

**MINUTES**  
**RECREATION COMMITTEE MEETING**  
**Wednesday, April 7, 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

**Committee Members Absent:**

Edwin T. McFadden III

**Staff Present:**

Mauricio E. Guardado, Jr., general manager  
Clayton Strahan, chief park ranger  
Maryam Bral, chief engineer  
Joseph Jereb, chief financial officer  
Jackie Lozano, administrative assistant  
Josh Perez, human resources manager  
Zachary Plummer, IT administrator

**Public Present:**

Maria Christopher  
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 and Hasan were participating via WebEx. Director McFadden was absent.

**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 March 3, 2021, Director Hasan; Second, Director Berger. Two ayes (Hasan, Berger); none opposed, one absent (Director McFadden). Motion carried 2/0/1.



### 3. UWCD Board of Directors Motion Items (April 14, 2021 meeting)

#### 3a. Board Agenda Item 4.2: Resolution 2021-08 Lake Piru Recreation Area Fees, Fee Administration, Loyalty Rewards Program, and Reservation/Cancellation/Refund Guidelines

Chief Park Ranger Strahan summarized the Resolution to the Committee. There was discussion among the Committee and staff regarding Wi-Fi access. Chief Strahan stated that United staff is close to having Wi-fi available for use in the RV area and plans to have Wi-Fi available to the entire park by Memorial Day. Visitors will be able to pay for and receive access codes via MySites.com. Upon purchase, Wi-Fi is limited to 30 days of use. It was requested by one of the Committee members to keep the pricing consistent on the published list by rounding the fees to whole dollars (removing .99) for ease of bookkeeping moving forward.

There was also discussion as to the refundable group sites clean up fee. General Manager Mauricio Guardado requested the item be renamed a *Security Deposit* to make it clear what the visitor is paying for. After discussion, the Committee agreed to recommend approval of Resolution 2021-08 to the full Board.

No further comments or questions from the Committee.

No comments or questions from the public.

### 4. Economic Update

Chief Strahan provided an overview and presentation to the Committee (presentation attached). There was discussion among the Committee and staff regarding occupancy levels based on current COVID-19 restrictions. Chair Berger requested a comparison of Day Use, Visitation and Camping Revenue over additional years, stating that it would provide a better comparison when looking at the whole picture prior to the impact of COVID-19 closures. Chief Strahan said he would update the table to include years 2018 and 2019.

Maria Christopher asked for permission to address the Committee. She represents the Heritage Valley Tourism Bureau and commented on the amazing work Chief Strahan and others at the lake have done to promote and expand the visibility of the Recreation Area, and efforts in reaching out to Santa Clarita. She recently visited the Pothole Trailhead facility and commented on the atmosphere, the views, and could not thank park staff enough. Chair Berger thanked Ms. Christopher for her comments and expressed his gratitude to Chief Strahan on the outstanding work taking place at the lake.

Chief Strahan mentioned how MySites has been beneficial for evaluating campsite reservations. This has allowed him to quickly ascertain which areas are used most often, the number of visitors, and the revenue detail on a daily, weekly, and monthly basis to enhance effective decision making. MySites also provides a visual breakdown through charts of the campsite and day use revenue that can be used for analysis and future presentations.

Information Item. No further comments or questions from the Committee.

No further comments or questions from the public.



## 5. Monthly Operational Update

The Committee received and reviewed the monthly report, as provided in the agenda packet. Chief Strahan presented highlights of the monthly activities for March 2021 (presentation attached). He circled back on the Committee's inquiry regarding the Recreation Area's Master Plan. The plan was developed in 1999 and updated in 2008. Currently, he is working with the General Manager and Chief Engineer to evaluate, revise and update the existing Master Plan which addresses all the activities in the park.

There was discussion among Committee members and staff regarding landscaping services, procurement of vehicles for the campgrounds, ADA compliance of park seating, and the bid process for the concession and marina areas. Chair Berger said he would like to know if there had been a decision on whether United would take over the concession and marina services at the lake. Chief Strahan responded, stating that the bid process closed on March 24. He added that there were two letters received, but the parties declined to submit a proposal due to either timing or limited revenue. There was one nonconforming proposal received and staff would be meeting with that company later that day. Mr. Guardado asked Chief Strahan to inform the Committee regarding alternatives being considered, which are: 1) do nothing now and continue with no concessions vendor, then evaluate later; 2) negotiate with nonconforming proposal company to run only the marina operations and United maintains the store; or 3) hire a company to run the marina and not have a store. The plan is for Recreation staff to continue to meet with Mr. Guardado to discuss the different options.

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

No comments or questions from the public.

## 6. Future Agenda Items

Chair Berger polled the Committee as to any future agenda items.

- Present a brief recap of the updated *Day Use plus Camping Revenue and Visitation* table at the upcoming Finance and Audit Committee meeting on April 13.

Chair Berger thanked Chief Strahan for the outstanding job he has done for the Recreation Area. He also thanked Ms. Christopher for her attendance and comments, which he said he would share at United's Board of Directors meeting on April 14.

## ADJOURNMENT 10:03 a.m.

Meeting was adjourned by Chair Berger at 10:03 a.m.

I certify that the above is a true and correct copy of the minutes of the UWCD Recreation Committee meeting of April 7, 2021.

ATTEST:

  
Chair Sheldon G. Berger






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## Lake Piru Fees and Loyalty Rewards/Incentives Program

- **Approval of Loyalty Rewards/Incentives Program**
- **Approval of Proposed Changes to the Lake Piru Fee Schedule**
  - Amend vehicle fee from annual daily rate of \$14 to seasonal daily rates of \$10 (Oct-Mar) and \$14 (Apr-Sep)
  - Amend Group II nightly fee from annual flat rate of \$30 per night to seasonal rate of \$25 and \$32 per night
  - Amend daily motorcycle fee from \$9 to \$8
  - Amend reservation fee from \$9 to \$10
  - Adopt a \$100 refundable deposit for Group camp sites
  - Adopt a \$50 cancellation fee for group sites
  - Adopt Wi-Fi fees of \$8.99 p/d, \$22.99 p/w and \$39.99 p/m

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### Reservations, Cancellations, and Refunds Guidelines

- **Approve draft set of guidelines to address the following:**
  - Cancellations
  - No-show Cancellations
  - Refunds
  - Reservations
  - Cleaning Deposits
  - Check In/Out Procedures

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## Economic Update

**2021 vs. 2020**  
**Day Use plus Camping Revenue and Visitation Comparison**

Year 1 282	Day Use Revenue	Camping Revenue	Combined Revenue	Persons	Vehicles	Vessels
2021	\$48,559.50	\$54,843.60	\$103,401.10	7,573	3,696	334
2020	\$9,731.25	\$49,321.80	\$50,293.05	2,885	1,282	224

2021 revenue and visitation figures are current through March 27, 2021.

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2020 figures are for entire month and were provided by PMC.

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**399% increase** in **Day Use Revenue** between January 1 and March 27 (2021 vs. same period 2020)

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**106% increase** in total **revenue** between January 1 and March 27 (2021 vs. same period 2020)

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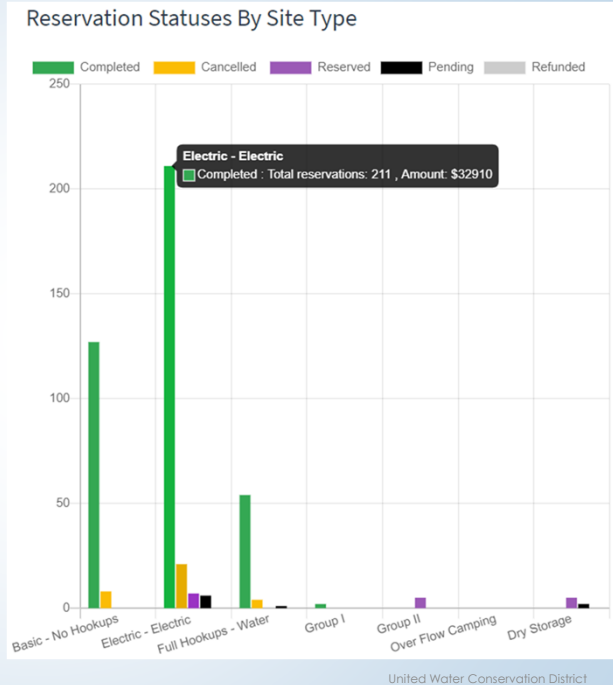
**115% increase** in daily **revenue** collected January to March (2020 vs. 2021 collection period – \$553/day 2020 vs. \$1,193/day 2021)

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- Electric sites accounted for \$32,910 in revenue collected with add-on sales
  - \$711 in firewood sales
  - \$80 in ice sales
  - \$172 in shower sales

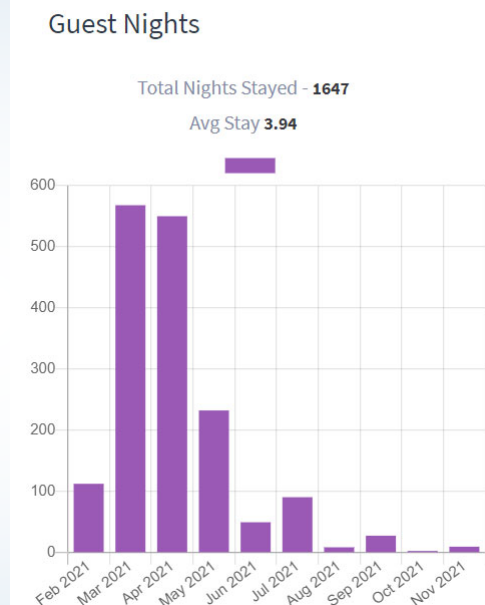
### Revenue Breakdown



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- 323 reservations made between February 19 and March 27, 2021
  - 734 of 1647 visitor nights were for electric sites
  - Electric sites accounted for \$24,471 (bill add-ons excluded)

### Guest Nights



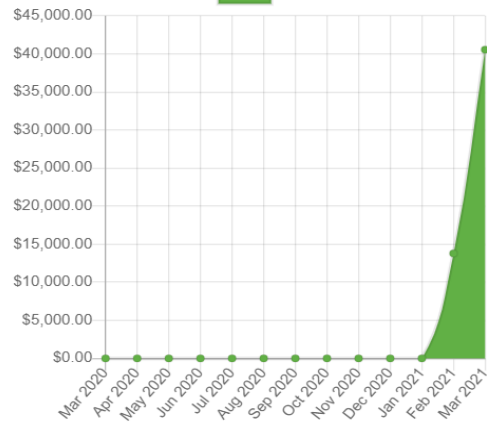
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- Approximately \$55,000 in Camping Revenue February 19 – March 27
- Approximately \$49,000 in Day Use Revenue January 1 – March 27
- Projecting \$60,000 in Camping Revenue in April and \$20,000 in Day Use Revenue

## 12-Months Earnings

### Year 12 Months Earnings

Total Payments Received - \$ 54,331.60  
This Month Payments Received - \$ 40,545.60



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## Operational Update – General



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- Executed Professional Services for Landscaping and tree care services
  - Pacific Vista Landscape LLC. was selected as the lowest qualified bidder
- Continued with Master Plan evaluation and planning efforts
- Recruited and hired four seasonal park ranger assistants and two volunteer work camper couples

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## Operational Update

### Irrigation System Repairs

- Pacific Vista Landscape continued efforts to repair the park's irrigation system which included:
  - One main line leak repair
  - Two lateral line repairs
  - Installation of pressure gauge
  - Installation of an isolation valve and blow off
- Replacement of 20 irrigation heads
- Installed 300 feet of drip line and planted 11 trees



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## Operational Update

### Purchases and Installations

- Purchased six Yamaha U-max rally utility carts for seasonal and volunteer staff
- Purchased new uniforms for all seasonal staff (polo shirts and caps shown to the left)
- Purchased 10 new handheld radios for park staff
- Installed radio base station at Ranger Station
- Purchased three generators to address ongoing PSPS outages
- Installed ice machines in two locations within the park
  - Ice provided by Newhall Ice for sales operations



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## Operational Update

### Facilities Maintenance

- Relocated two connex storage containers onto gravel pads
- Installed a new fee sign
- Reprogrammed the pay shower systems (8 minutes for \$1.50)
- Cleaned and prepped the Oak Lane and Lower Oaks restrooms
- Relocated all ADA picnic tables
- Installed fishing line tubes (Grant)



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## Operational Update

### Travel and Training

- Staff participated in a departmental kickoff meeting on March 27, 2021.
- Ranger Danny Helton attended and completed Boater Safety and Enforcement Training at Lake Havasu.
- Chief Strahan is planning to attend Clemson University in the fall to complete the in-person portion of the Ron Walker Leadership Program for Recreation Professionals course.
- Participated in ongoing coordination meetings with the staff of MySites.com and Finance personnel.



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