



## AGENDA FOR STUDY SESSION & EXECUTIVE SESSION

### ASHLAND PARKS & RECREATION COMMISSION

April 7, 2021 – 6:00 p.m.

Electronic Meeting

#### Public Participation Instructions

This meeting will be held electronically via Zoom. Registration is required to view the meeting. A link to the meeting will be sent to you once registration has been completed: [https://zoom.us/webinar/register/WN\\_N5UowhbZTSmcc4jnO7yj6g](https://zoom.us/webinar/register/WN_N5UowhbZTSmcc4jnO7yj6g)

Written testimony will be accepted via email sent to [sean.sullivan@ashland.or.us](mailto:sean.sullivan@ashland.or.us). Please include "**Public Testimony for April 7, 2021 Study Session**" in the subject line. Written testimony submitted before Tuesday, April 6, 2020, 11:00 am will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meetings minutes.

Oral Testimony will be taken during the electronic public meeting. If you wish to provide oral testimony, send an email to [sean.sullivan@ashland.or.us](mailto:sean.sullivan@ashland.or.us), preferably before Tuesday, April 6, 2020, 11:00 am. Late requests will be honored if possible. Please provide the following information: 1) make the subject line of the email "**April 7 Speaker Request**", 2) include your name, 3) the agenda item on which you wish to speak on, 4) specify if you will be participating by computer or telephone, and 5) the name you will use if participating by computer (Zoom Name) or the telephone number you will use if participating by telephone. Staff will provide information necessary to join the meeting upon request.

- I. CALL TO ORDER
- II. PUBLIC INPUT
- III. APCR 2021-2023 BIENNIUM GOALS DISCUSSION
- IV. BUDGET/REVENUE DISCUSSION
- V. CAPITAL IMPROVEMENT PLAN (CIP) BUDGET PRESENTATION
- VI. ADJOURNMENT

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).*

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Mike Gardiner  
Rick Landt  
Julian Bell  
Leslie Eldridge  
Jim Lewis



Michael A. Black, AICP  
Director

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Michael Black, APRC Director

**DATE:** April 2, 2021

**SUBJECT:** APRC 2021-2023 Biennium Goals Discussion (Information)

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### Situation

The Parks Commissioners are developing their list of goals for the 21/23 Biennium. The goals have been organized and categorized by staff and potential language for the goals is being presented here for Commissioner review.

### Background

The Commissioners proposed nearly four-dozen goals for the new biennium. The first review of those proposed goals revealed that there were many duplicate or overlapping goals and the number of unique goals was closer to two-dozen.

### Assessment

After further review, it was determined that many of the goals were not only redundant or overlapping, but several of the goals were actually in progress already, having been adopted as goals in previous biennia, and others were more appropriately classified as “objectives” as opposed to “goals.” A goal is defined as a major aspiration under a strategic direction. A goal is a big-picture ambition. An objective is a measurable that should be accomplished to reach a goal. An objective is how you measure your attainment of the goal.

I have gone through the goals in depth and organized the goals and objectives in a manner that I think makes sense and will provide the best direction to staff to accomplish the goals the Commissioners have expressed.

Below, you will find 13 goals that I have pulled from the list of goals the Commissioners developed. The goal starts with a parenthetical comment that establishes the origin of the goal and objectives so the

Commissioners can track the evolution of the goals and objectives. The hierarchy of the number is that the numbered item is the goal and the following lettered items are the objectives associated with the goal. The master list of the goals, from which this consolidated list was derived, is also attached to this report.

The following are the draft goals and objectives:

1. (Area 1: 1, Area 3: 4) Investigate, develop and implement a dedicated permanent funding source to ensure the long-term financial sustainability of the Ashland Parks and Recreation Commission.
  - a. Update MOU with the City of Ashland and implement new fee schedule
  - b. With the City of Ashland, investigate and implement dedicated funding sources directed to APRC, such as Food and Beverage Tax and Transient Occupancy Tax
  - c. Explore the feasibility of forming an independent taxing district
2. (Area 1: 2) Update the Ashland Open Space Comprehensive Plan and develop strategies to implement the plan and purchase critical lands as appropriate based on needs, availability of land and ability to maintain the land.
3. (Area 1: 3) Explore the feasibility of and decide on the addition of a low-angle trail within the east side open space of Lithia Park as proposed by the Rogue Valley Mountain Bike Association.
4. (Area 1: 4;5;7, Area 3: 1) Perform a system-wide master plan for APRC to include the following sections, at least: (sections may be completed together or independently)
  - a. Vision and Goals
  - b. Park System Maintenance and Improvements
  - c. Fleet Evaluation Recommendations
  - d. Environmental Sustainability and Implementation Plan
    - i. Greenhouse Gas Inventory
  - e. SDC Fee Evaluation
  - f. Design and Maintenance Guidelines
  - g. Review and Update of all APRC Policies
5. (Area 2: 1) Investigate ways to improve Diversity, Equity and Inclusion (DEI) for both internal workforce and public access and services. With the help of a qualified DEI consultant, gather community input, define areas for improvement, and implement action in alignment with City DEI policies and initiatives.
6. (Area 3: 2;3) Explore and implement, as funds allow, capital improvements that would reduce long term maintenance costs with a goal for the improvements to pay for themselves.
  - a. Replace main irrigation central computer system
  - b. Transition from City Water to TID or use of other water rights where applicable for irrigation purposes
7. (Area 3: 6) Build East Main Street neighborhood park including the dog park, bike-skills park and pump track.
8. (Area 3: 7) Install basketball court at Ashland Creek Park in the graveled area with striping for multiple uses, including pickleball.
9. (Area 3: 8) Create a small pocket-neighborhood playground/park in the vicinity of Oak Knoll Club House.
10. (Area 3: 10) Mitigate fire vulnerability on all APRC lands and if discovered there is a large volume of different mitigation work – Explore funding to support fire suppression.
11. (Area 4: 1) Improve public aquatic recreation and competitive options in Ashland consistent with the findings and recommendations of the Pool Ad Hoc Committee and ensure the continuous

operation of an adequate recreational pool in Ashland during the summer months, at a minimum until construction begins on a new pool

12. (Area 4: 2) Continue to work with the City of Ashland, the Chamber of Commerce and other organizations to promote tourism in outdoor recreation.
  - a. Promote parks and pedestrian/mountain bike trails as a healthy and safe tools for economic recovery
13. (Area 4: 3) Work with local partners, including the Ashland School District and Southern Oregon University to obtain agreements for mutual use of facilities including school gyms for recreation leagues or open play during non-school times and during smoke events.

In my review of the goals, I also determined that the following goals do not necessarily require a goal to accomplish due the fact that they are already underway, or because they will be addressed as part of a larger goal.

These are the goals that I believe do not require renewed goals to accomplish:

#### **Area 1**

#6 LPMP – plan is in process and will be forwarded to the Commissioner. No need to adopt a new goal to accomplish his.

#8 Collaborate with Ashland Soccer Club – this is a simple assignment and shouldn't require a goal to accomplish.

#### **Area 3**

#5 Butler Perozzi Fountain Restoration – should be addressed and prioritized in the LPMP

#9 Complete Japanese Garden – already in progress

#### **Recommendation**

At this point, I am only recommending that the Commissioners review the goal in preparation for discussion at the upcoming study session.

**2021-23 BIENNIUM DRAFT GOALS - PARKS COMMISSIONER WORKSHEET**

ASHLAND PARKS and RECREATION COMMISSION - FEBRUARY 24, 2021

#	GOAL	PROPOSED BY	CATEGORY	RESOURCES	TIMING	NOTES
<b>AREA 1: PERMANENT DEDICATED FUNDING/ COMPREHENSIVE PLANNING (COMMISSIONER LEWIS &amp; COMMISSIONER ELDREDGE; STAFF: MICHAEL BLACK)</b>						
1	A Perform feasibility study on finding dedicated funding source for APRC In Progress: Develop funding source to sustain APRC, including SDC fees (note: contracted, coded to professional services)	LANDT				
	B Permanent funding	BELL	FUNDING	STAFF TIME/ VOLUNTEERS/BUDGET	\$ 50,000.00	2021 consultant fees budgeted in professional services in Admin & legal
	C Dedicated funding source. Investigate, study and put into a place a dedicated funding source for	GARDINER				
	D APRC	STAFF				
2	A Update Open Space Comp Plans and continue to purchase land according to the plans	CARRY OVER				
	B Update Open Space Comp Plans. Consider purchasing land only when the land is critical to completing the plan or will not add to maintenance costs (at least not in the next ten years)	LANDT	COMP PLANNING	STAFF TIME/ VOLUNTEER/ BUDGET	\$ 10,000.00	2021 mainly volunteer, but any budgeted expenses in professional services in Admin & legal
3	A Explore the feasibility and community support of a low-angle trail on the east side of Lithia Park (kid-friendly)	CARRY OVER	COMP PLANNING	STAFF TIME/ VOLUNTEER/CONSULTANT	\$ 12,500.00	2021 Source: \$12,500 (Grant fee)
	B Review and Decision on potential bike trails in Lithia Park/Pioneer Promenade	ELDRIDGE				
4	A Perform a system wide master plan for APRC and determine the need for an increased SDC fee	CARRY OVER				
	B Perform a system wide master plan for APRC and determine the need for an increased SDC fee		COMP PLANNING	STAFF TIME/ CONSULTANT	\$ 150,000.00	2022 Source: \$150,000 (F&B)
	C Perform a vehicle and equipment audit to ensure we have the proper sized fleet for our operations					
5	D Gather data on usage of APRC tennis and pickleball courts over the next nine months. Let the data drive allocation of existing courts and determine the need for additional courts	LANDT				
	A Review and update APRC policies	LANDT	COMP PLANNING	STAFF TIME	\$ -	2020 In-progress
6	B Complete the Lithia Park Master Planning process and promptly consider and act upon the recommendations where appropriate	CARRY OVER				
	C LPMP completed and implementation	GARDINER				
	D Complete the Lithia Park Master Plan internal review within three months so that the Plan can be reviewed and approved by Commissioners. Then promptly act upon the recommendations where appropriate and feasible. High priority should be attached to creating safer pedestrian passage along Winburn Way (Rick)	LANDT	COMP PLANNING	STAFF TIME/ VOLUNTEERS	\$ 243,000.00	2019 Source: Ashland Parks Foundation; Lithia Park Account
7	A GHG inventory of APRC for emissions	BELL				
	B An Environmental Sustainability Assessment and Implementation Plan (across all divisions of APRC-reduction in GHGs, sustainable ops, etc.)	ELDRIDGE				
	C Inventory of equipment and facilities emissions rather than carbon sequestering processes. This would include an inventory of the APRC fleet and an inventory of the small engine landscaping equipment. Additionally, a year by year review of the emissions to monitor improvements	LANDT	COMP PLANNING	STAFF TIME/CONSULTANT/ VOLUNTEERS	\$ 25,000.00	2021 mainly volunteer, but any budgeted expenses in professional services in Admin & legal
8	D Inventory, Evaluate & Where Appropriate, Improve all APRC Systems & Equipment in Search of Opportunities for Cost Savings & Measures to Improve the Environment (including greenhouse gas reductions)					
	A Collaborate with Ashland Soccer Club to explore ways to maximize available soccer field space	LANDT	COMP PLANNING	STAFF TIME/PARTNERS	\$ -	2021
<b>AREA 2: DIVERSITY, EQUITY and INCLUSION (COMMISSIONER GARDINER; STAFF: ISLEEN GLATT)</b>						
1	Investigate ways to improve Diversity, Equity and Inclusion (DEI) for both internal workforce and public access and services. With the help of a qualified DEI consultant, gather community input, define areas for improvement, and implement action in alignment with City DEI policies and initiatives.	STAFF	DIVERSITY, EQUITY AND INCLUSION	STAFF TIME/CONSULTANT	\$ 15,000.00	2021 This would need to funded through Admin Operations budget

#	GOAL	PROPOSED BY	CATEGORY	RESOURCES	TIMING	NOTES
<b>AREA 3: PARKS OPERATIONS, DEVELOPMENT and MAJOR MAINTENANCE (COMMISSIONER LANDT &amp; COMMIS</b>						
1	A Develop parks development and maintenance standards and guidelines B Develop parks development and maintenance standards and guidelines that incorporate best practices, reduce long-term costs and improve the environment	CARRY OVER LANDT	OPERATIONS	STAFF TIME	2022	staff time only
2	A Explore and implement, as funds allow, capital improvements that would reduce long term maintenance costs with a goal for the improvements to pay for themselves B Review irrigation sources with an eye to reduce water expenses	CARRY OVER	OPERATIONS	CIP	\$ 100,000.00	2020 Source: \$105,000 (F&B TID Improvements)
3	Update the ICC Motorola irrigation central computer system and reincorporate all irrigation into central control	STAFF	OPERATIONS	CIP	\$ 200,000.00	Sources: \$200,000 (F&B)
4	Evaluate the property maintenance MOU with the City of Ashland for true costs and renegotiate if needed	STAFF	OPERATIONS	STAFF TIME	\$ -	2021 In-progress
5	Butler-Perozzi Fountain restoration	GARDINER	OPERATIONS	CIP	\$ 435,000.00	Source: \$25,000 (F&B); \$410,000 (Grant)
6	A Design and begin building new East Main Street neighborhood park, including the top priority of the B Construction of the East Main Park Pump Track and Skills Park (note: funding has been secured by C In Progress: Build East Main Street neighborhood park including the dog park (building of bike-skills D park will be dependent on procuring additional funds) E Build East Main	CARRY OVER ELDRIDGE LANDT BELL	DEVELOPMENT	CIP	\$ 950,000.00	2020 Sources: \$480,000 (YMCA Sale); \$120,000 (Sale to City); \$91,000 (sale to HAJC): Total \$691,000 + \$258,900 new in F&B
7	A Install basketball court at Ashland Creek Park in the graveled area with striping for multiple uses, including pickleball B Install basketball court at Ashland Creek Park in the graveled area with striping for multiple uses, including pickleball	CARRY OVER LANDT	DEVELOPMENT	CIP	\$ 75,000.00	2022 Sources: \$75,000 (F&B if available)
8	A Create a small pocket-neighborhood playground/park in the vicinity of Oak Knoll Club House B Create a small pocket-neighborhood playground/park in the vicinity of Oak Knoll Club House	CARRY OVER	DEVELOPMENT	CIP	\$ 125,000.00	2020 Source: \$125,000 (F&B)
9	Complete the Japanese Garden renovation, limiting APRC contributions to "in kind" work	LANDT	DEVELOPMENT	CIP	\$ 1,500,000.00	2020 Sources: \$1,500,000 (Grant); other in-kind
10	Mitigate fire vulnerability on all APRC lands and if discovered there is a large volume of different mitigation work – Explore funding to support fire suppression	CARRY OVER	OPEN SPACE/FIRE MITIGATION	STAFF TIME/OPERATIONS BUDGET	\$ 50,000.00	2021 Budgeted in Open Space: Temp Employees
<b>AREA 4: RECREATION PLANNING and DEVELOPMENT (COMMISSIONER</b>						
1	A Improve public aquatic recreation and competitive options in Ashland consistent with the findings and recommendations of the Pool Ad Hoc Committee and ensure the continuous operation of an adequate recreational pool in Ashland during the summer months, at a minimum until construction begins on a new pool B Design and build a new municipal pool that does not use fossils fuels for heating. Begin construction soon as funds are secured. As feasible, provide operation of the existing pool in Ashland during the summer months, at a minimum, until construction begins on a new pool C DMP replacement D Build a non-fossil fuel option for DMP	CARRY OVER LANDT GARDINER BELL	RECREATION	CIP	\$ 5,325,000.00	2020 Sources: \$325,000 (F&B); \$5,000,000 (Grants and Bond)
2	Comprehensive evaluation and plan for how APRC, FLC and City of Ashland can work together to promote tourism in outdoor recreation, parks and pedestrian/mountain bike trails as a healthy and safe tool for economic recovery	ELDRIDGE	RECREATION/TOURISM	STAFF TIME/ PARTNERSHIPS	\$ -	2021 Some meetings have already taken place and APRC can be part of future discussion as they come up. Ashland Chamber is lead.
3	Work with the Ashland School District to get agreements to use school gyms for recreation leagues or open play for volleyball, basketball and pickleball during non-school times and during smoke events (possibly expand and add SOU)	CARRY OVER	RECREATION	STAFF TIME	IN KIND	2021 Should expand to include both indoor and outdoor outdoor facilities with ASD and SOU
4	Collaborate with Ashland Soccer Club to explore ways to maximize available soccer field space	LANDT	REC PLANNING	STAFF TIME/PARTNERS	\$ -	2021
<b>AREA 4: DIVERSITY, EQUITY and INCLUSION</b>						
1	Investigate ways to improve Diversity, Equity and Inclusion (DEI) for both internal workforce and public access and services. With the help of a qualified DEI consultant, gather community input, define areas for improvement, and implement action in alignment with City DEI policies and initiatives.	STAFF	DIVERSITY, EQUITY AND INCLUSION	STAFF TIME/CONSULTANT	\$ 15,000.00	2021 This would need to funded through Admin Operations budget

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Michael Black, APRC Director

**DATE:** April 2, 2021

**SUBJECT:** Budget/Revenue Discussion (Information)

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In the recent budget committee presentation, the Finance Director and City Manager stated that they are recommending that the Food and Beverage Tax ordinance be modified to provide Ashland Parks and Recreation Commission with 98% (the City would retain 2% of the fund for administrative processing of the Tax) of the funds that are collected from that source. Currently, we receive 25% of the funds from the Food and Beverage Tax.

This effort was proposed by the City of Ashland and I have been involved in its development from an idea to a proposal. The plan does not guarantee Ashland Parks and Recreation any more money than what we are receiving now, it only changes the source of the funds that we receive. Currently, the majority of the funds required to run our organization come from the City's general fund. As I have reported previously, the general fund is shared between several departments at the City and there is always some competition between departments for those funds.

By dedicating all of the funds from food and beverage to Ashland Parks and Recreation, it lessens the dependence of APRC on the general fund and gives APRC control and management of the entirety of the Food and Beverage Tax revenue. This would enable APRC with a dedicated funding source, something that is likely to be one of the goals of the Commission.

Again, the Food and Beverage Tax change would only affect where the money is coming from. It does not solve the deficit issue that was identified in a previous staff report. Even so, the ability to have a dedicated funding source is a definite benefit to Ashland Parks and Recreation. The City is also proposing to adopt an ordinance that would define what percentage of the general fund would be dedicated to APRC. Something that we do not have currently.

I am not making a recommendation at this point and I am not seeking a decision from the Commissioners at this point either. I am anticipating a discussion on this matter in the upcoming study session where I will present more information and we will be able to openly discuss the merits of move like this.

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Michael Black, APRC Director

**DATE:** April 2, 2021

**SUBJECT:** Capital Improvement Plan (CIP) Budget Presentation (Information)

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Each biennium, the Parks Commissioners approve a Capital Improvement Plan. That plan includes budgets for each project and the source of the funds intended to use for those projects. Although, the Capital Improvement Plan is largely dependent on the goals that are adopted by the Commissioners, which have not been adopted yet, I am providing a draft plan for the Commissioners to review prior to the setting of the goals. The following snapshot of the plan is simply to provide an idea of what the funding scenarios may look like if the goals are adopted similar to the way they have been proposed.

I intend to review the capital information with the Commissioners in detail after the goals discussion at the study session. This item is intended to provide some information on the Capital Improvement Plan and is a first step in setting the funding strategies to accomplish the goals and objectives of the Ashland Parks and Recreation Commission.

Some of the items in the table below are required and the funds have already been encumbered, or those funds are already dedicated for those purposes. I will go into more detailed about why some of these projects are required and why some funds are already encumbered.

No action is being requested at this time, other than general familiarization with the breadth and depth of the draft Capital Improvement Plan in preparation for discussion at the upcoming study session.

Notes:

“F&B” is the Food and Beverage Tax and the funds represented here are made of up of the current balance of those of funds on hand and the funds that are projected to come in over the coming biennium. This represents 25% of the total Food and Beverage Tax.

“SDC” is System Development Charge and is the money that is collected through the building permit program when new structures are built in town.

“Other Grant/Loan” represents funds that would come from grants, the Ashland Parks Foundation or other donations, as well as bonds.

Description	2021/23 Budget Proposal	FY 2021/22			FY 2022/23				2022/23 Grand Total	
		F&B	SDC	Other (grant/loan)	2019-20 Totals	F&B	SDC	Other (grant/loan)		2022-23 Totals
Dept Payments (Calle, Briscoe, Garfield)	374,734	187,687			187,687	187,047			187,047	374,734
Operations Transfer	870,000	435,000			435,000	435,000			435,000	870,000
Real Estate Acquisition (East Main)	191,000		100,000	91,000	191,000				-	191,000
Repair Perozzi Fountain @ Lithia Park	435,000	35,000		75,000	110,000			325,000	325,000	435,000
Japanese Garden	1,250,000			1,250,000	1,250,000				-	1,250,000
Daniel Meyer Pool Rebuild	5,255,000	255,000			255,000			5,000,000	5,000,000	5,255,000
East Main Park Development	941,100	125,000		691,100	816,100			125,000	125,000	941,100
Kestral Park Bridge	550,000			550,000	550,000				-	550,000
Lithia Park Improvements	243,000			243,000	243,000				-	243,000
All Parks Master Plan	150,000	150,000			150,000				-	150,000
Mace Property Trail	25,000	25,000			25,000				-	25,000
Skills Park	225,000				-			225,000	225,000	225,000
Oak Knoll Playground	125,000				-	125,000			125,000	125,000
TID Improvements	100,000	50,000			50,000	50,000			50,000	100,000
Ashland Creek Park Basketball Court	75,000			75,000	75,000				-	75,000
2nd Bear Creek Greenway Pedestrian Bridge Proj	825,000	75,000		75,000	150,000			675,000	675,000	825,000
Beach Creek Restoration	35,000			35,000	35,000				-	35,000
ICC Motorola Control (Irrigation)	200,000				-	200,000			200,000	200,000
<b>Total</b>	<b>11,869,834</b>	<b>1,337,687</b>	<b>100,000</b>	<b>3,085,100</b>	<b>4,522,787</b>	<b>997,047</b>	<b>-</b>	<b>6,350,000</b>	<b>7,347,047</b>	<b>11,869,834</b>