



Board of Directors Regular Meeting Minutes

Heron Room, Bob Keefer Center

250 S 32nd Street, Springfield

Wednesday, September 25, 2019 6:00 PM

I. Call to Order

President James called the work session to order at 6:00 PM.

II. Roll Call

Board Present: President Greg James, Vice President Bean, Directors Lee Beyer, Renee Jones and Chris Wig

Staff Present: Superintendent Michael Wargo, Eric Adams, Paula Davis, Kendall Reid, Chelsea Clarkson, Kenny Weigandt and Jo Schutte (Minutes Recorder)

Guests: Vonnie Mikkelsen, Kari Westlund, and Dani Thompson.

III. Flag Salute

President James led the group in the flag salute.

IV. Adjustments to the Agenda

There were none.

V. Audience Participation

There were none.

VI. Work Session

A. Springfield Indoor Track and Sports Center

Kari Westlund, Travel Lane County President, and Vonnie Mikkelsen, Springfield Chamber of Commerce President, gave a presentation on the Springfield Indoor Track and Event House that Springfield partners are wanting to build in the Glenwood redevelopment area. Ms. Westlund said the indoor track would complement the track and field facility at Hayward Field on the University of Oregon campus.

The PowerPoint presentation covered a variety of topics including:

- Who would the track serve?
Track & field, sporting, and events communities
- How will the facility be used?

Track & field events, sporting events, community athletics, other events (concerts)

- Goals of the Springfield Indoor Track & Event House
Become a regional, national and international destination. Improve access to sports and recreation. Position Springfield as part of Track Town USA. Year-round driver of sports tourism.
- Facility Configuration for events other than track
Volleyball, wrestling, basketball, pickleball, gymnastics, tournaments, concerts.
- Anticipated economic impact
Y1 \$18.5M to Y20 \$37.7M; Cumulative: Y5 \$129M to Y20 \$641M
- Estimated Construction Costs
\$50-60 million
- Location
Looking at multiple sites which includes a donated site
- Pro Forma data
Financial for years 1 through 20

After the presentation, the Board asked several questions regarding the type of construction, funding sources, fundraising plans, and project timeframe. President James noted that he and Mayor Lundberg served on the Springfield Indoor Track board of directors and that Superintendent Wargo was an ex-officio member.

B. Willamalane's Geographical Information System (GIS)

Chelsea Clarkson, GIS Analyst, gave an overview of Willamalane's GIS mapping system through ArcGIS Online provided through a contract with Environmental Systems Research Institute (ESRI). Chelsea demonstrated how the system was used around the district. She stated that ArcGIS not only allowed for interactive mapping but also enabled the District to manage assets such as irrigation systems, park benches, and lighting fixtures. Additionally, Chelsea said the system worked interactively with the district's new website. Chelsea then answered questions from the board members.

C. Marketing Plan

Superintendent Wargo introduced Kenny Weigandt, Community Engagement Program Manager, who gave an overview of the FY2020 Marketing Plan. The entire report was included in the board packet, however, Kenny briefly went over the following:

- Willamalane's brand
- Community Engagement team structure and job request processes
- FY20 marketing strategies, goals, initiatives and campaigns
- Resources development strategy and tactics
- Community Engagement goals and summaries

- Budget breakdown

VII. Other Business: Reports & Updates

A. Board President

President James shared that through Team Springfield, the City of Springfield would initiate “Springfield Tomorrow”, a process to gather feedback from the community to determine an economic and development strategy for Springfield.

B. Board Members

Director Wig suggested the district consider implementing a policy or formal resolution stating that Willamalane stood behind supporting diversity and inclusion (e.g. “everyone is welcome”). He added that other organizations were moving toward similar resolutions and said that NPRA could be a resource for sample policy language.

C. Standing Committees

There were no reports or updates

D. Legal Counsel

There were no reports or updates

E. Superintendent

Superintendent Wargo said that the 75th Anniversary Celebration was just around the corner and that staff were working hard to ensure its success. The weather was questionable (rain showers), but the event would take place rain or shine.

Superintendent Wargo added that President James would have a small speaking role and that the entire board would be introduced and asked to come up on stage.

VIII. Adjournment

The meeting was adjourned at 8:13 p.m.