

MINUTES
ASHLAND PARKS & RECREATION COMMISSION
Recreation Division Advisory Committee (RDAC)
April 21, 2022, 4:00 p.m.
Zoom

Present: Committee Members: Commissioner Lewis, Commissioner Eldridge, Rogers, Grimm, Buck, Bjornson
APRC Staff: Deputy Director Dials, NMP (North Mountain Park) Manager VanWyhe, Recreation Manager Flora, NMP
Absent: Committee Members Downs

CALL TO ORDER

Grimm called the meeting to order at 4:00p.m.

APPROVAL OF MINUTES

Buck moved for approval of the February RDAC minutes. Lewis seconded. All in favor.

PUBLIC PARTICIPATION

None

BUSINESS

Overview of Marketing and Promotions

Dorinda Cottle, Admin Analyst gave an overview of the Marketing and Promotions for APRC. Use this link to [view the presentation slides](#). After conclusion of the presentation Committee members asked questions and gave praise. Grimm said that as an instructor for APRC the physical “play guide” that is mailed out to every Ashland resident is a huge resource. Buck stated that she would like to make sure we are pursuing other partnerships and made reference to SOU, Scienceworks, YMCA, Ashland Food Coop, Ashland Tennis and Fitness Club. Staff clarified that while we do have partnerships with most of those groups, there are reasons that some do not advertise in the play guide.

Commissioner Eldridge wants to see Ashland DEVO and Ashland Soccer Club in the play guide. Rogers stated that with the frequency of the play guide (3 times a year) that perhaps a one-page newsletter that was mailed or emailed out with current happenings could help fill the gap between play guides.

Listing other activities such as SOU Games, talking with the dance space, levity and Aerial Arts was also mentioned.

Commissioner Eldridge also mentioned that we should focus on our Instagram page more often and post pictures of community members

Update on Recruitment for RDAC

Dials stated that no applications have been received for the RDAC committee. Staff has sent out another press release regarding recruitment for RDAC and will also email out the committee so they can also send out to their contacts.

Recreation Division Updates

Dials discussed the potential of 5% to 10% budget reductions for all City Departments including APRC. Budget meetings will be held with the City Council towards the end of May. Other items discussed included staffing and recruitment for the Daniel Meyer Pool, Staffing changes at the Golf Course and the Grove Front office operations, upcoming events, service-learning programs and the Youth Conservation Corp.

Working Group Update

VanWyhe shared the working group spreadsheet for information gathering regarding partnerships.

Organization/Group	Contact Person	Assigned Committee Member	What does their organization currently provide?	What are their goals, or gaps they struggle to achieve?	What APRC services or facilities did they show interest in?	What are some barriers to participation?	Interested in being involved in a public listening session?	Other Notes
Unete	Kathy Keesee	Val Rogers/Lonny Flora						
Ballet Folklorico	Luisa Zaragoza	Val Rogers/Lonny Flora						
Hula Organization	Andrea Luchese	Val Rogers/Lonny Flora						
SOCAN (Also Ashland Climate Collaborative)	Lorrie Kaplan - chair of Ashland Climate Action Project of SOCAN.	Val Rogers	monthly informational meetings & webinars, advocacy, educational resources		meeting/workshop space & marketing	don't schedule far enough ahead for PlayGuide deadline	yes	
English Country Dancing	Brooke Friendly	Val Rogers			Historical user of Grove for annual dance			
Folk Dancers - SunFolk Dance	Collin Palmerston	Val Rogers	periodic and/or weekly dances	low cost space for dances, coordinator of communications, admin, setup/takedown	Grove, Community Center		possibly	might be interested in a low-cost fee. Or might be interested in an arrangement with parks and rec to help with the admin side of things and increase public awareness. Group already has liability insurance
Conservation & Climate Outreach Commission	Marni Koopman	Risa Buck	historically the CCOC has partnered with NMP for classes. Classes such as recycling, composting, rainwater catchment	goals and gaps have increased during COVID. Outreach on sustainability and CEAP have ceased except for the monthly meetings. Interactions with the public have suffered.	outreach is our main purpose. Doing it outside at NMP and other park locations to engage with the public. Ilthia Park and The Grove would be the best.	CCOC leadership is challenging now. Need more participation from commissioners. Smoke and COVID make it more difficult. CCOC doesn't have a curriculum. Would like to work with Libby, SOCAN and other groups and Marni wants to make this happen.	yes to participating	CCOC wants libby to come to a mtg specific asks when she has them for Ask us to teach a class or help organize a listening session for example
Transportation Commission	Linda Peterson Adams	Risa Buck	the ATC strives to support citizens safe movement across town in the mode of their choice-walk/run, bike, skate and drive a car. Its mission is to accomplish these goals in an auto-centric infrastructure. (this is based on state law)		Would love to have meetings at The Grove, Senior Center.	Lack of public engagement before proposals reach city council. City website is ineffective. Barriers to participating also include not knowing about services/facilities available	yes to participating	TC would like to partner with APRC Parks is what makes our city liveable Should be an "essential service". Senior Center, Community Pool and parks walking distance for every citizen. Fee sur-charge on multiple home dwellers
Teachers who have attended school program field trips	(Libby to provide contact info)	Rebecca Bjornson						
Talent Maker City		Rebecca Bjornson						

Buck gave an update on her partnership interview with the Conservation & Climate Action Committee. Flora gave an update on the potential for an event with FACT Oregon and Bridging Communities.

Other Items from Committee Members

Dials gave an update on the Boy Scouts whose "home" is Pioneer Hall. She is working with them to coordinate painting the inside of the building as well as replacing baseboards and electrical outlets. Dials is coordinating with City as they have agreed to supply the paint for the inside of the building. It should be completed before the summer season begins.

ADJOURNMENT

The meeting adjourned at 5:30p.m.

Respectfully Submitted,
 Rachel Dials
 Deputy Director