

**MINUTES FOR REGULAR BUSINESS MEETING**  
**ASHLAND PARKS & RECREATION COMMISSION**  
**May 10, 2023**  
**Council Chambers – 6 p.m.**  
**1175 E Main St**

Present: Commissioners Landt (Chair), Eldridge (Vice-Chair), Adams, Bachman, Lewis; Director Black, Deputy Director Dials, Senior Service Superintendent Glatt, Analyst Kiewel, Manager Sullivan

Absent: None

**I. CALL TO ORDER**

Landt called the meeting to order at 6 p.m.

**II. APPROVAL OF MINUTES**

**APRC Regular Meeting – April 12, 2023**

Landt provided the following correction to the minutes: Under the discussion section after the motion was made for the Calle Guanajuato fees, the statement Dials made about the motion being acceptable was taken out of context. Landt inquired if grouping the 6 motions into one motion was appropriate. In response to that question, Dials responded that the single motion made is appropriate.

**Motion:** Bachman moved to approve the minutes with the change as described by Landt. Seconded by Adams

**Vote:** The vote was all yes

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

None

**IV. PUBLIC FORUM**

Sophia Blanton of Rogue World Music gave an update on the Ashland World Music Festival which will be held in Lithia Park and other venues around Ashland on Memorial Day weekend. The festival is free to the public and is used as a fundraiser for fire recovery. The lineup will include artists from all over the world. Last year 2,500 came through Lithia Park. The goal this year is to bring 3,000+ into Lithia Park.

**V. CONSENT**

**a) Minutes for Acknowledgment**

- Parks & Open Space Update Ad Hoc Committee, September 27, 2022
- Ashland Japanese Garden Advisory Committee, January 30, 2023

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

**Vote:** The vote was all yes.

**VI. DIRECTORS REPORT**

Black reported on the following items:

**Talent Irrigation District Irrigation Water-** Last year Talent Irrigation District water delivery did not start until July. This year we have been informed that TID will start releasing water on May 22. Parks use irrigation to water in the parks. Landt asked how long the irrigation water would last and Black stated that we think that it will be more than six weeks of irrigation which is better than the past few seasons.

**Senior Services Event –** On June 10 Senior Services is offering a free cookout for seniors and their families. The cookout is co-sponsored by the Ashland Police Department and the Village of Valley View.

**Parks Budget Presentation -** Staff will be presenting the APCR budget on May 18 to the Citizen Budget Committee. This is the same budget that has been presented to APCR and the Ashland City Council.

**Bike Swap –** Rachel Dials and Suliman Shelton staffed the Bike Swap which raised \$5,800 for bicycle safety education for 4<sup>th</sup> and 5<sup>th</sup> grade Ashland students.

**NMP Nature Center Events –** Rogue Valley Bird Day is Saturday May 13 and is free to the public.

## VII. BUSINESS

### a) **Miscellaneous Fees and Charges & Financial Sustainability Strategy (Action)**

Dials reviewed the information included in the meeting packet, the supplemental information uploaded to the website prior to the meeting and displayed slides. The presentation included the following information:

- On June 6 Council will review and approve the Miscellaneous Fees and Charges Document. The document included in the memo is what is published in the fee book.
- Updates to Fees recommend by staff include outdoor picnic rentals, Special Event Application Fee, Daniel Meyer Pool, Ashland Rotary Centennial Ice Rink, and an hourly rental for exclusive/commercial use of Pickleball and Tennis Courts.
- Staff used the Financial Sustainability Plan, inflation, fee increase history, program revenue and costs and fee comparison of similar programs in the region as criteria to recommend fee updates.
- The last time a fee increases for the ice rink was July 2019 and the last pool fee increase was January 2015. Expenses have increased annually but fees have not increased.
- Outdoor Rental Areas fees range from \$75 - \$125 depending on amenities offered.
  - Picnic rental comparison Medford \$88 - \$137 and Central Point \$150-\$250
- Pickleball / Tennis Fees
  - Request from the public for the private use of a Pickleball or Tennis Courts.
  - Medford \$10 per hour and Central Point \$50 per hour offer rentals.
  - Black clarified that the only time rentals would be allowed would be for exclusive use, such as private lessons (commercial use), clinics, or tournaments. Regular play and drop-in games will continue for free on a first come and first serve basis.
    - Landt stated that someone could reserve a court to use at a specific time and a fee makes sense.
    - Adams asked if courts would be reservable during peak times. Dials clarified that reservation times would not be allowed during peak hours and that staff would be creating an internal policy for court reservations and would monitor court rentals.
    - Eldridge stated this is similar to rentable areas in Lithia Park and that drop-in access is free to the public. If you want a certain space at a certain time, then you can reserve it for exclusive use. Dials clarified that only certain areas in the Parks are reservable.
- Special Event Fee – this fee covers staff time spent processing special event requests. Staff work with applicants to ensure that special events have insurance and follow park rules.
  - Eldridge asked what the lead time is for Special Events. Dials said that this is just for Parks special event applications and the request is for 90 days. There is a separate permit for the City Special Events.
- Pool Fee – Staff reviewed the cost recovery analysis for the pool programming. Staff recommend raising the fee for adults and not youth. Fees will also be adjusted for the punch cards which provide a \$.50 discount per pool visit.
- Senior Fee for gentle yoga is changing to a per class fee rather than a one-time fee for multiple classes.
- Ashland Rotary Centennial Ice Rink Fees - staff reviewed fees at Mt. Shasta which is \$8 for adults and Klamath Falls charges \$10 for adults without separate fees for Hockey. Staff is recommending fee increases for Adult Hockey, Private Lessons, and Helmets.
  - Eldridge asked is helmets are specific for hokey. Dials stated that it's for all ice rink programming and the public is allowed to bring their own. Helmets are available for purchase,
- Per Commissioner Adams suggestion staff is recommending offering punch card for Ashland students who qualify for free and reduced lunch discount of 50% that would be administered by schools in Ashland on an opt in basis.

Landt stated that adult hockey is the only fee that is not rounded to the dollar and thinks it is best practice to not set fees with change and suggest that this fee is set at \$9 instead of \$9.25.

**Motion:** Eldridge moved to approve the fee increases presented by staff with the change suggested for adult hockey by Chair Landt and forward to City Council for the Miscellaneous Fees and Charges Book.

Seconded by Adams

**Discussion:** Adams stated there was a request from Commissioners regarding monitoring participation rates for areas where fees were increased. Adams expressed appreciation to staff for including the discounted fee for youth with less means at the ice rink and pool. Adams added that if alcohol is allowed in certain areas within parks, demand for rental areas such as Cotton Memorial could greatly increase, and it may be prudent to raise fees at that time. Lewis thanked staff and stated that the Financial Sustainability Strategy is complex. Parks and programming is subsidized and it's a matter of cost to benefit ratio for the value to community. Landt stated that the punch card discount program being a fifty percent discount, was a good place to start.

**Vote:** The vote was all yes

VIII. **ITEMS FROM COMMISSIONERS/STAFF**

Eldridge announced that the new downhill mountain bike beginner trail has begun building. The trail that will soon have an official name (previously referred to as the Wonder Bailout).

IX. **UPCOMING MEETING DATES**

- a) Ashland Japanese Garden Advisory Subcommittee—May 15, 2023
  - Lithia Cabin—10:30 a.m.
- b) Trails Master Plan Review Subcommittee—May 15, 2023
  - Lithia Cabin—2:00 p.m.
- c) Citizen's Budget Committee – APRC Presentation—May 18, 2023
  - Council Chambers—3:00 p.m.
- d) APRC Special Meeting —June 7, 2023
  - Electronic Meeting—6 p.m.
- e) APRC Regular Business Meeting—June 14, 2023
  - Council Chambers—6 p.m.

X. **ADJOURNMENT**

The meeting adjourned at 6:46 p.m.

Respectfully Submitted

Tara Kiewel, Administrative Analyst