

**MINUTES FOR REGULAR BUSINESS MEETING  
ASHLAND PARKS & RECREATION COMMISSION  
February 24, 2020  
Council Chambers, 1175 E. Main Street**

Present: Commissioners Gardiner (Chair), Landt (Vice-Chair), Bell, Lewis; Director Black, Recreation Superintendent Dials; Assistant Sullivan

Absent: Commissioner Heller; City Council Liaison Mayor Stromberg

**I. CALL TO ORDER**

The meeting was called to order at 7:00 p.m.

**II. APPROVAL OF MINUTES**

APRC Special Meeting – January 13, 2020

**Motion:** Landt moved to approve the Minutes from November 25, 2020 as presented. Lewis Seconded.

**Vote:** The vote was all yes

APRC Regular Meeting – January 27, 2020

**Motion:** Landt moved to approve the Minutes from November 25, 2020 as presented. Bell Seconded.

**Vote:** The vote was all yes

**III. PUBLIC FORUM**

**Casey Botts of Ashland and representing the Rogue Valley Mountain Bike Association (RVMB)** spoke regarding the East Main Park. RVMB is starting to investigate moving forward with applying for grants to fund the bicycle facilities that are being planning at E Main Park. Botts stated that group has put in more than 1,200 volunteer maintaining trails and are available to assist with maintenance. Botts also stated that RVMB is launching a nonprofit organization geared towards youth mountain bike riding. Botts stated RVMB is looking forward works with APRC on issues regarding mountain bike facilities in the area.

Gardiner requested Black give an update on the timeline for E Main Park

- One public meeting has been held where community feedback was provided
- A Request for Qualifications (RFQ) was put out last week for consultants to work on site design. Proposals are due by March 16<sup>th</sup>
- Those proposals will be sent to a group of people comprised of staff, Commissioners and community members who will review the proposals and will also provide input on the park design
- The winning proposal should be ready to be brought to Commissioners in April to approve contract

**IV. ADDITIONS OR DELETIONS TO THE AGENDA**

None

**V. CONSENT AGENDA**

1. Subcommittee Minutes Acknowledgment
  - Oak Knoll Golf Course Subcommittee, April 25, 2019
  - Oak Knoll Golf Course Subcommittee, October 8, 2019

**Motion:** Landt moved to approve the consent agenda. Lewis Seconded.

**Vote:** The vote was all yes

**VI. UNFINISHED BUSINESS**

None

## VII. NEW BUSINESS

### 1. Calle Guanajuato Seating Agreements (Action)

Dials reviewed the staff report included in the [meeting packet](#) and presented with PowerPoint (see [attachment I](#)) The following items were discussed:

- Restaurants adjacent to Calle Guanajuato and the Artisan Market have the ability to request and rent space on Calle Guanajuato (the Calle)
- Dials reviewed the current fees included in the meeting packet and stated contracts have not been signed
- Staff denied a request due to established policy where a vendor had seniority and was close to the space requested
- Staff is not requesting fee changes because any increases would need to be taken to the City Council for inclusion in the approved city fee schedule
  - Staff recommends increasing fees based on the Consumer Price Index (CPI) next year
- Staff is requesting the following be approved:
  - **Determine the “season of operation” for the contracts. Staff recommends March 9- November 8, 2020.** In 2019 the commission approved a season spanning March 11 through November 10 and staff recommends a similar arrangement for the 2020 season.
  - **Approve or deny the nine seating agreements for the Calle Guanajuato.** Staff recommends approval of all nine seating agreements as proposed.
  - **Approve the Boundary Map for the 2020 Calle Guanajuato season.** Staff recommend approval of the boundary map. The requests for 2020 are similar to the 2019 requests. The boundary map depicts spaces that are restaurants, spaces that are used by the Artisans and also spaces that can be shared by both parties.
- Black clarified that the map in the meeting packet has not changed and if changes were to be requested by staff, the changes would need to be approved by Commissioners
- Dials stated that her recollection is the last fee increase was 2-3 years ago, but will verify this
  - Landt stated his recollection was that it has been longer than 3 years since fees were increased
  - Landt expressed frustration that the item came before the Commission without enough time to potentially raise the fee and put it before the City Council before the start of the renting season on the Calle
    - Black stated that the process in which fees need to be approved by the City Council is new and that this step had not been required in the past. This requirement was initiated by the City. It takes approximately 2 months for the Council to adopt fees.
    - Black stated that at the last meeting where fees were adopted the Council directed City staff to identify a process where the Commissioners would approve fees without the requirement to have the Council approve them as well
    - This requirement was initiated by the City and APRC staff is moving in a direction to address fees
- Landt suggested that it would be possible to raise the fees and then including language in the Calle agreements that states the new fees would take effect after approval by the City Council and payment would then become due.
  - There was discussion on the logistics of this process without coming to a general agreement on moving forward
- Black suggested that all fees should be put on an annual schedule to be reviewed for increases based on CPI increases
- Gardiner recommended that fees for the Calle should be brought to the Commissioners at the end of the season in October or November to set fees for the next season
- Lewis recommended that all fees should be put an annual schedule for review by Commissioners
- Landt stated a desire to increase fees beyond the CPI and get fees up to market value over a period of years and stated. Landt stated smoke years into account and reduce fees based on decreased income
- Black & Lewis stated that a study on the market rate would need to be done to identify what the market rate is which could be a difficult and time-consuming process
- Bell stated that it may be warranted to subsidize the restaurants on the Calle to ensure that the area remains vibrant and economically successful

- Landt stated that the space on the Calle could be considered as valuable as the indoor space and stated the following:
  - A restaurant owner made a statement at a public meeting in the past that rent was \$1.65 sq./ft
  - A sign on a vacant building listing the rent as \$1.60 sq./ft with all expenses paid by the renter
  - APRC could ask restaurants what they are currently paying in rent for indoor space and set the Calle fees as the average
  - Charging \$1.50 a sq./ft. is reasonable, and it is not necessary to spend money on an appraisal and fair to charge an unsubsidized price
    - This would equate to a change from \$8 sq./ft. for an 8-month season (\$1 sq./ft. per month) to \$12 sq./ft. for an 8-month season (\$1.50 sq./ft. per month)
- Dials stated approximately \$33,000 in revenue is brought in for the 8-month season
- Black recommended increasing all fees annually based on CPI
- Black recommended moving forward with the recommendations staff presented and discuss this issue at a Study Session which would allow the restaurant community to provide input and provide an opportunity for Commissioners to determine steps staff should take on this issue

**Motion:** Bell moved to approve the recommendation of staff that the season of operations for the Calle Guanajuato rental contracts be from March 9 to November 8, 2020 also that all nine seating agreements are approved as proposed also that the boundary map is approved as presented to the Commission. Lewis seconded.

**Discussion:** None

**Vote:** The vote was all yes

**Motion:** Landt moved to approve the \$8 for the restaurants for 7 days, \$5 dollars for 5 days and \$5.50 for the 2-day lithia artisan market. Lewis seconded.

**Discussion:** Landt stated for the record that the motion was made to move this through the process, but that he will be voting against it. Landt stated an understanding and frustration that fees cannot be raised because the issue was not brought before the Commissioners earlier and stated a need to get the fees aligned as soon as possible.

Gardiner stated he is voting for this but the discussion of raising the fees is going to be Commissioner driven with the need to direct staff on how to proceed.

Bell stated that there isn't sufficient time to do anything other than approve what has been presented and fix it for next year.

**Vote:** No: Landt; Yes: Bell, Lewis and Gardiner – Motion passes

**Motion:** Landt moved to direct staff to plan for appropriate meetings later this year related to fees for the Calle Guanajuato Way. Seconded by Lewis

**Discussion:** None

**Vote:** The vote was all yes

Dials stated that renters are notified of the public meeting set to approve contracts and that a set fee has not been not promised.

Gardiner directed staff to add a discussion on the Calle fees to the lookahead for a Study Session in May.

## VIII. ITEMS FROM COMMISSIONERS/STAFF

Black proposed the cancelation of the Study Session for March 4, 2020. There were no objections

Gardiner reported that funds for the Butler-Perozzi Fountain and the Solar Array have been dropped from the general obligation bond the City is putting together. The bond measure will be on the May ballot and will include \$8.2 million in total funding which includes \$500K each for Pioneer Hall and Community Center for structural repairs.

## IX. UPCOMING MEETING DATES

1. Ashland Senior Advisory Committee – March 9, 2020

- Ashland Senior Center, 1699 Homes Ave.—2:00 p.m.
- 2. APRC Regular Meeting—March 11, 2020
  - Council Chambers, 1175 E. Main St.—6:30 p.m.
- 3. Recreation Division Advisory Committee – March 12, 2020
  - Council Chambers, 1175 E. Main St.—4:00 p.m.
- 4. Bee City USA – March 18, 2020
  - Nature Center, 620 N. Mountain Ave.—3:00 p.m.
- 5. Long Range Planning Subcommittee – March 26, 2020
  - Parks Admin Office, 340 S. Pioneer St.—2:00 p.m.

**X. ADJOURNMENT**

The meeting adjourned at 7:55 p.m.

Respectfully submitted,  
Sean Sullivan, Executive Assistant