

Minutes
ASHLAND PARKS & RECREATION COMMISSION
May 13, 2019
The Grove, Otte-Peterson Room
1195 E. Main Street

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

Absent: City Council Liaison Mayor Stromberg

CALL TO ORDER

Commissioner Gardiner called the meeting to order at 5:30 p.m.

PUBLIC INPUT

John Riha & Jack Methot of Ashland spoke on behalf of the Southern Oregon Pickleball Association (SOPA). Riha reaffirmed support for dedicated Pickleball Courts and stated their commitment to work with APRC to make this happen. SOPA has visited the Oak Knoll Golf Course and supports utilizing this location for dedicated pickleball courts. SOPA would like to establish Ashland as a regional pickleball destination where tournaments and instruction classes can take place. Riha also stated that SOPA stands ready to provide significant supplemental funding to build first class courts as well as hand-on labor for construction. Riha proposed the establishment of a subcommittee to review locations at Oak Knoll and to gather bids for construction. If APRC were to form a subcommittee, Riha requested that a couple SOPA members be appointed. Methot added that specifics about two SOPA members who would be good fits on the subcommittee who have experience in the building trades.

COLA POLICY REVIEW

Black reviewed the staff report included in the packet which proposes the suspension of the currently policy and to cap COLA at 2% due to fiscal restraints.

Discussion on the topic included the following points:

- Landt proposed providing 2%, rather than up to 2%, when setting COLA for FY 21. Landt added that 2.1% is what is the CPI-W set for the current fiscal year COLA and APRC employees will receive 2%
- Gardiner stated the policy was structured to be a sliding scale and would be impossible to give more than what the City of Ashland included in the budget for non-represented employees. However, if the CPI-W comes in under 2% in FY 21, it would be spending beyond current means to provide a COLA that goes above what has been budgeted
- Lewis stated the importance of communicating clearly with APRC employees on the issue
- All APRC employees are non-representant
- Gardiner also stated a need to come into alignment with the City of Ashland for non-represented employee COLA policy. Flexibility on what is provided for FY21 could allow APRC and City of Ashland to work together on a policy
- The City of Ashland and APRC currently use different CPIs to determine COLA
- It will be possible to review COLA for FY21
- Black has been discussing the current budget limitations with APRC Managers
- The item will be brought back to the Commission at the next Regular Meeting to be held on May 20, 2019

ALCOHOL ORDINANCE PROCESS

Superintendent Dials reviewed the staff report included in the packet. Dials asked for direction on whether to move forward with an ordinance amendment and what changes to the ordinance the Commission would like to see if an amendment is sought.

Discussion on the topic included the following points:

- There was consensus that an ordinance amendment would remain general in nature and not identify specific groups
- A process would be established for APRC staff to review applicants following OLCC regulations and guidelines
- There may be a need to re-word the “no alcohol” signs in parks to reference permitted use if the ordinance is amended
- An ordinance change would not allow open containers in parks as OLCC guidelines ensure that alcohol is limited to specific areas where serving and consumption can be regulated
- Gardiner proposed including a requirement to have food for any event that would be permitted for alcohol in a park
- Landt stated a concern that allowing alcohol in the park would encourage unpermitted alcohol consumption in parks
- Landt would like to see information on potential cost recovery and would not like to add programs that do not generate revenue
- Dials suggested that alcohol in the park should be limited to specific areas within Lithia Park, along with Oak Knoll and Calle Guanajuato which are already included in the current ordinance. Landt later suggested that the ordinance not make mention of specific areas and allow APRC permitting policy to determine appropriate locations
- Landt would like to see internal APRC permit approval policies in place prior to taking the ordinance amendment to the Council
- Dials stated that APRC staff would approve permits, but permit holders would be responsible to managing the event and alcohol consumption
- Dials stated staff is prepared to move forward with reaching out to other jurisdictions to research processes and income generation, including possible fee structures (non-profit, private, for profit, etc.)

19-21 GOALS DISCUSSION

Landt opened discussion on this agenda item by proposing to add the Lithia Park Master Plan Implementation goal to the list. Landt stated that implementation of the Master Plan would move forward without being added to the list but stated the following reasons for adding it to the official 19-21 APRC Goals list.

- Goals are included in the bi-weekly report provided by the Director to the Commissioners
- Including it on the list communicates the importance of implementing the Lithia Park Master Plan to the public

Discussion on the topic included the following points:

- Heller stated a concern that the goals within the Lithia Park Master Plan have not been prioritized and would like to move forward with a process in the future to prioritize the goals
- Black plans to provide a draft prioritization plan to the Commission for review that could include a top five list for the biennium based on recommendations from Heller
- Lewis mentioned that there was community support for implementing the plan displayed at the Lithia Park Master Plan open house
- There is currently \$121,000 budgeted for implementing the Lithia Park Master Plan. APRC may be able to utilize additional Ashland Parks Foundation funds to implement projects as well
- The Lithia Park Master Plan is a 100-year plan. Many of the recommendations will be extremely costly and may not be able to be accomplished in the immediate future
- Gardiner directed staff to bring a recommendation to the next Regular Meeting to have the goal added to the list

19-21 COST RECOVERY GOALS DISCUSSION

Black reviewed the staff report included in the packet.

Kiewel stated that the upcoming budget was put together by projecting expenses and revenue based on actual figures from 2016-2019 and then averaging them. Slight increases for revenue were projected based on input from Superintendent Dials.

Black stated that the Cost Recovery Goal should be increased based on what has been budgeted for Ice Rink revenue. The Nature Center goals are higher than what has been budgeted, as is the case with other programs. This allows staff to strive to meet revenue goals, while not risking coming in under budget.

Discussion on the topic included the following points:

- Landt stated that, in general, the cost recovery goals should be set to 100% of what has been budgeted. If this is not the case, an explanation on why this is the case should be provided
 - Black stated that this information can be provided to the Commissioners later in the week
- Heller made the point that there are factors outside of the control of APRC, such as smoke events, that could negatively impact meeting the Cost Recovery Goal
- Black stated that there are small differences between the goals and what has been budgeted aside from the Golf Course which has a significant difference. The budget reflects the possibility of losing revenue because of smoke events

Black addressed a question posed by Commissioner Bell at a previous meeting regarding why Capital Improvement Expenditures are not included in the Cost Recovery methodology. This is a practice that has been done to keep capital separate from operations. Capital Improvements are paid for by Food & Beverage. For example, there is not an expectation that the money put into constructing Calle Guanajuato will be recovered through the program that rents space to restaurants and artists. The Cost Recovery only looks as operational expenses that could be recovered. The Calle would have been constructed even if APRC did not rent space.

Discussion on the topic included the following points:

- Bell stated that based on this accounting procedure, it is difficult to determine if Calle Guanajuato was a great investment since the Capital Improvement expenses are not included in the Cost Recovery. Bell also stated that this may be irrelevant since it is a Capital Improvement paid by tax payer money that is being spent to repair public infrastructure
- Black stated that Cost Recovery analysis based on operational expenses and revenue alone helps to identify if a subsidy is being provided to the public and how much is being subsidized
- Bell requested that Capital Improvement background information be provided for programs with Cost Recovery Goals
- Lewis stated that many programs have intrinsic value to the community and not all APRC programs or parks facilities can or should fully recover costs
- Landt added that when Recreation Programs have a substantial Capital Improvement costs associated with them, the full cost of operations and Capital Improvement should be taken into consideration when making decisions about specific programs and potential expenditures
- Capital Improvements funds come from the Food & Beverage tax. Operations funds come from the citizens of Ashland
- Dials stated that the Nature Center & Ice Rink fee structure changes will be brought to the Commission at a later date, separate from the Cost Recovery goals. Landt added that staff should report information on when fees were last as part of the Cost Recovery Goals process, so they can be reviewed annually and adjusted accordingly
- Black stated that information on Capital Improvement Projects will be provided to the Commission

Dials confirmed that staff is prepared to bring the issue back to the Commission at the next Regular Meeting.

ITEMS FROM COMMISSIONERS AND STAFF

- Lewis mentioned an upcoming event sponsored by the Ashland Forest Resiliency and KS Wild
- Landt mentioned an upcoming event sponsored by the Friends of Lithia Park
- Heller inquired about the process of addressing the request by SOPA to form a pickleball subcommittee. Gardiner stated staff will be reviewing the request and the Commission may discuss this item at a future meeting.
- Black reported on the City of Ashland budget process
- Gardiner reported on a news article that may be in the paper regarding the fir trees within the Japanese Garden Plan as well as the CIP allocation for the Japanese Garden. Black added that the funds for this project would come from the category "Other/Grants" and would not come from Food & Beverage funds.

- Dials announced the opening of the pool and splash pad for the summer. Dials also mentioned the upcoming Ashland World Music Festival
- Gardiner announced the site visit for the proposed Japanese Lantern project proposed by Terry Doyle

ADJOURNMENT

The meeting was adjourned at 7:38 p.m.

Respectfully submitted by
Sean Sullivan
Office Assistant II