

MINUTES
RECREATION COMMITTEE MEETING
Wednesday, February 3, 2021 at 9:00 a.m.
UWCD Headquarters, Board Room
1701 N. Lombard Street, Oxnard, CA 93030

(In addition to its public Recreation Committee Meeting, the public could also choose to participate virtually using the Webex video conferencing application.)

Committee Members Present:

Chair Sheldon G. Berger
Mohammed A. Hasan
Edwin T. McFadden III

Staff Present:

Mauricio E. Guardado, Jr., general manager
Clayton Strahan, chief park ranger
Josh Perez, human resources manager
Joseph Jereb, chief financial officer
Zachary Plummer, IT administrator
Kris Sofley, executive assistant
Jackie Lozano, administrative assistant
Kurt White, park ranger

Public Present:

Tara Bravo (CV Strategies)
Burt Handy

OPEN SESSION 9:00 a.m.

Chair Berger called the meeting to order at 9:00 a.m.

Committee Roll Call

Clerk called the roll. Directors Berger, Hasan and McFadden were all participating via WebEx.

1. Public Comment

Chair Berger asked if there were any public comments. None were offered.

2. Approval of Minutes

Motion to approve the Committee Minutes from January 6, 2021, Director Hasan; Second, Director McFadden. Roll call vote, three ayes (Berger, Hasan, McFadden); none opposed. Motion carried 3/0.

3. Visitation and Revenue Recap

Chief Park Ranger Clayton Strahan opened with an introduction of Ms. Tara Bravo of CV Strategies to the Committee members. Ms. Bravo presented a first look of the proposed new website ExploreLakePiru.com. The new site offers more functionality and is more customer service driven with an online reservation system and credit card payment capabilities. "Contact us" inquiries on the site would be automatically directed to Chief Strahan for follow-up.



Chair Berger questioned if the site is stand-alone or part of United Water Conservation District's (United) website. Ms. Bravo replied that ExploreLakePiru.com would be independent of the United site, but will be linked to the United site. She estimates that it will take approximately 1-1/2 months after launching the new site before the District would see a lot of activity. The site information would be forwarded to Google once the site goes live. At present, United is collecting email addresses from those who had prior reservations. An email will go out informing guests of the live website which should spike website activity and hopefully drive visitation.

There was discussion among the Committee members regarding the amenities and upgrades to the campgrounds. Recreation staff is in the process of evaluating three sites in which to accommodate larger recreational vehicles (RV). Staff would review with Finance if this upgrade project could be budgeted for this or next fiscal year. The Wi-Fi project is underway with Operations and Maintenance working with Dieners Electric on delivering power to the Recreation area as well as assisting with installation of the towers/poles. IT and communications staff are busy setting up and testing the instrumentation part of the Wi-Fi system. Staff anticipates being able to go live with Wi-Fi availability in the entire core Recreation area in late spring or early summer and, if feasible, will offer Wi-Fi accessibility to the upgraded RV sites. At some point, a new fee schedule would be proposed for consideration to the Board.

Information Item. No further comments or questions from the Committee, and no action was taken.

No comments or questions from the public.

4. Monthly Operational Update

The Committee received and reviewed the monthly report, as provided in the agenda packet. Chief Strahan presented an overview of the monthly activities for January 2021 (presentation attached). There was discussion among the Committee and staff as to the response of potential concessionaire service providers for the Lake. At present, there is a request for proposals (RFP) going to the lawyers for review. An RFP was drafted and is in its second review with staff and will be forwarded to the General Manager. The RFP was not publicized, but staff would reach out to those who may have an interest. The focus for the RFP is customer service, especially regarding rental vessels and store, and would exclude campsites. Separately, United would operate the campsites through MySites portal, the self-serve reservation system embedded into the new ExploreLakePiru.com website, which fiscally made better sense overall.

The General Manager commended HR Manager Perez and Chief Park Ranger Strahan on the amazing work put forth during this pandemic. United's stance on reopening the Recreation Area is being considered month-by-month depending on public health and government considerations and regulations.

Information Item. No further comments or questions from the Committee, and no action was taken.

5. Future Agenda Items

Chair Berger polled the Committee as to any future agenda items. None were offered.

Director McFadden inquired as to when the Lake Piru staff would be eligible for COVID19 vaccinations. HR Manager Perez replied that United is working with Ventura County services to determine when and is working with other water agencies to get vaccinations expedited. United is making every effort to make that available to staff at the lake, which is also a factor in determining the best way forward in reopening.



ADJOURNMENT 9:34 a.m.

Motion to adjourn the meeting, Director McFadden; Second, Director Hasan. Meeting was adjourned by Chair Berger at 9:34 a.m.

I certify that the above is a true and correct copy of the minutes of the UWCD Recreation Committee meeting of February 3, 2021.

ATTEST: Sheldon Berger
Sheldon G. Berger, Chair



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Visitation and Revenue Recap



January 2021 vs. January 2020
Day Use Revenue & Visitation Comparison

Year	Cash Revenue	Credit Revenue	Combined Revenue	Persons	Vehicles	Vessels
2021	\$6,410.00	\$7,714.00	\$13,584.00	2317	1040	124
2020	Unknown	Unknown	\$1,598.40	276	154	26

- January 2021 revenue and visitation figures are current through January 24.
- 2020 figures are for entire month and were provided by PMC. To provide equivalent comparison, camping revenue and visitation are not included, as the District is not currently open for these areas.
- 633% increase in revenue** between January 1-20 (2021 vs. same period 2020)
- 637% increase in visitation** between January 1-20 (2021 vs. same period 2020)

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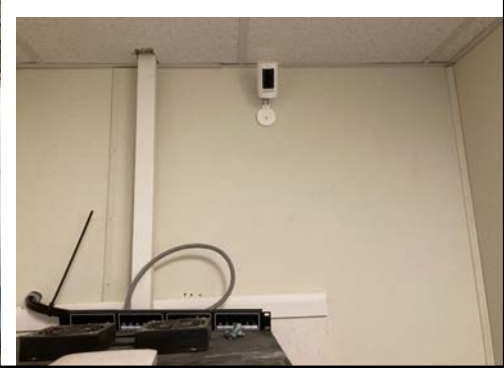




Operational Update


- Installed security cameras at the Ranger Station and Kiosk to manage secure cash collection locations
- Interviewed landscape contractors to assess and repair the day-use irrigation system (ongoing)
- Interviewed landscape contractors and secured proposals for potential long term landscape maintenance contracts
- Performed an Inventory audit of the Lake Piru store contents

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Operational Update

Began repairs to onsite facilities including:

- Built base pads for Connex storage containers
- Painted and prepped trim for Entry Kiosk repairs
- Contracted quality ag to replace roof on Dog Park restroom
- Arranged account services began ordering processes with House Sanitary for janitorial services



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Operational Update

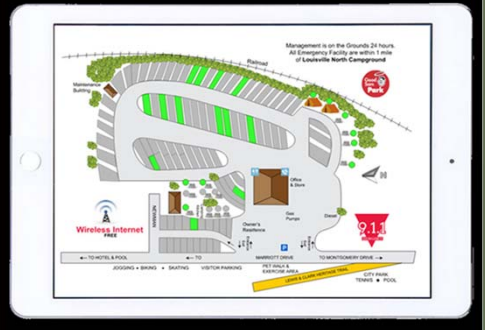

- Developed and proposed a draft job description for camp host services which is currently under review by General Counsel
- Implemented cash handling and credit processing procedures and purchased/installed safes for cash security
- Located and repaired domestic water system main line leak
- Began assessing and repairing damaged signs due to wind event

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Operational Update

Administrative Tasks:

- Reviewed two drafts of the mysites.com reservation system (anticipated launch in February)
- Approved IT purchases of equipment needed for cash handling (desktops, cash drawers, credit card readers, and printers)
- Completed a PCI Compliance Survey for credit card processing at Lake Piru
- Secured a proposal from CV Strategies to develop a customer facing website for Lake Piru

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