



SPECIAL AND REGULAR MEETING

BOARD OF DIRECTORS MIDPENINSULA REGIONAL OPEN SPACE DISTRICT

Wednesday, June 24, 2020

The Board of Directors conducted this meeting in accordance with California Governor Newsom's Executive Order N-29-20. All Board members and staff participated via teleconference.

DRAFT MINUTES

SPECIAL MEETING

Vice-President Riffle called the special meeting of the Midpeninsula Regional Open Space District to order at 5:00 p.m.

ROLL CALL

Members Present: Jed Cyr, Larry Hassett, Karen Holman, Zoe Kersteen-Tucker, Yoriko Kishimoto, Curt Riffle, and Pete Siemens

Members Absent: None

Staff Present: General Manager Ana Ruiz, General Counsel Hilary Stevenson, Assistant General Manager Susanna Chan, Chief Financial Officer/Director of Administrative Services Stefan Jaskulak, District Clerk/Assistant to the General Manager Jennifer Woodworth, Public Affairs Manager Korrine Skinner

District Clerk Jennifer Woodworth reported no written comments were submitted for this item.

1. Benchmark Survey Results (R-20-62)

Public Affairs Manager Korrine Skinner provided the staff presentation describing the purpose of the benchmark survey to support the Board's strategic plan goals and to inform the creation of a District-wide strategic communications plan. Ms. Skinner introduced Miranda Everitt from FM3 Research who was the District's consultant for the project.

Ms. Everitt presented the results of the benchmark survey conducted in January 2020, describing the methodology used and compared District survey results to surveys completed by other open space and parks agencies. The survey looked at residents' opinions on issues affecting District residents, value of open space lands, District mission and values, effectiveness of District messaging, etc.

The Board requested and received clarification regarding the benchmark survey results.

President Holman inquired regarding the reasons why residents surveyed under 40 have less familiarity with the District.

Ms. Everitt stated this could be for a variety of factors, such as new to the area, less awareness of local open space options, busier schedules, etc.

Director Kishimoto inquired regarding the information sources used by residents and suggested additional information could be gathered regarding specific sources of news and information.

Ms. Skinner reported the District will repeat the study periodically and could craft a more specific question for a future study.

Director Kersteen-Tucker commented on the size of the sampling area in the Coastsides Protection Area stating that a large number were from Redwood City, which is not in the Coastsides Protection Area.

Ms. Skinner stated that the areas were identified by zip code, and staff will look into this more.

Director Kersteen-Tucker spoke regarding the importance of protecting local food sources as a potential District message related to protecting agricultural lands.

Vice-President Riffle inquired regarding the potential effect of the shelter-in-place on the survey results.

Ms. Skinner stated that she thinks resident awareness levels are expected to have risen as visitor usage rose during the shelter-in-place.

Vice-President Riffle inquired regarding differing opinions for residents along the coastal area versus those closer to the Bay.

Ms. Skinner described some of the small differences between residents on either side of the District and stated that the results were enlightening compared with preconceived ideas of what the results would be.

Ms. Skinner reviewed the implications of the survey results for District communications, including increasing awareness, consider target audience opportunities, elevating key messaging themes, and matching the message to the audience. Strategies include better utilizing the *Open Space Views* newsletter, expanding media and social media outreach, expand community presentations and tabling, embracing the District's low-impact identity, etc.

Public comments opened at 6:37 p.m.

District Clerk Jennifer Woodworth reported no public comments were submitted for this item.

Public hearing closed at 6:37 p.m.

Director Siemens suggested a smaller scope survey should be completed in the next year to measure increase in awareness following the COVID-19 outbreak and spoke in favor of creating a newspaper insert for local papers.

Director Kersteen-Ticker expressed interested in further studying the differences between coastside and bayside residents to help develop focused messages for the coastal areas. Director Kersteen-Tucker expressed interest in learning more about where residents visit open space, such on District, state, or county lands.

Director Kishimoto spoke regarding the District’s upcoming 50th anniversary and what may be next for the District in the coming 50 years.

Director Hassett spoke in favor of partnering with health organizations to promote family health on District preserves.

General Manager Ana Ruiz commented on the value of the information to help the District better connect with its residents and also in creating new tools that can provide more focused information that is important and meaningful to residents.

No Board action required.

Vice-President Riffle adjourned the special meeting of the Board of Directors of the Midpeninsula Regional Open Space District at 6:56 p.m.

REGULAR MEETING

Vice-President Riffle called the regular meeting of the Midpeninsula Regional Open Space District to order at 7:05 p.m.

ROLL CALL

Members Present: Jed Cyr, Larry Hassett, Zoe Kersteen-Tucker, Yoriko Kishimoto, Curt Riffle, and Pete Siemens

Members Absent: Karen Holman

Staff Present: General Manager Ana Ruiz, General Counsel Hilary Stevenson, Chief Financial Officer Stefan Jaskulak, Assistant General Manager Brian Malone, Assistant General Manager Susanna Chan, Controller Mike Foster, District Clerk/Assistant to the General Manager Jennifer Woodworth, Finance Manager Andrew Taylor, Natural Resources Manager Kirk Lenington, Visitor Services Manager Matt Anderson, Planning Manager Jane Mark, Land & Facilities Manager Michael Jurich, Engineering & Construction Manager Jay Lin, Information Systems & Technology Manager Casey Hiatt, Public Affairs Manager Kori Skinner, Real Property Manager Mike Williams, Governmental Affairs Specialist Joh Hugg

Vice-President Riffle announced this meeting is being held in accordance with Governor Newsom’s Executive Order allowing Board members to participate remotely. The District has done its best to conduct a meeting where everyone has an opportunity to listen to the meeting and to provide comment. The public has the opportunity to comment on the agenda, and the opportunity to listen to this meeting through the internet or via telephone. This information can be found on the meeting agenda, which was physically posted at the District’s Administrative Office, and on the District website. Vice-President Riffle described the process and protocols for the meeting.

ORAL COMMUNICATIONS

District Clerk Jennifer Woodworth reported no written comments were submitted for this item.

ADOPTION OF AGENDA

Motion: Director Kersteen-Tucker moved, and Director Siemens seconded the motion to adopt the agenda.

ROLL CALL VOTE: 6-0-0 (President Holman absent)

CONSENT CALENDAR

Public comment opened at 7:12 p.m.

District Clerk Jennifer Woodworth read the comments submitted for the Consent Calendar into the record.

Ross Heitkamp supports the dedication of a commemorative bench for California State Senator Jim Beall and suggested an alternate location for the bench installation.

Public comment closed at 7:14 p.m.

Director Holman arrived at 7:15 p.m.

Motion: Director Cyr moved, and Director Siemens seconded the motion to approve the Consent Calendar.

ROLL CALL VOTE: 7-0-0

1. **Approve June 10, 2020 Minutes**
2. **Claims Report**
3. **Approval of a Commemorative Bench for State Senator Jim Beall at El Sereno Open Space Preserve (R-20-63)**

General Manager’s Recommendation: Approve the recommendation from the Legislative, Funding and Public Affairs Committee to install a commemorative bench and plaque in honor of

significant supporter State Senator Jim Beall with a view over the Lexington Vista at El Sereno Open Space Preserve.

Director Siemens spoke regarding the honor it was to nominate Senator Beall for a commemorative bench honoring Senator Beall.

Governmental Affairs Specialist Josh Hugg stated staff will work with Senator Beall's office regarding the specific bench location if the bench is approved by the Board in response to the public comment received. The photograph attached to the staff report is meant to be representative of the area.

4. Partnership with the San Mateo County Resource Conservation District for Invasive Plant Early Detection and Rapid Response (R-20-67)

General Manager's Recommendation: Authorize the General Manager to enter into a three-year agreement with the San Mateo County Resource Conservation District to perform education and outreach activities and limited invasive non-native plant treatment, for a total amount not-to-exceed \$210,000 (\$70,000 per year).

5. Annual Review of Finance Policies for Fiscal Year 2021 (R-20-64)

General Manager's Recommendations:

1. Affirm Board Policies 3.08 - *Statement of Investment*, and 3.09 - *Debt Management Policy*.
2. Approve two minor amendments to Board Policy 3.06 – *Initial and Continuing Disclosures Relating to Bond Issuances* relating to reporting events of the Continuing Disclosure Policy.

6. Authorization to contribute a \$1.5 Million payment of the Fiscal Year 2019-20 budget savings to the Section 115 Trust administered by Public Agency Retirement Services (PARS) (R-20-65)

General Manager's Recommendation: Authorize the General Manager to deposit \$1.5 Million into the Midpeninsula Regional Open Space District's PARS account established under a Section 115 Trust to pre-fund pension obligations.

ROLL CALL VOTE: 7-0-0

BOARD BUSINESS

7. Fiscal Year 2020-21 Budget and Capital Improvement and Action Plan (R-20-68)

Chief Financial Officer and Director of Administrative Services Stefan Jaskulak provided the staff report. Mr. Jaskulak reviewed the changes to the budget book since the public hearing on the budget on June 10, 2020, as requested by the Board of Directors. Mr. Jaskulak reviewed the proposed FY20-21 budget by fund and the resolutions proposed for adoption.

Director Riffle requested clarification regarding the e-bike pilot project, including potential study of e-bike use on paved and unpaved trails, which is included as a Visitor Services Department operating project.

Assistant General Manager Brian Malone reported the intent of the project is to bring an item to the Board in August 2020 regarding e-bike use on paved trails. A potential pilot program for e-bikes on unpaved trails, including potential project initiation and timeline, would also be discussed as a part of the agenda item.

Director Kishimoto suggested modifying the project language to state “Explore pilot program for e-bike access on District paved trails and defer the evaluation of a pilot e-bike program on District unpaved trails.”

Director Kersteen-Tucker spoke in support of including that further evaluation of e-bike use would be evaluated rather than stating any evaluation is deferred. Additionally, Director Kersteen-Tucker requested additional information regarding the impact of e-bike on District trails.

Mr. Malone stated the main impact at District preserves is on the visitor experience rather than on the trails, and staff will be installing additional signage informing visitors regarding the current prohibition of e-bikes on District trails.

Director Kersteen-Tucker inquired how long the e-bikes potential pilot program would be deferred.

General Manager Ruiz confirmed that further study of a potential pilot project for e-bikes on unpaved trails would be including in the following fiscal year action plan and budget (FY22), which the Board will review and approve as part of the annual Budget and Capital Improvement and Action Plan process.

Public comments opened at 7:46 p.m.

District Clerk Jennifer Woodworth reported no public comments were submitted for this item.

Public comments closed at 7:46 p.m.

Motion: Director Kishimoto moved and Director Cyr seconded the motion to:

1. Adopt a Resolution approving the Fiscal Year 2020-21 (FY21) Budget and Capital Improvement and Action Plan.
2. The Visitor Services Department operating project E-Bike Policy Evaluation will be modified to read “Explore pilot program for e-bike access on District paved trails.”
3. Adopt a Resolution approving the Classification and Compensation Plan for Fiscal Year 2020-21.

ROLL CALL VOTE: 7-0-0

INFORMATIONAL MEMORANDUM

- Updates regarding the administrative historic resources procedural guide, historic resources database, and historic resources training program

INFORMATIONAL REPORTS

A. Committee Reports

Director Riffle reported the Board Appointee Evaluation committee met on June 17, 2020 and finalized the evaluation schedule, which has been provided to the Board appointees.

B. Staff Reports

Ms. Ruiz reported on several upcoming webinars that may be of interest to the Board members.

C. Director Reports

The Board members submitted their compensatory reports.

Director Kersteen-Tucker requested updates regarding the District's volunteer and docent programs and their ability to return to field work.

Ms. Ruiz reported staff is currently assembling a phased plan for reentry into the field, including training, safety protocols, etc.

Director Kersteen-Tucker requested and received an update regarding the higher use of District preserves by visitors.

President Holman inquired if staff was aware of any concerns related to illegal fireworks being used near District preserves.

Mr. Malone reported that visitor use is typically higher near the July Fourth holiday, and additional staff is brought on to enforce fireworks prohibitions. There has not been an issue related to fireworks prohibitions so far at the preserves.

Director Riffle suggested the Board conduct a self-evaluation and requested staff report back with information regarding this topic.

The Board members spoke in support of conducting a Board self-evaluation.

President Holman suggested staff work with the Board President and Vice-President to further develop the self-evaluation process and return to the Board.

ADJOURNMENT

Vice-President Riffle adjourned the regular meeting of the Board of Directors of the Midpeninsula Regional Open Space District 8:12 p.m.

Jennifer Woodworth, MMC
District Clerk