

Minutes
ASHLAND PARKS & RECREATION COMMISSION
April 8, 2019
The Grove, 1195 E Main Street, Ashland

Present: Commissioners Gardiner (Chair), Landt (Co-Chair), Bell, Heller, Lewis; Director Black; Recreation Superintendent Dials; Parks Superintendent Oxendine, Senior Services Superintendent Glatt; Analyst Kiewel; Manager Oropallo; Assistant Sullivan

Absent: City Council Liaison Mayor Stromberg

CALL TO ORDER

Commissioner Gardiner called the meeting to order at 5:31 p.m.

APPROVAL OR ACKNOWLEDGEMENT OF MINUTES

Minutes Acknowledged:

Senior Services Advisory Committee

December 10, 2018

APRC Study Session – March 18, 2019

Motion: Heller moved to approve the Minutes from March 18, 2019 as presented. Bell Seconded.

Heller, Bell, Lewis & Gardiner: yes

Landt: abstain (due to absence from meeting in question)

The motion passed

PUBLIC PARTICIPATION

- Open Forum

Larry Smith of Ashland spoke concerning the E Main St Park site. Smith has property that backs up to the site. Smith expressed cautious excitement about the goal to develop the park. Smith has spoken with other residents adjacent to the park whose reactions were described as guarded excitement. Questions about when and how public participation would be carried out were asked along with an inquiry about the status of the acquisition and plans for the property that is adjacent to the 5.2-acre property.

Commissioner Gardiner stated that the answers to those questions will likely be addressed during item c (East Main Park Planning Process) of the New Business portion of the agenda.

ADDITIONS OR DELETIONS TO THE AGENDA

No additions or deletions to the agenda

UNFINISHED BUSINESS

No unfinished business

NEW BUSINESS – 4:49

a) Budget/CIP Approval (Action)

Director Black presented on the budget process (see Attachment I). It was noted that challenges due to increases in PERS is ongoing. The 19-21 budget as proposed, is balanced. The proposed budget allows for the current level of service that APRC is providing to continue into the next biennium.

Black reviewed the Mission of APRC and provided statistics on the public land that is managed by APRC (see page 3 of Attachment I):

- Black noted some green areas on the slide are schools and cemeteries
- 776 acres of public lands managed by APRC
- APRC includes 18 parks; 500 acres of open space (66% of all land); 44 miles of trails; golf course; swimming pool; ice rink; nature center; senior services program; forestry program; community gardens; recreation programs; youth conservation corps; and more

Black gave a review of the FY 2018 budget, the latest fiscal year that has a full year of data (see page 4 of Attachment I):

- Black noted that \$6,254,804 was budgeted; the actual spent was less that amount by \$473,538
- All APRC divisions were able to cut expenses
- Black clarified that Admin is administration over the entire department and Rec Admin is administration of the Recreation Division

Black reviewed the FY 2019 expenses to date (see page 5 of Attachment I)

- Current expenses YTD are tracking below what has been budged, but is expected to increase to the levels identified in the budget for FY 2019 by the end of the biennium
- In response to a question from Commission Landt, Black clarified that any savings from the current biennium should roll over into the next biennium. The rollover is not 100% guaranteed due to other City of Ashland participants in the decision-making process

Black reviewed accomplishments from the 17-19 biennium (see pages 6-11 of Attachment I)

- Page 10 of Attachment I includes an image of a pool design. The design is for visual purposes only. It is not related to the Daniel Meyer Pool
- Page 10 of Attachment I states \$125,861 18-19 season revenue (up \$7,000), this is in reference to the ice rink

Black discussed the top 5 goals for 19-21 (see page 12 of Attachment I)

- Black drew attention to goal 1 and 5 which both state infrastructure will be built (E Main Park & Pickleball Courts)

Black reviewed the APRC Organization Chart (see page 13 of Attachment I)

- The staffing level budgeted in the last biennium is staying the same
- The overall goal is to stay flat where possible
- Parks includes 4 divisions including Forestry, Trails, & Open Spaces which directly reporting to Admin
 - In response to a question from Commission Landt, Black stated that Forestry has a direct report to Admin rather than the Parks Superintendent because there is a difference in the function of Forestry. There have also been discussions of making Forestry separate from Parks and this is a first step in this process
- The 1.5 FTE under Recreation Manager includes one staff member at 1FTE. The remaining .5 FTE is for another staff member who pulls another .5 FTE from Golf Club Assistant.
 - Commissioner Gardiner noted that the Recreation Manager box should state Recreation Management
- Temporary employees are not included in the 38.75 FTE calculation. Temporary workers, such as pool employees, are listed on another budget line
- One position in Parks is open, otherwise APRC is fully staffed. This position is in the 19-21 budget, but will go unfilled

Black reviewed the 2019/2021 Budget Expenses (see page 14-18 of Attachment I)

- Expenses have been reduced in several different areas to address the increase in PERS and other expenses that are not controllable
- Approximately \$867,000 is paid to the City of Ashland for services such as Human Resources, Payroll, Legal and Fleet (Central Service Fees)
- The City of Ashland increased Central Service fees after an audit which recommended that expenses be split across all city Departments and the APRC based on the number of employees
- Black stated a desire for APRC to undertake an audit to review the fees that APRC charges the City of Ashland

Commissioner Landt inquired about Cost of Living Adjustment (COLA) calculations. A discussion followed which included the following items:

- Black will bring a policy back to the Commission for review
- Black will recommend a cap on COLA at 2% to manage the budget
- APRC currently has a COLA policy that a specific Consumer Price Index (CPI) is utilized to determine COLA, but would be granted at no less than 1% and no more than 5%
- Conversations have occurred with the City of Ashland to standardize COLA processes for APRC employees and non-represented city employees. These conversations will continue
- The City of Ashland would like all non-represented employees to receive the same COLA, which has not always been the case
- The City of Ashland's budget assumption includes 2% COLA increase
- Commissioner Landt spoke in support of the current APRC COLA policy and stated a desire for APRC to be an active participant in the discussions with the City of Ashland when determining a joint policy that is fair to the employees.

- Black stated that his recommendation of 2% COLA allows APRC to keep the same level of staffing
- The City of Ashland and APRC use different CPIs to determine COLA. The discussions moving forward will look at both APRC and City of Ashland processes

Black reviewed the 2019/2021 Budget Revenue (see page 19-21 in Attachment I)

- General fund revenue from the City of Ashland will remain flat in the upcoming budget cycle
 - General fund revenue is tax income paid by residents. In past budgets cycles APRC received \$2.09 per \$1,000 of appraised value.
 - The City of Ashland is holding that amount flat at the 2019 value of ~\$5,391,900. This amount will be the same for 2020 and 2021
- Commissioner Landt commented that the amount under the \$2.09 calculation that APRC does not receive goes into the City of Ashland's coffers, which is a change. Landt stated that this cut is directly related to the budget shortfall the City of Ashland is facing
- All general fund departments in the City of Ashland are seeing revenue decreases
- Savings from the current biennium should be rolled over into the 19-21 biennium
- Food & Beverage (F&B) revenue includes \$200,000 for capital outlay and \$170,000 for project management
 - Examples of projects that required an outside project manager include Garfield Park & Ashland Creek Park
 - Upcoming projects that may require outside project management are the Pickelball Courts & E Main Street Park
- ASD Charges for Services were initially presented as \$45,000. This amount was corrected as \$90,000
- Black clarified that the Grants/MOU category displayed on page 20 of Attachment I does not include grants for the Nature Play Area at the Nature Center. It includes savings rolling over from the current biennium to the 19-21 biennium as well as fees charged to the City of Ashland for services provided
- Commissioner Landt raised concerns that the cost recovery for the golf course is lower than previously discussed. Black responded that the expected revenue for the golf course is more of a budget strategy rather than a reflection of what is possible for the golf course to potentially bring in. Black also stated that the Cost Recovery Goals will be presented by staff to the Commission on April 22
- Black noted that there are 3 revenue sources brought in by the Recreation Division: Recreation, Golf Course & Calle Revenue (see page 20 of Attachment I)
- Black noted that staying flat does not mean totally flat, there are modest increases year to year (see page 21 of Attachment I)

Black reviewed a significant change in being fully staffed moving into the next biennium. There had been several positions that were backfilled or vacant during the current biennium.

Black reviewed APRC Future Challenges (see page 23 of Attachment I)

- Fleet replacement will occur on an extended schedule to save funds. Expenses were decreased from \$200,400 per year to \$150,000 per year
- A discussion on the challenge to continue parks level of service with future budget challenges included the following items:
 - Planning for new parks will require decisions on the level of improvements and maintenance required based on available resources
 - Black stated bringing on additional land, such as Lincoln School, would be a challenge
 - Commissioner Bell stated a concern about developing new parks without the proper resources to maintain them
 - Commissioner Landt commented on the cost of developing new infrastructure versus operations expense. Operations is the bigger issues in the long run. Landt stated that the cost of maintenance equals the cost of construction over the course of 30-40 years or less in some cases. Landt stated that once the parks system is built out and capital needs are lessened, F&B funds could be utilized for operations
 - Commissioner Gardiner clarified that the E Main Street Park was made possible by selling the YMCA park to the YMCA. The Clay street property was sold to the Jackson County Housing Authority. The E Main Park acreage replaces the park sold to the YMCA
 - Commissioner Lewis stated that it would be possible to go to the City of Ashland in future budget cycles to justify an increase in funds provided due to a potential increase in park system use or services provided to the community
 - Commissioner Landt stated the acquisition and development of new parks is in line with the City of Ashland's Comp Plan which states a goal to have a park within ¼ mile of every resident. Until that goal is removed from the comp plan, APRC should continue to move forward with meeting this goal.
 - The proposed budget does not include the acquisition of large pieces of property. It includes funds to purchase the 1-acre parcel adjacent to E Main as well as potentially purchasing a hillside property in Lithia Park to benefit the trail system

Black reviewed the CIP being carried over from the current biennium into the next biennium (see page 24 of Attachment I)

- Funding for CIP comes from F&B and System Development Charges (SDC)
- 0 East Main Development: funds came from the sale of the YMCA property and money previously allocated for a dog park. These funds are tangible and can be utilized to develop the park
- Nature Play Area primarily came from grants
- Black clarified that the funds allocated to Daniel Meyer Pool, \$3,550,000, is included in the CIP in case a bond or other outside funding source is made available. Black also clarified that if the price tag for a pool came in over the allotted amount, spending authority from other CIP items could be re-allocated to cover the additional cost
- CIP allocations that are not spent in the current biennium will be rolled over and sometime reallocated in the 19-21 biennium
- Black noted the slide on page 24 of Attachment I should read as follows: Garfield Park Bond: \$200,000; Calle Bond \$75,000

Commissioner Landt raised a concern about the amount of money, \$200,000, allocated to the Real Estate Allocation line item. Landt stated although there are no plans to bring a neighborhood park into the system, aside from the potential of Lincoln Park, there are woodland properties that come up for acquisition from time to time. Recent examples include Acid Castles and the Mace Property. Landt questioned not including more funds in this line item because it would make it difficult to purchase woodland property that may become available for acquisition.

Discussion continued and included the following items:

- Commissioner Landt stated that maintenance on woodland properties is less than what it costs to maintain a developed park
- Grants have been awarded in the past to maintain woodland properties
- The Commission could direct this line item to be increased. Black stated the increase in allocated funds could be a placeholder for a potential bond
- Black expressed a concern about acquiring new lands in the next few years due to budget constraints
- In response to a question from Commissioner Bell, Commission Gardiner clarified that the \$200,000 in this line item has been allocated for the potential acquisition of the 1-acre property adjacent to the 0 E Main Property & the Tuttle Property on the grant street trail above the Parks office

Black reviewed the CIP line items that were not included in the current biennium (see page 25 of Attachment I)

- Kestral Park Bridge & Skills Park would require bond funding to move forward with construction.
- The projects on the slide were included based on the goal setting process

Black discussed the source of the funds for each CIP line item (see page 26 of Attachment I)

- Black explained the following table located on page 26 of Attachment I

SOURCE	Balance - 2017/18	New Revenue - 2017/18	New Revenue - 2018/19	
F&B	\$ 981,825	\$ 756,900.00	\$ 757,100.00	2,495,825
SDC		50,000	50,000	100,000
Land Sales	691,000			691,000
Grants	190,000	250,000	1,950,000	2,390,000
Bonds		-	3,500,000	3,500,000
Total Anticipated Resources	\$ 1,862,825	\$ 1,056,900	\$ 6,257,100	9,176,825

- \$2,495,825, F&B – secure funding
- \$100,000, SDC – secure funding
- \$691,000 – Lands Sales – secure funding
- \$2,390,000 – Grants – \$190,000 has been secured for the Nature Play Area; the remaining balance are speculative grants
- \$3,500,000 – Bonds – Speculative bond, funds would be for the pool
- Black clarified projects with allocated funds that are secure can be expected to move forward
- The projects with speculative funding are the Kestral Park Bridge, Skills Park, Japanese Garden & Daniel Meyer Pool
- Commissioner Landt pointed out that the extension of the greenway was removed as a goal for the 19-21 biennium, but money is still being allocated for a bridge on the greenway. Landt stated that if money is being spent, there should be a goal associated with the project.

- Commissioner Gardiner clarified that if money is spent, it would likely come from a grant secured by an outside organization
- Black stated that this goal was able to get the ball rolling on moving the project forward. If the goal is subsequently removed from the list, it does not mean the project should not be completed if possible and does not de-value the item as a worthy project
- Commissioner Landt stated he would like the adopted goals brought back to the Commission for further consideration and will advocate to add Lithia Park and the Greenway as goals for the 19-21 biennium

Commissioner Gardiner called for the item to be wrapped up. Black concluded that the request is for the Commission to approve the budget as presented so it can move forward through the City of Ashland budget process.

Commissioner Gardiner called for public comment.

Larry Cooper of Ashland spoke in appreciation of the work being done by the APRC. Cooper mentioned the necessity to take current and future budget challenges into consideration. Cooper's main concern is related to the Japanese Garden CIP project. The project would have considerable budget impacts into the future. The project would likely have more maintenance costs per square foot than any other park. Food and Beverage funds will need to be addressed in the future when the program sunsets in 2030. This fund is not guaranteed for APRC and may be reallocated in the future. Copper asked that if the project goes forward that there should be a process of study to come up with a maintenance plan and raised concerns about conflicting statements about how maintenance costs for this project would be covered into the future.

Commissioner Gardiner open the floor for discussion:

Motion: Landt moved to approve the operating budget as presented by staff. Lewis Seconded.

The vote was all yes.

Motion: Landt moved to approve the CIP budget as presented with the singular change that \$400,000, under the grant/bond category, be added for land acquisition. Lewis seconded.

Discussion on the motion included the following items:

- It was clarified that the purpose of the motion was to insert a placeholder for an unforeseen opportunity that would require an outside funding source
- The \$200,000 currently allocation to this line item is accessible funds made available through a land sale and F&B funds and is currently identified to purchase specific properties
- The point of not adding additional funds for land acquisition sends a message that there is a need to focus on maintaining current infrastructure under budget constraints
- It would be possible to reallocate funds within the CIP projects list to acquire land should a desirable opportunity arise
- The previous budget included \$1.8 million for land acquisition
- The motion would increase the line item to a total of \$600,000

Commissioner Gardiner called for the vote on the stated motion which was to approve the CIP budget as presented with the singular change that \$400,000, under the grant/bond category, be added for land acquisition.

Commissioners Landt and Lewis voted in favor of the motion.

Commissioner Bell, Heller and Gardiner voted against the motion.

The motion failed.

Motion: Landt moved to approve the CIP budget as presented by staff. Lewis seconded.

The vote was all yes

Black stated that he will present the current budget at the Budget Committee meeting on April 10. The Budget Officer will present the 19-21 budget to the Budget Committee on April 17.

b) Golf Course Fees (Information)

Superintendent Dials stated there is a goal to increase cost recovery at the golf course. One of the ways to achieve this is to review the fee structure. Other activities that have already started includes the following:

- Building the customer base through events and weddings
- Adding food and beverage services
- Looking at a variety of programming opportunities
- Changing the look and feel of the clubhouse, which includes sharing the history of the golf course

The golf fee proposal presented would not be implemented until 2020. Staff is seeking direction from the Commission on the proposed fees.

Manager Oropallo presented on the golf course fee proposal and provided a hand-out (see Attachment II). All possibilities of improving the performance of the golf course are being explored. One strategy Oropallo would like to explore is price differentiation. Rather than a simple price increase, the price differentiation should be viewed as increasing offerings to appeal to more people. This would increase rounds, revenue and maximize cost recovery. Some fees would go up, such as Saturday morning, other fees would be reduced to entice play during less busy times to entice golfers who may typically play elsewhere.

The presentation and discussion continued and included the following items:

- Current rates include regular and senior. The proposed fee structure would expand rates to include weekday & weekend rates, morning & evening rates, twilight, early bird and super early bird rates
- Some other courses in the region use fee differentiation. The implementation of this type fee structure would not be reinventing the wheel
- Oropallo undertook a comparative market analysis to compare the fee structure of Oak Knoll to other courses in the area (see matrix in Attachment II)
- Oropallo gave a specific example of how the new fee structure could impact play and revenue at the course
 - Saturday mornings are typically the most popular time in the week for golfers to play at courses through the valley. Oak Knoll may not be charging enough during this peak demand time. Reducing fees at non-peak times on Saturday could disperse golfers across the entire day which could increase pace of play and people's enjoyment of golf
- Oropallo also stated there is an opportunity to create an improved royalty program
 - Current program is a punch card system and can be as much as 37%. Oropallo would like to move away from this high of a discount
 - A new reward program could include buying into the loyalty program, after a certain number of rounds plays, with a one-time purchase. Discounts would then apply for the remainder of the year.
- In response to a question from Commissioner Bell regarding push back from customers, Oropallo stated that he has had informal conversations with people, made the matrix available for review and made an announcement in the newsletter. Oropallo has not received any negative feedback at this point. However, not many people have provided feedback.
- Rates at Oak Knoll have not been raised in 5 years, while rates at courses throughout the valley have been raised in recent years
- Oropallo, stated that he does not want to raise the rates this season because the rates just increased from out-of-season to in-season and could potentially be viewed unfavorably
- Commissioner Landt stated that rate increases should be implemented every 2-3 years, rather than a 5-year period. Landt also stated that if a rate structure does not work, it could be reviewed and lowered at any time.
- The proposal will be presented at the next APRC Regular Meeting for a decision on adoption. The proposal states that the rates would go into effect March 1, 2020.

c) East Main Park Planning Process (Information)

Director Black displayed a satellite view of the E Main Property (see Attachment III). Black stated this item is on the agenda to bring the Commission up-to-date on the status of the parcel. The parcel is located at 0 E Main and is comprised of 5.2 acres. Blackberries have been cleared on a portion of the property to repair a Talent Irrigation District (TID) line because the line was leaking onto the property.

Black identified the 1-acre parcel that is directly adjacent to the 5.2-acre parcel. Black described the parcel as a critical piece, because it is adjacent to a walkway on Brook Ln that could eventually lead into the park. Black noted that if this parcel is not acquired, it would likely become residential and it is possible that some sort of walkway could be secured through the planning process.

Black described the status of the 5.2-acre property:

- The property needs to be annexed into Ashland
- A contractor has been identified but may not be able to start the process for a couple of months. If they have not started the annexation process in June, Black will file the initial paperwork to get it moving forward
- Subsequent to the initial filings, a pre-application for development followed by development plans would be submitted. Permits would then be secured to build the park

Black spoke about the process of getting the public involved in the planning of the park:

- While the annexation process is in the works, hold one or two meetings that would be advertised to the residents in the immediate vicinity of the park.
- All members of the community are welcome to attend the meetings and participate in the public process
- Maps of the property along with potential uses would be displayed at the meeting(s). Residents would then be able to provide input on uses and placement of improvements
- There is a desire to hear from the community around the park early in the process

Further discussion on this item continued and included the following items:

- Commissioner Landt stated that this is different process from what has taken place in the past. Typically, the park planning processes started with the hiring of a designer. Like any process, the proposed process has advantages and disadvantages. Landt supports this proposed process but wanted to call attention to the change in the typical planning process.
- Commissioner Lewis emphasized that a concerted effort should be made to contact the residents directly adjacent to the park and be sensitive to concerns about the placement of improvements
- In response to a question asked by Commissioner Gardiner on how the 1-acre parcel will impact the annexation process, Black responded
 - APRC has not moved forward with the acquisition of the property because there is a restrictive covenant on the property
 - The restrictive covenant requires annexation into the city prior to splitting the lot
 - The 1-acre parcel in question is part of a 2-acre property. One acre of the property has been built out as residential. The remaining 1 acre is the portion of the property that APRC is interested in bringing into the park
 - In order to purchase the 1-acre parcel, the property would need to be split into two parcels. This cannot happen until the property is annexed per the restrictive covenant
 - APRC plans to work on both annexations concurrently
 - Black has offered the owner an option where APRC would purchase a right of use that would require the split and sale of the property upon annexation into the city
 - If the owner does not move forward with the right of use purchase, the owner could decide not to sell it to APRC at any time
 - The City Council has approved the purchase of this property
- In response to a question by Commissioner Bell, Black stated that APRC would be required to provide parking per City of Ashland ordinances

ITEMS FROM COMMISSIONERS

Superintendent Dials gave an update on the Bike Swap:

- Over 80 volunteers helped with the event
- Both attendees and the number of bikes to sell increased and can be attributed to marketing efforts
- Sales are still being tabulated, but they seemed to be up

Commissioner Gardiner gave an update on the park walk for the visitors from Guanajuato, which included 40 participants

Director Black stated APRC is co-sponsoring an event for the visitors from Guanajuato at the Brickroom

UPCOMING MEETING DATES

- a) Current Parks, Conservation & Maintenance Subcommittee Meeting – April 9, 2019
 - Lithia Cabin, 340 S Pioneer St —2:00 p.m.

- b) Council/Budget Committee Joint Meeting – APRC Presentation – April 10, 2019
 - Council Chambers, 1175 E. Main Street—5:00 p.m.
- c) APRC Regular Meeting—April 22, 2019
 - Council Chambers, 1175 E. Main Street—7:00 p.m.
- d) Lithia Park Master Plan Open House—April 25, 2019
 - Ashland Senior Center, 1699 Homes Ave—6:30 p.m.
- e) Golf Course Subcommittee Meeting—April 25, 2019
 - Oak Knoll Golf Course, 3070 Highway 66—2:00 p.m.

ADJOURNMENT

Commissioner Gardiner adjourned the meeting at 8:55 p.m.

Attachment I

ASHLAND PARKS and RECREATION COMMISSION

2019-21 Biennial Budget

April 8, 2019

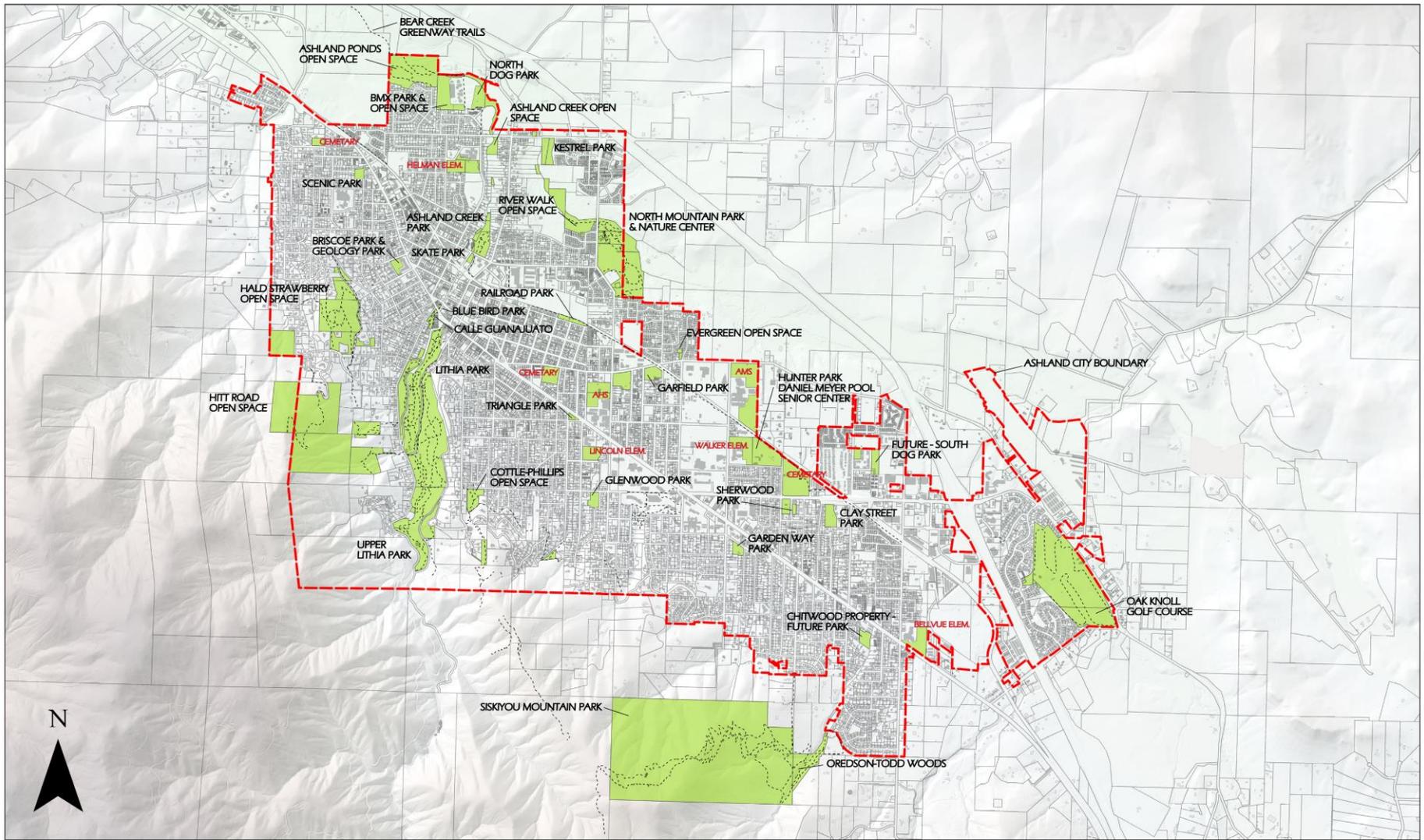
Michael A. Black, AICP





APRC

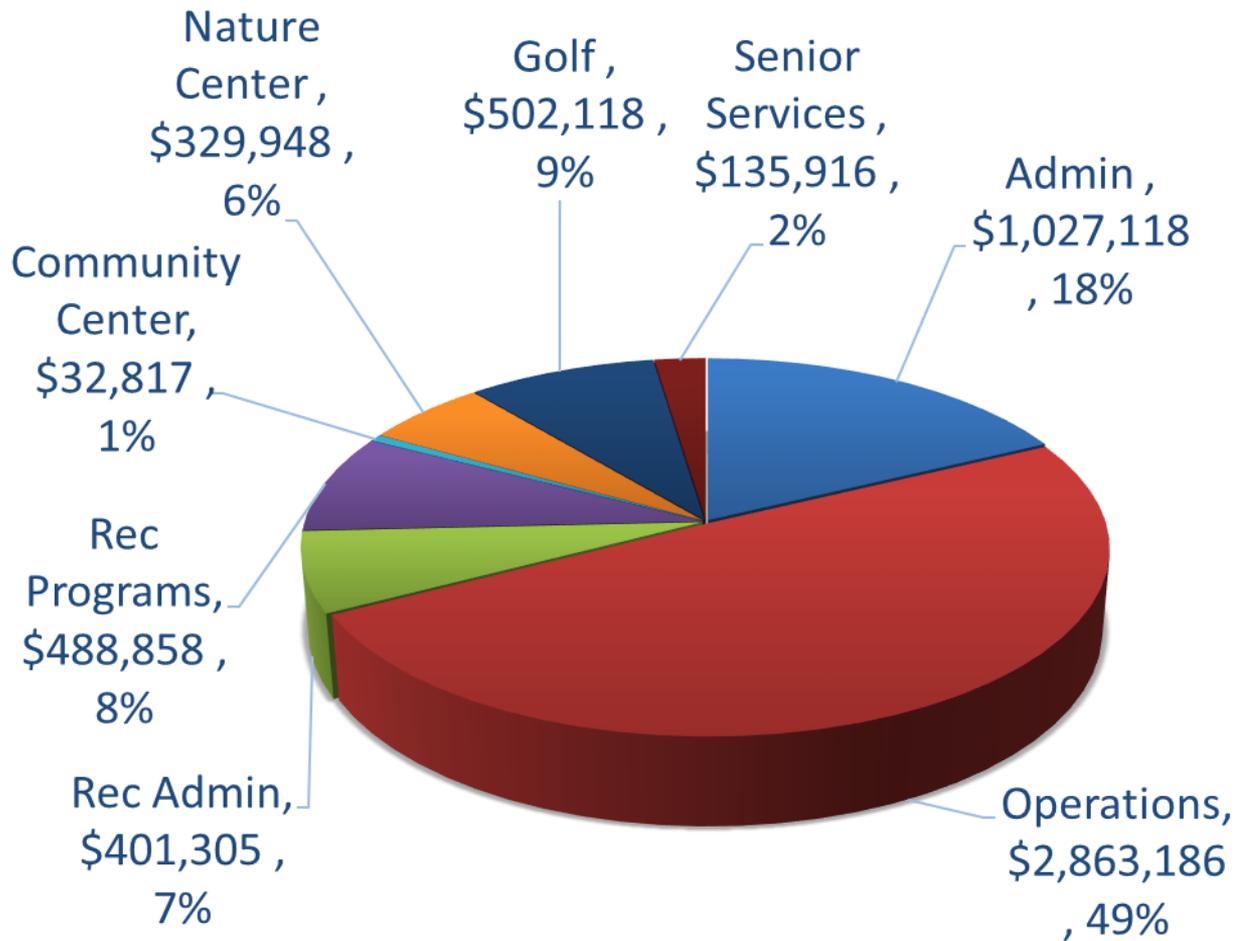
Mission: *“To provide and promote recreational opportunities and to preserve and maintain public lands.”*



ASHLAND PARKS AND RECREATION COMMISSION PARKS AND OPEN SPACE INVENTORY - 2017



FY 2018 – Expenses



- Total Budget 6,254,804
- Overall Savings (473,538)
 - Admin (59,815)
 - Ops (303,671)
 - Golf (72,439)

FY19 Expenses to Date – 66.67% of Year

General Fund		Revised Budget FY19	YTD Expended	MTD Expended	Encumbrances	Balance	Percent Used
Administration Totals		\$ 1,169,241	\$ 714,896	\$ 80,341	\$ 20,207	\$ 434,138	62.87%
Operations Totals		\$ 3,573,988	\$ 2,067,229	\$ 242,229	\$ 17,282	\$ 1,489,478	58.32%
TOTAL OPS/ADMIN		\$ 4,743,229	\$ 2,782,125	\$ 322,570	\$ 37,489	\$ 1,923,615	58.65%
Recreation Admin Totals		\$ 458,966	\$ 269,754	\$ 28,487	\$ 9,732	\$ 179,481	60.89%
Recreation Programs Totals		\$ 764,756	\$ 325,809	\$ 43,969	\$ 8,878	\$ 430,069	43.76%
Community Center Totals		\$ 28,183	\$ 20,719	\$ 1,204	\$ 11,776	\$ (4,312)	115.30%
Nature Center Totals		\$ 376,150	\$ 234,566	\$ 25,255	\$ 7,030	\$ 134,554	64.23%
TOTAL RECREATION		\$ 1,628,055	\$ 850,847	\$ 98,915	\$ 37,416	\$ 739,792	54.56%
TOTAL SENIOR SERVICES		\$ 222,655	\$ 143,855	\$ 20,886	\$ 8,844	\$ 69,956	68.58%
TOTAL GOLF		\$ 660,979	\$ 388,467	\$ 42,460	\$ 1,843	\$ 292,670	59.73%
GRAND TOTAL		\$ 7,254,911	\$ 4,143,294	\$ 484,830	\$ 85,592	\$ 3,026,035	58.29%

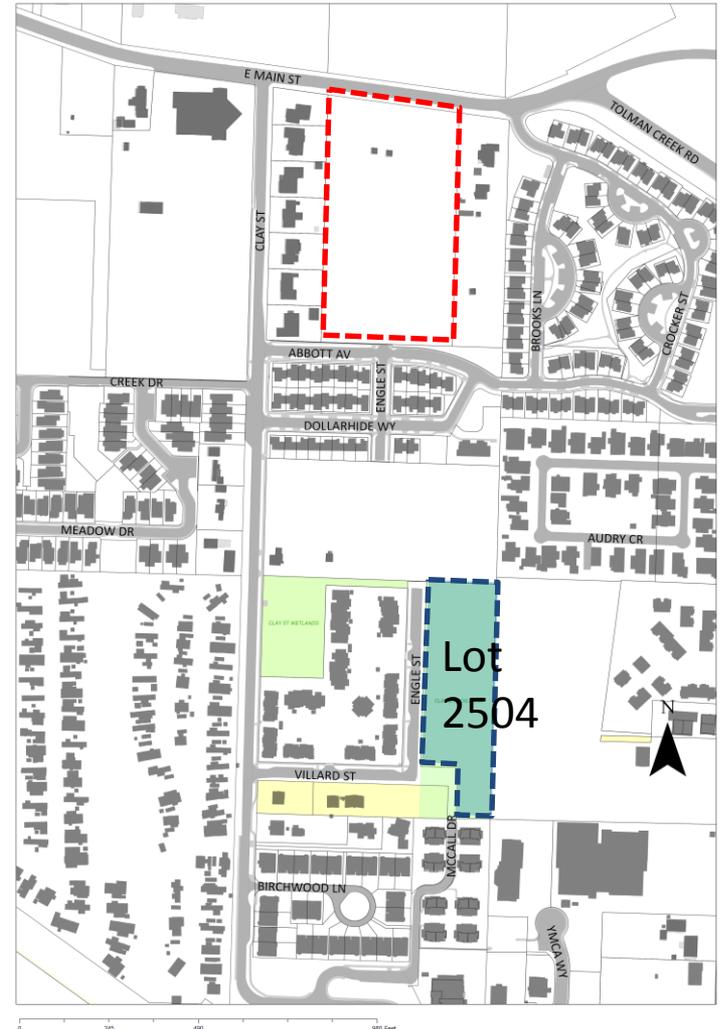


ARPC 17/19 Accomplishments

- Filled Critical Positions:
 - Senior Service Super.
 - *Isleen Glatt*
 - Parks Superintendent
 - *Mike Oxendine*
 - Administrative Analyst
 - *Tara Kiewel*
 - Golf Course Manager
 - *Patrick Oropallo*

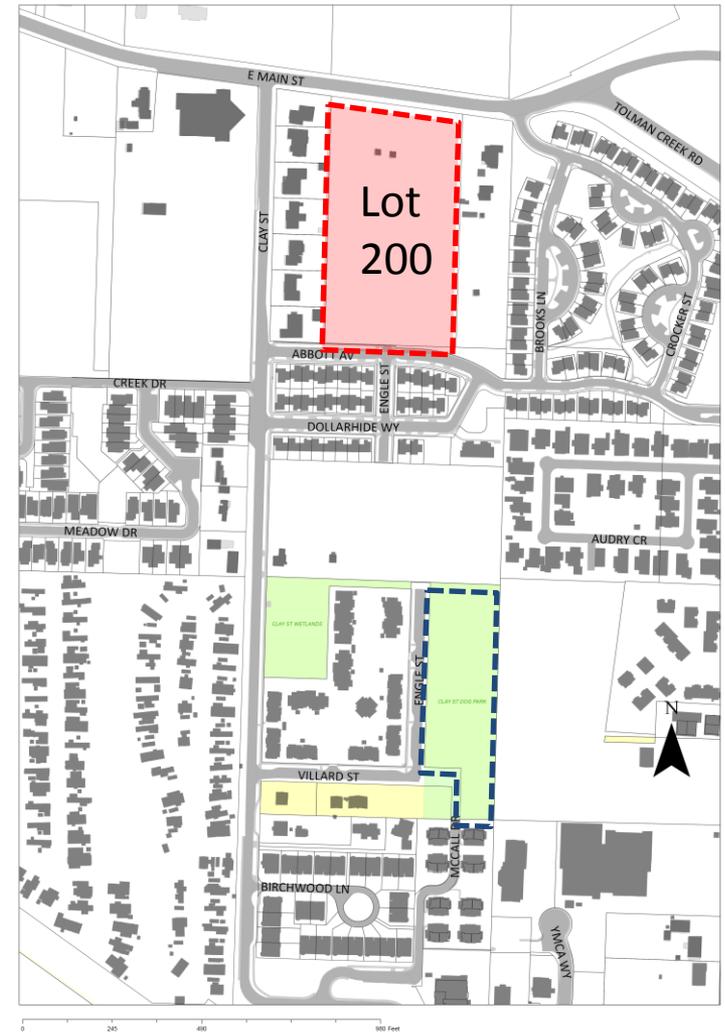
Accomplishments -Clay Street Sale

- Sale Details
 - Disposal of 2.57 acres of open space
 - Sale Price \$1,091,505
 - Buyer: Housing Authority of Jackson County
 - Purpose – furtherance of affordable housing



Accomplishments - East Main St. Purchase

- Purchase Details
 - Purchase 5.52 acre of open space
 - Purchase Price: \$1,000,000 (from revenue of Taxlot 2504 Sale)
 - \$800,000 less than appraisal
 - Purpose: Neighborhood Park with Dog Park



Accomplishments - Briscoe Park

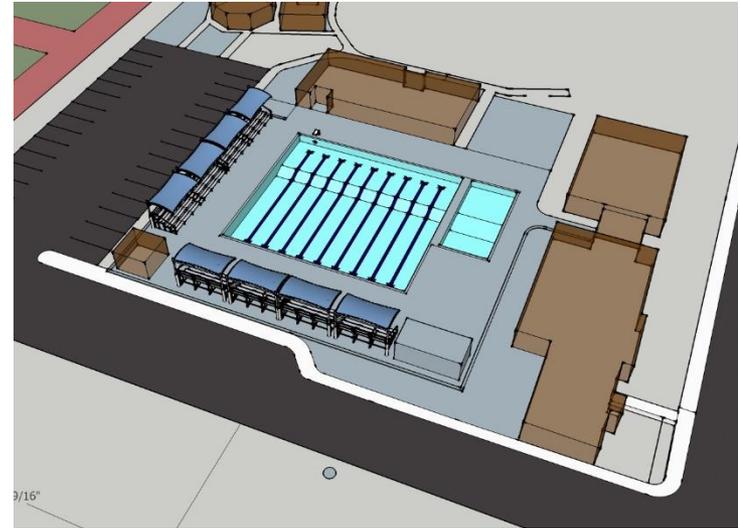


BRISCOE NEIGHBORHOOD PARK BOUNDARY

APRC - May 2, 2018
NOT TO SCALE

Recreation Accomplishments

- The Pool Ad-Hoc Subcommittee created
- \$174,995 in grants for the Nature Play
- \$125,861 18/19 season revenue. (up \$7000)
- A golf course business plan has been implemented by the new Golf Course Manager.



NORTH MOUNTAIN NATURE PLAY | OPTION 2



Senior Services Accomplishments

- Evaluated and Redesigned the Senior Program into Ashland Senior Services
- Formed a permanent Senior Services Advisory Committee (S-SAC)
- Since Superintendent Glatt started in August 2017, the Division has:
 - Adopted a mission and goals as recommended by S-SAC
 - Completed staff hiring and training
 - Built partnerships with community agencies, businesses, and City of Ashland departments
 - Increased positive publicity to raise community awareness
 - Started expanding activities, events, and services at the Senior Center and other locations
 - Started on deferred maintenance for the Senior Center
 - Worked with S-SAC on advocacy for senior needs

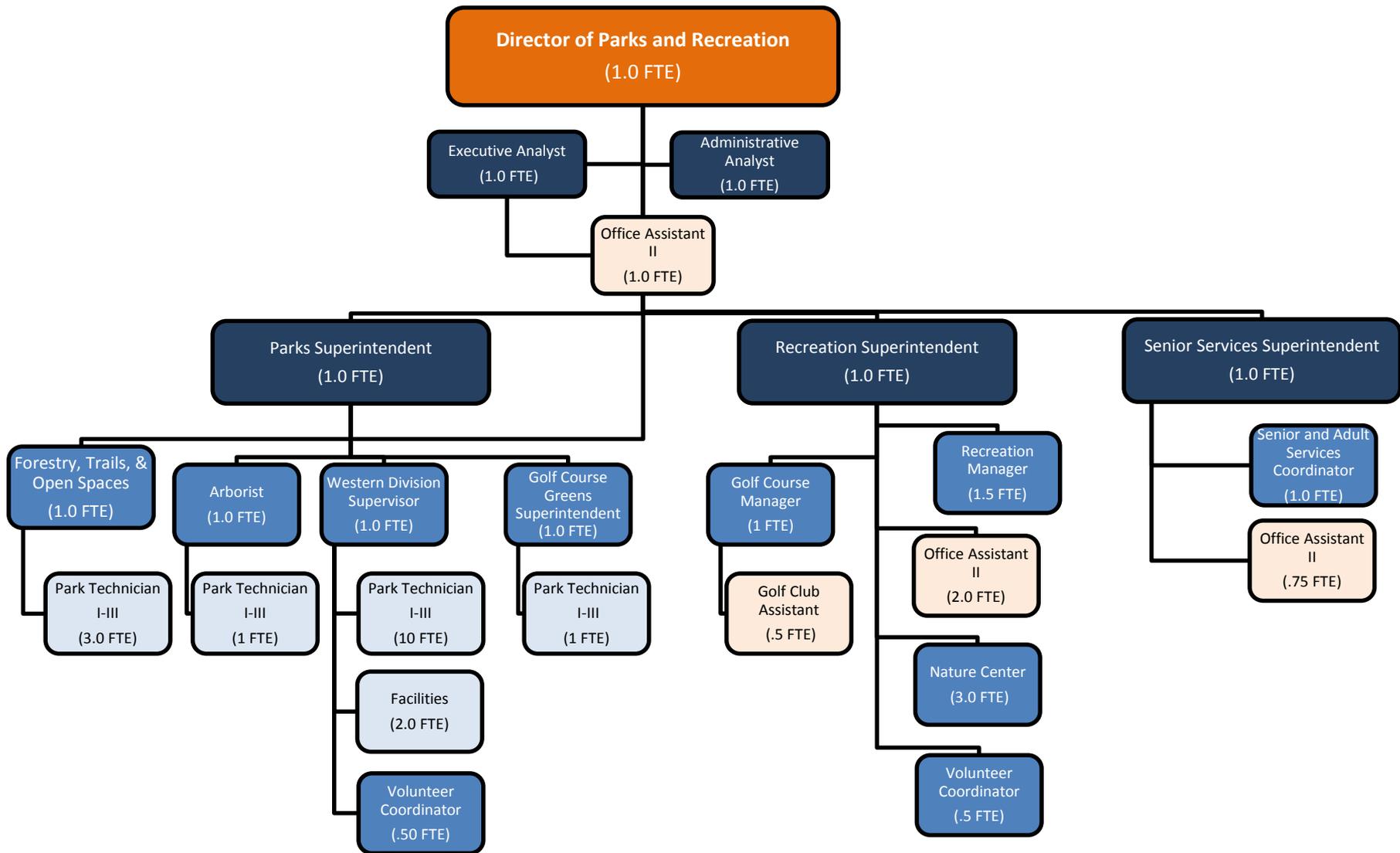
Biennium 2019/21

- 2019-21 APRC GOALS (TOP FIVE)
 - Design and begin building new East Main Street neighborhood park (dog park)
 - Improve public aquatic recreation and competitive options
 - Explore options to keep Lincoln School playground and fields open to the public.
 - Explore pump track and a mountain bike skills park
 - Build pickle ball courts within the APRC system



2019/21 Parks and Recreation

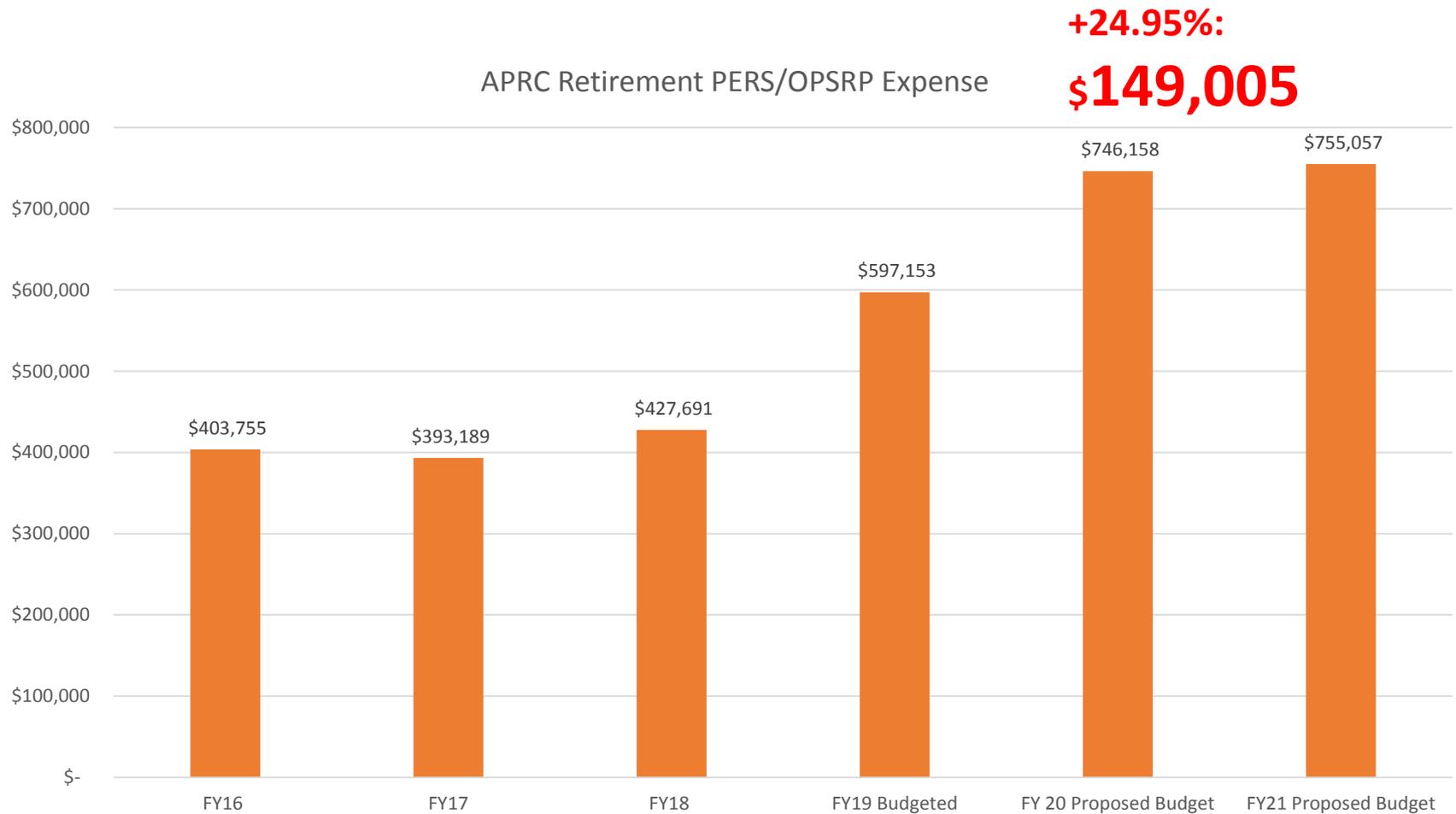
38.75 FTE



2019/21 Budget Highlights - Expenses

- Personnel – **Increase of 4.64% 212,887**
 - PERS Increase
 - Insurance
- Material and Services - **Decrease of 3%**
 - Increased Central Service Charges
 - Reduction in Temps
 - Reduced Equipment Replacement
 - Reductions in Various Line Items

Retirement Fund Expenses

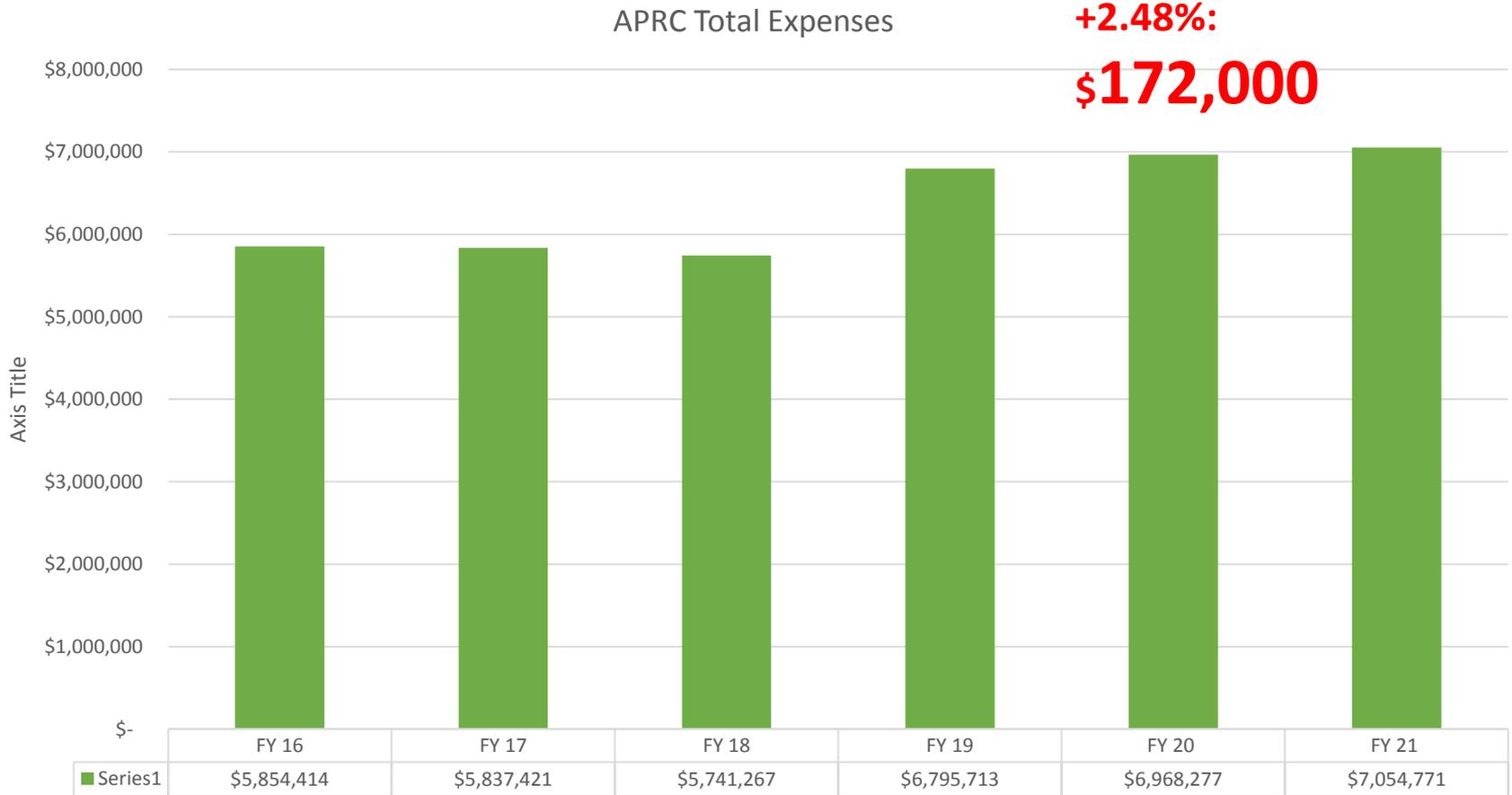


Charges from City

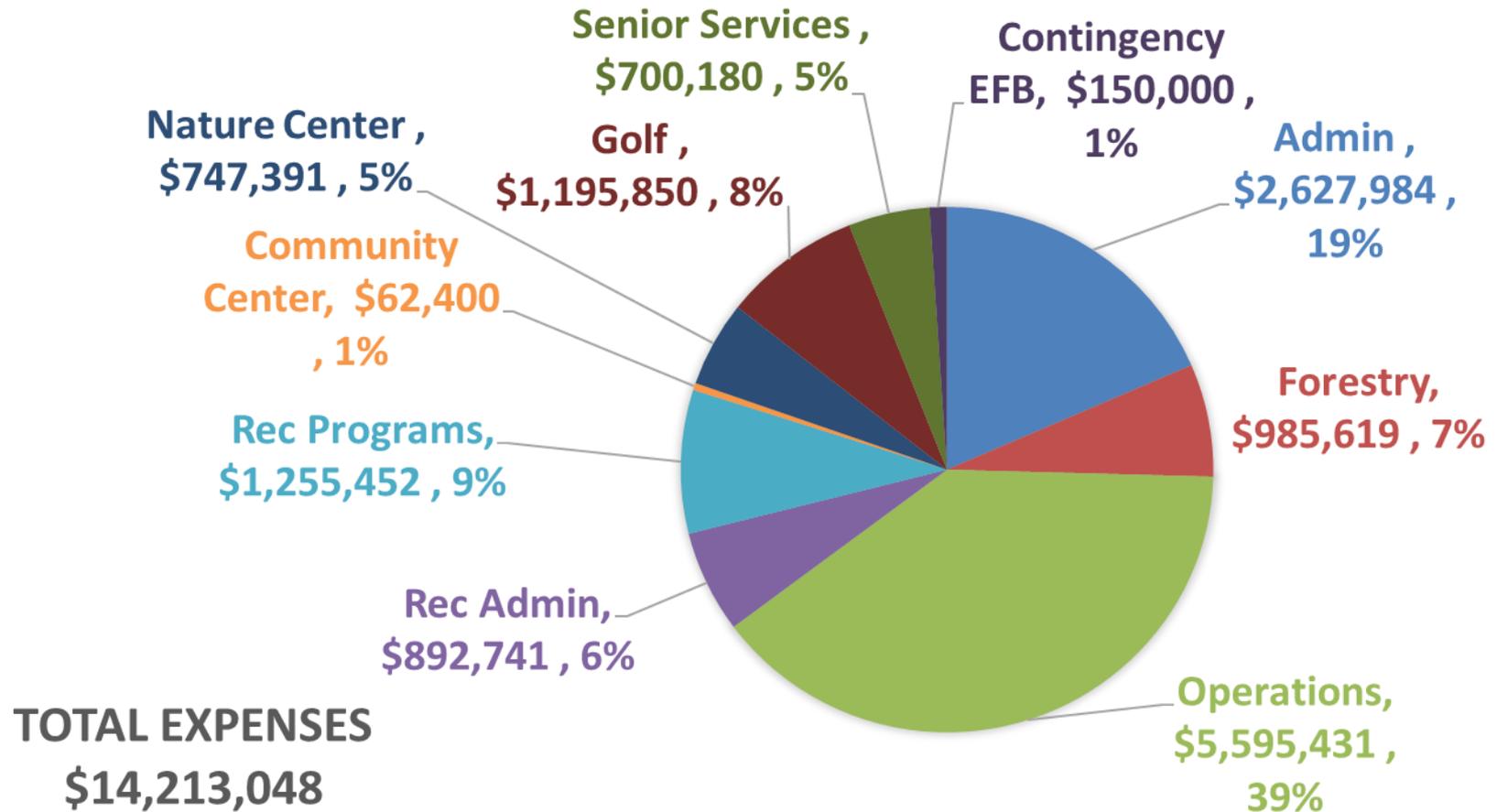
- APRC Pays the City of Ashland for Services such as Human Resources, Payroll, Legal and Fleet
- Central Service Fees have increase 28% from FY19 – FY20
- Central Service Fees will increase another 3% from FY20 – FY21
- All other fees have stayed flat

	FY 20	FY21	Percent Change
	Proposed Budget	Proposed Budget	FY19 Budget/FY20
Internal Chg - Central Svc Fee	\$ 534,153	\$ 550,178	28.29%
Internal Chg - Insurance Svc	\$ 47,500	\$ 47,500	0.00%
Internal Chg - Facility Use	\$ 30,000	\$ 30,000	0.00%
Internal Chg - Fleet Maint	\$ 1,750	\$ 1,750	0.00%
Internal Chg - Fleet Maint	\$ 204,500	\$ 204,500	0.00%
CAP Officer	\$ 50,000	\$ 50,000	0.00%
Total	\$ 867,903	\$ 883,928	17.41%

Expenses



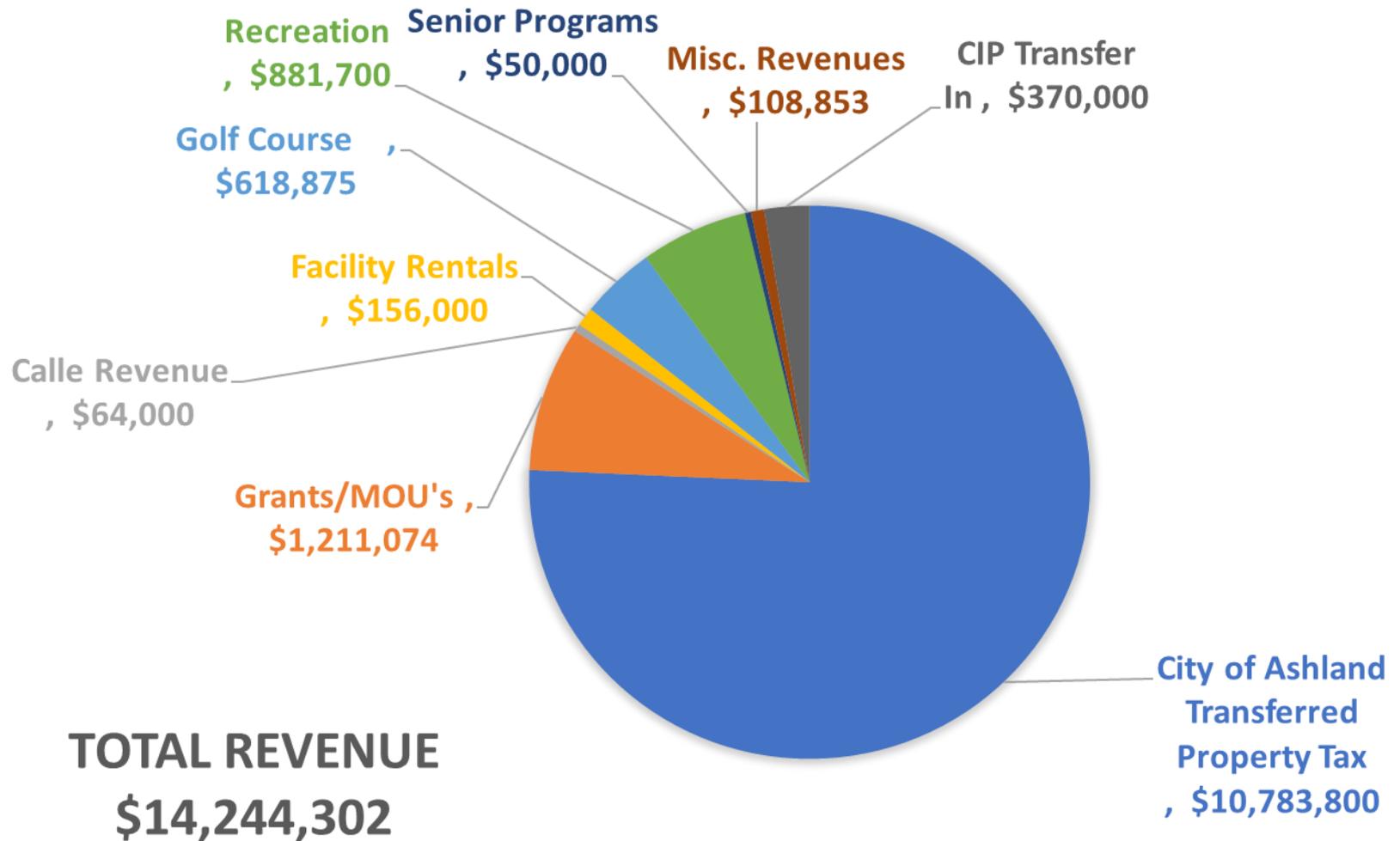
2019/21 APRC Total Expenses



2019/21 Budget Highlights – Revenue

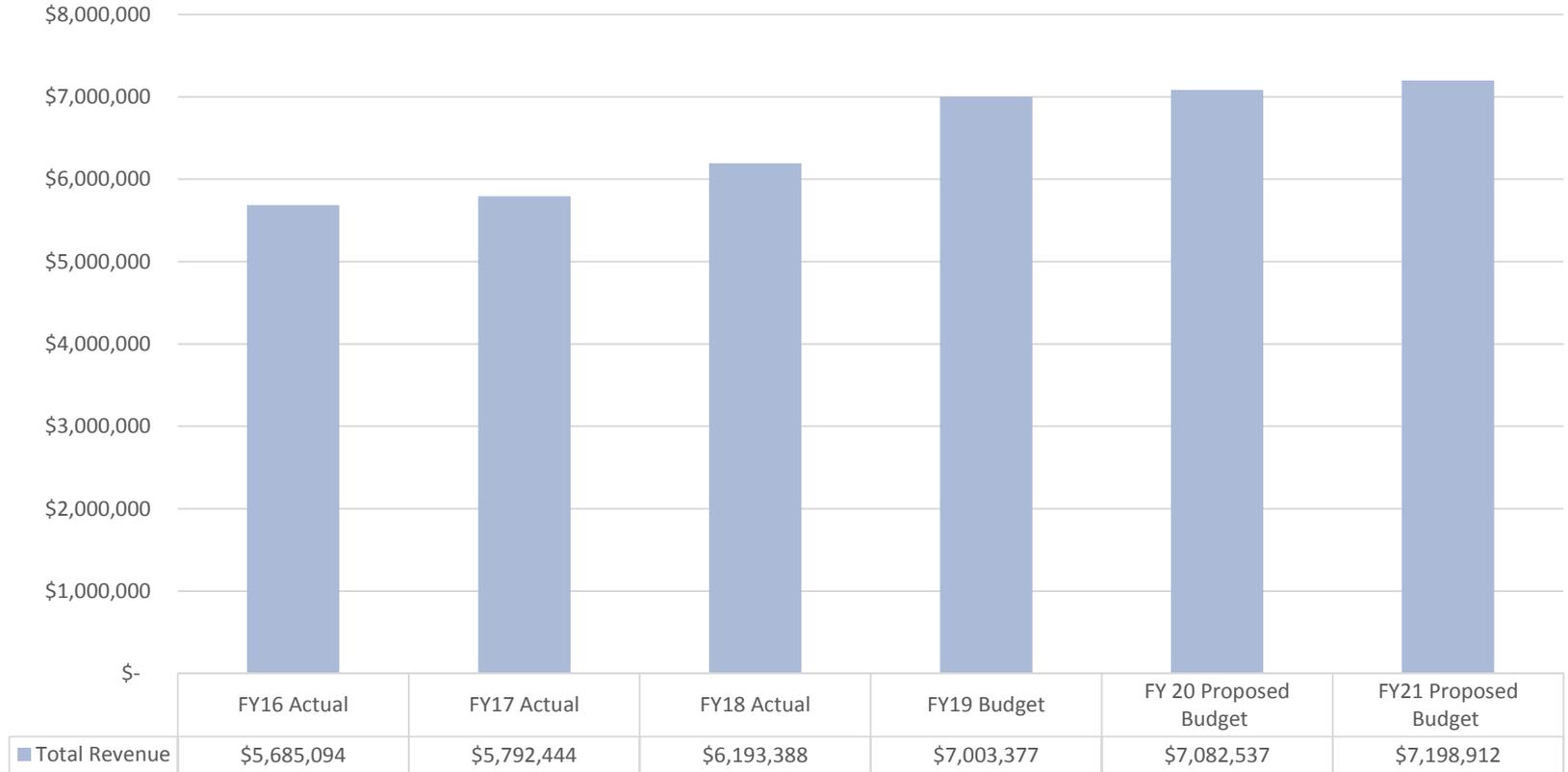
- General Fund Revenue Flat
- Slight Increases for Recreation Programs Revenue (Golf)
- Savings from Previous BN
- F&B Transfer In
 - Capital Outlay
 - Project Management
- ASD Charges for Services

2019/21 APRC Total Revenue



Revenue Comparison

Total Revenue



Significant Changes from 17-19



APRC Future Challenges

- Reduced Fleet Replacement Expenses
- Weather Impact – Inclement weather & smoke events
- Improving Cost Recovery @ Golf Course
- Continuing Parks LOS with Future Budget Challenges



Capital Improvement Program (old)

Description	2019/21 Budget Proposal
Repair Perozzi Fountain @ Lithia Park	25,000
Project Manager/Operations Transfer	370,000
ACP Public Works Requirement	35,000
O East Main Development	950,000
North Mountain Park Nature Play Area	215,000
Oak Knoll Improvements (Irrigation)	20,000
Daniel Meyer Pool - Rebuild and Cover	3,550,000
Real Estate Acquisition	200,000
Garfield Park Bond	75,000
Calle Bond	200,000
Briscoe Loan	100,000
Lithia Park Improvements	121,185
Sub-total Projects	5,861,185

Proposed CIP Projects

New (propopsed)	2019/21 Budget Proposal
All Parks Master Plan	300,000
Mace Property Trail	225,000
Skills Park	250,000
Kestral Park Bridge	500,000
Golf Course Improvements(Play Ground)	125,000
Senior Center Improvements	50,000
TID Improvements	50,000
Japanese Garden	1,500,000
Ashland Creek Park Basketball Court/Pickle Ball	75,000
Lincoln Park Improvements	25,000
Build Dedicated Pickle-Ball Courts	215,000
Sub-total New Projects	3,315,000

CIP Estimates - Updated April 08, 2019

Description	2017/19 Budget Proposal	FY 2019/20				FY 2020/21				2017/19	Grand Total
		F&B	SDC	Other (grant/ loan)	2019-20 Totals	F&B	SDC	Other (grant/ loan)	2017-19 Totals		
Repair Perozzi Fountain @ Lithia Park	25,000	25,000			25,000				-	25,000	
Project Manager/Operations Transfer	370,000	185,000			185,000	185,000			185,000	370,000	
ACP Public Works Requirement	35,000	-			-	35,000			35,000	35,000	
O East Main Development	950,000			475,000	475,000	350,000		125,000	475,000	950,000	
North Mountain Park Nature Play Area	215,000	25,000		190,000	215,000				-	215,000	
Oak Knoll Improvements (Irrigation)	20,000	10,000			10,000	10,000			10,000	20,000	
Daniel Meyer Pool - Rebuild and Cover	3,550,000	50,000			50,000			3,500,000	3,500,000	3,550,000	
Real Estate Acquisition	200,000	109,000		91,000	200,000				-	200,000	
Garfield Park Bond	75,000	37,500			37,500	37,500			37,500	75,000	
Calle Bond	200,000	100,000			100,000	100,000			100,000	200,000	
Briscoe Loan	100,000	50,000			50,000	50,000			50,000	100,000	
Lithia Park Improvements	121,185	121,825			121,825				-	121,825	
Sub-total Projects	5,861,185	713,325	-	756,000	1,469,325	767,500	-	3,625,000	4,392,500	5,861,825	
New (proposed)	2017/19 Budget Proposal										
All Parks Master Plan	300,000	250,000	50,000		300,000				-	300,000	
Mace Property Trail	225,000	25,000			25,000	200,000			200,000	225,000	
Skills Park	250,000	25,000			25,000			225,000	225,000	250,000	
Kestral Park Bridge	500,000	25,000			25,000			475,000	475,000	500,000	
Golf Course Improvements(Play Ground)	125,000	125,000			125,000				-	125,000	
Senior Center Improvements	50,000	25,000			25,000	25,000			25,000	50,000	
TID Improvements	50,000	50,000			50,000				-	50,000	
Japanese Garden	1,500,000			250,000	250,000			1,250,000	1,250,000	1,500,000	
Ashland Creek Park Basketball Court/Pickle Ball	75,000	75,000			75,000				-	75,000	
Lincoln Park Improvements	25,000				-	25,000			25,000	25,000	
Build Dedicated Pickle-Ball Courts	215,000	175,000			175,000		40,000		40,000	215,000	
Sub-total New Projects	3,315,000	775,000	50,000	250,000	1,075,000	250,000	40,000	1,950,000	2,240,000	3,315,000	
Total	9,176,185	1,488,325	50,000	1,006,000	2,544,325	1,017,500	40,000	5,575,000	6,632,500	9,176,825.00	

Projected Resources

SOURCE	Balance - 2017/18	New Revenue - 2017/18	New Revenue - 2018/19	
F&B	\$ 981,825	\$ 756,900.00	\$ 757,100.00	2,495,825
SDC		50,000	50,000	100,000
Land Sales	691,000			691,000
Grants	190,000	250,000	1,950,000	2,390,000
Bonds		-	3,500,000	3,500,000
Total Anticipated Resources	\$ 1,862,825	\$ 1,056,900	\$ 6,257,100	9,176,825

End

Ashland Parks & Recreation Commission

April 8, 2019



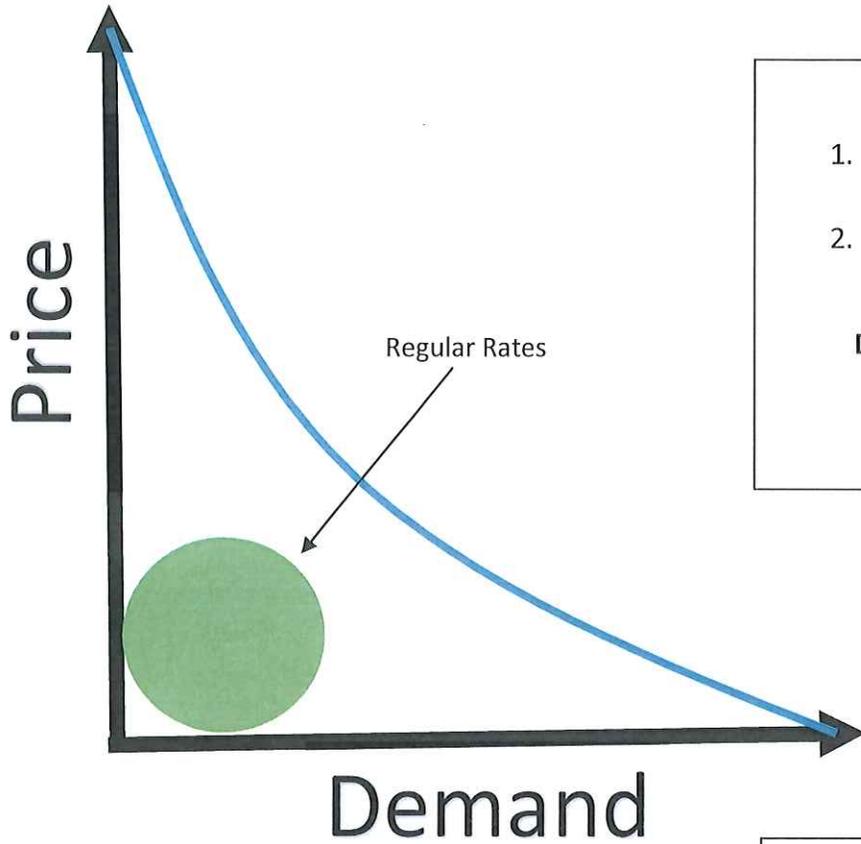
Golf Course Fees Information

Comparative Market Analysis

Differential Pricing (Based on Season / Time)

Greens Fees In Season	Avg. GF Rate OK Curr., QP, SM, DC	Oak Knoll Golf (Proposed 2020)	Oak Knoll Golf Course (Current)	Quail Point Golf Course	Stewart Meadows Golf Course	Dutcher Creek Golf Course
Weekday 9 Holes	\$ 15.50	\$ 18.00	\$ 16.00	\$ 20.00	\$ 12.00	\$ 14.00
Weekday 18 Holes	\$ 27.50	\$ 28.00	\$ 24.00	\$ 32.00	\$ 28.00	\$ 26.00
Weekend 9 Holes	\$ 17.00	\$ 20.00	\$ 16.00	\$ 20.00	\$ 18.00	\$ 14.00
Weekend 18 Holes	\$ 27.50	\$ 30.00	\$ 24.00	\$ 32.00	\$ 28.00	\$ 26.00
Twilight WD 9 Holes	\$ 14.00	\$ 15.00	\$ 10.00	\$ 17.00	\$ 15.00	*
Twilight WD 18 Holes	\$ 20.50	\$ 22.00	\$ 18.00	\$ 26.00	\$ 22.00	\$ 16.00
Twilight WE 9 Holes	\$ 13.50	\$ 15.00	\$ 10.00	\$ 17.00	*	*
Twilight WE 18 Holes	\$ 20.00	\$ 22.00	\$ 18.00	\$ 26.00	*	\$ 16.00
Senior WD 9 Holes	\$ 14.33	\$ 16.00	\$ 14.00	*	\$ 15.00	\$ 14.00
Senior WD 18 Holes	\$ 21.33	\$ 26.00	\$ 22.00	*	\$ 22.00	\$ 20.00
Senior WE 9 Holes	\$ 14.00	\$ 18.00	\$ 14.00	*	*	*
Senior WE 18 Holes	\$ 22.00	\$ 28.00	\$ 22.00	*	*	*
Super Twilight	NA	\$ 15.00	*	*	*	*
All Day Play	NA	*	*	*	*	*
Loyalty WD 9 Holes	\$ 14.00	*	*	\$ 14.00	*	*
Loyalty WD 18 Holes	\$ 23.00	*	*	\$ 23.00	*	*
Loyalty WE 9 Holes	NA	*	*	*	*	*
Loyalty WE 18 Holes	NA	*	*	*	*	*
Early Bird 9 Holes	NA	\$ 15.00	*	*	*	*
Early Bird 18 Holes	NA	\$ 22.00	*	*	*	*
Replay 9 Holes	\$ 8.00	\$ 10.00	\$ 8.00	*	*	*
Replay 18 Holes	NA	\$ 15.00	*	*	*	*

Differential Pricing (Based on Season / Time)

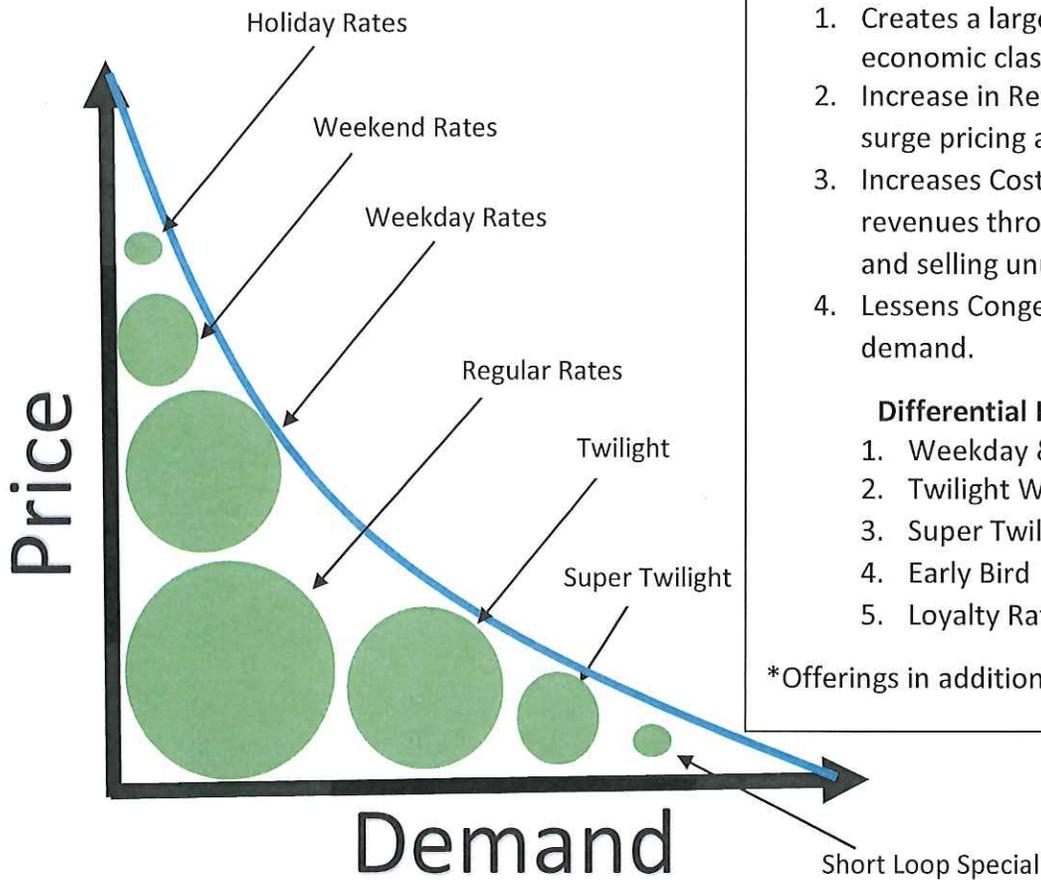


Current Offerings

1. Not maximizing revenue: Limited offerings appeal to few customers.
2. Low cost recovery: not selling all possible tee times.

Differential Pricing Currently Being Used

1. In Season and Off Season rates.
2. Rates based on age.



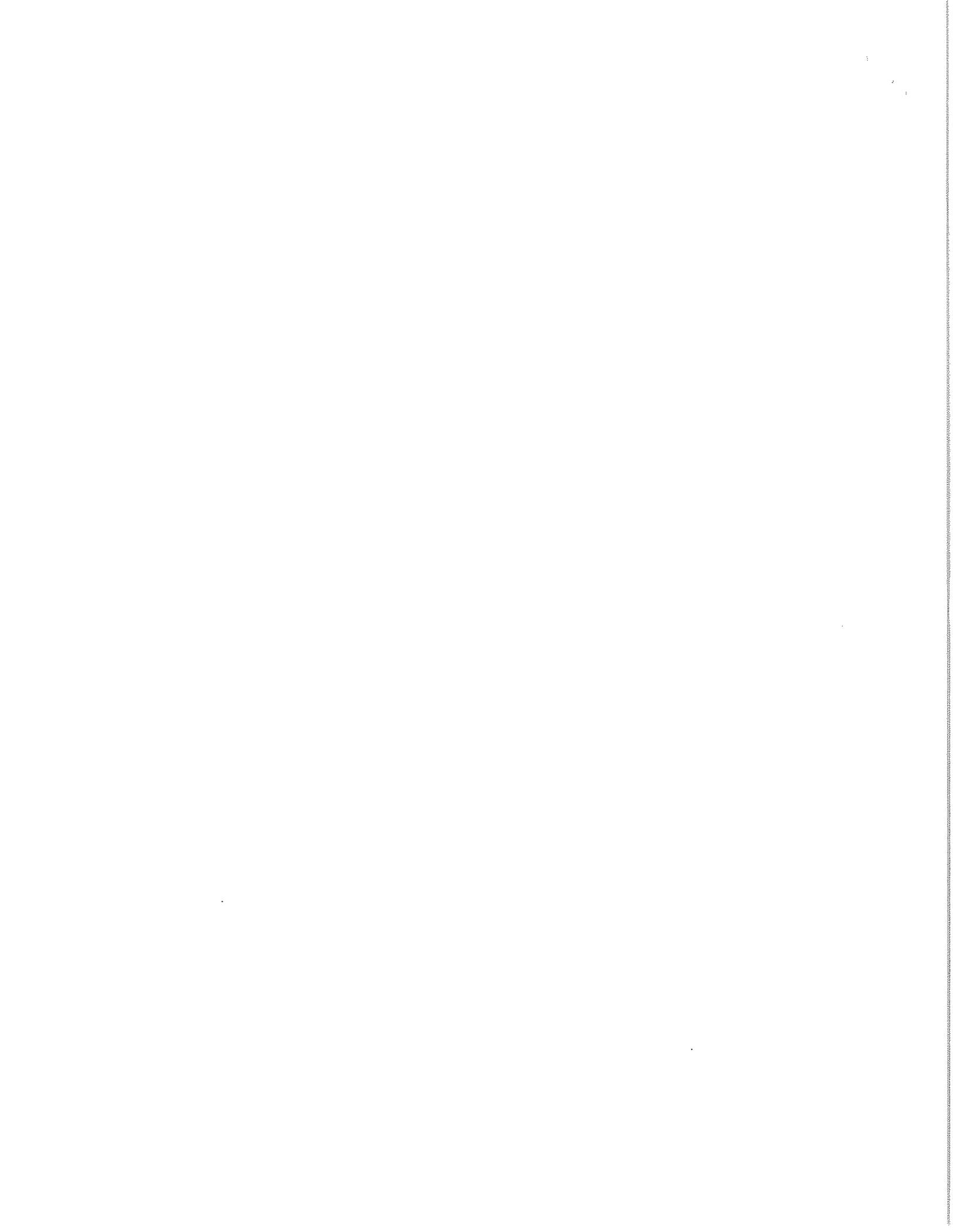
Benefits

1. Creates a larger target market: Different economic classes can try our product.
2. Increase in Revenue: Take advantage of surge pricing and off peak pricing.
3. Increases Cost Recovery: maximizing revenues through price differentiation and selling unused times.
4. Lessens Congestion: Spreads out demand.

Differential Pricing Being Proposed

1. Weekday & Weekend
2. Twilight WD & WE
3. Super Twilight WD & WE
4. Early Bird
5. Loyalty Rates

*Offerings in addition to what we already have.



Attachment III

