



CITY of CALABASAS

PARKS, RECREATION & EDUCATION COMMISSION AGENDA REPORT

DATE: NOVEMBER 30, 2016

**TO: MEMBERS OF THE PARKS, RECREATION & EDUCATION
COMMISSION**

FROM: JEFF RUBIN, COMMUNITY SERVICES DIRECTOR

**SUBJECT: DISCUSSION AND RECOMMENDATION ON WHETHER OR NOT TO
MOVE FORWARD WITH NON-RESIDENT MEMBERSHIP AT THE
CALABASAS SENIOR CENTER**

MEETING DATE: DECEMBER 12, 2016

SUMMARY RECOMMENDATION:

It is recommended that the Parks, Recreation and Education Commission discuss and make a recommendation on whether or not to move forward with non-resident membership at the Calabasas Senior Center.

BACKGROUND/DISCUSSION:

At the Council meeting of February 10, 2016 staff brought forward a recommendation on a membership fee structure as follows:

Resident Membership:	\$100 Annually
Resident Couple Membership:	\$125.00 Annually
Non Resident Membership:	\$125.00 Annually
Non Resident Couple Membership:	\$150.00 Annually

Single Day Use Resident: \$3.00
 Single Day Use Non Resident: \$5.00
 Class/Program Fees: 20% surcharge for Non Residents

After discussion the City Council made a change to only the Non Resident Membership fees as follows:

*Non Resident Membership: \$150.00 Annually
 *Non Resident Couple Membership: \$175.00 Annually

*Council also determined that membership will only be open to residents of the City of Calabasas. If at a point to be determined by staff, membership slots are still available then a non-resident will be allowed to take out a membership.

On March 9, 2016 City Council adopted Resolution No. 2016-1493 implementing a membership fee structure for the Calabasas Senior Center.

Since starting our membership drive in May and officially opening the facility in July there are currently 497 resident members at the Senior Center. Staff projected 600 members as a good starting point early on during both City Council and PRE Meetings and would suggest that be the current threshold whether or not non-residents are made eligible for membership.

Staff has done quite a bit getting the word out to residents over the past several months including a call for membership on the cover of the Fall 2016 Recreation Brochure.



The following chart shows how membership has slowed down considerably since late September.

September 22, 2016	470	
October 4, 2016	474	+4
October 13, 2016	482	+8
October 25, 2016	488	+6
October 31, 2016	490	+2
November 22, 2016	493	+3
November 30, 2016	497	+4

If we are to move forward with permitting non-residents membership the following are some questions that need to be discussed:

1. How many spots are made available?
2. How do we notify non-residents of limited membership availability?
3. What type of system is developed so there is not a free for all for the available non-resident spots?
4. What do we do if a Resident wants a membership once 600 is reached?
5. If a waiting list is developed, do residents have priority?
6.?

FISCAL IMPACT/SOURCE OF FUNDING:

Membership revenue is posted to account 10-000-446200

REQUESTED ACTION:

It is requested that the Parks, Recreation and Education Commission discuss and make a recommendation on whether or not to move forward with non-resident membership at the Calabasas Senior Center.