

Minutes
ASHLAND PARKS & RECREATION COMMISSION
REGULAR MEETING
April 22, 2019
Council Chambers, 1175 E. Main Street

Present: Commissioners Gardiner (Chair), Landt (Co-Chair), Bell, Heller, Lewis; Recreation Superintendent Dials; Parks Superintendent Oxendine, Senior Services Superintendent Glatt; Manager Oropallo; Assistant Sullivan

Absent: Director Black; City Council Liaison Mayor Stromberg

CALL TO ORDER

Commissioner Gardiner called the meeting to order at 7:00 p.m.

APPROVAL OR ACKNOWLEDGEMENT OF MINUTES

Minutes Acknowledged:

Current Parks, Conservation & Maintenance Subcommittee	March 5, 2019
Pool Ad-Hoc	March 6, 2019
Senior Services Advisory Committee	March 11, 2019

APRC Regular Meeting – March 25, 2019

Motion: Bell moved to approve the Minutes from March 25, 2019 as presented. Lewis Seconded.

Bell, Lewis & Gardiner: yes

Landt & Heller: abstained (due to absence from meeting in question)

The motion passed

PUBLIC PARTICIPATION

- Open Forum

Rebecca Kay of Ashland addressed the Commission regarding an outreach video being prepared for the Daniel Meyer Pool. It will be used as an education tool aimed to increase support for the Daniel Meyer Memorial Pool. The video is being created by the Lithia Marketing Team. Filming took place last Wednesday from 7:00 a.m. – 5:30 p.m. The video is expected to be professionally done. The video will be further discussed at the next Pool Ad-Hoc Subcommittee meeting.

ADDITIONS OR DELETIONS TO THE AGENDA

No additions or deletions

UNFINISHED BUSINESS

a) Golf Course Fees (Action)

Superintendent Dials introduced Manager Oropallo who presented on this issue at the APRC Special Meeting held on April 8, 2019. Manager Oropallo reviewed the staff report included in the meeting materials.

Discussion on Golf Course Fees included the following items:

- The matrix presented in the staff report is the same matrix that was presented at the April 8, 2019 Special Meeting
- In response to a question, Oropallo stated that the rate increase has been posted in the club house and distributed in the newsletter. Oropallo has held informal conversations with customers. Input has been limited, but it is being considered fair and reasonable.
- The average increase for green fee categories was not calculated
- The timeframe for the early bird green fee category would start at opening and last for 1 hour. The course opens in the summer at 6:30/7:00 am.
- The Twilight and Super Twilight offerings are the most utilized
- Ashland High School utilizes Oak Knoll for its golf teams

Landt expressed support for Oropallo's business plan which includes the goal of increasing cost recovery at the Golf Course from 40% to 80%. Landt stated that APRC now has an entrepreneurial golf course manager and expressed a desire to provide Oropallo with the flexibility to adjust rates.

Motion: Landt moved to approve the proposed rate adjustments for the Oak Knoll Golf Course and add that if market conditions dictate, rates may be lowered without further Park Commission approval.

Landt clarified that in some instances the rate hike is significant. The motion seeks to allow Oropallo the flexibility to react if the rate adjustment plan is not working as predicted.

The motion did not receive a second. The motion failed

Motion: Landt moved to approve the proposed rate adjustments for the Oak Knoll Golf Course. Heller seconded.

Discussion on the motion included the following items:

- Heller stated a willingness to allow Oropallo to set fees for special events, but changes to regular fees should be brought back to the Commission
- Bell concurred that he would like changes to be brought back to be kept up to date on how the business plan is working
- Landt stated that in some cases the rates go up as much as \$5 or \$6
- Lewis clarified that if necessary, Oropallo may come back to the Commission if additional adjustments are needed due to market conditions

A roll call vote for the motion was taken. The motion in question was:

Motion: Landt moved to approve the proposed rate adjustments for the Oak Knoll Golf Course. Heller seconded.

The vote was all yes

b) 19-21 Cost Recovery Goals (Action)

Superintendent Dials reviewed the staff memo included in the meeting materials. Items not included in the memo include the following:

- An RFP for food and beverage is underway at Oak Knoll Golf Course as well as fee adjustments, events and non-golf programming
- The Senior Services Division is not included in the cost recovery goals being presented. At a later date, Superintendent Glatt will present to the Commission on cost recovery goals for the Senior Services Division

Discussion of the 19-21 Cost Recovery Goals included the following items:

- It was clarified that the 17/18 column refers to July 1 2017 – June 30 2018
- Bell inquired about the timeframe of the accounting that goes into cost recovery. Bell stated that if initial costs, such as the construction of Calle Guanajuato, the cost recovery could be far less than presented in the report
 - Dials clarified that Capital Improvement Projects are not included in the cost recovery formula based on direction from the Commission in the past
- Bell also inquired about potential replacement of the Community Center. Identifying how much income could be generated by a replacement facility could have an impact on what type of facility is acquired or constructed as a replacement.
 - Dials clarified that the City of Ashland owns the Community Center and will be working on a solution to the condemnation of the building. It is assumed that APRC will be involved at some level.
- Gardiner clarified that APRC pays rent to the City of Ashland for the Community Center and Pioneer Hall. The cost recovery percentages are calculated based on the rent paid out versus income that is brought in through APRC renting the facility to the public.
- Gardiner stated that the Calle Guanajuato improvements would have taken place even if spaces on the Calle were not rented, which is why initial construction costs are not included in the cost recovery
- Dials clarified that staff time and maintenance are the only expense for the Calle Guanajuato line item

- Lewis stated that since APRC is not making payments to the city for renting the Community Center, there could be a positive impact on the budget.
- Revenue for Community Center just under \$38,000; An estimate of funds brought in by placing renters in other APRC facilities has not been done
 - Some renters have been placed at The Grove, Pioneer Hall and Oak Knoll
 - The city is making some cosmetic improvements at Pioneer Hall.
- In addition to the \$30,000 in rent paid annually for Pioneer Hall and the Community Center, staff time, contracts, maintenance and utilities are included as expenses in the cost recovery calculation
- The Facilities – Ball Fields line item in the report refers to the fields at Hunter Park and North Mountain Park
- Landt stated that the Community Garden Fees were raised in 17/18 and inquired as to why the cost recovery is not increasing
 - Dials stated the cost recovery percentage should have been raised. A revised calculation can be brought back to the Commission
- Rates for the Nature Center are set using direct costs. The Ashland Parks Foundation provides scholarships, which pays some of the fees paid by schools. These rates are set by staff
- Landt asked if rates for the Nature Center are set by staff why was it necessary for the Oak Knoll rates to be brought to the Commission
 - Dials stated that Nature Center programs have been established for a number of years and it will be necessary to confer with Manager VanWyhe to determine the last time the rates were adjusted
 - Gardiner responded to the inquiry stating that since the Golf Course is possibly its own division the rates are brought before the Commission. Unlike the Nature Center and Ice Rink, where the Commission allows staff to set the rates
 - Bell stated that the Golf Course faces more scrutiny due to the new business plan to increase cost recovery
- Fees collected for recreation classes are included in the Facilities – Grove line item in the staff report
- Bell stated that there could be a more comprehensible accounting for various APRC programs and projects that provide more details about income and expenses
- Dials clarified that when there is a proposal to raise fees for APRC programs, the proposal is brought before the Commission for review
- Landt stated that it may be time to reevaluate the Nature Center fees for the following reasons
 - The fees have not been reviewed recently
 - Nature Center School Programs have a 27% cost recovery
 - The Nature Center is a highly subsidized program
 - APRC should be entrepreneurial where possible
- Heller asked why Pioneer Hall shows a decrease in cost recovery when there could be an increase in renters due to the Community Center closure.
 - Dials responded that the condition of Pioneer Hall is an issue and the goal is a conservative estimate
- Landt inquired about the discrepancy between the cost recovery goals in this proposal and what has been put into the budget for the next biennium. Landt pointed out that the Golf Course goal is 80% in this proposal and 60% in the budget.
 - Dials stated that a conservative approach for revenue was taken when putting the budget together
- Landt asked which categories, other than golf, have different cost recovery calculations in the budget
 - Dials would need to identify those and bring the information back to the Commission
- The Ice Rink cost recovery is projected to increase due to a proposed increase in fees that will be brought before the Commission
- Pool fees are not increasing
- Both Heller and Landt stated that they think that the Pioneer Goal is too conservative when taking the Community Center closure into consideration

Landt asks that Cost Recovery Goals be brought back so the Community Garden line item can be reviewed. Landt also asked that the cost recovery percentage included in the 19-21 biennium budget be added to the table included in the staff report.

Gardiner stated that since there is not a compelling reason to approve the item should be tabled until May. Other Commissioners did not object. Staff was directed to address issues brought up during the discussion. Gardiner also asked staff to report on the rental agreement for Pioneer Hall and the Community Center.

NEW BUSINESS

a) Senior Services Advisory Committee Name Review (Action)

Superintendent Glatt reviewed the staff memo included in the meeting materials.

Motion: Landt moved to approve the name of the Senior Services Advisory Committee (S-SAC) to Ashland Senior Advisory Committee (ASAC).
Bell Seconded.

All voted yes

ITEMS FROM COMMISSIONERS/STAFF

Heller announced Pickelball class that will be held on Saturday in Lithia Park

Landt clarified that iPads have been issued to Commissioners to reduce paper consumption. Staff was directed to reduce the number of meeting packets that are printed out for meetings.

Gardiner announced the May 1 Budget Committee meeting from 6:00-9:00 p.m. The committee will review the APRC budget at this meeting. The city budget is set to be finalized in early June.

Superintendent Oxendine announced that the City of Ashland Finance Director, Mark Welch has resigned.

UPCOMING MEETING DATES

- c) Lithia Park Master Plan Open House—April 25, 2019
 - Ashland Senior Center, 1699 Homes Ave—6:30 p.m.
- d) Golf Course Subcommittee Meeting—April 25, 2019
 - Oak Knoll Golf Course, 3070 Highway 66—2:00 p.m.
- e) Pool Ad-Hoc Committee – May 1, 2019
 - Ashland Senior Center, 1699 Homes Ave—3:30 p.m.
- f) Senior Services Advisory Committee – May 6, 2019
 - Ashland Senior Center, 1699 Homes Ave—3:30 p.m.
- g) APRC Study Session—May 13, 2019
 - The Grove, 1195 E Main Street, Ashland—5:30 p.m.

Gardiner announced the APRC Regular Meeting that will be held on May 20 in Council Chambers. This meeting is one week earlier due to Memorial Day.

ADJOURNMENT

Gardiner adjourned the meeting at 7:52

Respectfully Submitted

Sean Sullivan
Office Assistant II