

STAFF REPORT



Meeting Date: April 21, 2021
To: Board of Directors
From: Michael J. Aho – District Administrator
Subject: AMS Update-Guiding Principals
Prepared by: Sabrina Bernardo – Recreation Supervisor

I. Recommendation

Approve the recommendation of the Community Resources Committee to accept the Business and Operational Plan as presented by AMS Planning & Research for the future operations of the Fair Oaks Recreation & Park District’s Arts & Entertainment Programs.

II. Background

At the April 15, 2020 Board of Director’s meeting, Board Directors approved adding the Veterans Memorial Amphitheatre Master Plan to the overall Plaza Park, Village Park, and Community Clubhouse Masterplan with established development cost of \$5.9 million dollars.

In conjunction with such approval, the Board of Director’s directed staff to seek out the assistance of a professional firm to develop a strategic operational plan for the Fair Oaks Recreation and Park District’s future Arts & Entertainment Programs.

AMS was retained by the District in May 2020. AMS has since conducted workshops, interviews with stakeholders, user survey, and reviewed facility and programming reports to help identify programming that would best meet the needs of the community and to identify the optimal management and operational approach for the District.

III. Problem /Situation/ Request

Acceptance of the Business and Operational Plan as presented will allow for AMS Planning and Research to finalize their Executive Summary Report. In turn, the Executive Summary Report will provide District staff the direction needed to advance the developments of the Arts & Entertainment programs, events, and classes that will be operated throughout the Fair Oaks Recreation & Park District.

IV. Financial Analysis

There is no financial impact.

Respectfully Submitted,

Michael J. Aho
District Administrator

Attachment A: AMS Planning & Research Board Review