

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 REGULAR MEETING

ASHLAND PARKS & RECREATION COMMISSION

August 31, 2015

Council Chambers

1175 E. Main Street

7:00 p.m.

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES
 1. Study Session—July 20, 2015
 2. Regular Meeting— July 27, 2015
- III. PUBLIC PARTICIPATION
 1. Open Forum
- IV. ADDITIONS OR DELETIONS TO THE AGENDA
- V. UNFINISHED BUSINESS
 1. Approval of Advertising and Sponsorship Policy (Action)
- VI. NEW BUSINESS
 1. RVTV Contract Renewal for 2015-2017 (Action)
 2. Long-Term Plans for Issuing a Bond for Garfield Park (Action)
 3. Guidelines for Park Design and Maintenance Standards Subcommittee Formation (Action)
 4. New Form and Process for Annual Evaluation/Performance Review for Ashland Parks Director (Information)
- VII. SUBCOMMITTEE AND STAFF REPORTS
- VIII. ITEMS FROM COMMISSIONERS
- IX. UPCOMING MEETING DATES
 1. Study Session—September 21, 2015
The Grove, 1195 E. Main Street—7:00 p.m.
 2. Regular Meeting—September 28, 2015
Council Chambers, 1175 E. Main Street—7:00 p.m.
- X. ADJOURNMENT
- XI. EXECUTIVE SESSION FOR LEGAL COUNSEL PURSUANT TO ORS 192.660 (2)(h)

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).

City of Ashland
PARKS AND RECREATION COMMISSION
Study Session
MINUTES
July 20, 2015

ATTENDANCE

Present: Commissioners Gardiner, Landt, Lewis, Miller, Shaw; Director Black, Superintendents Dickens and Dials; Administrative Supervisor Dyssegard and Assistant Manuel
Absent: City Council Liaison, Mayor John Stromberg

CALL TO ORDER

Chair Gardiner called the meeting to order at 7:00 p.m. at The Grove 1195 E. Main.

CONSIDER ADDITIONS TO ASHLAND CREEK PARK: SWINGS AND CREEK ACCESS

- *Swings for Ashland Creek Park*

Black began the discussion by noting that the Commission requested consideration of two additional items for the newly completed Ashland Creek Park: swings in the play area and access to Ashland Creek from the park.

Gardiner explained the rationale for adding swings to the play area in Ashland Creek Park. He noted the popularity of swings in other City of Ashland parks and said they were well used by children of all ages. Both adults and young children enjoyed interactions involving swing sets in parks.

In response to a question by Shaw, Dickens replied that preliminary research indicated that the cost to purchase four swings (two bucket seats for toddlers and two swings for youth) and develop a play area suitable for swings would range from approximately \$13,000 to \$15,000. He suggested locating the new equipment along the north side of the play area and defining the space with a 3-ft. block wall. Wood chips would blanket the proposed area.

Discussion among Commissioners

Landt suggested placing the swings where two sidewalks meet, thereby eliminating the need for a block retaining wall. If the wall was needed to provide boundaries for the play area, then reducing the wall from 3 ft. to 2 ft. might help to reduce the footprint. Landt questioned the availability of funding, noting that several other projects were removed from the CIP (Capital Improvement Plan) due to lack of funding. He proposed prioritizing the projects to add perspective and assist with decision-making.

Shaw focused on donations as a possible avenue for funding the project. The Ashland Lions Club had adopted the neighborhood park through the APRC "Volunteer in Parks" Program, and the cost of adding swings to the play area might be within their purview.

Discussion included a review of the policy governing donations. It was stated that the sponsorship policy for APRC currently limits the types of acceptable donations. Shaw proposed incorporating a broader strategy into the policy to create additional opportunities for public donations.

Funding strategies for additional equipment were discussed. Changes to the policy would be necessary prior to moving forward with private donations for playground equipment. The Ashland Lions Club could be

approached about a possible funding request. Small project grants were also considered. In the meantime, the undertaking would be added to the list of projects in need of funding.

Landt proposed a Commission-prioritized list of unfunded projects with similar cost projections, including those for Lithia Park. He noted that the Lithia Park Master Plan could be modified to include playground equipment needs; alternatively, the project could be funded outside the Master Plan. Landt expressed a concern about funding without consideration of the Lithia Park Master Plan because of the potential for overlooking other important projects. In addition, prioritizing projects would ensure an orderly process as funds become available

Further discussion was postponed until the list of unfunded projects could be reviewed.

- **Creek Access**

Shaw described his vision for creating access to Ashland Creek from Ashland Creek Park. He stated that it seemed appropriate to add access, validating the Park's name and neighborhood character. He proposed a viewing area anchored by a bench or table with ADA (Americans with Disabilities Act) access.

Discussion among Commissioners

Shaw noted that controlled access would provide an avenue for people to enjoy the sights and sounds of the creek without disruption of the creek's habitat. He highlighted the unfettered access of neighbors who live along the creek on the side opposite to Ashland Creek Park.

Landt explained the historical significance for protecting the riparian area, noting that access to the creek within Lithia Park had degraded the creek banks. He stated that efforts to restrict access would be difficult in Lithia Park, but that new parks could integrate more environmentally sensitive setbacks.

Gardiner reported that the original plan for Ashland Creek Park included limited creek access. Changes to the original plan omitted access as well as a proposed basketball court. Those alterations to the plan had facilitated increased riparian setbacks.

There followed discussion regarding possible access points, the creation of shaded areas for protection from the midday sun, changes to the riparian setbacks, and other options for improving park amenities.

DISCUSS UPDATE ON PERFORMANCE AUDIT AND ADVISORY COMMITTEE

Black presented a draft of the request for proposal (RFP) to solicit applicants interested in conducting a performance audit for APRC. He stated that once the RFP was reviewed by APRC, the Advisory Committee would evaluate the proposal and provide additional feedback as needed. The RFP would then be returned to the Commission for final approval.

Black proposed a timeline for advertising the RFP and selecting auditors as well as an estimated timeline for conducting the audit. He reviewed the 12-page request for proposal, noting the topics delineated and expected scope of the project. Services provided by APRC and program goals were detailed, as well as anticipated accomplishments.

Black highlighted the primary scope, emphasizing an added objective calling for evaluation of conversion to a special Parks and Recreation District. He stated that an outside opinion would add perspective based on best practices throughout the country.

Black explained the requirements, qualifications, and deliverables detailed in the RFP as well as the selection process and accompanying legalities.

Discussion among Commissioners

Gardiner noted that the Advisory Committee would convene once the remaining members had been chosen. He stated that a City Councilor had yet to be designated by the Council. Final confirmation of proposed member Mary Cody, a Budget Committee member, also remained.

Landt suggested that the budget for the project be included in the RFP.

There followed a brief discussion of the pros and cons of communicating the budget up front. Black replied that he would share the information if asked but his preference would be to allow applicants to communicate their fees or costs for services. He stated that the contract would be negotiable depending upon the information provided and the quality of the application. The final decision would be based on a number of factors and the successful applicant might or might not be the lowest bidder.

Other discussion focused on the best timeline for the actual audit. It was agreed that the schedule would depend upon the availability of the auditors, once the majority of staff holiday vacations were completed.

HEAR UPDATE ON E.COLI BACTERIA IN ASHLAND CREEK WITHIN LITHIA PARK

Dickens reported that the level of bacteria in Ashland Creek had spiked significantly as a result of a recent storm. He noted that the numbers were the highest he had ever seen. Signage was posted where access to the water was permitted, warning people about the dangerous conditions. A public service announcement and additional postings along the creek were planned.

Dickens commented that E.coli in Lithia Park's designated play area averaged approximately 119 parts per thousand at any given time. A current reading measured contamination at the playground at 980 parts per thousand. The number at the reservoir was much higher, at approximately 8,800 parts per thousand. Dickens stated that contamination would remain dangerous until the water temperature cooled and rains filtered the material.

In response to a question from Shaw, he stated that the bacteria originated in Ashland's watershed.

STAFF AND COMMISSIONER COMMENTS

- ***Pickleball***

Shaw highlighted a petition received by the Commission requesting better lighting for evening play of pickleball in Lithia Park.

Black noted that the petitioners wanted to see lighting similar to that provided in Hunter Park – a request that could be addressed during the Lithia Park Master Plan process and after project funding became available. He suggested that Parks staff improve the existing lighting for better illumination.

- ***The Ashland Creek Flood***

Black highlighted recent flooding along the Calle, stating that both Public Works and APRC did everything they could to ameliorate damage and control the flooding. He noted that there was confusion about the gate that provides access to the creek, stating that it was not designed for floodwater control.

Black stated that there would be an insurance claim to mitigate damages.

- ***Water Leak at Oak Knoll Golf Course***

Black noted that an irrigation line ruptured at the Golf Course and water entered the crawl space of a nearby neighbor. He emphasized that the situation was resolved promptly. A review by a disaster specialist was undertaken to ensure that all damages were alleviated. Black expressed confidence that the matter would be resolved without an insurance claim.

- ***BBQ for Elected and Non-Elected Commissions, Committees and Boards***

Gardiner reminded everyone that the APRC agreed to co-sponsor, with Council, a BBQ to be held on August 30, 2015 from 3-5:00 p.m. at the Oak Knoll Golf Course. He encouraged those present to attend.

- ***Conservation Meeting***

Shaw reported that he would be making a presentation to the Conservation Commission about APRC's recycling efforts in Ashland's parks. He stated that he would emphasize the success of the recycling program and encourage the Conservation Commission to expand the project into Ashland's downtown core.

ADJOURNMENT INTO EXECUTIVE SESSION

By consensus, Gardiner adjourned into executive session at 8:15 p.m.

Executive session: Real Property Acquisition ORS 192.660(2) (e)

ADJOURNMENT OUT OF EXECUTIVE SESSION

By consensus, Gardiner adjourned out of executive session at 9:15 p.m.

Respectfully submitted,

Betsy Manuel, Assistant

City of Ashland
PARKS AND RECREATION COMMISSION
REGULAR MEETING
MINUTES
July 27, 2015

ATTENDANCE

Present: Commissioners Gardiner, Landt, Lewis, Miller; Shaw, Superintendents Dickens and Dials; Administrative Supervisor Dyssegard and Assistant Manuel
Absent: City Council Liaison - Mayor Stromberg;

CALL TO ORDER

Chair Gardiner called the meeting to order at 7:00 p.m. in Council Chambers, 1175 E. Main Street.

APPROVAL OF MINUTES

Study Session – June 15, 2015

MOTION: Shaw moved to approve the Minutes as presented. Lewis seconded the motion.
The vote was all yes.

Regular Meeting – June 22, 2015

MOTION: Lewis moved to approve the Minutes as presented. Miller seconded the motion.
The vote was four yes, one abstention.
Landt was not present at that meeting.

PUBLIC PARTICIPATION / OPEN FORUM

There were no participants.

ADDITIONS AND SUBTRACTIONS TO THE AGENDA

There were none.

UNFINISHED BUSINESS

- **Ashland Creek Access in Lithia Park Discussion**

Black stated that he researched the question of limited access to the Park. He noted that the decision to limit access was a policy decision made by the Parks and Recreation Commission (APRC), and no other governmental entity required limited access to the creek in Lithia Park.

Lewis highlighted the exceptions to the rule, commenting that access to the creek was permitted from the children's play area, and from the reservoir. He noted that signs were posted to restrict access elsewhere along the creek in an effort to restore habitat and prevent erosion.

NEW BUSINESS

- **Sponsorship Policy and Application Process Discussion**

Dials presented the draft policy, stating that the purpose of the policy was to increase APRC's ability to deliver services to the community and/or to provide enhanced levels of service beyond core levels, i.e. levels that are currently funded from the City of Ashland's General Fund. The draft policy provides

guidance to organizations, allows staff to solicit advertising and sponsorships, and provides a prescribed protocol for recognizing sponsors and advertisers.

Dials stated that the City Attorney reviewed the draft policy and had no concerns. Examples of possible uses include cost offsets for APRC banners, newsletters, brochures, event and equipment sponsorships, recreation programs. The policy would facilitate an exchange of services within the community. Dials stated that the policy would encourage increased recognition of valuable sponsors and donors.

Dials reported that the application had not yet been finalized, but would contain a list of opportunities for donors and a fee structure for advertising. She proposed an annual review by the Commission to evaluate the activities and report revenue generated.

Discussion among Commissioners

Lewis asked if the policy would address donors desiring naming rights. Dials replied that naming rights and special recognition for large donations would most likely involve the Director.

Landt called for more clarity, stating that the draft policy did not differentiate between large and small sponsorships. He suggested that large bequests from donors requesting extraordinary recognition be removed from the policy and discussed at the Commission level.

Landt highlighted the draft policy's mission, noting that in his opinion, the APRC mission statement was incongruent with the subject.

There followed a brief discussion about the value of communicating a rationale as well as an explanation of a desired outcome that would support the APRC mission. Black noted that every sponsorship should support the APRC mission. He proposed structured categories with differing levels of criteria as a guide. Landt agreed with the development of weighted criteria. Shaw stated that the mission would be reinforced when embedded within the criteria.

It was decided by consensus that continued discussion of the draft proposal would be an agenda item in August.

- ***Permanent Allowance of Dogs on the Calle***

Dials reviewed the trial period authorized by the Commission in 2014. She stated that, originally, dogs were not allowed in Lithia Park. This restriction applied to the Calle as the corridor is considered an extension of the Park. Dials stated that at the time a Jackson County Ordinance also prohibited dogs in eating establishments. Both restrictions were subsequently lifted and the APRC trial period granted restaurants the authority to decide the issue independently. Dials reported that feedback from restaurant owners was mixed. One complaint was received initially. A current request by APRC soliciting feedback resulted in two replies. Each was read into the record as follows:

1) From Lisa Beam, owner of Pasta Piatti:

"We are supportive of dogs being welcome on the Calle. I believe it is a great customer service point and hope the Commission continues on with their decision. In fact, just the other afternoon, I saw three tables sitting with dogs."

2) **Melissa Jensen**, owner of Louie's:

"Thank you for your invitation to share comments with the Commission regarding dogs on the Calle. Our experience at Louie's has been overwhelmingly positive. In fact, we have never had a single incident that could be considered remotely negative. Locals and visitors alike are thrilled, and express their appreciation daily. Thank you for your efforts in obtaining permanent approval from the Commission. Regrettably, we have a conflict Monday evening and will not be able to attend the meeting. That said, please let me know if there's anything else I can do to support. Thank you."

MOTION: Landt moved to allow dogs to be permanently permitted into restaurants along the Calle. Shaw seconded.

The vote was all yes.

- **Garfield Park Waterplay Bonding Discussion**

Black noted that the Capital Improvement Plan (CIP) budget included an allocation for \$550,000 for the Garfield Park splash pad. The budget was approved but no repayments were scheduled. Once it was determined that the splash pad replacement could not be postponed, Black looked for a source of repayment estimating payments of approximately \$40,000 per year. The projection was based upon a repayment schedule similar to the bonded parameters of the Butler-Perozzi bond.

Black explained that \$70,000 had been budgeted for a project manager within the CIP. He suggested that hiring the project manager in the spring would free up enough funds to service the bond this biennium. Black stated that projects that are currently underway, such as The Grove, the Performance Audit, Garfield Park and other smaller projects, could be managed without a project manager, thereby protecting the Commission's goals without altering the outcome.

Discussion among Commissioners

Lewis asked about discussion of the design, noting that the design would be dependent upon the project bid. Black replied that if cost estimates were over the amount budgeted, the project would be scaled back. He stated that a strategy was in place to make the changes necessary to come in under budget.

Lewis referred to past discussion about improvements to Garfield Park. He stated that there were three components to the park that were of primary concern. The first was improvement of the children's play area, which has since been renovated. A volleyball court and basketball court have not yet been addressed. Lewis asked whether plans were for the splash pad alone, or whether the scope could be enlarged to refurbish additional areas of the park.

Black replied that the hardscape from the volleyball court, to the restrooms, to the play area, and onto the splash pad, as well as shaded seating areas, were included in the \$550,000. He stated that there were additional possibilities such as providing a demarcation site for the Siskiyou Scenic Bikeway.

Lewis focused on possibilities for renovating the basketball court. He commented that it was the only full-sized court in the Parks network and it was in poor condition. Lewis advocated for discussion of further improvements to the park.

Black stated that the Commission had the authority to change the amount of the bond as long as a source of repayment was identified and the revenue stream would be available for the life of the bond. He also noted that a significant amount of debt would be retired in this biennium. He stated that the \$310,000 bond

for the Clay Street dog park would be paid off in its entirety, and therefore would not be a factor in the next biennium.

In response to a question by Lewis, Black reminded those present that all incoming revenue had been specifically earmarked for the next two years. Bond repayment is typically structured for 20 years for large amounts such as the \$550,000 slated for Garfield Park.

Landt stated that broadening the scope might be somewhat premature due to the lack of a Master Plan for the park. Landt advised that continued improvements to the park without a cohesive vision could become problematic.

Lewis acknowledged the piecemeal selection of improvements for Garfield Park, stating that he would like the study session discussion to include renovations for the basketball court.

Shaw recommended that further discussions encompass the entire park. He stated that a broad stroke Master Plan could develop from the conversation.

It was agreed that the bonding discussion would be revisited at the August study session.

SUBCOMMITTEE AND STAFF REPORTS

- ***Japanese Garden Project***

Dickens reported that the gateway to the garden was in the final stages of completion. He stated that the steel columns were in place, as was the Monkey Puzzle tree cross piece. A copper cap would soon complete the feature.

In response to a question by Shaw, Dickens replied that signage would explain the story of the Lithia Park Monkey Puzzle tree used for the project. He noted that it had taken two years to complete the gateway because the wood, taken from that nearby tree, required a curing period. The wood was then crafted as an entranceway to the Japanese Garden by William Olsen of William Olsen Designs.

Dickens explained that a small gathering would be planned to celebrate the project. He stated that it would most likely be held in the fall – the best time to feature the colored foliage in the Garden. He encouraged those present to view the structure.

Landt commented that the opening ceremony would be a perfect venue for a ribbon cutting.

ITEMS FROM COMMISSIONERS

Shaw reported that his presentation to the Conservation Commission about recycling was the first step in encouraging the City to emulate APRC's recycling efforts. He stated that he was hopeful that the Commission would be interested enough to partner with the City and the Chamber of Commerce in introducing recycling baskets that were attached to garbage cans throughout the City.

UPCOMING MEETING DATES

Gardiner noted that the regular meeting scheduled for August 24, 2015, had resulted in a conflict with APRC staff. Director Black and Recreation Superintendent Dials would be away, as well as Parks Superintendent Dickens. Gardiner proposed rescheduling the meeting.

There followed a brief discussion as to the most advantageous schedule and it was agreed that the regular meeting would be postponed until Monday, August 31, 2015.

Study Session: August 17, 2015 @ the Grove, 1195 E. Main Street - 7:00 p.m.

Regular Meeting: August 31, 2015 @ Council Chambers, 1175 E. Main Street - 7:00 p.m.

ADJOURNMENT INTO EXECUTIVE SESSION

By consensus, Gardiner adjourned into executive session at 7:46 p.m.

Executive Session for Legal Counsel Pursuant to ORS 192.660 (2)(e)

ADJOURNMENT OUT OF EXECUTIVE SESSION

By consensus, Gardiner adjourned out of executive session at 8:45 p.m.

Respectfully submitted,

Betsy Manuel, Assistant

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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MEMORANDUM

TO: Ashland Parks and Recreation Commission

FROM: Michael A. Black, AICP - Director

DATE: August 26, 2015

SUBJECT: Regular Meeting of August 31, 2015

APPROVAL OF ADVERTISING AND SPONSORSHIP POLICY (Action)

At the June and July meetings of the Ashland Parks and Recreation Commission, a report was presented by the Recreation Superintendent about a proposed Advertising and Sponsorship Policy for the purpose of increasing revenues and recognizing sponsors. The Commission provided feedback and staff revised the policy to reflect all suggestions. At this time, staff is requesting a final policy review and a decision about moving forward with implementation.

Possible Motion:

I move to approve the APRC Advertising and Sponsorship Policy as presented, discussed and revised.

*Attachments: 1) Cover Memo for Proposed Policy
2) Final Draft of Proposed Advertising and Sponsorship Policy*

RVTV CONTRACT RENEWAL FOR 2015-2017 (Action)

Every other year the Commission renews its cablecasting contract with RVTV for the taping of regular meetings, generally held on the fourth Monday of each month at 7:00 p.m. in Council Chambers. The 2013-2015 RVTV contract expired on June 30, 2015. Staff is requesting approval of the new biennial contract for the period spanning July 1, 2015, through June 30, 2017. The former contract and the current contract are identical with the exception of the name of the Parks Director (Michael A. Black versus Don Robertson).

Possible Motion:

I move to approve the RVTV cablecasting contract for APRC for the period spanning July 1, 2015 through June 30, 2017 as presented.

Attachment: 1) Proposed RVTV Cablecasting Contract for 2015-2017

DISCUSSION OF THE LONG-TERM PLANS AND ACTION ON ISSUING A BOND FOR GARFIELD PARK IMPROVEMENTS (Action)

The current biennial CIP budget includes an approved project for the purchase and installation of a new splash pad facility at Garfield Park and additional improvements at the sand volleyball court. The budgeted amount for the splash pad project alone is \$550,000; however, at the last Commission meeting there was discussion about possibly expanding the scope of the project at Garfield Park to include other items such as basketball court rehab, etc. It has been anticipated that the funds for the splash pad will come from a bond issued by the City on behalf of APRC. We remain confident that staff can complete this project for the stated project estimate; however, if the project is to be expanded - basketball courts and other improvements - then the bond issue amount will need to be modified. We are now at the point where Commission authorization on the scope of the preferred project and bond authorization is necessary.

In a previous meeting, it was noted that the payments for the bond were not accounted for in the proposed CIP. Prior to the adoption of the CIP, that oversight was corrected and adequate funds to cover the first bond payment were transferred to the project from Food and Beverage taxes. To account for the dollar transfer from F&B, funding for the proposed project manager position was diverted for a portion of the funding for the first year of the biennium. I am comfortable with this change in funding for the project manager, as the position will be filled in the spring of 2016.

Recommendation:

Staff respectfully requests that the APRC authorize the City of Ashland to issue a bond on its behalf in the amount of \$550,000 for the purpose of funding the Garfield Park splash pad replacement and accompanying Garfield Park improvements.

Possible Motion:

I move to authorize the City of Ashland to issue a bond on behalf of APRC in the amount of \$550,000 for the purpose of funding the Garfield Park splash pad replacement and the accompanying Garfield Park improvements.

*Attachments: 1) Capital Improvement Expenditure Form – Garfield Park
2) Layout of Garfield Park Splash Pad and Improvements*

PARK MAINTENANCE AND DESIGN GUIDELINES SUBCOMMITTEE FORMATION (Action)

At the August study session, the Commission discussed the addition of a park maintenance and design guidelines subcommittee. Following that discussion, the Commission chose to move forward with forming the new subcommittee.

Possible Motion:

I move to approve the formation of a Park Maintenance and Design Guidelines Subcommittee for the Ashland Parks and Recreation Commission.

NEW FORM AND PROCESS FOR THE ANNUAL EVALUATION / PERFORMANCE REVIEW OF THE ASHLAND PARKS DIRECTOR (Information)

At the August study session, the Commission discussed a new form and process for the annual review of the Ashland Parks Director. Chair Gardiner reported on recent meetings with HR Manager Tina Gray about the proposed form and process. Also discussed was the likelihood of an upcoming performance audit of the Director by the Commission via Survey Monkey.

EXECUTIVE SESSION FOR LEGAL COUNSEL PURSUANT TO ORS 192.660 (2)(h)

ASHLAND PARKS AND RECREATION COMMISSION

340 S. PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Mike Gardiner
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Jim Lewis
Matt Miller
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MEMORANDUM

TO: Ashland Parks and Recreation Commission

FROM: Rachel Dials, Recreation Superintendent

DATE: August 20, 2015

SUBJECT: Approval of Advertising and Sponsorship Policy

For your review is a draft Advertising and Sponsorship Policy. The purpose is to increase APRC's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City of Ashland's general fund by decreasing direct program cost expenses and/or increasing revenues through sponsorships and advertising.

The draft policy would create a process for:

1. Certain organizations to make requests for sponsorship or advertising;
2. Staff to solicit advertising and sponsorship to decrease costs (for operations, supplies, services, facilities and more);
3. Recognition of sponsorships and advertising

At the August 17 Study Session, staff received direction from the Parks Commission for some minor edits under the sections entitled "Criteria for Approval" and "Recognition of Sponsors."

Staff has updated the draft for your review this evening.

Proposed Motion:

"I move to recommend approval of the Advertising and Sponsorship policy as discussed and revised by the Ashland Parks and Recreation Commission."

Attachment

Advertising and Sponsorship Policy Draft

Advertising and Sponsorship Policy-DRAFT

Introduction:

The Ashland Parks and Recreation Commission (APRC) welcomes partnership opportunities and sponsorships 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 that supports the mission and goals of the Ashland Parks and Recreation Commission

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

Purpose:

The purpose of 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 and shall not violate any other adopted administrative or legislative policy.

Authority:

The APRC Director or designee will make final decisions for sponsorship agreements, monetary and/or equipment donations with a cash value of less than \$10,000. Requests for all naming rights and sponsorship agreements and monetary and/or equipment donations that exceed \$10,000 will be forwarded to the Parks and Recreation Commission for consideration and final decision.

Criteria for Approval

Potential sponsors must demonstrate their compliance with the following criteria:

1. That an appropriate affiliation exists between the potential sponsoring organization, its mission and their management and APRC's mission to provide and promote recreational opportunities and preserve and maintain public lands.
2. That the potential sponsoring organization is ready, financially and organizationally to enter into an agreement with APRC at the time of approval by the Commission.
3. That the potential sponsor has a positive record of responsible stewardship
4. That the associated start-up and maintenance costs of the project can be supported by the proposed budget.
5. That the potential sponsoring organization's business is not substantially derived from any of the following activities:
 - i. The sale of alcohol, tobacco, firearms, intoxicants or pornography.
 - ii. An organization that is religious or political.
 - iii. "Adult only" businesses
 - iv. Products or businesses that are, or appear to be, in conflict with the mission or policies of the APRC.
 - v. Products or practices that are illegal.

- vi. Product or businesses would create a clear conflict of interest between APRC its officers, agents, or employees.

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 sponsorships agreements will be for a pre-defined period of time or life span of the asset or program being sponsored, whichever comes first.

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 life span 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.

**Southern Oregon University
Cablecasting Contract with the
Ashland Parks Commission**

This contract is entered into by and between Southern Oregon University, a University with a governing board, on behalf of Rogue Valley Community Television, hereinafter "RVTV", and the Ashland Parks and Recreation Commission, hereinafter "Parks".

The purpose of this contract is for cable television services provided by Rogue Valley Community Television at Southern Oregon University for the Ashland Parks and Recreation Commission. The term of this contract is for two years, from July 1, 2015, through June 30, 2017. Both parties agree as follows:

RVTV Shall:

1. Televisive live on the fourth Monday of each month the regular monthly meeting of Parks from the Ashland Civic Center during the term of this contract.
2. Provide technical support for each meeting; videotape record each meeting for later playback; and publicize each meeting on one of its information channel(s).
3. At the direction of the Parks Director, provide up to two program slots in either the civic center or RVTV studio for additional programming for up to 14 total programs per year.
4. Offer any additional video production services to the Parks at regular government contracted rates.
5. Provide Video on Demand ("VOD") services to include archiving recorded meetings of Parks and Recreation government access programming for a period of one year from date of capture. RVTV provides the city with links to the city website.

Parks Shall:

1. Provide a monthly agenda to RVTV for inclusion on information channel(s) bulletin boards.
2. Pay RVTV a total of \$5,150 for services rendered under this Contract. Two equal payments of \$2,575 shall be made by July 15, 2016, and July 15, 2017. Parks will not be charged for months when the meetings are not taped/televised. The adjustment for July 1, 2015 through June 30, 2016 will be applied to the payment due on July 15, 2016. The adjustment for July 1, 2016 through June 30, 2017 will be made in June 2017.
3. Video on Demand will be billed separately at the rate of \$55 per program that has been captured for Internet playback, not to exceed \$770.00.
4. Special taping at the Parks Department office will be billed at \$500 for the first two hours. Each additional hour will be billed at \$45.00 per hour.

Payments should be made payable to Southern Oregon University and mailed to:

SOU Business Services
Attn: Jayne Atkins
1250 Siskiyou Blvd.
Ashland, OR 97520

Terms and Conditions:

1. Termination. Either party may terminate this Contract by providing the other party with written notice of Termination to take effect thirty days after receipt of notice.

2. Assignability. This Contract is for the exclusive benefits of the parties hereto. It shall not be assigned, transferred, or pledged by either party without the prior written consent of all the remaining parties.
3. Discrimination. The parties agree to comply with all applicable federal, state, and local laws, rules, and regulations on nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, disability, sexual orientation, gender identity or source of income.
4. Indemnification. The parties shall each be solely responsible for the acts, omissions or negligence of its own officers, employees, or agents. As a state agency, RVTV's indemnification is subject to the limits of ORS 30.260 – 30.300 and the Oregon Constitution Article XI, Section 7.
5. Public Contracts. Both parties agree to comply with all federal, state, county and local laws, ordinances, and regulations applicable to this Contract.
6. Waiver. Waiver of any breach of any provision of this Contract by either party shall not operate as a waiver of any subsequent breach of this same, or any other provision for this Contract.
7. Both parties are subject employers under the Oregon Worker's Compensation Law and shall comply with ORS 656.017, which requires both parties to provide workers compensation coverage for all of its subject workers.
8. Access to Records. Parks shall maintain books, records, documents, and other evidence and accounting procedures and practices sufficient to reflect properly all costs of whatever nature claimed to have been incurred and anticipated to be incurred in the performance of the oral agreement. The Oregon Department of Higher Education, Oregon Secretary of State, Federal Government, and their duly authorized representatives shall have access to the books, documents, papers, and records of Parks which are directly pertinent to the agreement for the purpose of making audit, examination, excerpts, and transcripts. Such books and records shall be maintained by Parks for three years from the date of the completion of work unless a shorter period is authorized in writing. Parks is responsible for any audit discrepancies involving deviation from the terms of the agreement and for any commitments or expenditures in excess of amounts authorized by RVTV.
9. Any amendment to this Contract shall be in writing and signed by authorized representatives of both parties.

THIS AGREEMENT CONSTITUTES THE ENTIRE AGREEMENT BETWEEN THE PARTIES. THERE ARE NO UNDERSTANDINGS, AGREEMENTS OR REPRESENTATIONS, ORAL OR WRITTEN, NOTSPECIFIED HEREIN REGARDING THIS AGREEMENT. NO AMENDMENT, CONSENT, OR WAIVER OF TERMS OF THIS AGREEMENT SHALL BIND EITHER PARTY UNLESS IN WRITING AND SIGNED BY ALL PARTIES. ANY SUCH AMENDMENT, CONSENT, OR WAIVER SHALL BE EFFECTIVE ONLY IN THE SPECIFIC INSTANCE AND FOR THE SPECIFIC PURPOSE GIVEN. EACH PARTY, BY THE SIGNATURES BELOW OF ITS AUTHORIZED REPRESENTATIVE ACKNOWLEDGES HAVING READ AND UNDERSTOOD THE AGREEMENT AND AGREES TO BE BOUND BY ITS TERMS AND CONDITIONS.

City of Ashland

Southern Oregon University, a University with a governing board

Michael A. Black Date
Director, Ashland Parks and Recreation Commission

Craig Morris Date
Vice President for Finance and Administration

cc: Jayne Atkins, Business Services

CAPITAL IMPROVEMENT/EXPENDITURE

2015-2019 & Future Costs

Department Ashland Parks & Recreation Commission
Responsible Person Michael Black

PROJECT # _____
PROJECT NAME Garfield Park Water Play Replacement, Shade and Play Improvements

DESCRIPTION _____
This project will replace the aged water feature at Garfield Park and other infrastructure related to the water play area, public seating, shade structures and hardscapes and their connection to already established park improvements.

Expenditure Schedule

PRIOR TOTAL	Fiscal year	2016	2017	2018	2019	2016-2019 Total	All Years TOTAL	FUTURE COSTS
\$0	550000					\$550,000	\$550,000	
						\$0	\$0	
						\$0	\$0	
						\$0	\$0	
			\$46,950			\$46,950	\$46,950	
\$0	\$550,000	\$0	\$46,950	\$0	\$0	\$596,950	\$596,950	\$0

Funding Sources

PRIOR TOTAL	Fiscal year	2016	2017	2018	2019	2016-2019 Total	All Years TOTAL	FUTURE COSTS
	Borrowing	\$550,000				\$550,000	\$550,000	
	Grants					\$0	\$0	
	SDCs					\$0	\$0	
	Rates		\$46,950	\$45,000	\$45,000	\$136,950	\$136,950	
	\$0 F&B	\$550,000	\$46,950	\$45,000	\$45,000	\$686,950	\$686,950	\$0



