletic Fields
- B. Multi-Use Athletic Courts
- C. Concrete Perimeter Path
- D. Paved Recreational Trail
- E. Crushed Stone Path
- F. Nature-Themed Playgrounds
- G. Bike Pump Track
- H. Outdoor Gym Equipment
- I. Inclusive Play Area
- J. Restroom Building
- K. Parking
- L. ADA Parking Spaces
- M. EV Charging Stations
- N. Benches
- O. Picnic Shelters
- P. Turf
- Q. Naturalized Planting
- R. Berm
- S. Existing Irrigation Well
- T. Chico Streetscape Improvements

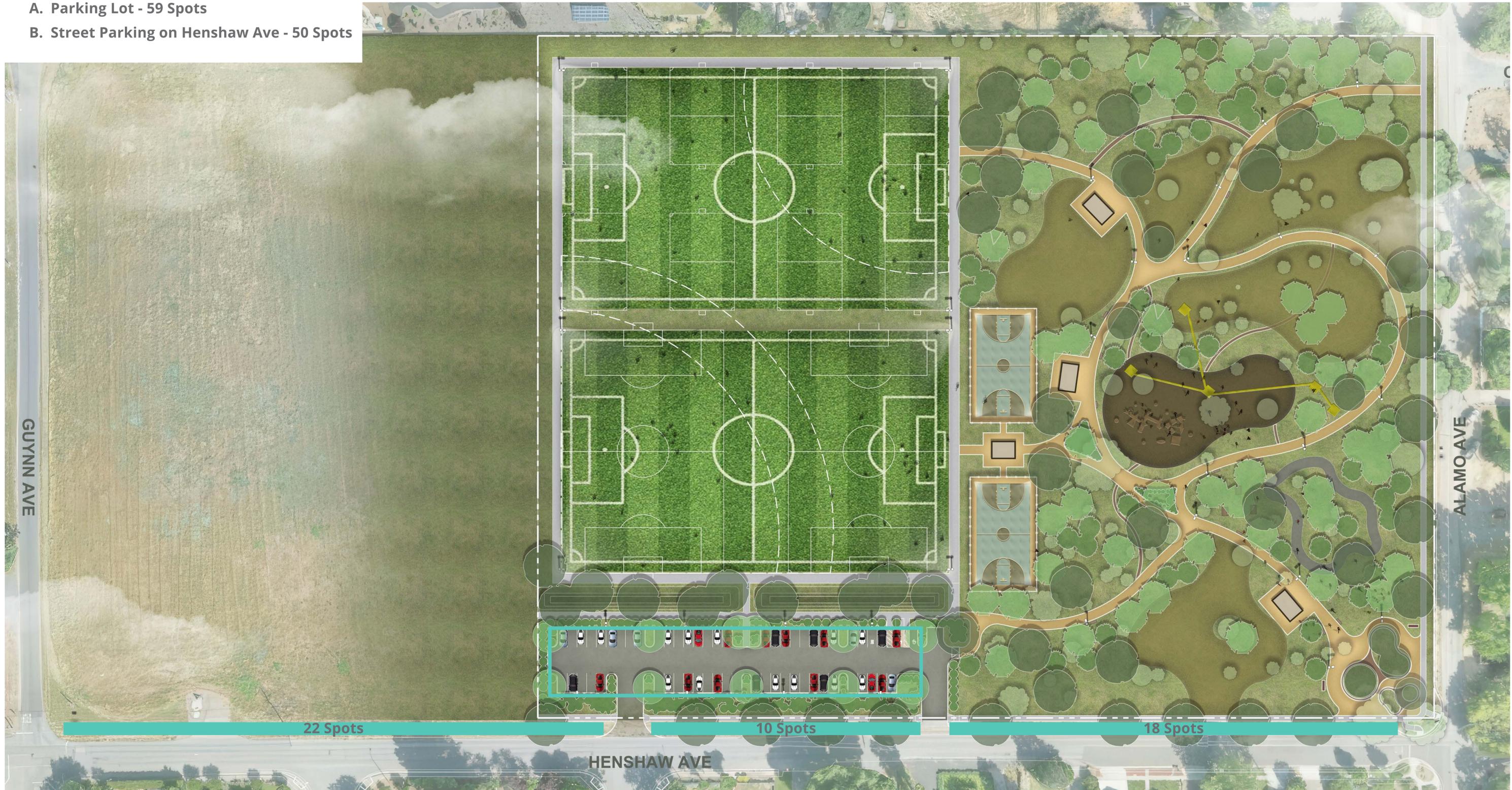
- Canopy Tree
- Understory Tree
- Deciduous Tree
- Existing Tree



# HENSHAW PARK | PARKING SPACES

A. Parking Lot - 59 Spots

B. Street Parking on Henshaw Ave - 50 Spots



## HENSHAW PARK

HENSHAW AVENUE AND ALMO AVENUE | CHICO, CA

# HENSHAW PARK | EXAMPLE PLANT PALETTE

ORNAMENTAL GRASSES



**Purple Tree Awn**  
*Aristida purpurea*



**Salt Grass**  
*Distichlis spicata*



**Oniongrass**  
*Melica californica*



**Peruvian Feathergrass**  
*Stipa ichu*



**Muhly Grass**  
*Muhlenbergia capillaris*

PERENNIALS



**Italian Arum**  
*Arum italicum*



**Red Valerian**  
*Centranthus ruber*



**Voodoo Lily**  
*Dracunculus vulgaris*



**California Poppy**  
*Eschscholzia californica*



**Great Valley Gum Plant**  
*Grindella camporum*

SHRUB/PERENNIALS



**Cleveland Sage**  
*Salvia clevelandii*



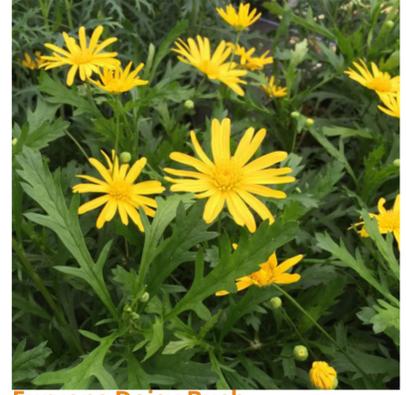
**Grape Soda Lupine**  
*Lupinus excubitus*



**Autumn Sage**  
*Salvia gregii*

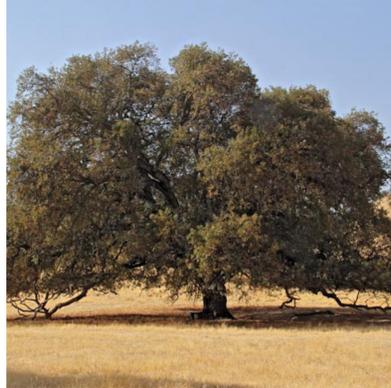


**Santa Rosa Island Sage**  
*Salvia brandegeei*



**Euryops Daisy Bush**  
*Euryops chrysanthemoides*

TREES



**Blue Oak**  
*Quercus douglasii*



**Long Flowered Marlock**  
*Eucalyptus macrandra*



**Cuyamaca Cypress**  
*Hesperocyparis stephensonii*



**Palo Brea Tree**  
*Parkinsonia praecox*



**Foothill Pine**  
*Pinus sabiniana*

# HENSHAW PARK | EXAMPLE MATERIAL PALETTE



Concrete - Broom Finish



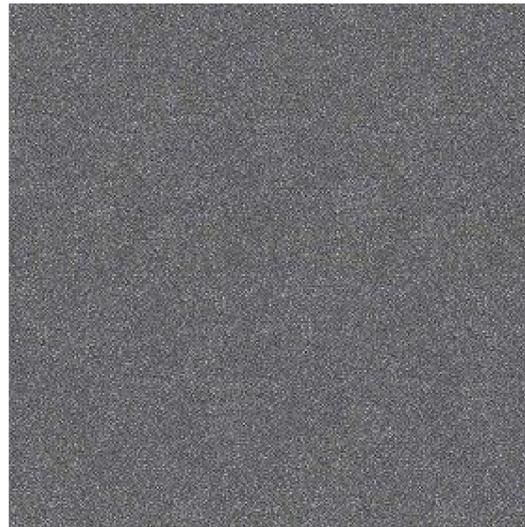
Crushed Stone Brown



Mulch



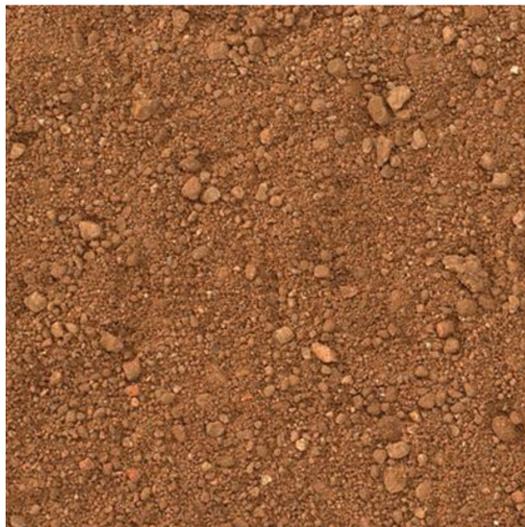
Concrete - Sand Finish



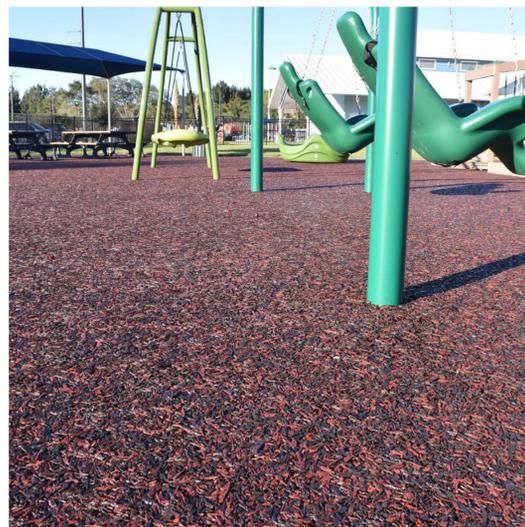
Asphalt



Natural Turf



Crushed Stone Red



Rubber Surfacing



Synthetic Turf

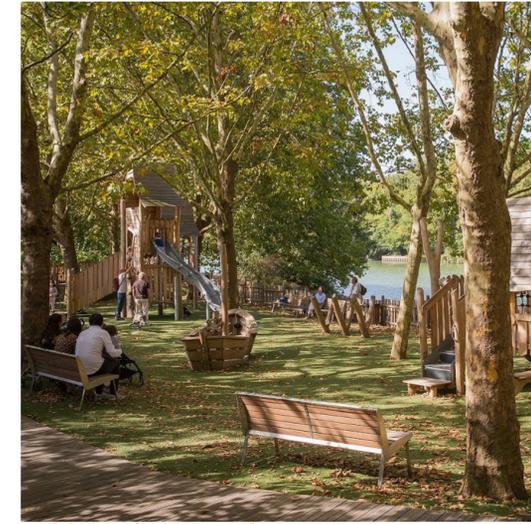
# HENSHAW PARK | EXAMPLE NATURE PLAY EQUIPMENT



Log Jam



Crawling Pyramid



Robinia Playgrounds



Taylor Farm Park



Jungle Dome



Waterlilies



Parkour

# HENSHAW PARK | EXAMPLE BATHROOM AND PAVILION



Example Pavilion 1



Example Pavilion 2



Bathroom





## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Erin Morrissey, Recreation Director  
**SUBJECT:** Recreation Update – August

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### **Program and Staff Development**

The new and enthusiastic Program & Staff Development team has hit the ground running, with several exciting initiatives already underway. One of the cornerstone projects is the **Program Development Idea Survey**, which is live and collecting input from Chico residents. With over 200 respondents already, this tool ensures that future programming is responsive, inclusive, and directly shaped by the evolving needs and interests of the community. We look forward to gathering additional responses, sharing the data in the months ahead, and actively engaging with the key themes that emerge.

Internally, the **Recreation Staff Discovery Survey**, running through August, is capturing valuable feedback from Supervisors, Coordinators, and key on-site part-time staff. In addition to future one-on-one meetings designed to better understand staff morale and uncover opportunities for program and staff development, these insights will directly shape future training, highlight program gaps, and optimize facility use, ensuring CARD continues to thrive as a strong, mission-driven organization.

Another major focus is the launch of the year-round **Youth Leader Program**, set to begin in Fall 2025. This initiative invests in local teens by providing mentorship and leadership opportunities while also creating a strong pipeline for future CARD staff. It's both a community investment and a strategic growth plan, giving young people the skills and confidence to thrive while strengthening CARD's workforce from the ground up. The program pairs each Youth Leader with on-site staff at a program of their choice, giving them hands-on experience while also participating in a weekly "Level Up Lab." These labs focus on building essential life skills, ensuring that the program not only makes an immediate impact but also helps teens grow into confident, ethical, and positive contributors to their community and beyond.

On the programming side, the **Tennis Program** is preparing for an exciting new chapter. With the retirement of longtime coach Jerry Brayton, CARD is thrilled to welcome Coach Ziggy Bartholomy starting in Fall 2025. Ziggy's passion and energy will help revitalize this cornerstone program, honoring CARD's legacy while inspiring the next generation of tennis players.

In early childhood education, the new **Stellar Start PLAYschool**, led by Ms. Dallas, is set to launch in Fall 2025. This nurturing, play-based program, which runs on Tuesday and Thursday

mornings, is designed to spark curiosity and confidence in young children. It's a perfect addition to CARD's offerings, blending early learning with the community-centered PLAY values for which we are known. This program is already showing its popularity, with the Toddler Room filled and a lengthy waitlist that we are managing.

Excitement and collaboration continue to build around both the **Chico Bike Park** and the **Aquatics Facility**, with ongoing brainstorming sessions generating fresh ideas and strong momentum. We are actively engaging with key stakeholders to ensure their priorities and needs are addressed, while also keeping the broader community's expectations at the heart of the process. This energy and partnership are helping shape facilities that will serve Chico well for years to come.

Finally, the team has been busy strengthening community partnerships. On August 7, CARD staff represented the organization at the **Mechoopda Tribe Back-to-School Resource Fair**, where they connected with families, shared information about programs, and offered giveaways. This outreach reinforced CARD's commitment to inclusion and its dedication to serving all members of the community.

The Program & Staff Development team is excited to continue building momentum, creating strong community connections, and laying the foundation for long-term growth. From engaging preschoolers to mentoring teens to supporting staff, CARD is positioning itself for a bright and dynamic future.

### **Adult Sports**

Our Summer 2025 season has ended with a new round of teams deserving of the "Champion" title. We are in the process of putting together our Fall 2025 leagues. Our Indoor sports leagues (Basketball & Volleyball) start games the week of August 24<sup>th</sup>. Our outdoor sports leagues will begin playing games the week of September 2<sup>nd</sup>.

We are excited for our new Fall 2025 adult sport offerings: Men's volleyball, Men's free agent softball, Women's soccer, and pickleball clinics that will be led by CARD staff rather than independent contractors.

On Sunday, August 17<sup>th</sup>, we ran the first of many adult volleyball tournaments. It was a small tournament with only 4 teams, but it gave us helpful information and marketing materials for the next tournament which is scheduled for October 25<sup>th</sup> and 26<sup>th</sup>, with a Halloween theme.

### **Aquatics**

Our 2025 summer aquatics season is coming to a close. We have a few weekend pool parties scheduled through the end of August, but the PV pool is officially closed to the public.

We ended the season strong with both our lifeguarding and our swimming instruction staff. Our goal all summer long was to set a good foundation for our aquatics program, as we look forward to the upcoming aquatics center opening.

Many of our aquatics staff are staying on with CARD in various roles. They are valuable employees and are a great asset to all CARD programs.

### **Summer Camps**

That's a wrap to a very successful summer! Kudos to the Camp staff for rolling with the punches and giving the kids of Chico a great Summer Camp experience! We served nearly 1300 kids at our full day summer camps – Camp Chico Creek, Camp Chi Da Ca, and Summertime Delight. In addition, our Youth Sports team served 583 in the Jr Giants program and 750 kids participated in 55 different sports camps. Contract camps served 1096 participants across 92 unique offerings.

### **Classes**

Fall classes are launched and enrollments are underway. We have new offerings for youth, adults as well as new special interest opportunities. There is truly something for everyone.

### **Seniors**

Senior Lakeside Lunch continues to be a draw with enrollment building in the lead up to the event. Attendees are beyond grateful for the opportunity to connect with friends and meet new people. Next lunches will be on September 17<sup>th</sup>, and October 15<sup>th</sup>. These have been highly anticipated, and we cannot wait to keep providing this wonderful opportunity to our senior community members.

### **After School Programs**

After School Programs officially started on August 19<sup>th</sup>. In preparation, we onboarded 56 new Recreation Leaders, trained all 183 After School Program Recreation Leaders, held collaborative meetings with Chico Unified School District, and completed extensive planning to ensure a strong start to the school year.

We continue to recruit additional staff to strengthen our substitute pool and allow for increased enrollment at many schools. It has been a great start to the school year, and we are excited for the months ahead.

### **Inclusion**

Our Inclusion team has pivoted to the school year programming and are working on providing three times the Inclusion leaders provided last year as requested by Chico Unified School District. Once completely staffed, each school will have a minimum of two Inclusion Leaders at each campus.

### **The Nature Center**

Things are going well out at the Nature Center! We have just finished a season of Camp Chico Creek, and while we stopped using the creek halfway through, we still had a successful summer and offered quality care to hundreds of kids for the summer.

Through our summer waste wizards program, we were able to give around 70 lbs. of compost to the Butte County Local Food Network community compost drop-off and avert around 40 lbs. of recycling from the landfill. The outdoor enclosure for Edgar the raven has been completed, and we continue to see an increase in interest from the community in the Living Animal Museum as we make improvements and additions.

The 2025 Ice Cream Social was a great success thanks to the effort from our Events team as well! Now we are starting Nature School and Field Trips for the 2025-2026 school year and looking forward to making more improvements to our facility and programming.

### **Youth Sports**

Summer camps have officially wrapped up, and we are pleased to share that it was an outstanding season. Our success is a direct reflection of the dedication and talent of our staff, both returning and new, who created a positive and enriching experience for participants.

Looking ahead, we are preparing for an exciting fall season. The youth sports lineup will feature flag football, volleyball, and the formal transition of our Youth Sports staff. Specialized sports clinics will offer focused skill development for young athletes, while the CARD Hiking Club will continue fostering outdoor recreation, healthy activity, and community engagement. We are also proud to help launch the Youth Leader program this season, creating opportunities for older youth to build leadership skills while supporting and mentoring younger athletes.

Our toddler sports programs continue to serve as a foundation of our youth offerings. ShortE (ages 3–5), Little Athletes (ages 5–7), and CSI Clinics (ages 7–11) introduce children to sports in a supportive environment that fosters confidence, coordination, and a lasting enjoyment of physical activity.

We are also in the final stages of onboarding our new Coordinator, Sean, who will play an integral role in the upcoming season. Overall, we look forward to continued growth, strong participation, and a lasting positive impact in the community.



## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Scott Schumann, Parks and Facilities Director  
**SUBJECT:** Parks and Facilities Update - August

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### Capital Project Updates

*Henshaw Park* – A 4<sup>th</sup> and final input session was held in the community for Henshaw Park. Results from previous points of input were shared along with quantifiable data from the community. A proposed final concept and the most recent survey engagement metrics were shared:

- A total of 1,141 visits were recorded
- 787 unique visitors accessed the site
- 214 contributions were submitted through the survey
- 184 unique contributors provided feedback

Staff incorporated feedback into the final conceptual design that recognizes community preference for a built out 12.5 acre park to include courts, fields, bathroom, picnic areas, and limited removal of existing mature trees. Results of input from both in-person and online indicated support for the final design presented in the Henshaw Park Staff Report.

*Chico Bike Park*- Rough grading is currently underway. Building permits are expected in the coming weeks. Anticipated completion is Spring of 2026.

*CARD Aquatic Center*- Permits are in place with site clearing completed, rough grading nearly complete for all pools, roads, and parking. Storm drain installation is underway and the project is on track for completion in Fall of 2026. A groundbreaking ceremony was held on August 21 with large community involvement and attendance. A few stakeholders got a tour of the graded areas including the 50-meter competition pool, warm up pool, and mechanical building.

*Community Park Shop and Restroom* – Building exterior is complete with final roof installation on the bathroom structure later this month. A modification to the electrical plan is underway due to limited power at the anticipated transformer for the project. Staff are coordinating with the general contractor and PG & E to pursue the appropriate solution for functionality and cost effectiveness.

*CARD Center Pavement* – The contractor is nearing completion of the project with very positive results on the color match and brush finish. Several irrigation repairs were necessary due to discovery of old wiring being direct buried. Two drain inlets have been upgraded as result of clogged and broken piping discovered during demo. The project is still within the allotted funds.

*Fixed Assets* – The new Workman Maintenance vehicle has arrived and is being put to use in the fleet with increase ability to carry heavy loads on turf and improve the strategy for the spray program managing the turf.

### **Staffing and Risk Management**

*New Staff* - Thirteen Maintenance Workers approved by the Board of Directors in the 2025/26 budget have officially begun in their new capacity at CARD. Full time staff conversions have resulted in improved reliability and quality of work already seen in the field.

*Training* – District Staff participated in annual driver safety training with the CHP hosted at the CARD Center. Parks, Events, and Recreation Staff were in attendance.

### **Park Improvements and Maintenance**

*City of Chico Sites* – Staff toured Depot Park, Children’s Park, 9<sup>th</sup> and Hazel, and the City Plaza. A comprehensive list of issues and repairs has been developed to inform ongoing discussions of potential property transfers to CARD ownership.

*Fibar Installation* – Additional fibar fall material has been added to both play areas at Oak Way Park, Indigo Park and Emerson Parks in anticipation of increase before/after school use by the students and families from the adjacent elementary schools.

*Peterson Park* - City of Chico successfully engaged a contractor to address major pruning needs and mitigate sudden limb drop which has occurred throughout the summer.

*Community Center* - Office remodel in storage room is under way in the effort to better leverage existing spaces and increase the capacity for staff offices at the CARD Center.

*Dorothy F. Johnson Center* - The new oven has been installed.

*Chapman Splash Pad* - Garden kiosk was installed. Staff are working with the pour-in-place manufacturer for the splash pad and playground. Warranty issues have were identified and will be addressed now that school is back in session. A valve break was discovered under the sidewalk and repaired inhouse. This repair was the responsibility of the Chapman Project contractor. The oversight is being addressed with the contractor directly.

*Nature Center* - Outdoor cage was installed for Raven with passthrough for outdoor enclosure access complete.



## BOARD OF DIRECTORS

# STAFF REPORT

**DATE:** August 28, 2025  
**TO:** Board of Directors  
**FROM:** Annabel Grimm, General Manager  
**SUBJECT:** General Manager Update - August

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**Aquatics Groundbreaking & Capital Campaign** — We finally did it! The official groundbreaking ceremony took place on August 21. We estimate about 150 community members, business leaders, government officials, staff and supporters were in attendance. Look for your invitation to the ribbon-cutting ceremony in Fall 2026.

The Ripple Effect capital campaign continues to build momentum through strategic stakeholder engagement and comprehensive development of campaign infrastructure. Key progress has been made across committee formation, donor cultivation, and campaign marketing initiatives.

In July and August, I continued to conduct targeted meetings with potential campaign committee members to assess interest and capacity. We identified key community leaders with demonstrated philanthropic commitment and network connections. Engagement with high-priority prospects is ramping up leading to the gala at the end of September. In addition, we have several upcoming meetings with key community partners to discuss alignment and potential collaboration opportunities.

There were significant marketing development efforts in August. The draft design and content development for core campaign materials including case statement, brochures, and digital assets were completed. The branding and messaging framework is also nearly complete, along with donor presentation materials and leave-behind pieces. The campaign website and related content has been created and on its first round of edits.

### Notable Meetings

- 7/30 – Non-profit CEO meeting
- 7/31 – Morrison Business Brunch
- 8/1 – GVB meeting with VP Business Development & Marketing
- 8/5 – Social Services Leadership Council
- 8/7 – Cap Campaign Strategy meeting Sierra Grossman
- 8/11 – Cap Campaign meeting potential donor
- 8/13 – City of Chico Planning re N Esplanade Project
- 8/13 – Henshaw Park Public Input Session
- 8/14 – Chico State Athletics & Rec Sports Collab
- 8/19 – City of Chico Council meeting re properties discussion

### Notable Meetings Continued

- 8/20 – Chico Chamber of Commerce Exec Meeting
- 8/21 – Aquatics Center groundbreaking ceremony
- 8/21 – Cap Campaign Strategy meeting CFA & Blue Flamingo
- 8/21 – Chico Chamber of Commerce Summer Bash honoring CARD
- 8/22 – Explore Butte County collab meeting
- 8/25 – Cap Campaign meeting Butte College
- 8/26 – Ramble West partnership @ Bike Park
- 8/27 – Chico Chamber of Commerce Board Meeting
- 8/27 – Non-profit CEO meeting

### Special/Community Events

**August 17<sup>th</sup>** – CARD successfully hosted the **Nature Center Ice Cream Social at Chico Creek Nature Center**, drawing families to celebrate the end of summer. Guests enjoyed Shubert’s Ice Cream, animal encounters, guided nature walks, bounce houses, arts and crafts, face painting, and interactive activities with local partners, including the Honeybee Discovery Center and Butte County Mobile Library. Attendees also explored the Janeece Webb Living Animal Museum, making it a fun and memorable community event.

**August 22<sup>nd</sup>** – CARD brought back **Movies in the Park** at DeGarmo Park, delighting families with a magical evening under the stars. The free event featured *Wonka* on the big screen, bounce houses, face painting, Wonka-themed crafts and games, a sweet scavenger hunt, and music from DJ Tilda, creating a lively and memorable celebration for all ages.

**September 12<sup>th</sup>** – The next **Movies in the Park** iteration will be at Veterans Memorial Park (formerly Wildwood Park) for a free, family-friendly screening of *Inside Out 2* — Pixar’s heartwarming and hilarious new adventure inside the mind of a teenager. Arrive early to enjoy games, crafts, face painting, and other fun activities before the movie begins. Local food trucks will be on-site with tasty treats and drinks, plus we’ll be serving free movie theater popcorn to complete the experience. It’s a night of big emotions, big laughs, and memories you won’t want to miss!

### **September 26<sup>th</sup> - You’re invited to Midnight Tides: A Night Beneath the Waves!**

Join us at the Lakeside Pavilion for an evening of oceanic elegance and aquatic enchantment. Experience an underwater dreamscape with shimmering lights, flowing drinks, and curated bites as you mingle, dance, and celebrate in style. Dress to impress in your gala attire and support the future of our Aquatics and Recreation Center at a night you won’t soon forget.

### News Stories

- [New bike park in Chico to bring state-of-the-art amenities for cycling enthusiasts - KRCR](#)
- [Chico breaks ground on new bike park | Chico ER |](#)
- [Groundbreaking ceremony takes place at site of new bike park in Chico - Action News Now](#)

- [Work begins on Chico aquatic center, ceremonial groundbreaking set for August 21 | Action News](#)
- [SmashSwing Immersive To Partner With Beyond Golf Chico on a first-of-its-kind 'Big Screen ...](#)
- [CARD to host free ice cream social at the Chico Creek Nature Center - Action News Now](#)
- [Race Communications holds Back to School Backpack giveaway at \*\*CARD Community Center\*\*](#)
- [Locals seek relief from the summer heat at Pleasant Valley Pool in Chico - Action News Now](#)
- [Chico's DeGarmo Park hosts 'Movies in the Park' with 'Wonka' | News | \[actionnewsnow.com\]\(http://actionnewsnow.com\)](#)
- [Three things to do this weekend - Chico Enterprise-Record \(Ice Cream Social\)](#)
- [Groundbreaking ceremony for Chico's aquatic center scheduled for this Thursday | News](#)
- [Midnight Tides gala in \*\*Chico\*\* to support future Aquatic Center | Video | \[actionnewsnow.com\]\(http://actionnewsnow.com\)](#)
- [Groundbreaking held for Chico's \\$30 million aquatic center, aims for fall 2026 opening |Action News Now|](#)
- [Chico City Council talks potential of CARD to operate and maintain select city parks - KRCR](#)

**Contracts over \$20,000**

None