



Minutes

Board of Directors
Regular Meeting
Wednesday, November 9, 2011, 6:30 p.m.
Willamalane Community Recreation Center
250 S. 32nd Street, Springfield, Oregon

Call to Order

President Gary Ross called the meeting to order at 6:30 p.m.

Roll Call

Superintendent Bob Keefer called the roll. Present were President Ross, Directors Anne Ballew, Lee Beyer, and Greg James. Director Danelle Ralston was absent (excused).

Staff present included Mr. Keefer, Jason Genck, Pam Caples, Joel Miller, Greg Hyde, Mike Moskovitz, Beth Levine, Rebecca Gershow and Rita Grimes

Others present: Legal Counsel Dwight Purdy

Flag Salute

President Ross led the Board and audience in the flag salute and Pledge of Allegiance.

Adjustments to the Agenda

Mr. Keefer stated that the Café Splash! Concessionaire Contract would be the first item of business followed by the Comprehensive Plan Update.

Oral Requests and Communications from the Audience/Staff

None

Consent Calendar

Minutes

Regular Board Meeting of October 12, 2011

Claims

10/06/11 through 11/03/11 Disbursements for Approval
Checks #88296 through 88626

Director Beyer moved, seconded by Director Ballew to approve the Consent Calendar as presented. The motion passed unanimously 4:0.

Unfinished Business

1. Café SPLASH Concessionaire Contract

Deputy Superintendent Jason Genck explained that, although staff worked very hard to get concession stand revenue up to the 200% required by the Cost Recovery Model, they were not able to significantly increase it past 115%. In March 2011, staff implemented a pilot program using a private concessionaire and has been very happy with the results.

A Request for Proposal (RFP) was sent out in October with proposals due November 1. The RFP resulted in many good responses and the current vendor, Aroma Café, was determined to have the best proposal. Aroma Café offered the biggest return for Willamalane – 22%; has demonstrated excellent customer service to our patrons as the interim concessionaire, as well as stepping in to offer more services when needed for special events; and has a diverse menu, with healthy options, at the most affordable price point for our patrons when compared to the other proposals. In addition, it is a Springfield business.

Recreation Manager Beth Levine stated that Café Splash was expected to make \$6,300 last year but finished the year with a \$12,000 profit.

Ms. Ballew stated that it was nice to award the contract to a Springfield business and asked if staff would audit to make sure Willamalane is getting 22%. Ms. Levine explained that Aroma Café is using Willamalane equipment and all sales run through Class making it easy to review.

In answer to Mr. Beyer's question about the life of the contract, Mr. Genck replied that it was one year with the option for renewal to three.

Mr. Genck recognized Aquatics Program Manager Christine Crutcher and Ms. Levine for pursuing outside vendors to reach cost recovery goals.

Director Beyer moved, seconded by Director Ballew, to authorize the superintendent to finalize the management agreement with Aroma Café for the management of concessions at Splash! at Lively Park. The motion passed unanimously 4:0.

2. Comprehensive Plan Update

Planner Rebecca Gershow reminded the Board that the last time she came before them with a Comp Plan update was last spring when she presented the Needs Assessment finding. She stated that she would be reviewing the draft Strategies and Actions of the Comp Plan [tonight. The Strategies and Actions](#) were developed based primarily on the findings of the Community Needs Assessment as well as the Community Survey findings, Hispanic and high school focus groups, park and facility analysis, and agency and partner input. Ms. Gershow called the Board's attention to maps of the existing and proposed park and recreation resources and the existing and proposed multi-use paths and bikeways. She then reviewed highlights of each of the categories in the Strategies and Action chapter.

Neighborhood Parks Highlights

New items include Rainbow Drive neighborhood park located in west Springfield – property currently owned by the school district which has deemed it surplus. The action is to pursue acquisition of the property or a partnership agreement with the school district or a future developer. There is also an action for a very small one-block park in downtown Springfield dubbed “Post Office Park” that the city identified in the Downtown Plan.

Mr. James asked if Glenwood was outside Willamalane’s planning area. Ms. Gershow replied that it was in the southwest part of the planning area.

Mr. Beyer said he was curious about the Adams plat (#1.16) and wondered if there was enough population to require a park. Ms. Gershow explained that the area is residential but surrounded by industry and that it is important for all neighborhoods to be considered for a park.

Ms. Ballew noted that she could see only one vacant lot for the proposed Post Office Park to which Ms. Gershow replied that such a park would be redevelopment. That park is from the Downtown Plan.

Mr. Beyer wondered if the Post Office Park was meant to be the downtown plaza but Ms. Gershow explained that the City consultant recommended spot is where the Memorial Building currently sits.

Mr. Ross suggested that there may be an opportunity to locate a park at the NEDCO Sprout site.

Community Park Service Areas

Ms. Gershow pointed out the area in central Springfield that is underserved by a community park. Staff is not proposing any additional community parks in central Springfield but proposing to continue development of the 32nd Street Community Sports Park which should meet that need. They are proposing a community park in southeast Springfield (#2.3) and looking to develop a community park in the Riverbend/Gateway area as it develops. Additional actions include continuing Lively Park development with a multi-use addition on Splash! and front entry area improvements per the Lively Park Master Plan.

Natural Resource Opportunities

Many natural resource opportunities are concentrated in the uplands of the Thurston and Jasper-Natron areas as well as along the Willamette and McKenzie rivers and the Mill Race.

Ms. Ballew inquired about which agency did what relative to bike paths. Mr. Keefer explained that if a path is off-street, Willamalane will have primary responsibility for the path and on street paths are the responsibility of the City.

Ms. Ballew also asked if the city were to annex an area not within Willamalane’s boundaries, does Willamalane annex it also. Mr. Hyde replied that if the city annexes an area, it is automatically annexed into the district.

Special Use Parks

Ms. Gershow called the Board's attention to a special use park from the City's Downtown Plan called Mill Plaza. It would be at west edge of downtown with a connection to Island Park. Willamalane sees its role as working with city and other agencies to explore the possibilities. Other Special Use Parks actions include continuing to complete the Dorris Ranch Master Plan and pursue expansion of the Dorris Ranch historic district to include the Briggs and to pursue National Historic Landmark status for the Ranch as well as complete and implement a master plan for Clearwater Park.

Sports Parks

Staff are not proposing any new sports park but rather making improvements to existing parks such as the 32nd Street Sports Park; developing and implementing a master plan for Guy Lee Park and Guy Lee Elementary School grounds; and working with the school district to optimize the development and use of property adjacent to Bob Artz Park.

Community Recreation and Support Facilities

Ms. Gershow highlighted the Adult Activity Center parking lot expansion project explaining that it is not a big development project but that it will take some property acquisition. In addition, there are a number of actions related to different facilities that are new or relatively new to the district based on needs assessment findings at various locations throughout the district such as a nature center, community gardens, spray parks, dog parks, riverfront access, etc.

Mr. Beyer asked if baseball was addressed in any way. Ms. Gershow explained that it was addressed in extending the use of the Bob Artz Park facility with proposed multi-use all weather turf designed for youth rather than adults. There is also potential for expansion of the multi-use fields at 32nd Street Sports Park. Mr. Beyer went on to ask if anyone had explored a partnership with the school district about joint use of the Hamlin baseball fields. Park Services Director Joel Miller explained that the school district protects those varsity fields pretty carefully.

Mr. James stated that the school district may go out for a bond measure in 2015 to demolish Moffitt, once students have been transferred to the new elementary school on the Springfield Middle School site, and rebuild Hamlin on the Moffitt site.

Mr. Ross said that the school district facility committee did not discuss what the redevelopment might be for the facility site. He suggested talking with the district about the possibilities of joint- and/or multi-use.

Rehabilitation Highlights

Ms. Gershow said there would be more work done on this topic in the coming weeks. All the rehabilitation projects are listed here without filters. Planning staff will meet with Mr. Miller in the ensuing week to prioritize these projects.

Park and Facility Operations Highlights

Ms. Gershow called attention to the Recycling Program, already in place, which the district will continue to implement in more parks and improve upon. Implementation of the Natural Resource Management Program will entail hiring a natural resource manager to oversee all aspects of the district's natural resources. Tree Assessment, tied in with the maintenance management database, will involve inventorying trees in parks and creation of a long term plan for tree maintenance, needs and replacement.

Recreation Programs and Services Highlights

Teen programming will continue to develop more activities for high school youth at Willamalane facilities, specifically ones that include inexpensive drop-in programs. Nature-based programming will continue to expand along with recreation opportunities and the Community Garden project will expand the district's community garden program.

Management and Communications Highlights

The Social Media project is new and will continue to increase the district's use of social media for target marketing, specifically to teens and young adults. Other new project include continuing to staff Friends of Willamalane and to assist them in increasing their fundraising support of Willamalane initiatives and to consider referring a bond measure to voters to help pay for priority capital projects in the Comp Plan.

Next Steps

In conclusion, Ms. Gershow said next steps include coordinating with agency partners at the staff level on some projects such as bike and pedestrian paths and bikeway system. Mostly, staff will be focusing on prioritizing Strategies and Actions and developing cost estimates which will turn into the Capital Improvements and Operations Plan. They expect to be finished with prioritizing by end of February and will then pull together the draft Comp Plan which will return to the Board for review in April. Workshops will be held in June to get public and agency partners' input with adoption planned for September 2012.

Mr. Beyer asked if staff really expected people to read the document. He suggested putting the Action Plans first and put the rest of the information at the back of the document. He also suggested splitting out the near term projects from those farther out. Ms. Gershow said that prioritizing the Actions list will put 10-year projects into the Capital Improvements Plan which is part of the Comp Plan.

Ms. Ballew wondered if the district had to meet state planning goals. Ms. Gershow indicated that it did and that this document will meet those goals by having the city and county adopt it. Ms. Ballew also asked if the Comp Plan plugs into the city's plan and Ms. Gershow said that it is part of the Metro plan and the city uses it when it is going through development reviews.

3. Integrated Pest Management Practices Policy

Park Services Director Joel Miller introduced this topic by stating that all Oregon school districts must adopt an Integrated Pest Management Policy by July 2012. Park districts in the state are not required to have one but most do. The plan was developed by OSU and adapted for the district's purposes. The plan is a dynamic document in that as practices change, the plan will change but the policy will remain the same. District staff has been working with Northwest Coalition for Alternatives to Pesticides for the last three years and has cut pesticide usage in parks by about 25% and the use of higher toxicity pesticides has been replaced by low toxicity pesticides. Mr. Miller pointed out that the policy and plan allows the district to use stronger pesticides when necessary. Examples he gave included filbert blight at Dorris Ranch and yellow jacket control at the playgrounds.

Mr. Beyer asked who is or will be coordinator. Mr. Keefer stated that Mr. Miller will be appointed to that role. Mr. Beyer also asked about criteria for effectiveness that will be reported annually. Mr. Miller replied that it will be based on hearing praise or complaints from patrons.

Mr. Ross commented that there were a couple of references in the plan that referred to school districts. He would like to see that changed to Willamalane. He also commented on the potential change of language from "pest emergency" to something else so as to avoid any public relations issue.

Mr. Keefer suggested a change to the beginning of the policy where it currently states "It is the policy of the Board of Willamalane Park and Recreation District..." to "It is the policy of Willamalane Park and Recreation District..."

Director James moved, seconded by Director Beyer, to adopt the Integrated Pest Management Practices Policy with change as proposed by Superintendent Keefer. The motion passed unanimously 4:0.

4. FY 12 First Quarter Financial Summary

Administrative Services Director Pam Caples announced that it has been a good year so far. She stated that Assessed Value for the FY 2012 budget was based on assessed value growing at 2.0%. However, the overall growth rate of assessed value in the District came in at 3.4% resulting in a \$140,000 difference between the budgeted assessed value and the actual.

Administrative Services Division had no notable items to report.

Recreation Services Division – Aquatics Department

Total Aquatics revenues have increased by approximately \$54,000 during the first quarter from the same time period last fiscal year. A small fee increase implemented on July 1 as well as the aquatics membership program, which did not exist in the first quarter last fiscal year, are responsible for \$21,000 new revenue in the first quarter of FY12. Facility rental revenue grew \$3,000 over the same period last year due to the increased use of shelters at Lively

Park. Expenses for the same time period have decreased by approximately \$4,000 – mostly a result of outsourcing the concessions at Splash! to a private vendor. Total subsidy used this fiscal year is 8% vs. 16% last fiscal year during the same time period.

Recreation Services Division – All Other Recreation Departments

Revenues have increased approximately \$70,000 and expenses have decreased approximately \$7,000 over last year. Willamalane Center revenue amounted to \$40,000 this quarter when there was no revenue during this same time last year. Community Recreation revenue increased \$36,000 over this same time period last year. Community Recreation and the Adult Activity Center had a significant reduction in expenses for this quarter of \$26,000 and \$56,000 respectively. The Community Recreation decrease is due to more efficient staffing and purchasing of supplies during summer programs. The Adult Activity Center decrease is due to the closure of the facility during July and August. Subsidy used this year by the division is lower than last fiscal year – 23% this year vs. 24% last year (excluding Aquatics).

Mr. James asked if people were beginning to book picnic shelter reservations further in advance. Mr. Genck said they were and, in addition, were coming in to swim before or after their shelter event.

Mr. Beyer asked if WAAC expenses were expected to return to what they have been. Mr. Genck replied in the affirmative with the exception of HVAC expenses.

Park Services Division had no notable items to report.

Camp Putt

The FY 2012 financial activity for Camp Putt is included in the Recreation Services Division. The almost-to-the-end-of-the-season-report indicates a profit of \$18,094 through September 30, 2011.

Mr. Ross asked if there was a sense of how costs are increasing at Willamalane Center. Mr. Genck stated that they did use more staff as both front desks were staffed for several months and that it will take more time to assess costs. He indicated that there will be a financial update in February which will give an assessment of the year's operational costs.

Ms. Ballew stated that there was obvious community interest in the picnic shelters at Lively Park and that she would like to see the idea of picnic shelters carried across the district to other parks.

Director Beyer moved, seconded by Director Ballew, to accept the FY 12 First Quarter Financial Summary as presented. The motion passed unanimously 4:0.

Business from Legal Counsel

None

Standing and Special Committee Reports

None

Superintendent's Business

1. Superintendent's Report #129 dated October 31, 2011

Mr. Ross commented that the amount of work done on the pools during closure was amazing.

Mr. James commented that patron incidents are down for the last two years. He noted that Willamalane Center rental revenue was \$10,000 and asked how that compared to Regional Sports Center revenues. Mr. Genck replied that it's difficult to compare as the RSC financial data was inadequate to determine any comparable information.

2. Staff Updates

None

5. Upcoming Meetings/Work Sessions/Events – Board President (5 min)

- November 11 Veterans Day Holiday, offices closed
- November 19 Turkey Shoot, Willamalane Center, 9 a.m.-noon
- November 24 30th Annual Turkey Stuffer, Lively Park, 8:30 a.m.
- November 24-25 Thanksgiving Holiday, offices closed
- December 3 Parade Day Tuba Carol Concert, Wildish Theater, Noon
- December 3 Springfield Christmas Parade, Streets of Springfield, 1 p.m.
- December 5 Board Work Session, Heron Room, 6:30 p.m.
- December 5-8 Holiday Marketplace, Adult Activity Center, 10 a.m.-8 p.m.
- December 7 Board Work Session, Heron Room, 5 p.m. (light supper provided)
- December 14 Regular Board Meeting, Heron Room, 6:30 p.m.
- December 16 Winter Wonderland, Willamalane Center, 6-8:30 p.m.
- December 16-17 Radio Redux presents "It's a Wonderful Life," Wildish Theater, 7:30 p.m.
- December 18 Radio Redux presents "It's a Wonderful Life," Wildish Theater, 2 p.m.
- December 26 Christmas Day Holiday (observed) offices closed
- January 2, 2012 New Year's Day Holiday (observed) offices closed

Written Communications

None

Remarks from the Directors

Mr. Ross stated that the NRPA Congress was good. The district's financial situation and addition of programs and buildings speaks to the benefit of being a special district with great staff and good fiscal responsibility.

Ms. Ballew concurred that it was a worthwhile event to attend.

Mr. James stated that he had attended the first meeting of the LCOG Executive Director Selection Committee and that they would be Meeting again on December 8. He will not be able to attend the regularly scheduled LCOG meeting that night and asked Mr. Ross to attend in his place.

Messages and Papers from the President

None

Adjournment

The meeting was adjourned at 8:27 p.m.

Robert W. Keefer, Secretary

Rita F. Grimes, Recording Secretary