

IMPORTANT: Any citizen attending a commission meeting may speak on any item on the agenda. If you wish to speak, please fill out the Speaker Request form located near the entrance to meeting room. The Chair will recognize you and inform you as to the amount of time allotted to you. The time granted will be dependent to some extent on the nature of the item under discussion, the number of people who wish to be heard, and the length of the agenda.



## AGENDA FOR STUDY SESSION

### ASHLAND PARKS & RECREATION COMMISSION

June 15, 2015

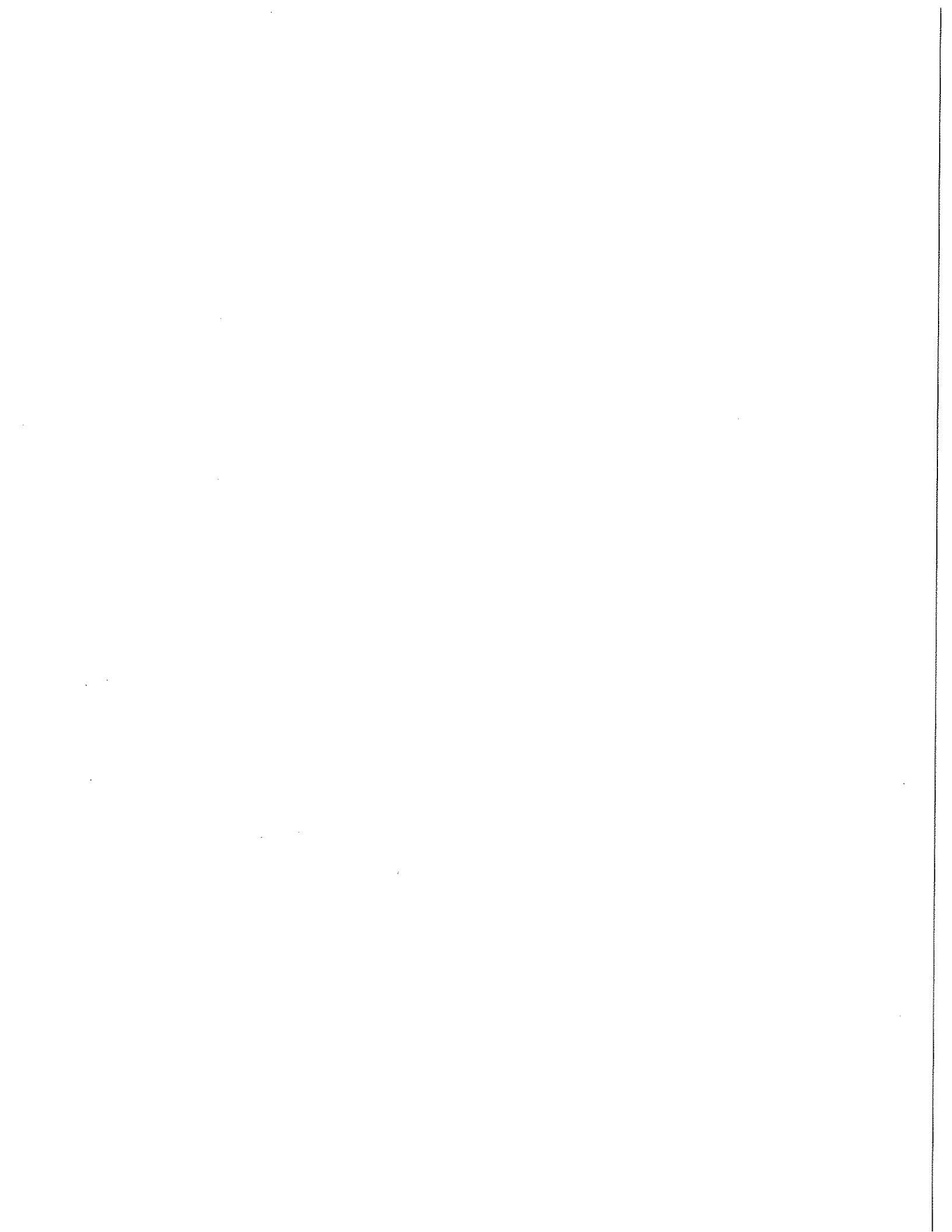
The Grove

1195 E. Main Street

7:00 p.m.

- I. CALL TO ORDER
- II. SPONSORSHIP POLICY REVIEW
- III. BUTLER-PEROZZI FOUNTAIN UPDATE
- IV. DISCUSS PARAMETERS FOR PERFORMANCE AUDIT AND ADVISORY COMMITTEE
- V. THE GROVE REMODEL DISCUSSION
- VI. JAPANESE GARDEN GATEWAYPROJECT UPDATE
- VII. STAFF AND COMMISSIONER COMMENTS
- VIII. 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 AND RECREATION COMMISSION

340 S. PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Mike Gardiner  
Rick Landt  
Jim Lewis  
Matt Miller  
Vanston Shaw



Michael A. Black, AICP  
Director

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parksinfo@ashland.or.us

## MEMORANDUM

**TO** : Ashland Parks and Recreation Commission  
**FROM** : Michael A. Black, AICP - Director  
**DATE** : June 10, 2015  
**SUBJECT** : June 15, 2015 Study Session

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This month's study session will be held on Monday, June 15, 2015 in the Grove at 7:00 PM.

**1. Sponsorship Policy Review**

See attached memo from Rachel Dials.

**2. Butler-Perozzi Fountain Update**

With this item, I would just like to open the conversation again on the fountain. As you know, we have limited resources to work with on the fountain and a lot of work to be done. At the meeting Bruce Dickens will provide some information on the current status of the fountain and concrete structure and I will discuss our options for funding repairs.

**3. Discuss Parameters for Performance Audit and Advisory Committee**

When the budget is approved by the City Council, APRC will have about \$50,000 to fund a performance audit. At the study session, I will share the standards for performance audits and we will discuss the desired scope of the audit.

#### **4. The Grove Remodel**

We are beginning the process of designing the interior remodel of the Grove and it is time to share the first round of ideas with the Commission. The contract architect will be providing display boards of the current design for the meeting and the Commission will have the opportunity to weigh in on the future layout of the Recreation Office at the meeting.

#### **5. Japanese Garden Gateway Update**

It is time to give another update on the gateway as well. Bruce Dickens and I recently visited the wood shop and metal workers shop to review the progress of the project and we are happy to report that project is moving forward well. We will have more detail for you at the meeting, however, I can say that most of the pieces have either been milled and cut or constructed and assembly is not too far off.



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## MEMORANDUM

**TO:** Ashland Parks and Recreation Commission

**FROM:** Rachel Dials, Recreation Superintendent

**DATE:** June 10, 2015

**SUBJECT:** Draft for Review—Advertising and Sponsorship Policy

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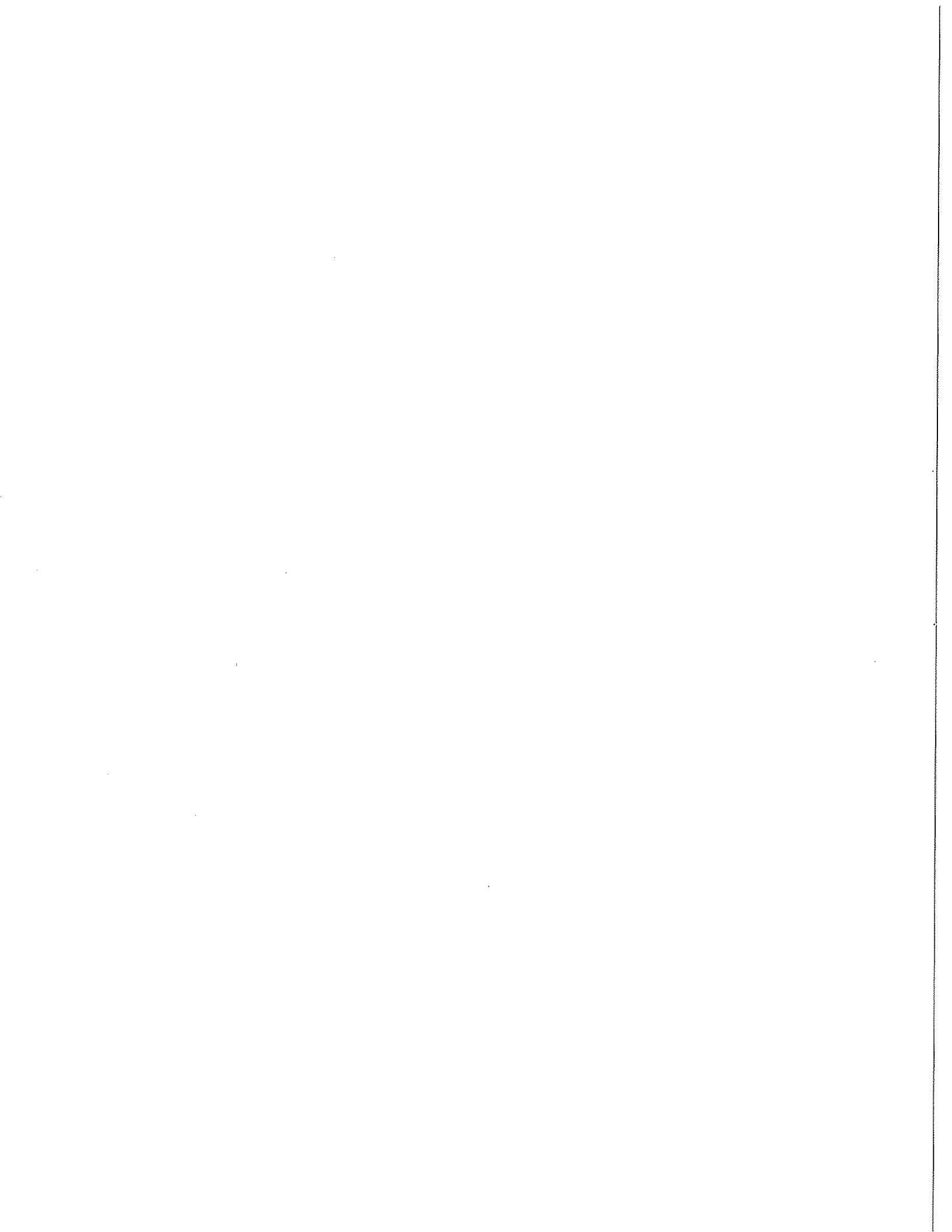
For your review is a draft advertising and sponsorship policy. The purpose of the draft policy is to increase APRC's ability to deliver services to the community and/or provide enhanced levels of service beyond core levels funded from the City of Ashland's general fund.

The draft policy would create a process to:

1. Assist organizations with making requests for sponsorship or advertising;
2. Provide staff with a method for soliciting advertising and sponsorship to decrease costs (for operations, supplies, services, facilities and more)
3. Recognize sponsoring organizations and their advertising dollars.

Staff has researched other parks and recreation agencies around the state with similar programs including Medford Parks and Recreation, Portland Parks and Recreation and Bend Parks and Recreation.

Staff sees this as a method for furthering the mission of the Ashland Parks and Recreation Commission as we are faced, more frequently, with the need for additional funding sources. Such assistance could enhance current maintenance and operations and help us develop and execute future programs. Funding from community organizations through advertising and sponsorship could allow local organizations to show their commitment for helping APRC maintain valuable programs, services and facilities.



**DRAFT Advertising and Sponsorship Policy  
Ashland Parks and Recreation Commission**

**Introduction:**

The Ashland Parks and Recreation Commission (APRC) welcomes partnership opportunities that enhance our ability to deliver parks and recreation services. It is our policy to actively seek sponsorships for events, services, parks and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs and other entities.

This policy sets guidelines for entering into sponsorship and advertising agreements.

**Purpose:**

The purpose this policy is to increase APRC's ability to deliver services to the community and/or to provide enhanced levels of service beyond the core levels funded from the City of Ashland's general fund.

In appreciation of such support, it is the policy of the APRC to provide sponsors with suitable acknowledgement for their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the commission's parks, facilities and services. It should not detract from other visitors experiences.

**Authority:**

The APRC Director or designee will make final decisions on sponsorship agreements.

**Selection and Approval Process:**

Organizations must demonstrate an appropriate affiliation to APRC's mission and core values. Requests for advertising with the department will be submitted by an application process to determine if the organization and content provided meet the criteria set forth in this policy.

**Eligibility:**

In general, businesses or organizations are not eligible for sponsorships if they relate to any of the following:

1. Companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, intoxicants or pornography.
2. An organization that is religious or political.
3. Business regarded as "adult only",
4. Product or businesses that are, or appear to be, endorsed or recommended by APRC or its officers, agents, or employees
5. Products or businesses that are, or appear to be a conflict of interest or policies of the APRC

**DRAFT Advertising and Sponsorship Policy  
Ashland Parks and Recreation Commission**

The APRC Director or designee may also consider the following when evaluating a sponsorship proposal:

1. The timeliness or readiness of the sponsor to enter into an agreement
2. The operating and maintenance costs associated with the proposals
3. The sponsor's record of responsible environmental stewardship and past involvement in community and city projects

**Recognition of Sponsors:**

The following principles form the basis of recognition for sponsors:

1. APRC appreciates all sponsorships that enable it to further its mission
2. In recognition of sponsor contributions, preference will be given to providing a form of recognition that is not displayed within parks
3. Recognition of sponsorship shall not suggest in any way the endorsement of sponsors' goods or services by APRC, or any proprietary interest of the sponsor in APRC
4. All sponsorship agreements will be for a pre-defined period of time, having regard to the value of the sponsorship and the life span of the asset or program being sponsored

**Types of Recognition:**

Sponsors will be provided with a level of recognition commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

1. A thank you letter.
2. Publicity through APRC's website, newsletters, and/or media releases
3. Events such as a press conference, photo opportunity, groundbreaking or ribbon-cutting ceremony.
4. APRC acknowledgement at civic functions.
5. Commemorative items such as a framed picture or plaque.
6. Register of sponsors, accessible to the public online.
7. Acknowledgement on printed materials such as recreational program catalogs.

**Where On-site Recognition is to be Provided, Types of Recognition May Include:**

1. Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction and/or restoration of a particular facility, park or event.
2. Interpretive signs, which may include the use of logos.
3. Plaques or signs (limited to the lifespan of the asset).
4. Naming of a particular facility within a community center or park where the sponsorship covers the majority (>60%) of the cost of the facility.
  - a. All of the above on-site recognition proposals should fit within current sign, plaque and memorials policy, be reviewed by the sign and plaque subcommittee and/or be approved by the Parks and Recreation Commission.



# PARKS POLICY FOR SIGNS, PLAQUES, AND MEMORIALS

## Introduction:

Many individuals and groups have contributed resources and time to Ashland's parks. The Parks Commission appreciates and encourages such contributions and strongly urges those wishing to commemorate persons, groups, or events to consider making a contribution without requiring a physical memorial. A guiding principle is for the park itself to be the showpiece or center of activity, rather than a site containing memorials.

This statement of policy and guidelines is designed to:

1. Provide specific criteria for design and placement of memorials and signs.
2. Establish a clear and consistent process for application, review, approval, and implementation of all proposals.
3. Define ongoing maintenance responsibilities of the donor and of the Parks Department.

## II. Policy:

It is the policy of the Ashland Parks and Recreation Commission to consider installing signs or memorials on the property managed by the commission under one or more of the following circumstances:

- A. When the feature will enhance the park and be in character with the purpose for which the park was created.
- B. When the person or group memorialized has contributed significantly to the mission of Ashland Parks and Recreation.
- C. When the memorial has a sense of timelessness; that is, it will be meaningful to both current and future generations of parks patrons.
- D. When a donation is made that constitutes the major portion of resources necessary to acquire a park site identified on the current Parks, Trails, and Open Space Plan.

**Note:** *Complying with some or all of the above policy elements does not automatically secure approval.*

### **III. Criteria and Rationale**

- A. Ashland's parks are established to provide playgrounds, areas for organized active recreation, trails, open space, aesthetic benefits, and environmental protection and enhancement. Signs and memorials will be in character with and not detract from the purpose of the park or facility.
- B. There must be justification for the existence and location of all memorials.
- C. The preferred location for a memorial is inside or immediately adjacent to a structure such as a building or parking area or entrance to a structure or trail. Development of a trail, renovation of a feature or structure, or restoration of a natural area may be acknowledged by a sign or plaque within its access or parking area or within or on an existing structure.
- D. Memorials or signs placed outdoors should be part of a landscape design plan and carefully incorporated so as to be part of the fabric of the site, rather than a feature of the site.
- E. Memorials to individuals may be incorporated into benches, artwork, walkways or other structures. A commemorative bench or table may be considered for a particular site if the park plan designates the need.
- F. Interpretive signs or memorials related to community history or natural history may be placed in accordance with the park plan.
- G. A conservative approach will be taken regarding requests for signs and memorials in Lithia Park in order to preserve its natural and historic character.

### **IV. Memorials that may be considered:**

#### **A. Historic Events**

Events significant to the park's formation or development or in the development to the region of town in which the park is located.

#### **B. Persons or Groups**

Persons or groups who were influential in understanding, developing, or preserving the park or region of town. Persons must be deceased a minimum of one year before applications for memorial items will be accepted. Exceptions will be made for donations of items from current needs list.

### **C. Structures**

Commemorating the roles of individuals, such as designers, government agencies, and others in the development and construction of new structures located in the park.

### **D. Endowment Fund**

Donations can be made to the Ashland Parks Foundation's memorial endowment fund for signs, plaques, and memorials, or for the future maintenance of Lithia Park.

## **V. Monument Types:**

- **Plaques:** Made of permanent materials such as bronze, other metals, or stone. May be mounted in walls, in paving, or on cast concrete. Plaques will be attached to the donated item. Standard plaques will be 1x4 inch aluminum with Times Roman text, font size 14. **Words will be limited to six, with no dates listed.**
- **Other Memorials:** These include all that are three dimensional, such as statuary, structures, benches, fountains, and other items not included above.

## **VI. Application Process**

### **A. Parties involved:**

1. Donor: Individual or group proposing a memorial or sign.
2. A memorial review subcommittee was formed to review proposals and make recommendations regarding memorials and signs. The subcommittee is comprised of a minimum of two members of the Ashland Parks and Recreation Commission and may include other appropriate persons.

Duties: Review proposals in accordance with standards described herein and make recommendations to the full commission.

3. Parks Commission approves or denies the request.

### **B. Process:**

1. After reviewing this policy statement, the donor submits the preliminary proposal in writing to Ashland Parks and Recreation, 340 South Pioneer Street, Ashland, OR 97520. The proposal indicates who or what is being commemorated, the type of memorial desired, the preferred location, and justification for the request.

2. The subcommittee requests detailed drawings from the donor showing full-scale design, wording, typeface, materials, and location. The subcommittee forwards its recommendation to the Ashland Parks and Recreation Commission.

**If the recommendation is favorable:** The commission reviews the drawings and makes a final approval, with any conditions noted.

**If approved:** The subcommittee reviews the request and/or approves associated wording.

**VII. Installation**

Upon final approval of the memorial proposal, it becomes the donor's responsibility to coordinate and finance the fabrication, delivery, and installation of the plaque or memorial with Parks Department staff. Any changes must be approved by the commission prior to installation of the memorial.

The Park Superintendent inspects the memorial before and after installation to ensure that all the conditions of approval have been met.

**VIII. Removal or Replacement**

Ashland Parks and Recreation reserves the right to move, remove, or replace any sign or memorial within any property under its jurisdiction if the memorial does not comply with the above policy and guidelines, if it interferes with the development of a park for its intended purpose, or for any other reason it identifies.

If the memorial becomes damaged beyond repair, an attempt will be made to contact the donor to repair or replace the item, or it may be removed.

**IX. Date of Effect of these Guidelines**

The guidelines become effective upon adoption by the Ashland Parks and Recreation Commission.

**2013 Amendment Recommendations from Subcommittee:**

- To recover all costs associated with shipping, installation and maintenance, raise prices: from \$300 to \$600 for standard bench and from \$1,200 to \$2,000 for metal-framed bench. *Status: Implemented.*
- For ongoing requests, created a "Sponsor-a-bench" form outlining rules and fees. *Status: Not yet implemented.*
- Implement a 10-year time limit on memorial items in parks. *Status: Not yet implemented.*

- For donations above \$5,000, authorize staff to approve a 3x4 plaque with as many words listed as space allows, Times New Roman font, size 14. *Status: Implemented.*

