

MEMORANDUM

TO: Board of Trustees

THROUGH: Steven J. Pinkerton
General Manager

FROM: Indra Winquest
Director of Parks & Recreation

SUBJECT: Receive, review, discuss and possibly provide direction in relation to a presentation and preview of new and/or enhanced initiatives for the 2019 beach season

STRATEGIC PLAN: Long Range Principal #2 – Finance
Long Range Principle 4 – Service
Long Range Principal 5 – Assets and Infrastructure
Long Range Principal 6 – Communication

DATE: February 27, 2019

I. RECOMMENDATIONS

That the Board of Trustees receive, review, discuss and possibly provide direction related to a presentation and preview of new and/or enhanced initiatives for the 2019 Beach Season.

II. DISTRICT STRATEGIC PLAN

Long Range Principal #2 – Finance
Long Range Principle 4 – Service
Long Range Principal 5 – Assets and Infrastructure
Long Range Principal 6 – Communication

III. BACKGROUND

On November 13, 2018, during the 2018 Beaches season wrap up, several potential enhancements for the 2019 Beaches season were highlighted. Additionally, Staff informed the Board that more information would be provided leading up to the 2019-20 Budget discussions and presentations.

Receive, review, discuss and possibly provide direction in relation to a presentation and preview of new and/or enhanced initiatives for the 2019 beach season

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IV. FINANCIAL IMPACT AND BUDGET

None at this time. Staff will be providing financial analysis as it relates to new or enhanced initiatives during upcoming 2019-20 budget presentations.

V. ALTERNATIVES

Not applicable.

VI. COMMENTS

Staff's presentation will provide insight into the suggested enhancements and new initiatives as they relate to operations at the District's beaches. These initiatives are based on gaps in existing service levels, safety, dynamic pricing and utilization. The Board of Trustees will have an opportunity to ask questions, discuss options, and provide necessary direction if desired. All feedback and potential direction will be factored into the budget process and will be presented during upcoming budget presentations.