



AGENDA FOR REGULAR BUSINESS MEETING

ASHLAND PARKS & RECREATION COMMISSION

October 14, 2020

Electronic Meeting – 6:30 p.m.

This meeting will be held electronically. The public can view on Channel 9 or Channels 180 and 181 (for Charter Communications customers) or live stream via rvtv.sou.edu - select RVTV Prime.

Written testimony is encouraged and will be accepted via email sent to sean.sullivan@ashland.or.us. Please include "**Public Testimony for October 14 Regular Meeting**" in the subject line. Written testimony submitted before Tuesday, October 13, 2020, 11:00 am will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meetings minutes.

Oral Testimony will be taken during the electronic public meeting. If you wish to provide oral testimony, send an email to sean.sullivan@ashland.or.us before Tuesday, October 13, 2020, 11:00 am. Please provide the following information: 1) make the subject line of the email "**October 14 Speaker Request**", 2) include your name, 3) the agenda item on which you wish to speak on, 4) specify if you will be participating by computer or telephone, and 5) the name you will use if participating by computer or the telephone number you will use if participating by telephone. Staff will provide information necessary to join the meeting upon request.

6:30 p.m.

I. CALL TO ORDER

II. APPROVAL OF MINUTES

1. APRC Special Meeting – September 23, 2020

III. PUBLIC FORUM

IV. ADDITIONS OR DELETIONS TO THE AGENDA

V. UNFINISHED BUSINESS

1. Emergency Response Updates (Information)

VI. NEW BUSINESS

1. Insurance Premium Increase (Information)
2. Oak Knoll Golf Course Fee Increase (Action)
3. Calle Season Extension (Action)

VII. ITEMS FROM COMMISSIONERS/STAFF

VIII. UPCOMING MEETING DATES

1. APRC Study Session—November 4, 2020
 - Electronic Meeting—5:30 p.m.
2. APRC Regular Business Meeting —November 18, 2020
 - Electronic Meeting—6:30 p.m.

IX. ADJOURNMENT

The Ashland Parks and Recreation Commission will hold an Executive Session immediately following the Study Session to review and evaluate the performance of an officer, pursuant to ORS 192.660(2)(i).

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 (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). Parks Commission meetings are broadcast live on Channel 9, or on CHARTER CABLE CHANNEL 180. Visit the City of Ashland's website at www.ashland.or.us.

**AGENDA FOR SPECIAL BUSINESS MEETING
ASHLAND PARKS & RECREATION COMMISSION
September 23, 2020
Electronic Meeting – 6:30 p.m.**

Present: Commissioners Gardiner (Chair), Landt (Vice-Chair), Lewis; Director Black; Recreation Superintendent Dials; Senior Services Superintendent Glatt, Analyst Kiewel, Assistant Sullivan

Absent: Commissioners Bell, Heller; City Council Liaison Mayor Stromberg

I. CALL TO ORDER

The meeting was called to order at 6:33 p.m.

Sullivan stated that RVTV notified him earlier in the day that they will not be able to live stream the meeting due to infrastructure damage caused by the Alameda fire. The meeting will be broadcast live on television. Post Meeting Note: It was determined after the meeting that RVTV was able to live stream the meeting.

Gardiner stated that the September 9 Regular Business Meeting was canceled due to the Alameda Fire. APRC staff have been involved in post fire response activities. An update from staff will be provided later in the meeting.

II. APPROVAL OF MINUTES

APRC Regular Meeting – August 12, 2020

Motion: Landt moved to approve the Minutes from August 12, 2020 as presented. Lewis Seconded.

Vote: The vote was all yes

III. PUBLIC FORUM

None

IV. ADDITIONS OR DELETIONS TO THE AGENDA

Gardiner stated that item VI. 2. North Mountain Park – Lord Family Property Donation (Action) be moved before unfinished business because there are representatives for the property who are present and would like to speak on the matter.

V. UNFINISHED BUSINESS

1. Japanese Garden Contract Approval (Action)

Black reviewed the staff report included in the [meeting packet](#) and gave a [PowerPoint presentation](#). In addition to the items listed in the staff report, the following items were discussed:

- Landt inquired if the performance bond for this project covers 100% of the cost
 - Kiewel stated that this will be the case
- Black clarified that the project includes a small contingency. If there are cost overruns due to unforeseen circumstances it will be necessary to phase the project going forward, meaning that portions of the projects may need to be completed in the future to ensure that the total cost of constructions is covered by the available funds of \$1.38 million, which is being donated by Jeff Mangin through the Ashland Parks Foundation.
- Mangin will also be signing an agreement to provide up to \$60,000 per year for 10 years to fund increased maintenance costs of the renovated garden (including in the [meeting packet](#))
- The footprint of the garden will be increasing by approximately 7,000 square feet
- The preferred timeline is to start in October with construction taking 18-24 month

- Maintenance costs are expected to increase to \$75,000 - \$80,000 per year
- Black reviewed questions raised by members of the public when the meeting was noticed
 - A detailed construction budget was added to the packet
 - A maintenance contract was added to the packet
 - Consultation with the appropriate City department were undertaken with no issues being raised
 - A full set of detailed construction plans were secured through a landscape architect
- Black stated that staff is presenting updates to the Tree Protection Plan ([see attachment for detailed updates](#)). A summary of the updates is listed here:
 - #1 requires wood chips to be in place until the project is completed in order to protect root systems
 - #6 requires permission to be granted by the landscape architect for construction clearance and that all tree pruning will be done by a certified arborist
 - #7 stated that Lithia Park is herbicide free and herbicides are not allowed on the project
 - #8 adds language about necessary steps if a tree identified to be saved is damaged
 - #13 identified specific steps to be taken if of a certain size are damaged
 - #14 removed the use of gravel and states mulch should be used
 - #22 extends area to be chipped to the tree protection area rather than just the construction area
- Landt stated the tree protection plan being implemented for this project is beyond the standard of what is normally put in place but stated it is also reasonable. Landt added the following clarifications to be included in the tree protection plan:
 - Root pruning should be done by a certified arborist
 - #7 the second sentence should be eliminated since herbicides are not allowed in the project area
 - #13 should include roots that may be damaged by root pruning
 - Black stated the changes will be made

Motion: Landt moved to accept the contract as presented by staff and that includes the tree protection conditions with the changes presented tonight plus the three changes Landt suggested, deleting the second sentence in #7, adding “or pruned” in #13 and stating that all root pruning by a certified arborist and that the contract be awarded to Japanese Garden Specialty LLC. Seconded by Lewis.

Discussion: Landt stated that this is a significant moment and that it has taken a number of years to get to this point. Landt added that this is an exciting moment and a very positive step for the community.

Lewis stated his excitement for the project and the process and looks forward to the ribbon cutting.

Gardiner inquired about the timeline of the contract moving forward and Kiewel clarified that the contract will go before the City Council on October 20, 2020.

Vote: The vote was all yes.

VI. NEW BUSINESS

1. Emergency Response Updates (Information)

Black reviewed the staff report included in the [meeting packet](#). In addition to the items listed in the staff report, the following items were discussed:

- Black stated the following:
 - City of Ashland state of emergency for COVID-19 is still in effect
 - The EOC was activated as a result of the fire and APRC staff have been involved in response efforts
 - Black was unable to enter Ashland the day of the fire because roads were closed. Dials attended the EOC as a representative as APRC

- Both Dials and Glatt were onsite at the Ashland Middle School where an emergency shelter was set up. Once I-5 was opened, people at the shelter were directed to go to the Jackson County Expo
- The following day, Black began working with other community partners, such as OSF and ASD, to identify shelter needs
- APRC also took the lead in setting up a website and phone line where people can call seven days a week to seek information on available community resources. The number is 541-552-2500. The website is www.ashland.or.us/ashlandresponse
- APRC and City of Ashland staff have lost homes in Talent, Ashland and Phoenix.
- Black has taken the lead on identifying land in Ashland that could support the placement of FEMA trailers for longer term housing needs
- APRC maintenance staff has assisted with clearing the Bear Creek Greenway corridor of hazard trees and putting out hot spots
- APRC has seen an increase of concerns from the community regarding the level of maintenance of open space lands controlled by APRC
 - APRC follows the City of Ashland standards for weed abatement and in some instances goes above and beyond
 - When APRC takes on new properties, a significant amount of fuels reductions is undertaken
 - Community concerns are not being dismissed. Staff is taking these concerns seriously and is responding to every concern that is raised
- Black clarified that all employees impacted by the fire are back to work
- APRC will continue to be part of the solution and will be standing ready to assist in the long-term recovery from the Almeda Fire
- Landt stated the following:
 - It would be necessary to install pavement or cut all vegetation to reduce wildland fire to zero risk, which is not legal or feasible
 - The fire moved down the Bear Creek corridor, which is a riparian area that provides ecological values
 - This was an unusual event that included 100-degree weather for weeks, humidity approaching zero and 40-mile per hour winds
 - There needs to be a balance between fire mitigation and protecting the environment
 - Newly acquired APRC open space properties, such as Acid Castles, are better maintained than when these lands were in private ownership. Public ownership of open space lands provides a higher level of fire mitigation standards
- Lewis stated that the City of Ashland and APRC have been doing fuels reduction in the watershed for decades and hopes that grant funding can be expanded to increase wildfire mitigation efforts
- Gardiner stated an appreciation for all APRC staff for their efforts in the Almeda response efforts

2. North Mountain Park – Lord Family Property Donation (Action)

This item was discussed prior to Unfinished Business. Black reviewed the staff report included in the [meeting packet](#) and gave a [PowerPoint presentation](#). In addition to the items listed in the staff report, the following items were discussed:

- The Lord family approached APRC to donate 6.02 acres of land that is adjacent to North Mountain Park
 - Black responded that APRC has been operating with a moratorium on bringing additional land into the APRC parks/open space system unless maintenance funds are identified
 - The Lord family stated they are willing to provide funds for maintenance
- The 0.66 acres (outlined in pink on the [PowerPoint](#)) is not included in the donation. This land will be maintained by KBA Homes
- The driveway that runs through the donated property will not be maintained by APRC. If the driveway is used by APRC and damaged, APRC would be responsible for fixing the damage
- APRC will seek partnership with other organizations, such as the Freshwater Trust, for the long-term maintenance of the riparian section of the property
- The Lord family has agreed to establish an endowment with the Ashland Parks Foundation in the amount of \$100,000

- These funds will cover maintenance for 31-35 years (not as stated in the staff report)
- Staff is recommending Commissioners accept the land donation and the maintenance endowment. The property will be managed as open space rather than a manicured park
- Landt stated current fire mitigation standards call for a 30-foot buffer around property. Landt stated this requirement could and should change to require larger buffer area and asked how a change in fire mitigation requirements will impact the cost of maintenance
 - Black stated that the costs would likely double, but it may be possible to utilize programs such as Community Justice crews to minimize annual expenses. Black stated there is potential for the endowment to last 17 years or less if maintenance requirements changed
 - Black stated support for moving forward with accepting the donation even if annual maintenance costs increase as 17 years of maintenance costs is still a significant contribution
 - Mark Knox of KBA Homes stated the possibility of establishing a deed restriction for the 0.66 inholding would be required to be responsible for a 30-foot fire mitigation buffer adjacent to the 0.66 inholding
- Black confirmed that access to the property would be by foot only. There are not any plans to establish a parking area or provide access using the driveway. Black clarified that pedestrians would be allowed on the existing driveway
- Black stated the fencing would remain in place
- Black stated that he will work with the property owner to establish responsibility for the gate at the end of the driveway
- Lewis stated that the indigenous flora/fauna should be taken into consideration when developing management and maintenance strategies
- Hannah Archambault, of the Lord family, read a statement about her grandmother, Cynthia Downes Lord ([link to full statement](#)).
 - Cynthia Lord moved to Ashland in 1960 with her husband Erving Lord who was a Professor of English at Southern Oregon College (SOC) along with their three young children. Lord was active in the community, supporting The Mt. Ashland Ski Area, OSF and donated land that is now Glenwood Park. She was active in both local and regional land use issues such as the passage of SB 100 and the Bear Creek Greenway. She also donated funds which facilitated access to Lower Table Rocks. Lords was a member of numerous environmental organizations. She loved the land and believed in public access to open spaces. Cynthia and the Lord family hope that the Ashland Community will love the land as much as they do.
- Black stated the plan to name of the property after Cynthia Lord and will work out the details with the Lord family
- Landt stated appreciation to the Lord family and sees the preservation of this land as a continuation of Cynthia Lord's legacy
- Gardiner stated that the donation of land for open space is extraordinary and feels honored as a Parks Commissioner to be charged with being a steward of open space in Ashland
- Landt stated the Parks Commission has declined property donations in the past and that this donation is being accepted because of the establishment of the endowment and that this particular piece of property fits criteria identified within the Open Space Plan

Motion: Landt moved to approve the donation of the Cynthia Lord property as proposed by staff. Seconded by Lewis.

Vote: The vote was all yes.

3. Ice Rink Operations Plan (Action)

Dials and Flora reviewed the staff report included in the [meeting packet](#). In addition to the items listed in the staff report, the following items were discussed:

- Staff is recommending opening the Ashland Rotary Centennial Ice Rink for the 2020-2021 season with modifications that comply with the Oregon Health Authority (OHA) COVID-19 Phase 2 Reopening Guidance for Venue and Event Operators and Outdoor Recreation Organizations
- Staff projects that opening the ice will cost a total of \$7,000 due to operation restrictions that will be put in place to comply with OHA guidelines
 - Projections prior to COVID-19 included \$143,000 in revenue and \$92,000 in expenses for a net profit of \$51,000

- Flora detailed the measures that will be taken by staff to ensure the safety of the on-site staff and the public which are included in the [meeting packet](#)
- Staff is recommending offering the following programs:
 - Two-hour recreational skating sessions
 - Private and semi-private skating lessons for people from the same household
 - Stick and Puck hockey program (casual hockey skating and shooting with nets on ice)
- Staff is recommending the following activities not be scheduled at the ice rink for the 2020-2021 season:
 - Group ice skating lessons
 - Group and team hockey lessons
 - Adult hockey programs facilitating games
 - Specialized youth recreational skating programs
 - School group field trip programs for November and December of 2020
 - Special events such as First Frost and hockey tournaments
 - Free ice skating and hockey programs that are not supervised by APRC staff
- Timeline for hiring, training and opening the Ashland Rotary Centennial Ice Rink:
 - September 14-October 2: Announce and collect applications for seasonal ice rink staff
 - October 5-9: Review applications and schedule online interviews
 - October 12-23: Interview candidates and select finalists for available positions
 - October 26-November 13: Begin scheduling and implementing staff training program through virtual meetings
 - November 2: Begin setup of ice rink and operations trailer
 - November 16-20: Facilitate in-person ice rink operations training in small groups adhering to public health guidelines
 - November 21: Open ice rink to the public
- Flora clarified hockey games will not be allowed as it is a contact sport and not allowed under current OHA guidelines
- Landt stated that prior to COVID, a net gain in income was projected for ice rink operations and inquired why the new projections show the ice rink operating with a loss of \$7,000
 - Dials stated that the tent that typically covers the ice rink will not be installed will result in fewer operational days
 - Black stated that this loss will be covered by funds that were earmarked to hire seasonal maintenance staff, which did not occur. A portion of the unused funds also allowed the reduction of furlough days for all APRC staff from 12 days to nine days
- Landt questioned this new expense in the midst of a tight budget year
- Black stated that this new expense can be absorbed into the revised budget because temps were not hired and there will also be reimbursements for staff time for emergency related activities
- Black stated that opening the ice rink can help bring people downtown in a safe manner and could be financially beneficial to surrounding businesses
- Lewis stated staff has shown that the cost benefit ratio supports providing this safe and family-friendly activity
- Landt stated that the Commission recently decided not to charge restaurants and the artisan markets for the use of the space on the Calle to support those businesses. Opening the ice rink has the potential to support a larger number of businesses while providing an outdoor activity for the community
- Dials stated that in a post COVID environment, the ice rink cover is expected to be installed
- Landt stated he is hopeful that the operational expenses can be limited to \$7,000 and that if this proposal were brought in a normal year, he would be against it

Motion: Landt moved to approve the ice rink operations plan as presented by staff. Seconded by Lewis.

Vote: The vote was all yes

VII. ITEMS FROM COMMISSIONERS/STAFF

- Landt gave the following statement

“In late June, an art installation/visual statement supporting racial equality and justice under the banner of *Say Their Names* appeared on the fence along the bike path traversing Railroad Park. There was no request for permission to install it, but APRC made no effort to remove it, thus tacitly supporting it. And it was consistent with public statements APRC has made on Facebook and via other media supporting the concept of black lives matter.

In late August, the installation was torn down by persons unknown. This was heartbreaking for the group that put it up. In an upwelling of community support, the very next day, members of the community brought replacement t-shirts and signs. Others brought sign-making materials that were shared on the Park lawn. By the end of the day, a new installation, with similar sentiment, mostly covered the fence. In the following days, more shirts and signs were added until the fence was again fully covered with art and statements supporting racial equality and justice.

Now another month has passed. The signs and shirts remain but the long-term fate of the installation is in question as other groups request equal time and space.

I propose that staff work with the community, including those responsible for the installation, to find a path forward in support of the cause that initiated the Railroad Park installation in the first place.”

- Black stated that he will reach out to community members to identify a solution and will consult with the City Attorney on a permanent installation. Black will report back
 - Gardiner added that there is support from City Councilors to address the situation as presented by Landt
- Kiewel stated she will check with Finance and bring a report on Food & Beverage income as soon as possible

VIII. UPCOMING MEETING DATES

1. APRC Study Session—October 7, 2020
 - Location Zoom—6:30 p.m.
2. APRC Regular Business Meeting —October 14, 2020
 - Location Zoom—6:30 p.m.

IX. ADJOURNMENT

The meeting adjourned at 8:32

Executive Session

Executive Session called to order at 8:32 pm and adjourned at 9:04 pm

Respectfully Submitted by
Sean Sullivan, Executive Assistant

ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Mike Gardiner
Joel Heller
Rick Landt
Jim Lewis
Julian Bell



Michael A. Black, AICP
Director

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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners

FROM: Michael Black, APRC Director

DATE: October 8, 2020

SUBJECT: Emergency Response Update

The Almeda Fire Incident, which started on Tuesday, September 8, 2020, is still active and APRC is playing a role in the response to, and recovery from, the Incident. During an emergency incident, per Section 3.2.3.6 of the City of Ashland Emergency Management Plan, Ashland Parks and Recreation Commission (APRC) is responsible for coordinating with Jackson County for mass care. APRC continues to carry out these duties as needed for COVID-19 and for the Almeda Fire:

A few of the key efforts that are continuing include:

1. Ashland Response Phone Line – 541-552-2500 – This phone line is staffed by APRC five-days a week, 8.5 -hours a day. It provides a local resource for people who need to talk to a human to get answers and referrals to everything from shelter to information on roads and signing up for Nixle alerts.
2. Ashland Response Website - ashland.or.us/ashlandresponse – This is a page that was created and maintained by APRC employees and is changing constantly to provide the most current and useful information for the public.
3. Housing – we are working on several fronts for housing at this time. Currently, we are working to ensure that Ashland employees are housed and secure. So far, we have been able to help several employees secure accommodations; and on another front we are working with the County to coordinate an Ashland response to secure FEMA housing. FEMA housing is long-term and could be in the form of mobile units that will need to be placed on property for 18-24 months.

There are many other active efforts that are going on in response to the Almeda Fire Incident. All our employees have been working very hard to support the incident command and the EOC and we will continue to do so for some time.

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STAFF REPORT

To: Ashland Parks and Recreation Commissioners
From: Michael Black, Parks and Recreation Director
Date: October 8, 2020
Subject: Insurance Premium Increase

SITUATION

Section 9.2 of the Ashland Parks and Recreation Commission’s Employee Handbook states:

“Health and Dental Benefits Overview: On the first of the month following completion of 90 days of continuous employment with the department, the employee and family members will be enrolled in the department’s health benefits program through CIS (City County Insurance Services). The benefits are administered by Regence Blue Cross Blue Shield of Oregon – Plan V-A. The department pays 95% of the cost of premiums with the employee paying the final 5%, which is deducted from employee’s pay pre-tax.”

As a result of recent budget reductions, APRC admin finds it necessary to review the cost of insurance and amend the percentage that the employees pay for insurance premiums.

BACKGROUND

APRC staff is not part of a collective bargaining group. Conditions of employment, including salary and benefits for the non-represented employees, are adopted by the Parks Commissioners and are codified in the Employee Handbook. Admin staff regularly brings recommendations to the Parks Commissioners for changes to the Handbook, usually for cost of living adjustments.

This year, the Commissioners already approved a “no-increase’ Cost of Living Adjustment (COLA). COLA’s recognize the impact inflation has on the purchasing power of wages, particularly for employees who have reached the top step in their salary range and have no expectation of future salary increases. Due to the financial impacts of COVID19, a decision was made not to grant APRC employees a COLA in July 2020.

APRC Admin is also recommending implementing a new insurance cost-share arrangement with our employees to further react to the budget shortages from COVID and other impacts, such as PERS, etc. – the same as the City has done with their non-represented employees.

Effective January 1, 2021, employees will increase their share of the monthly health premium from 5 to 7.5 percent, and July 1, 2021, that will increase to 10 percent for healthcare. The savings this fiscal year for the change to the employee cost-share will be \$55,550.

ASSESSMENT

APRC has been operating on a tight budget for several biennia at this point. The outlook for the budget is still concerning and we should be looking at long-term measures to reduce employee costs (most of the reductions in budget that were approved this biennium are specific to this biennium and not considered long-term).

The discussion and evaluation of increasing the employee's share of insurance costs has been going on for several years. In fact, several different measures for reducing insurance costs to the City and APRC have been explored during the last few years. One alternative that was reviewed included decreasing insurance coverage for employees or increasing co-pays, which would increase the out of pocket expenses that employees would have to pay for routine and special procedures. The increase in the employee share from 5% to 10% is a more equitable method than the alternatives, because the impact is more generalized over the entire organization. Alternatively, the reduction in insurance coverage disproportionately affects those with families and individuals with injuries and illnesses.

RECEOMENDATION

I recommend that the Commissioners approve the increase in the employee's contribution toward health insurance consistent with recent bargaining agreement with two of the City's five union groups and the non-represented employees of the City of Ashland. APRC employees will increase their contribution toward healthcare progressively from 5 to 7.5 percent on January 1, 2021, and again from 7.5 to 10 percent on July 1, 2021.

Changes to employee cost-share need to be formally adopted by the Parks Commissioners. All APRC employees have been made aware of the change in insurance costs by me, personally.

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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners
FROM: Patrick Oropallo, Golf Course Manager
DATE: October 8, 2020
SUBJECT: Winter Golf Greens Fees Proposed Increase (Action)

SITUATION

Oak Knoll GC management is seeking to increase all winter golf fee categories by an average of 6-7% for the period covering Nov. 1 – Feb. 28, 2020. The fee increase that occurred in 2019 was for the period covering Mar. 1 – Oct. 31, 2020

BACKGROUND

Below is a comparison of the OKGC winter fees from 19/20 and the proposed fees for 20/21.

Type	Season	Holes	Walk/Ride	Current Fee	Proposed Fee	% +/-
Regular	Winter	9	Ride	\$ 22.00	\$ 23.00	5%
Regular	Winter	9	Walk	\$ 14.00	\$ 15.00	7%
Regular	Winter	18	Ride	\$ 33.00	\$ 35.00	6%
Regular	Winter	18	Walk	\$ 20.00	\$ 22.00	10%
Senior	Winter	9	Ride	\$ 18.00	\$ 21.00	17%
Senior	Winter	9	Walk	\$ 12.00	\$ 13.00	8%
Senior	Winter	18	Ride	\$ 29.00	\$ 33.00	14%
Senior	Winter	18	Walk	\$ 18.00	\$ 20.00	11%
Twilight	Winter	9	Ride	\$ 18.00	\$ 18.00	0%
Twilight	Winter	9	Walk	\$ 10.00	\$ 10.00	0%
Twilight	Winter	18	Ride	\$ 28.00	\$ 30.00	7%
Twilight	Winter	18	Walk	\$ 19.00	\$ 17.00	-11%*
Regular	Winter	9 Hole Continuation	Walk	\$ 6.00	\$ 7.00	17%

*The current Twilight 18 Walk fee does not fit with current pricing scheme. A reduction was necessary for this fee to fit our pricing plan.

ANALYSIS

A comparative market analysis was completed to better understand our fee position when compared to similar facilities in our area and outside of our region.

Quail Point GC		
Corporate Owned		
Medford, OR		
Winter Fees	9 Ride	\$ 23.00
	9 Walk	\$ 15.00
	18 Ride	\$ 36.00
	18 Walk	\$ 24.00
Senior Fees	9 Ride	No Senior Winter
	9 Walk	
	18 Ride	
	18 Walk	
Cardholder Fees	9 Ride	\$ 22.00
	9 Walk	\$ 14.00
	18 Ride	\$ 35.00
	18 Walk	\$ 23.00

Stewart Meadows GC		
Corporate Owned		
Medford, OR		
Winter Fees	9 Ride	\$ 27.00
	9 Walk	\$ 17.00
	18 Ride	\$ 38.00
	18 Walk	\$ 24.00

Lake Oswego GC			
Municipality			
Lake Oswego, OR			
		M-F	Sat & Sun
Winter Fees	9 Ride	No Carts	
	9 Walk	\$ 13.00	\$ 15.00
	18 Ride	No Carts	
	18 Walk	\$ 20.00	\$ 22.00
Senior Fees	9 Ride	No Carts	
	9 Walk	\$ 10.00	\$ 13.00
	18 Ride	No Carts	
	18 Walk	\$ 15.00	\$ 20.00

If adopted our proposed fee increases would position OKGC closely to Quail Point GC, our closest geographic competitor. Stewart Meadows GC is a strong competitor in the 9-Hole market due to several factors namely great course conditions and player friendly layout. Our proposed fees position us below Stewart Meadows GC which would drive value conscious golfers to our course. Lake Oswego GC basically has the same fee structure as us, however, they differentiate between weekday and weekend fees and we do not.

Oak Knoll GC winter fees have not been increased in the last five years.

CONCLUSION

For Oak Knoll Golf Course to continue to drive top line revenue and satisfy cost recovery goals, golf fees must be increased at a sensible pace. The fees that I have presented are a palatable amount for our guests and are commensurate with our market competitors.

RECOMMENDATION:

I am recommending that the Commission move forward with the proposed winter fee increases beginning November 1, 2020.

POTENTIAL MOTION:

I move to approve the OKGC proposed winter fees as presented by staff to begin on November 1, 2020.

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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners
FROM: Rachel Dials, Recreation Superintendent
DATE: October 8, 2020
SUBJECT : Calle Season Extension (Action)

Situation

The Calle Guanajuato season of operation began on March 9, 2020 and Commercial Use Contracts were near completion by APRC staff when Governor Kate Brown declared a state of emergency on March 8th for COVID-19.

Just one week later, on March 16th the Governor announced new statewide mandates, banning all public gatherings of 25 or more people and restricting restaurants to take-out and delivery service only. At that time, some restaurants chose to close completely while others managed to stay open with limited operations. After 60 days, on May 15th, Jackson County entered Phase 1 and at that time restaurants could re-open with guidelines such as mask-wearing and restrictions on capacity and in- person dining.

Currently, as of the end of September, most restaurants are utilizing outdoor space on the Calle as the Artisans use both the Calle and the front of Lithia Park. This was approved by motion of the Commission on July 8, 2020. The motion stated:

I move that APRC waive the space rental fees for Guanajuato Way users for this, the 2020 season, with the following conditions:

- 1. Current contracts be voided and replaced with contracts that rent the spaces for one dollar per renting entity*
- 2. That the new contracts contain a stipulation that if Lithia Artisans Market is moved to another location this season, or if there are other extraordinary pandemic-related situations, that APRC may redistribute the seating spaces in a way that provides the greatest good for the greatest number of renters*
- 3. If a renter declines to sign the new contract with the above stipulation, the current contract will be honored including the payment of fees*

4. *Seniority will be based on 2019 not 2020*

Furthermore, APRC staff worked with the City of Ashland, Chamber of Commerce and downtown merchants and restaurants on the organization of the “Ashland Summer Celebration” (that has now concluded).

As our local economy continues to struggle due to COVID-19 and Ashland businesses and artisans struggle to pay rent, and life gets disrupted staff supports an extension of the Calle Guanajuato season.

Background

Each year, the Commissioners review and take action on the Calle Guanajuato contracts and season of operation. Historically, the season starts in early to mid-March and runs through mid-November.

Due to COVID-19, customers seek more ways to take dining opportunities outside and so do restaurants as it increases capacity. APRC staff reached out by email to the restaurants and artisans that have been utilizing seating along the Calle and all have given positive feedback to continuing the season as long as possible knowing that weather is a key factor.

While unsure of the weather for the winter, there are opportunities to add heaters if the restaurant can do it safely within the footprint of the allocated space.

Assessment & Recommendation

While our City, County and State manage the impacts of COVID-19 and now the effects of the Alameda Fire, taking this measure, while not something that will affect all business owners on the Calle, is a hand up to those businesses already utilizing it. This is why I am recommending that APRC extend the outdoor seating season and allow staff discretion in setting the end date not to extend into the 2021 Season that begins in March of 2021.

Potential Motion:

I move to allow APRC staff to approve a season extension not to overlap into the next Calle Guanajuato contract season that begins in March of 2021.