

**MINUTES FOR REGULAR BUSINESS MEETING  
ASHLAND PARKS & RECREATION COMMISSION  
November 25, 2019  
Council Chambers, 1175 E. Main Street**

Present: Commissioners Gardiner (Chair), Landt (Vice-Chair), Heller, Lewis; Director Black, Senior Services Superintendent Glatt; Parks Superintendent Oxendine; Manager Oropallo; Assistant Sullivan

Absent: Commissioner Bell, City Council Liaison Mayor Stromberg

**I. CALL TO ORDER**

The meeting was called to order at 7:00 p.m.

**II. APPROVAL OF MINUTES**

APRC Study Session – October 21, 2019

**Motion:** Landt moved to approve the minutes from October 21, 2019 as provided by Staff. Heller seconded.

**Vote:** The vote was all yes

APRC Regular Meeting – October 28, 2019

**Motion:** Landt moved to approve the minutes from October 28, 2019 with the following amendments. Lewis seconded.

- In the Discussion Section under the Japanese Garden Plan Amendment
  - Correction: Change the formatting to make it clear that the statements came directly from Landt
- In the Option 2 bullet under Pool Financing & Site Plan Approval
  - The amounts on the Pickleball bullet should state: CIP\$175K and Bond (\$150K) - \$325K Total

**Vote:** The vote was all yes

**III. PUBLIC FORUM**

**Kristina Lefever of Ashland** spoke regarding the East Main Park property (See [Attachment I](#)).

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

Black requested the 2020 meeting schedule be placed on the agenda for informational purposes. Gardiner will place the item under Unfinished Business after the Memorials Policy Amendment.

**V. CONSENT AGENDA**

Subcommittee Minutes Acknowledgment

- Pool Ad-Hoc Subcommittee, September 4, 2019
- Ashland Senior Advisory Committee, October 14, 2019

**Motion:** Landt moved to approve the consent agenda as provided by Staff. Heller seconded.

**Vote:** The vote was all yes

**VI. UNFINISHED BUSINESS**

**1. Lithia Park Master Plan Presentation (Information)**

Black stated that a presentation on the [Final Draft of the Lithia Park Master Plan](#) (see Attachment II) will be given by the consultant who is wrapping up work on the Master Plan. Upon adoption of the Master Plan there will still be more work for APRC to complete including implementation and prioritization. Black introduced Laurie Matthews, Director of Preservation Planning + Design from MIG, Inc. MIG, Inc. was contracted by APRC to create the Lithia Park Master Plan.

Matthews gave a PowerPoint presentation on the final draft of the Lithia Park Master Plan (see [Attachment III](#)). The presentation included the following discussion items:

- There are 37 draft Recommendations included in the plan
- The table of contents includes a typo that references the Recommendations as “Draft”. This word will be removed in preparation for adoption
- Black inquired about the suggested process for making changes or adding items to the plan as the organization works on implementation over the next 100 years. Black also inquired about a process of on-going review of the plan. Discussion on these inquiries included the following items”
  - Matthews pointed to the implementation chapter which includes a recommended process to review the plan (every 10 years) and to address ideas or projects not currently included in the plan. There is also a section discussion utilizing the biennium budget process to review and identify projects in the plan for inclusion in the budget
  - Landt inquired how alterations can be made to the plan as issues arise outside of the 10-year review process
  - Matthews stated that some of the information in the plan cites guiding principles rather than specifics because it will be necessary for some specifics in the plan to go through a standard public process to implement projects
  - Black stated that future changes would be added to the master plan through an amendment process. The plan gave recommendations for amendment and review which will be utilized on an as needed basis
- Landt inquired why Granite St., from the intersection of S. Pioneer St. to the swimming hole, has not been included on the Bike / Dog Walking Access map included in the presentation ([Attachment III](#) – pg. 42). Including this section would make a loop route through the park
  - Black stated that if the section of Granite St below the intersection with Winburn Way is shown as the bike path, it makes sense to include the section of Granite St above the intersection with S. Pioneer St. Black will review this specific section of a bike route with the consultant prior to final submission of the plan
- The 100-year floodplain overlay within the plan
- The Oregon American Society of Landscape Architects gave the plan The Award of Excellence, which is the highest honor given by this organization

Matthews concluded the presentation and opened the floor to additional questions

- Landt inquired as to who will address typos or changes in the plan
  - Black stated that all typos should be sent to him to determine if they are substantive. Non-substantive edits will be made by APRC staff. Black will confer with the consultant on more substantive alterations to the plan
  - Matthews asked that all desired changes to the document should be sent to her in one consolidated communication. The contract is wrapping up and any requests to change the plan should be sent in the next couple of days
- Black identified recommendation 36 and the bike circulation route are two items that he will be discussing with the consultant

## **2. Memorials Policy Amendment (Action)**

Sullivan reviewed the staff report included in the [meeting packet](#), which request an amendment to the Memorials Policy. Subsequent to the distribution of the meeting packet, additional edits to the proposed amendments were made. A document was provided detailing the edits which are highlighted in yellow in the document (see [Attachment IV](#)).

**Motion:** Landt moved to approve the document amended in the updated document. Seconded by Lewis.

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

## **3. 2020 Meeting Schedule Discussion**

Black stated that staff has reviewed options for scheduling the 2020 APRC meetings and found the following:

- Meetings could be held at 6pm and held in Council Chambers if the meeting date, for both business and study session meetings, is moved to Wednesday, which would also result in fewer conflicts with holidays.
- Discussion at the last Study Session resulted in staff furthering reviewing holding meetings on the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of the month
  - After staff review, it was determined that having the meetings two weeks apart would likely result in difficulties with packet preparation and conflicts with time off.
  - Staff is now suggesting the 1<sup>st</sup> and 2<sup>nd</sup> Wed at 6:00 p.m. in Council Chambers starting this spring
- Heller requested making the change to the new time and day in April
- Landt stated that there are good reasons to make the change included a better start time for staff and the ability to televise Study Sessions as needed
- Sullivan will reach out to RVTV to verify that the change of day is not an issue and ask how much notice is required to televise additional meetings
- Black stated that the budget could allow televising a couple more meetings as necessary, but would not recommend televising Study Sessions a regular occurrence

Staff will bring this item back to the Commission in December with a recommendation for approval

## VII. NEW BUSINESS

### 1. Golf Fee Adjustment

Dials reviewed the staff report included in the [meeting packet](#). Dials reports that staff will be requesting a reduction in Golf Course fees approved by the Commissioners in April 2019 but have not yet been implemented. Staff will also be requesting to amend the structure for annual memberships. The changes in fees would become effective in March 2020. Dials introduced Oropallo who gave a presentation of Golf Course fees regarding amendments to approved fees (see [Attachment V](#)). The presentation included the following points

- Fee increased were adopted in April 2019 with an average increase of 24%. Industry standard increases average 3-5% annually.

<b>Greens Fees In Season</b>	<b>Oak Knoll (Adopted 2020)</b>	<b>Oak Knoll (Current)</b>	<b>Oak Knoll (Proposed)</b>
Weekday 9 Holes	\$ 18.00	\$ 16.00	\$ 17.00
Weekday 18 Holes	\$ 28.00	\$ 24.00	\$ 25.00
Weekend 9 Holes	\$ 20.00	\$ 16.00	\$ 17.00
Weekend 18 Holes	\$ 30.00	\$ 24.00	\$ 25.00
Twilight WD 9 Holes	\$ 15.00	\$ 10.00	\$ 11.00
Twilight WD 18 Holes	\$ 22.00	\$ 18.00	\$ 19.00
Twilight WE 9 Holes	\$ 15.00	\$ 10.00	\$ 11.00
Twilight WE 18 Holes	\$ 22.00	\$ 18.00	\$ 19.00
Senior WD 9 Holes	\$ 16.00	\$ 14.00	\$ 15.00
Senior WD 18 Holes	\$ 26.00	\$ 22.00	\$ 23.00
Senior WE 9 Holes	\$ 18.00	\$ 14.00	\$ 15.00
Senior WE 18 Holes	\$ 28.00	\$ 22.00	\$ 23.00

- This large of an increase was initially recommended because fees had not been raised for several years
- Since the adoption of the fees, Oropallo has received community feedback suggesting that the fee increase is too much, too fast and will either prevent play altogether or will decrease play for some golf course users. Oropallo would like to acknowledge the concerns of the golf community and reduce the fee increase scheduled for 2020
- The proposed increase presented is 5.7% and would require annual fee increases moving forward to put Oak Knoll fees in line with other courses and not implement as large an increase as adopted in April
- Annual increases are likely to be in the 3-5% range
- Black suggested reevaluating fees annually as a compromise in the light of the feedback provided by the public about the larger increase and would like to see the annual review included in the motion
- Landt stated that the initial fee increase included an analysis done by staff that resulted in some fees being raised more significantly than others and is concerned that an across the board \$1 increase does not take this analysis into consideration. Some categories may not warrant a fee raise while others could be raised in increments of \$1 based on a market analysis
  - Oropallo stated that the value conscience golfer is often choosing the Twilight rate which was increased the most and this group of people have been very vocal about the price increase
  - Black stated that the rational for the across the board \$1 increase may be more palatable to the golf community and this is a way to start moving fees in the right direction
  - Oropallo stated that the proposed rates are slightly less than the median of other golf courses in the valley
  - Lewis stated that the rate increase may not be fully driven by the market analysis that was completed, but this method takes the golf communities willingness to accept new rates into account. This will generate ore revenue and keep moving the right direction
- Heller raised the concern that fees are not catching up to inflation when minimal increases are adopted
- Oropallo stated he will be looking into dynamic pricing based on when the round of golf is booked in the next biennium
- Landt inquired if changes to fees and membership would result in reducing the cost recovery goal of 80%
  - Oropallo stated that these changes will help meet that goal
- Oropallo moved onto memberships. Oak Knoll currently offers two types of membership, Individual & Family. Staff is seeking to increase the memberships to seven different types to reach people not currently taking advantage of memberships
- Memberships are active for a 12-month period, except for the Student Membership. When paid monthly, there is a convenience fee added
- The Junior Membership is the same cost as Centennial Golf Course, \$199
- The Snowbird Membership would cover non-winter months
- Landt suggested adding a Winter Membership to increase play in the off season
- The Student Membership is designed for students who are not in town year-round. If students are here year-round it is more economical for students to pay the annual Adult Membership

**Motion:** Lewis moved to approve Oak Knoll Golf Course fees and annual membership fees as presented, beginning March 1, 2020 and include a yearly revenue and strategy review. Seconded by Landt.

**Discussion:** Supporting motion because of confidence in golf course manager to include a more refined options in the future and stated that the student rates are high.

Heller supports the motion and APRC should acknowledge that when fees are increased there will be some community pushback.

Gardiner stated that when the proposal was made in April, he thought the increase was aggressive. Gardiner stated that the lack of a fee increase is likely due to the recession and this this fee increase gets the golf course on the right track to recoup as much as possible.

**Vote:** The vote was all yes

## 2. Community Center Update

Black reviewed the staff report included in the [meeting packet](#). The Community Center is owned and maintained by the City of Ashland. It is currently closed at no fault to the City of Ashland. The structure has been reviewed and deemed to unsafe for occupation. Black reached out to the City Staff regarding plans for addressing the structural issues of the facility. The City responded that it is looking into creating a plan and has hired an engineer to determine what it would take to fix the building. There is no definitive timetable for when a plan would be finalized.

Lewis stated that he has viewed the report prepared by the structural engineer and asked that it be forwarded to other Commissioners for reference. Lewis stated a desire to retain the building and make it available again for public use.

Landt stated that there are two main issues:

- The building is considered unsafe due to structural issues
- The bigger is issues is the deteriorating condition of the building and would like to make a motion related to this.

**Motion:** Landt moved that staff be directed to draft a letter to City Council that Park Commissioners would approve as a resolution at our December meeting. The letter to ask that as expediently as possible, while the City is looking into a Community Center repair plan, that the City Council seek a solution to not only repair the Community Center, but to also include renovations that will ensure the building will continue to serve the Community into the foreseeable future. Seconded by Lewis.

**Discussion:** Lewis stated it is a logical consideration to undertake improvement on the building at the same time as addressing the structural issues.

Landt stated that APRC cannot direct the City Council to do anything with their building, but there is value in a resolution to advocate for this position. Landt clarified that the motion is for staff to draft a letter that will be adopted as a resolution and forwarded to the City Council. Landt stated that if the it would be a missed opportunity if the building was not renovated at the same time the structure is repaired and would like to ensure that this sentiment is communicated to the City Council.

Heller stated his support for the motion, but also stated that it does not address an overall lack of indoor community recreation resources.

Landt responded that indoor recreation is one of the goals for the current biennium. The Community Center not being functional is a fire that needs to be put out. Addressing the Community Center does not preclude working on additional indoor recreation facilities.

Landt will work with staff on drafting a letter. Staff will bring the item back to the Commissioners at a future meeting.

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

## 3. Recreation Division Advisory Committee (RDAC) Member Approval

Dials reviewed the staff report included in the [meeting packet](#). The following points were included:

- Staff is seeking approval of seven applicants to RDAC
- A total of nine applications were received
- There are seven open positions
- The recommended applicants are:
  1. Cori Grimm
  2. Rebecca Bjornson
  3. Jordan Rose

4. Valerie Rogers
5. Elizabeth Morris
6. Pam Downs
7. Risa Buck

**Motion:** Landt moved to approval of the Recreation Committee members as presented by staff. Lewis Seconded.

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

Dials stated the first meeting will likely be scheduled in January

#### **VIII. ITEMS FROM COMMISSIONERS/STAFF**

Heller became aware he did not provide full disclosure during the revenue bond vote that included funding for pickleball. Heller stated for the record that he is an avid pickleball player and advocate and serves as a pickleball instructor in the community. Heller stated that he feels he is speaking for the benefit of the citizens of Ashland. Heller stated that the financial part did not impact his view or vote on the issue.

Black stated that staff is working on the Japanese Garden Plan. Commissioners will see the contract and revised plan before construction starts. The contract will need to be brought to the City Council for approval per procurement policy. The City Council will not decide on the design of the Japanese Garden.

The City Council will need to approve the APRC revenue bind, which is scheduled for December 9, 2019.

Dials reports that 30 applications were received for the Volunteer & Special Events Coordinator. Dials had reviewed the applications and interviews are being scheduled the first week of December.

Gardiner encouraged Commissioners to volunteer to write a Parks View article for the upcoming year.

#### **IX. UPCOMING MEETING DATES**

- Ashland Senior Advisory Committee – December 9, 2019
  - Ashland Senior Center, 1699 Homes Ave—3:30 p.m.
- Current Parks, Conservation, and Maintenance Subcommittee – December 10, 2019
  - Lithia Cabin, 340 S. Pioneer St.—2:00 p.m.
- APRC Regular Meeting—December 9, 2019
  - The Grove, 1195 E. Main St.—7:00 p.m.

#### **X. ADJOURNMENT**

The meeting adjourned at 9:13 p.m.

Respectfully Submitted  
Sean Sullivan,  
Executive Assistant