



**AGENDA FOR REGULAR BUSINESS MEETING  
ASHLAND PARKS & RECREATION COMMISSION**

February 8, 2023  
Council Chambers – 6 p.m.  
1175 E Main St

To attend the meeting or to provide public input, see public participation instructions on page 2

I. **CALL TO ORDER**

II. **APPROVAL OF MINUTES**

- a) APRC Study Session - January 1, 2023
- b) APRC Regular Business Meeting – January 8, 2023

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

IV. **PUBLIC FORUM**

V. **CONSENT**

- a) Oak Knoll Golf Course Request for Proposals (RFP)
- b) Parks Memorial Policy Amendment
- c) Calle Guanajuato Commercial Use Deadline Extension
- d) Subcommittee Minutes to Acknowledge
  - Bee City USA – September 20, 2022
  - Ashland Senior Advisory Committee – November 14, 2022

VI. **DIRECTORS REPORT**

VII. **BUSINESS**

- a) Butler Perozzi Fountain Project Public Input Session (Information)
- b) BN 23-25 Budget Presentation (Information)
- c) Subcommittee Appointments (Information)

VIII. **ITEMS FROM COMMISSIONERS/STAFF**

IX. **UPCOMING MEETING DATES**

- a) APRC Special Meeting—March 1, 2023
  - Electronic Meeting—6 p.m.
- b) APRC Regular Business Meeting—March 8, 2023
  - Council Chambers—6 p.m.
- c) Ashland Senior Advisory Committee—March 13, 2023
  - Electronic Meeting—11:30 a.m. – 3:30 p.m.

X. **ADJOURNMENT**

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](http://www.ashland.or.us).

## Public Participation Instructions

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This meeting will be held in-person in Council Chambers 1195 E. Main St. Those who wish to provide oral testimony must attend the meeting and fill out a speaker request card. The public can view on Channel 9 or Channels 180 and 181 (for Charter Communications customers) or live stream via [rvtv.sou.edu](http://rvtv.sou.edu) - select RVT Prime.

Written testimony will be accepted via email sent to [sean.sullivan@ashland.or.us](mailto:sean.sullivan@ashland.or.us). Please include "**Public Testimony**" in the subject line. Written testimony submitted the Tuesday before the meeting by 11:00 am will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meetings minutes.

**MINUTES FOR STUDY SESSION**  
**ASHLAND PARKS & RECREATION COMMISSION**  
January 4, 2023  
Electronic Meeting – 6 P.M.

Present: Commissioners Landt (Chair), Lewis (Vice-Chair), Adams, Bachman, Eldridge; Director Black, Deputy Director Dials, Senior Services Superintendent Glatt, Analyst Kiewel, Manager Sullivan

Absent: None

This meeting was recorded and uploaded to the APRC YouTube Channel: <https://youtu.be/m9BmHolck3w>

**I. CALL TO ORDER**

Landt called the meeting to order at 6:01 p.m.

Landt welcomed new Commissioner, Justin Adams, who was elected in November.

**II. PUBLIC FORUM**

None

**III. OAK KNOLL GOLF COURSE REQUEST FOR PROPOSALS PROCESS**

Dials reviewed the [staff report](#). The full presentation begins at start of the [meeting recording](#)

- Staff will be releasing a Request for Proposal (RFP) for the operation of the Oak Knoll Golf Course (OKGC)
- Staff is seeking input from Commissioners on the RFP as a whole and specifically on the criteria staff is proposing
- The proposed criteria in the draft RFP are as follows:
  - **Continuity of Current Operations:** The proposal must prioritize the preservation of the current golf course and ensure that golfing at OKGC remains attractive, challenging, and affordable to the community. 15 POINTS
  - **Improving financial stability and sustainability:** propose a financial proposal/arrangement that is beneficial for both the partner entity as well as APRC, with consideration for the primary goal of preserving OKGC as a community golf course and enhancing ancillary offerings to support the financial sustainability of OKGC. 20 POINTS
  - **Generating Social and Economic Activity:** propose a plan for improving OKGC social and economic standing as a destination for a range of social and recreational activities. 10 POINTS
  - **Maintenance & Protecting the Environment and Operational Concepts:** The successful proposer will be expected to manage OKGC and all its operations consistent with modern management trends in the golf industry. APRC desires to offer the public challenging playing conditions, carefully manicured greens, fairways and tees and all other golf services that may be sought by OKGC users. 20 POINTS
  - **Familiarization with OKGC and the Ashland community:** In addition to showing an expertise in the elements of running a successful golf operation, proposers should demonstrate an understanding of the Ashland community and the OKGC neighborhood. 15 POINTS
  - **Creativity and ability to execute the proposal:** Proposals should show creativity in the exercise of programs and management practices to achieve the goals of this RFP and shall demonstrate the ability of proposer to execute the operational, social, business, and environmental plans being proposed. 20 POINTS
    - 100 possible points for scoring the RFP'S.
- The RFP is proposed to be opened and advertised for at least one month
- A review panel would be formed made up of staff and Commissioners to score each proposal received

Dials noted that a [draft RFP](#) was provided to Commissioners earlier in the day and was also posted to the website

Black stated the main goal of the RFP is to preserve OKGC as a community golf course, which has been stated as desirable from some Commissioners and the public.

**DISCUSSION**

- Eldridge stated appreciation of specific mention on how rates are established to ensure the course remains affordable for the community
- Eldridge said the RFP states the proposer is expected "to manage OKGC and all its operations consistent with modern management trends in the golf industry" and is not sure if this is clear enough regarding the level of environmental sustainability expectations and would like to see more clarifying language on the expectation to provide a water management plan.
- Dials clarified that the 5-year time frame is negotiable and could be extended, but it is not out of the ordinary for agreements to be in 5-year increments with the ability to renew
  - Black stated agreement with Dial's statement and that if capital improvements are going to be made, staff would like to ensure that there is viable programming that will last for the duration of the value of the improvements
  - Black stated that the time frame can be left open and negotiated based on specific proposals
- Lewis stated a business plan was recently prepared for the golf course and hopes that this process will provide a viable plan, that could include aspects of that business plan
- It was clarified that the course is typically irrigated with TID water with the ability to use city water as a potential backup
  - Landt added that city water is not typically used for irrigation and is unlikely to be a viable source by any entity in the future
  - Bachman added that the Commissioners recently adopted a policy to not use city water to irrigate the golf course, unless exceptions are made
- Bachman stated support with partnering with another entity on the golf course and would like to ensure that it is clear that the land is being leased to an entity to maintain a golf course and that APRC will not assume liability that are the responsibility of the operator
- Lewis stated that APRC could help facilitate solutions to the water issue by assisting with the identification of alternative water sources, such as wells. Lewis noted that Reeder Reservoir water is available, but APRC does not have the budget to use this water
- Adams stated concern with the amount of water that a golf course uses and would like to see water and environmental concerns called out in the criteria in the RFP
- Lewis stated that he would like to see activities and event rentals continue at OKGC as well as adding pickleball courts
- Eldridge reiterated that Commissioners have heard from the community that a golf course is something that Ashland wants, cares about and is of value and she supports preserving the course through this process
- Landt provide the following input
  - Cautioned that if all of the criteria in the RFP were to be met, it could stand in the way of a viable business operation
  - Suggested recording the RFP to state the proposers should meet as many as the criteria as possible, and none of them are exclusionary
    - Adams stated he did not read the RFP to state that a proposer would have to score 100 points to win a contract, but looks at the criteria as a way to weigh different priorities
      - Dials noted that the end statement at the RFP states, "APRC reserves the right to reject all proposals, to waive formalities or to accept any proposal which appears to serve the best interest of APRC."
      - Black stated staff can take a look at wording and suggested altering the end statement to read "add in the best interest of APRC and the residents of Ashland"
- Landt suggested changing the language regarding manicuring so there is not an expectation that the entire course is manicured
- Black noted that using the term "best practices" in the RFP is better than using "trends" because best practices speak more to drought management

Staff will be bringing this back to Commissioners in February and Black stated direct feedback from the public on the draft RFP is welcome and can be emailed to staff.

#### **IV. SENIOR SERVICES GOALS PROGRESS REPORT**

Glatt [displayed slides](#) and reviewed the [progress report](#) on Senior Services goals ([beginning at 33:40 in the recording](#)). A summary of accomplishments are listed below:

On January 19, 2019, the Commission approved the following mission and goals for the Senior Services Division, as recommended by the Ashland Senior Advisory Committee.

#### **MISSION**

The Ashland Parks and Recreation Commission Senior Services Division enhances the lives of seniors by promoting healthy aging, well-being, dignity, and independence. We empower older adults as valued, contributing members of the community and together advocate for the diverse needs of seniors and their families throughout Ashland.

## GOALS

**Build partnerships** with the many local and regional organizations that serve seniors to foster collaboration and create a stronger safety net.

**Identify and reach frail or vulnerable seniors** who may be isolated and connect them to services that could help them maintain independence and well-being.

**Raise community awareness** of senior needs, available resources, wide range of seniors/families served, and special Ashland Senior Services Division initiatives.

**Advocate for the needs of Ashland seniors** and provide input to the City of Ashland and other entities (such as regional partnerships) regarding policies that affect seniors.

**Evaluate/maintain/improve/add facilities** to ensure sufficient, safe, accessible venues for programs and activities.

**Expand programs:** Provide recreation, education, and health promotion programs. Raise awareness of and diversify programs to serve a wider range of senior ages and needs.

**Expand services:** Provide older adults and their families with information and referrals to services, benefits, and support.

Glatt reviewed work that has been accomplished under each goal

- Building Partnerships
  - Continued relationships with established partners through many changes of staff at partner agencies.
  - Expanded sponsorships to include financial sponsors for ongoing programs (weekly movie, three game groups, Young at Art) as well as all major events.
  - Expanded collaboration with Jackson County Library System for reciprocal marketing of programs and enhanced programming at Ashland Senior Center (see Goal #6).
  - Expanded collaboration with AARP Oregon, which awarded us an Age-Friendly Communities grant to build an Outdoor Activity Space (see Goal #5). Resumed hosting the AARP Smart Driver course in person at Ashland Senior Center.
  - Recruited Rogue Valley Manor as annual education sponsor for 2023.
  - Established Mike Hersh Memorial Food Pantry as a joint project with Ashland Emergency Food Bank.
- Identify and Reach Frail and Vulnerable Seniors
  - Gatekeeper program concept abandoned due to lack of capacity at regional services to manage additional referrals.
  - Evolution of programs for most vulnerable:
    - COVID-19 specific Senior Resources webpage and Adopt a Neighbor Ashland ended.
    - Ashland Senior Phone Buddy modified to permanent program with trained volunteers calling isolated seniors
    - Outreach calls continued quarterly for most vulnerable seniors
  - Collaborated with City departments and commissions on solutions for extreme heat and smoke. Identified local and state resources for adding cooling to homes of low-income seniors.
- Raise Community Awareness
  - *Senior News*: Further increased distribution to 885, now 385 via mail and 500 via email.
  - Public Outreach: Made presentations for APRC, OLLI, and Ashland Kiwanis. Connected with new patrons at OLLI Open House.
  - Website: Redesigned Senior Services Division web content and moved from an old external site to the City of Ashland website at [ashland.or.us/senior](http://ashland.or.us/senior), so that it is integrated with APRC and City pages. (URL ashlandseniorservices.org now redirects to the new site.) The change also allows for more efficient updates and prepares the Division for the City's planned website redesign (which has been delayed 2 years).
  - Brochure: Completed a long-standing objective to create a tri-fold brochure for the Division. [View here](#).
  - Publicity for new Outdoor Activity Space also made link to the larger all-age-friendly initiative and the Livable Ashland Alliance. The opening celebration drew many partners as well as seniors who had never engaged with Ashland Senior Center before.
- Advocate for the Needs of Seniors (mainly being accomplished by ASAC)
  - Participate in Livable Ashland Alliance, now an independent community group to pursue all-age friendly livability improvements. ASAC members continue to provide leadership and have presented a progress report to AARP, Ashland Parks and Recreation Commission, and Ashland City Council.
  - ASAC members have advocated with elected officials regarding budget for senior programs and consideration of senior needs in master plans and ordinances.
  - Advocated with local agencies to ensure senior access to vaccines.
  - We continue to advocate with RVTD to resume Ashland Connector van service as a top priority as soon as they have enough drivers
- Evaluate/Maintain/Improve Facilities

- Continued facility improvements at Ashland Senior Center
  - Replaced patchwork of peeling hard flooring with continuous vinyl planking to reduce tripping hazards and update appearance of the dated Senior Center.
  - With the help of a grant from AARP Oregon, created a new outdoor activity space with a safe, level floor surface for outdoor classes and events. The new space will ensure that social connections can continue even when gathering indoors is unsafe.
  - Replaced and added chairs, tables and program supplies to better meet current programming needs and reduce risk of staff injury from moving previous heavy furniture.
  - Installed hand sanitizer stations throughout. Upgraded two additional sinks with soap and paper towels to encourage frequent handwashing.
  - Installed acoustic panels in the Activity Room in December 2022 to make it easier to hear in this second room, especially for events and workshops when multiple people are speaking at once.
- Expand Programs
  - Resumed in-person activities, classes and education events starting March 2022.
  - Activity participation has now reached numbers close to pre-pandemic rates.
  - Resumed large events in 2022: Ice Cream Social, Opening Celebration for Outdoor Activity Space, Firefighters Thanksgiving, and Holiday Party.
  - Added digital education with Jackson County Library System, now featuring a monthly Technology Basics class with rotating topics. Resumed one-on-one computer tutoring with two tech-savvy senior volunteers.
  - Added a Senior Walking Group that moves each season to a new park and neighborhood and provides a new opportunity for seniors to exercise and socialize outdoors.
- Expand Services
  - Implemented a client database customized by the City of Ashland IT Department, modernizing and unifying our tracking systems and allowing us to now collect and track emergency contact information for participants.
  - Added the Mike Hersh Memorial Food Pantry as a joint project with Ashland Emergency Food Bank. (See Goal #1)
  - Reinvigorated our Free Library of books, DVDs, jigsaw puzzles and magazines and our ongoing Free Table of resources donated by community members.
  - Acquired free COVID-19 test kits, COVID-19 masks, and smoke masks from partners or donors and distributed to seniors.
  - Added free Advance Directives Assistance by ASAC member Debra Johnson.
  - After budget cuts resulted in loss of Office Assistant, changed hours to be closed Fridays by moving rather than cutting programs. Recruited and trained volunteers to expanded reception role to maintain excellent customer service despite reduced staff.

## V. ITEMS FROM COMMISSIONERS/STAFF

None

## VI. ADJOURNMENT

The meeting was adjourned at 7:11 p.m.

Respectfully Submitted  
 Sean Sullivan, Business Operations Manager

**MINUTES FOR REGULAR BUSINESS MEETING**  
**ASHLAND PARKS & RECREATION COMMISSION**  
January 11, 2023  
Council Chambers – 6 p.m.  
1175 E Main St

Present: Commissioners Landt (Chair), Lewis (Vice-Chair), Adams, Bachman, Eldridge; Director Black, Deputy Director Dials, Senior Services Superintendent Glatt, Analyst Kiewel, Manager Sullivan

Absent: None

This meeting was recorded by Rogue Valley Television (RVTV). Links to recorded meetings can be found on the [City of Ashland website](#).

**I. CALL TO ORDER**

Landt called the meeting at 6 p.m.

**II. CHAIR/VICE CHAIR ELECTION**

**Motion:** Bachman nominated Rick Landt to continue as Chair of the Commission. Seconded by Eldridge.

**Vote:** The vote was all yes

**Motion:** Lewis nominated Leslie Eldridge for Vice Chair. Seconded by Adams.

**Vote:** The vote was all yes

**III. APPROVAL OF MINUTES**

APRC Regular Business Meeting – December 7, 2022

**Motion:** Bachman moved to approve the minutes as presented. Seconded by Eldridge

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

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

None

**V. PUBLIC FORUM**

None

**VI. DIRECTORS REPORT**

Black reported on the following items:

**Windstorm**

The recent windstorm brought down trees across the entire park system, including some larger trees in Lithia Park (large Oak across from the pickleball courts and a Douglas Fir outside of the Japanese Garden)

**Butler Perozzi Fountain**

Public comments on the Butler Perozzi Fountain Project are being accepted through our website. Links to the information page and comment form can be found on the City of Ashland homepage as well as the APRC homepage. The deadline to submit comments is February 6. All comments will be presented at the February 8 Business Meeting.

**Volunteer Dinner**

We are honoring our volunteers who put in thousands of hours of work at APRC events and programs and in our parks and trails. There will be a short program, but the main focus will be on gathering together to celebrate the work of APRC volunteers.

**Lithia Park Playground**

Spider Climb in Lithia has been installed. There was a delay in replacement due to supply chain issues and was also delayed because of purchasing issues associated with the need to procure the item from Scotland

## Town Hall Meeting

The City of Ashland will host a Town Hall Gathering on Monday, January 30, 2023, at the Historic Armory in Ashland. The Armory is located at 208 Oak St. Join the Mayor, Council Members and City staff to help identify priorities for the upcoming City's 2023-2025 Biennium budget process.

## Ice Rink

The Ashland Rotary Centennial Ice Rink will be hosting the Annual Southern Oregon Adult Hockey Association 3 on 3 Tournament January 13-15, 2023. The public is welcome to come and watch the games. No Adult Hockey or Stick and Puck sessions are available January 14 & 15.

## VII. BUSINESS

- a) Non- Standard Memorial Request - Taliesin Myrddin Namkai-Meche - Redwood Bench Dedication in Lithia Park (Action) – The full presentation begins at in [9.02 in the meeting recording](#).

Black reviewed the [staff report included in the meeting packet](#) which included the following items.

- Tom Marks-Ladd and Alex Landt have requested a non-standard memorial of a custom-built redwood slab bench that would be placed between two redwood trees just south of the Ashland Japanese Garden in Lithia Park dedicated in the memory of Taliesin Myrddin Namkai-Meche
- The [Parks Memorial Policy](#) allows for the placement of non-standard memorials on park amenities and authorizes the Current Parks, Conservation, and Maintenance Subcommittee to provide a recommendation to the full Parks Commission for final approval
- Staff determined that the request meets several sections of the policy as outlined in the memo and recommends approval

Thomas Marks-Ladd and Alex Landt provided the following information:

- A. Landt works at a reclaimed redwood mill and will be providing the slab and forming it onsite to fit between the two redwood trees
- The slab will be installed in its raw form and will include a message that will be burned into the slab that states, "Tell everyone on this train, I love them!! Taliesin Myrddin Namkai-Meche BIRTH AND DEATH DATE"
- The goal of the placement is for the trees to grow and eventually hold up the bench (removal of supports would then be possible)

Commissioners spoke to the importance of this memorial and praised Taliesin as a local hero who embodied the values this community strives to live up to.

**Motion:** Lewis moved approve the Taliesin Namkai memorial bench. Seconded by Bachman.

**Vote:** The vote was all yes

- b) Presentation from Friends of Ashland Parks and Open Space regarding PET-01, a Citizen's Initiative to dedicate Food and Beverage Revenue to Ashland Parks and Recreation (Action)

Mike Gardiner, representing the Friends of Ashland Parks and Open Spaces, provided the following information

- Last year, the Friends group spearheaded a citizen's initiative to consider an ordinance change to allocate 100% of the Food and Beverage Tax (F&B) to APRC. The initiative is known as PET-01
- The initiative was suspended when the City Council placed a competing initiative on the ballot, 15-211, which was defeated in November
- Currently 75% of the F&B tax had been used to pay off the Water Treatment Plant. Now that the debt on that project is retired the funds can now be used for another purpose identified in the F&B ordinance. Parks is one of those designated uses
- Allocating 100% of F&B to APRC will provide a dedicated funding source for parks and will reduce APRC's dependency on the City of Ashland General Fund (property taxes)

Gardiner asked the Commissioners to support PET-01 and recommend to City Council that they place PET-01 on the May ballot.

Discussion

- Gardiner clarified that voters defeated the measure placed on the ballot in November 60% to 40% which shows strong support for parks and he believes that this measure (PET-01) will pass if placed before the voters and provided the following information
  - Gardiner stated passage of PET-01 will relieve stress on the general fund. The F&B funds would replace what would need to be provided through the general fund
  - PET-01 is still an active petition, but is still suspended to provide an opportunity for the City Council to simply place it directly on the ballot
- Eldridge stated that 76.9% of registered voters voted on the competing measure in November and as mentioned 60.2% voted against that measure. Eldridge stated a strong belief that the alternative to that measure is allocating all F&B revenue to APRC and supports getting PET-01 on the ballot
- Landt pointed out that the Commissioners voted last June to send this initiative (PET-01) to City Council recommending that it be placed on the ballot in November, but it makes sense to reaffirm the support of Commissioners
- Bachman stated that a major goal of the current biennium is to secure a sustainable funding source, and this would support that goal

**Motion:** Bachman moved to respectfully ask the City Council to place this petition (PET-01) as it is in the packet on the ballot for the May 17, 2023 election. Seconded by Adams.

**Discussion:** At the end of the motion, Bachman stated that he believes the deadline to place this on the ballot is in February. Adams stated that this is a perfect use of F&B funds because a significant portion of the taxes are collected from visitors. Landt clarified that if passed, a letter from the Commissioners will be sent to City Council.

**Vote:** The vote was all yes

### c) Ashland Fire and Rescue Prescribed Burning on Park Lands (Action)

Black reviewed the [staff report included in the meeting packet](#) which included the following items.

- Ashland Fire and Rescue (AFR) and APRC have successfully treated lands under the management of APRC with prescribed burns in the past
- Some APRC open spaces are located within the wildlands and urban interface such as Hald Strawberry and Lithia Park
- With the recent Almeda Fire and multiple Lithia Park fires last summer, citizens and staff have noted the need to increase measures to mitigate fire risk in and around urban areas
- Commissioners approved prescribed burning on park lands at the October 12, 2022, Regular Business Meeting
- Commissioner Landt has requested that APRC Board of Commissioners go on record as supporting AFR in their fire mitigation efforts by publicly signaling their support for planning and carefully carrying out prescribed burns on park land, including Lithia Park as soon as is feasible, ideally this Spring, conditions permitting.

**Discussion**

- Black clarified that prescribed burning will be overseen by AFR. APRC staff, in the past, has assisted with burning piles, AFR will be completely managing all burning that takes place on APRC properties
- Landt clarified that he would like AFR to understand that this is a priority for APRC. In the past, there has been resistance to burning closer to the city and this is an opportune time to make the effort. Landt stated there will be smoke, but this can be done safely and would like to see a sense of urgency to move forward this spring
- Adams stated for the record that AFR is a leader in the country for fire prevention and control and added that increasing the utilization of the Lithia Hillside could reduce wildfire risk by discouraging people from living on the hillside, which was the cause of the two recent fires
  - Landt clarified that one of the fires was from a camp directly behind a work shed by the playground and the other fires were from someone walking through, but the point is still valid
- Lewis stated that the watershed is 14K+ acres and anything that can be done to reduce wildfire risk is worthwhile

**Motion:** Eldridge moved that the APRC Board of Commissioners support Ashland Fire & Rescue commencing with prescribed burn on park land including Lithia Park at the earliest possible date. Seconded by Bachman

**Discussion:** Bachman stated this is about getting past the talking stage and moving forward with implementation. Eldridge added that AFR did an amazing job in Siskiyou Mountain Park and this is not a brand new program being undertaken.

**Vote:** The vote was all yes

d) E Main Park Design Plan Presentation (Action) – presentation begins at [43:30 in the meeting recording](#)

Black introduction Piper Von Chamier and her team from Terrain Landscape, who has been contracted to design the 6.52 acre park. Black noted that stakeholder meetings have taken place with Rouge Valley Mountain Bike Association, Bee City USA and community gardeners. The full [presentation can be viewed on the meeting recording at 43:30](#). Von Chamier went through the [design plan](#). The overall plan seeks to reduce maintenance and irrigation needs, Von Chamier touched on various elements of the park that include the following.

- Entrance and parking lot off Main St
- Vehicle and Pedestrian Entrance off Abbot St
- Dog Park
- Pump Track and Skills Parks
  - The skills park will surround the pump track
- Nature Play Area
- Central Restrooms (portable units with a cover)
- Community Garden
- Fruit Tree Orchard
- Lawn Area
- Natural Prairie Area
- Walking Paths
- Sports Courts

Discussion Points

- Landt suggested moving the orchard closer to the community garden
- The pump track will be a custom design for Ashland
- The restrooms will be sheltered porta-potties and will be located in a central location
  - Standard restrooms are expensive to install and require a significant amount of maintenance. Using porta-potties seeks to address security issues and have been successfully used in Bend and Redding. Bend. Redding.
    - Black stated that one of the directives given to the consultant was to move in this direction and was supported by subcommittee. There are ongoing issues with restrooms and parks and this option seeks to mitigate negative issues while still providing a sanitary restroom for park users
    - Eldridge stated portable units are an eye sore and would like to see if there is an inexpensive way to not see the door of the porta pot to level up the aesthetic.
      - Black stated that shelter materials are being reviewed to level up the aesthetic.
      - Landt noted that the units will be covered on three sides
      - Black stated this is an attempt to look at alternatives to brick and mortar restrooms and other options can be brought back and used in this park. Black concluded that these restrooms will be made available 24 hours per day
- The sidewalk improvements on Main St will take place between Clay St and Crocker St. The other portions of Main St. in this area are county roads and will not be improved by the county. Further improvements could be made if the street is taken over by the City of
- Adams inquired about connectivity between the park and the Central Bike Path
  - Black stated that connectivity is a needed but cannot be resolved with this plan. Having the park built could be a factor in moving connections forward.
  - Clay St is planned to be a Bike Blvd.

Black stated this design keeps the process moving forward. There is still work to do with planning, entitlements, and engineering. Black is asking Commissioners to approve the design to keep the process moving forward. Commissioners will continue to receive updates on the design prior to construction and will have multiple opportunities along the way to make specific changes to the plan.

- Bachman asked if Commissioners are being asked to approve a conceptual plan before construction

- Black stated this design is more like a Master Plan with design elements for the park where specific elements are identified and laid out
- Von Chamier stated that the design process is currently at 60%. At 90%, a construction plant will be completed that would provide information to contractors
- Black added that approving this design would be approving the location and elements of things including design and general materials to be used
- Lewis stated the ACP garden committee has recommendations and hopes those can be integrated into specific design plans
  - Piper stated that the specific design of the Community Garden will be a collaborative effort with the gardeners

#### Public Input

Carol Carlson of Ashland spoke about various aspects of the design as outlined in [written comments received by Carlson](#) prior to the meeting.

Landt made the following statements:

- There is an incredible amount of good work here and 80-90% is great
- There are some things that need to occur prior to finalizing the design and the subcommittee (technically a working group) never made a recommendation on the design plan
- Landt recommended that the plan be approved contingent on the approval of a positive recommendation from the working group
  - There was discussion on this point with and end result of an understanding that the working group will make a final recommendation which could result in the formal adoption by Commissioners if the motion includes language authorizing this. Black noted it is not uncommon for a plan to be approved by a body contingent on the approval of another body. Black noted that Commissioners will still have an opportunity to make alterations to specific elements of the plan as the process moves forward and that the alterations that come out of the working group will be minor.

**Motion:** Landt moved approve the E Main plan that's been presented tonight conditional on approval of the E Main Subcommittee. Seconded by Adams

**Discussion:** Adams stated appreciation to the design team and community members, specifically Casey Botts.

**Vote:** The vote was all yes

#### e) FY23 Budget Report (Information)

- The City has not approved the quarterly finances yet, so this report/update covers July 1, 2022 – November 30, 2022
- APRC has 3 funds. The General Fund which is the operating fund. CIP Fund for capital projects and the Equipment Fund (see chart below).
  - The chart shows the General Fund Expenses broken down by department which includes personnel and materials and services
  - The target percent of general fund expenses for November is 41.67%. We are trending slightly under budget at 40.78% year to date.
  - The Administration department total includes the expenses for the Central Service Fees charged by the City of Ashland which is 1,361,024 million of the total

APRC Budget Status Report As of 11/30/22						
General Fund	Revised Budget	YTD Expended	MTD Expended	ENCUMBRANCES	Balance	Percent Used
<b>Administration Totals</b>	\$ 1,938,665	\$ 736,624	\$ 146,651	\$ 4,608	\$ 1,197,432	38.20%
<b>Open Space/Forestry Totals</b>	\$ 764,114	\$ 202,171	\$ 46,092	\$ -	\$ 561,944	26.50%
<b>Operations Totals</b>	\$ 2,568,703	\$ 1,187,437	\$ 206,085	\$ 153,123	\$ 1,228,143	52.20%
<b>TOTAL PARKS DIVISION</b>	\$ 5,271,483	\$ 2,126,233	\$ 398,828	\$ 157,731	\$ 2,987,519	43.33%
Recreation Admin Totals	\$ 389,910	\$ 127,537	\$ 28,783	\$ 14,378	\$ 247,995	36.40%
Recreation Programs/ Comm Center Totals	\$ 716,494	\$ 220,898	\$ 41,470	\$ 38,055	\$ 457,540	36.14%
Nature Center Totals	\$ 294,082	\$ 123,194	\$ 23,862	\$ 5,318	\$ 165,590	43.70%
<b>TOTAL RECREATION DIVISION</b>	\$ 1,400,487	\$ 471,629	\$ 94,115	\$ 57,752	\$ 871,125	37.80%
<b>TOTAL SENIOR SERVICES DIVISION</b>	\$ 399,597	\$ 138,768	\$ 29,177	\$ 11,693	\$ 249,136	37.65%
<b>TOTAL GOLF</b>	\$ 541,138	\$ 140,844	\$ 26,343	\$ (67)	\$ 400,362	26.01%
<b>GRAND TOTAL</b>	\$ 7,612,705	\$ 2,877,474	\$ 548,462	\$ 227,108	\$ 4,508,142	40.78%

- Revenues for general fund which includes property taxes, maintenance agreements, and charges for services are currently 29.0% of budget at \$1,674,492
- Included in the General fund in Charges for Services which includes revenue for recreation which is budgeted at \$609,926 for FY23
- The Calle Guanajuato made more than budgeted biennium revenue in fiscal year 22
- Ending fund balance from the previous biennium of \$1,483,225 was budgeted to use for APRC operations. There was an error in the staff report that references the fund balance as \$300,000 when it should have been listed as \$280,242 (see below table)

#### General Fund FY23

Total Revenue	\$1,674,492
Total Expenses	\$2,877,474
Beginning Fund Balance	\$1,483,225
Current Fund Balance	\$280,242

- Capital Improvement Fund (CIP) includes Food and Beverage Tax (F&B) revenue was estimated to be \$537,234 for this fiscal year. Year to date F&B collections are \$789,449
- FY 23 Budget Reductions
  - On June 14, 2022, City Council passed Resolution 2022-17. This Amendment reduced expenditures for Parks for the 2021-2023 Biennium (see table below).
    - Black noted the \$1.9 million is expected to be transferred to the APRC CIP in the next budget

APRC Departmental Cut	\$ 350,000
APRC Payroll Cut	\$ 140,000
Ending Fund Balance Cut	\$ 300,000
<b>Total APRC Cut</b>	<b>\$ 790,000</b>

Removed from Parks General Fund (Food and Beverage Tax)      \$ 2,390,000

General Fund Transfer (Property Taxes)	\$ 1,900,000
From CIP	\$ 385,000
<b>Transferred to Parks General Fund Total</b>	<b>\$ 2,285,000</b>

- The following outstanding budget issues were reported (Black noted he has an upcoming meeting with the City Manager to discuss these items)
  - The approved FY23 budget included a transfer of \$435,000 from CIP Funding to the Parks General Fund. The transfer of FY23 \$435,000 has not occurred
  - Reimbursement for half of the salary of the shared Communication Position for \$70,000. This transfer has not occurred
  - Food and Beverage Tax \$2,390,000 that was originally approved for FY23 Parks General Fund has not been allocated to CIP

VIII. ITEMS FROM COMMISSIONERS/STAFF

None

IX. UPCOMING MEETING DATES

- a) APRC Goals Setting Meeting—January 24, 2023
  - Lithia Park Cabin—11:30 a.m. – 4:30 p.m.
- b) APRC Study Session—February 1, 2023
  - Electronic Meeting—6 p.m.
- c) APRC Regular Business Meeting—February 8, 2023
  - Council Chambers—6 p.m.

X. ADJOURNMENT

The meetings was adjourned at 8:37 p.m.

Respectfully submitted  
Sean Sullivan, Business Operations Manager

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Leslie Eldridge  
Jim Lewis  
Justin Adams



Michael A. Black, AICP  
Director

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## PARKS COMMISSIONER STAFF REPORT

**TO:** Parks Commissioners

**FROM:** Rachel Dials, Deputy Director

**DATE:** February 2, 2023

**SUBJECT:** CONSENT: Oak Knoll Golf Course Request for Proposal (RFP)

---

Ashland Parks and Recreation Commission (APRC) staff is recommending a process to seek proposals from qualified individuals, organizations, or entities for managing operations at Ashland's Oak Knoll Golf Course (OKGC).

Staff presented a **draft** copy of the RFP at the [January 1, 2023, Study Session](#) and took feedback from the Commissioners. The final draft is included with this memo and incorporates that feedback. Staff is ready to move forward with the process.

**MOTION:**

A motion to approve the consent agenda would approve the following motion:

I move to approve the final draft of the RFP for the Oak Knoll Golf Course.

## **SCOPE OF WORK- OAK KNOLL GOLF COURSE (OKGC)**

### **Request for Proposals (RFP) FINAL DRAFT**

Ashland Parks and Recreation Commission

#### **GENERAL INFORMATION ON Oak Knoll Golf Course:**

Since 1927, golfers of all abilities have appreciated our challenging layout and beautiful setting. Owned by the citizens of Ashland, with control and management by Ashland Parks & Recreation Commission,<sup>1</sup> Oak Knoll Golf Course (OKGC) is Southern Oregon's only municipal golf course — OKGC has been an integral part of the Ashland community since 1927. The par 36, 9-hole golf course is open year-round, and features a covered tee area to the driving range, practice areas, including chipping and putting greens, walking trails and a clubhouse with event space and restaurant/bar.

OKGC sees approximately 25,000 visitors per year and is open year-round. Oak Knoll Golf Course is a popular spring, summer and fall attraction for all ages and is a great venue for events of all types. Oak Knoll Golf Course currently hosts several golf tournaments, youth and adult golf programs and many non-golf events.

#### **CRITERIA for PROPOSAL:**

Ashland Parks and Recreation Commission (APRC) is seeking proposals from qualified individuals, organizations, or entities for managing operations at Ashland's golf course. Proposers can be a public or private entity and will be responsible for addressing the following **Criteria** within the proposal:

- A. Continuity of Current Operations:** The proposal must prioritize the preservation of the current golf course and ensure that golfing at OKGC remains attractive, challenging, relatively affordable, and accessible to all members of the community. Proposers must detail their proposal for management of OKGC Club House Operations, and shall include, but are not limited to the following usual and customary operations:
  1. Marketing of all golf facilities and programs.
  2. Managing the OKGC and clubhouse operations, driving range, building operations, golf cart and storage operation and golf programs.
  3. Planning, budgeting, accounting, personnel, and other administrative services in support of OKGC operations, as well as other services normally associated with the operation of public golf courses in a municipal and community setting.
  4. Continued support and marketing of all special interest and golf programs offered currently and historically by APRC at OKGC. These programs include, but are not limited to junior golf programs, men's and women's golf leagues and tournaments and golf instruction programs, concert series, events, etc.:

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<sup>1</sup> Ashland City Charter, Article 19, Section 3, states: "*The said Park Commission shall have control and management of all the lands here dedicated for park purposes and of all other lands that may hereafter be acquired by the City for such purposes.*" The OKGC, and its subject land, is controlled and managed by the Park Commission (APRC), although title is held by the City of Ashland. Contracts between APRC and the successful proposer shall be by and through the City of Ashland, as holder of title; however, APRC maintains control and management of said land and all operations on said land, including any contracts for future management of OKGC.

5. Proposed financial arrangement between proposer and APRC, which shall include payment for the use of golf carts, grounds, structures, facilities, and any other equipment currently owned by APRC for which the proposer intends to use as part of ongoing operations.
6. Proposal for OKGC player rate setting criteria and proposer's response to the process/involvement that APRC will have in setting rates.
7. Proposed ancillary and complimentary uses at OKGC, such as pickle-ball and/or tennis courts, public and private events, facility rentals, restaurants must be shown to promote the primary purpose of continuity of current operation.

**B. Improving financial stability and sustainability:** propose a financial proposal/arrangement that is beneficial for both the partner entity as well as APRC, with consideration for the primary goal of preserving OKGC as a community golf course and enhancing ancillary offerings to support the financial sustainability of OKGC.

**C. Generating Social and Economic Activity:** propose a plan for improving OKGC social and economic standing as a destination for a range of social and recreational activities.

A significant benefit of the OKGC and its location is the contribution to the local economy. OKGC is close to several hotels and area attractions including Lithia Park, downtown Ashland, Emigrant Lake and many lifestyle outlets and attractions. The potential for drawing a wide customer base to the south end of Ashland and OKGC is evident. OKGC is situated among a residential community featuring 100+ homes, some of which are directly adjacent to the golf course. Care should be taken to acknowledge impacts and advantages to the Oak Knoll neighborhood in proposals.

**D. Maintenance & Protecting the Environment and Operational Concepts.** The successful proposer will be expected to manage OKGC and all its operations consistent with best practices in the golf industry.

1. Proposer must address methodology and proposal for:
  - a. Turf operations, meaning agronomic and horticultural practices.
  - b. Maintenance of the motorized equipment used for that purpose, implementation of the APRC and COA's fleet maintenance standards and preventative maintenance services for the fleet and the facilities, fences, cart paths, buildings, garages, and storage spaces (If proposer assumes to lease equipment from APRC).
  - c. Providing qualified managers and employees necessary for the maintenance services at the golf facilities.
  - d. Maintaining all turf and landscaping.
  - e. Maintaining all buildings and equipment; and,
  - f. Payment to the City each month for the use of golf course vehicles, tractors, mowers, and other maintenance equipment (If proposer assumes to lease equipment from APRC).

APRC desires to offer the public challenging playing conditions including appropriately manicured greens and tees, and other golf services that may be sought by OKGC users.

1. Proposer must document a plan for maintenance and initial capital investment that addresses impacts from drought and current conditions of OKGC.

- a. The proposal must address current maintenance issues at OKGC, including drought, greens and tee boxes condition, cart path and other deferred maintenance issues.
  - b. Water for the OKGC comes from the Talent Irrigation District (TID) in the summer months (June, July, August if available). OKGC does have the ability to utilize City potable water year-round, but due to the cost, APRC limits water use to greens and some surrounding areas. The proposal must include a water use plan that takes into consideration the values of water conservation within the City of Ashland, specifically the need to use less water on the golf course while maintaining acceptable conditions for playability.
  - c. An ongoing program to reach higher levels of sustainability will add to efficiencies, continue to reduce costs, and not only improve the golf course but may serve as an example to other courses around Southern Oregon.
  - d. Options for improvements that utilize leasing or partnering with APRC on capital and maintenance will be considered.
- E. Familiarization with OKGC and the Ashland community:** In addition to showing an expertise in the elements of running a successful golf operation, proposers should demonstrate an understanding of the Ashland community and the OKGC neighborhood. The proposer should be prepared for citizen involvement in the management of OKGC and describe an outreach plan for any major capital improvements or increase in users of the course that involves the Ashland community and surrounding neighborhood. Management of OKGC will adhere to diversity equity and inclusion policies of the City of Ashland and APRC.
- F. Creativity and ability to execute the proposal:** Proposals should show creativity in the exercise of programs and management practices to achieve the goals of this RFP and shall demonstrate the ability of proposer to execute the operational, social, business, and environmental plans being proposed. Please include a statement regarding your ability and possible barriers to fully implement the proposal.

**Proposed Term of Agreement:** Suggested 5-year agreement with option to renew 5-years at a time.

**Proposal Timeline:** RFP process should be advertised and open for at least one-month with one, on-site meeting and tour to include relevant APRC staff.

Suggested dates for RFP:

Monday February 13, 2023, through Monday March 20, 2023.

**SELECTION PROCESS: Selection will be based on the criteria detailed below.**

1. Continuity of Current Operations: **15 points**
  2. Improving financial stability and sustainability/business strategy: **20 points**
  3. Generating Social and Economic Activity: **10 points**
  4. Maintenance and Protecting the Environment: **20 points**
  5. Familiarization with OKGC and the Ashland Community: **15 points**
  6. Creativity and ability to execute the proposal: **20 points**
- 100 possible points**

- A panel of Ashland Parks and Recreation staff and up to two Commissioners will review and score proposals.
- Finalist(s) will participate in an in-person interview. All associated personnel that handle on-site operations at the golf course must also pass background check before executing agreement.
- Upon selection, the awarded finalist will be required to enter into a signed agreement with Ashland Parks and Recreation Commission that includes criteria for required insurance, licensing, and payment arrangement.
- Finalist will be expected to comply with City of Ashland rules and regulations to fully execute the agreement.

APRC reserves the right to reject all proposals, to waive formalities or to accept any proposal which appears to serve the best interest of APRC and the citizens of Ashland.

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Leslie Eldridge  
Justin Adams  
Jim Bachman  
Jim Lewis



Michael A. Black, AICP  
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**TO:** Ashland Parks and Recreation Commissioners  
**FROM:** Sean Sullivan, Business Operations Manager  
**DATE:** February 2, 2023  
**SUBJECT:** CONSENT: Parks Memorial Policy Amendment

---

Staff is proposing an amendment to the [Parks Memorials Policy](#). The Current Parks, Conservation and Maintenance Subcommittee suggested additional amendments and recommended approval on [November 29, 2022](#).

A presentation on the amendments was made to Commissioners at the [February 1, 2023](#), Study Session. Alterations to the language in Section A.3 were suggested at the Study Session and have been incorporated into the amendment.

The amendments (attached) to the policy would result in the following changes.

- Transfer authority to approve standard memorial requests from a memorial review subcommittee to the Director
- Allows requests denied by the Director to be appealed to the full Commission
- Allows the Director to defer approval of a standard memorial request to the Commissioners at the discretion of the Director
- Requires staff to provide a report to Commissioners on standard memorial requests that were approved or denied
- Cleans up language regarding the memorial review subcommittee by stating the Commissioners will authorize an existing subcommittee to review non-standard memorial requests and make recommendations to the full Commission

## MOTIONS

A motion to approve the consent agenda would adopt the following motion.

*I move to approve the amendments to the Parks Memorial Policy as attached.*

If the above motion is approved, it will be necessary for the Commission to authorize an existing subcommittee to review non-standard memorial requests and make recommendations to the full Commission.

A motion to approve the consent agenda would adopt the following motion.

*I move to authorize the Current Parks, Conservation and Maintenance Subcommittee to review non-standard memorial requests and make recommendations to the Commission*



**Ashland Parks and  
Recreation Commission**

**COMMISSION POLICY**

<b>TITLE</b>	PARKS MEMORIAL POLICY	<b>POLICY No.</b>
		CP.P.2004.08.23
<b>EFFECTIVE DATE</b>	8/23/2004	<b>REVISED DATE</b>

**PARKS MEMORIALS POLICY**

**I. Introduction:**

Many individuals and groups have contributed resources and time to Ashland's parks. The Ashland Parks and Recreation Commission (APRC) appreciates and encourages such contributions and strongly urges those wishing to commemorate persons, groups or events to consider making a contribution without requiring a physical memorial. A guiding principle is for the park itself to be the showpiece or center of activity, rather than a site containing memorials.

This statement of policy and guidelines is designed to:

1. Provide specific criteria for design and placement of memorials
2. Establish a clear and consistent process for application, review, approval and implementation of all proposals
3. Define ongoing maintenance responsibilities of the donor and of the Parks Division

**II. Policy:**

Consideration will be given to proposals to install memorials on APRC controlled managed lands under one or more of the following circumstances (Complying with some or all of the listed policy elements alone does not automatically secure approval):

- A. When the memorial proposed has been located, selected and purchased following the standard parks memorial program, as outlined in the Standard Park Memorials Administrative Procedure document maintained by staff.
- B. When the feature will enhance the park and be in character with the purpose for which the park was created.
- C. When the person or group memorialized has contributed significantly to the mission of APRC.
- D. When the memorial has a sense of timelessness; that is, it will be meaningful to both current and future generations of parks patrons.

- E.** When a donation is made that constitutes more than fifty-percent (>50%) of the cost of the acquisition of a park, park feature or facility or greater than fifty-percent (>50%) of the resources required for the development of a park, park feature or facility.

**Note:** *Complying with some or all of the above policy elements does not automatically secure approval.*

### **III. Criteria and Rationale**

- A.** Ashland's parks are established to provide areas or structures for organized active recreation, trails, open space, aesthetic benefits and environmental protection and enhancement. Memorials will be in character with and not detract from the purpose of the park or facility.
- B.** There must be justification for the existence and location of all memorials.
- C.** The preferred location for a memorial acknowledging a structure is inside or immediately adjacent to the subjecta structure such as a building or parking area or entrance to a structure or trail. Development of a trail, renovation of a feature or structure or restoration of a natural area may be acknowledged by a sign or plaque within its access or parking area or within or on an existing structure.
- D.** Memorials placed outdoors should be part of a landscape design plan and carefully incorporated so as to be part of the fabric of the site, rather than a feature of the site.
- E.** Memorials to individuals may be incorporated into structures or amenities approved by the subcommittee. A newly installed park structure or amenity may be considered for a particular site if the park plan designates the need.
- F.** Memorials related to community history or natural history may be placed in accordance with the park plan, if one exists, or by approval of the subcommittee.
- G.** A conservative approach will be taken regarding requests for memorials in Lithia Park in order to maintain a balance of memorials versus the to preservpreservatione of the park'sits natural and historic character.
- H.** The donation amount required to establish a memorial will include the actual costs of installing the memorial as well as maintenance costs associated with the memorial itself and general parks maintenance activities. Costs for standard memorials identified in the Standard Park Memorial Administrative Procedure document shall be assessed at the beginning of the second year of each biennium and may also be adjusted on an as needed basis to reflect rising material costs.

### **IV. Memorials that may be considered:**

#### **A. Historic Events**

Events significant to the park's formation or development or in the development to the region of town in which the park is located.

**B. Persons, Groups or Organizations**

Community members, groups or organizations that were influential in promoting, developing or preserving parks and recreation locally or regionally, as well as those who have contributed in other ways to the Community of Ashland.

**C. Structures**

Commemorating the roles of individuals, such as designers, government agencies and others in the development and construction of new structures located in the park.

**V. Monument Types:**

- A. Standard Memorials:** Guidelines for standard memorial types and plaques are outlined in the Standard Park Memorial Administrative Procedures document.
- B. Nonstandard Memorials:** Parks staff will maintain a current needs list of potential non-standard memorials such as bridges, gazebos, trails, paths, picnic shelters, sports courts and other park amenities. All locations, types of materials and any other considerations will follow all parks policies and standards. Plaques made of permanent materials such as bronze, other metals or stone may be mounted in walls, in paving, or on cast concrete or can be attached to the donated item. Effort will be made to encourage donations that will address current needs within the park system before new additions to the park system are considered.
- C. All proposed memorials not specifically mentioned in A and B above shall be processed as nonstandard memorials.**

**VI. Application Process**

**A. Parties involved:**

1. Donor: Individual or group proposing a memorial.
2. Director: The APRC Director (or designee) has the authority to approve Standard Memorials based on specifications within this policy and the Standard Park Memorial Administrative Procedures document
3. Subcommittee: The Commission shall authorize an existing subcommittee ~~A memorial review subcommittee shall be formed to review proposals regarding non-standard memorials requests. The subcommittee shall be comprised of a minimum of two Commissioners and may include other appropriate persons.~~ The subcommittee reviews proposals in accordance with standards described herein, ~~approves standard memorials~~ and makes recommendations on non-standard memorials ~~requests~~ to the Commission.
4. Commission: Commissioners approve or deny non-standard memorial proposals, at a business meeting.

**B. Process:**

1. For Standard Memorials:
  - a. The donor will follow the process outlined in the Standard Park Memorial Administrative Procedures document.
  - b. ~~The subcommittee~~The Director (or designee) will review all requests for compliance with this policy and the guidelines found in the Standard Park Memorial Administrative Procedures and has the authority to grant final approval.
  - c. ~~Any Standard Memorial request can be deferred to the Commissioners at the discretion of the Director~~
  - d. ~~The donor may appeal a denied request to Commissioners~~
  - e. ~~Staff will provide an update to Commissioners at a business meeting at least once per year details and the outcome of all Standard Memorial requests~~
2. For Non-standard Memorials:
  - a. The donor will review this policy statement and submit a preliminary proposal in writing to APRC and will be reviewed by the Director for submission to the subcommittee.
  - b. The proposal must indicate who or what is being commemorated, the type of memorial desired, the preferred location, maintenance considerations and justification for the request.
  - c. The subcommittee will review proposal and make a recommendation to the Commission.
  - d. Commissioners will approve or deny the proposal.

## **VII. Installation**

Upon final approval of the memorial proposal, it becomes the donor's responsibility to coordinate and finance the fabrication, delivery and installation of the plaque or memorial with APRC staff. Any changes to standard memorials must be approved by the subcommittee prior to installation of the memorial. Substantive changes to nonstandard memorials must be approved by the Commissioners.

The Parks Superintendent inspects the memorial before and after installation to ensure that all the conditions of approval have been met.

## **VIII. Removal, Replacement and Expiration**

APRC reserves the right to move, remove or replace any memorial within any property under its jurisdiction for any reason.

If the memorial becomes damaged beyond repair, an attempt will be made to contact the donor to repair or replace the item, or it may be removed.

After a period of ten years, standard memorials will expire and become available for rededication. The donor who initially established the expired memorial will be contacted when possible and be provided an opportunity to re-dedicate the memorial by donating the amount identified for existing memorials in the Standard Park Memorial Administrative Process document without going through the formal approval process.

Any Standard Memorial plaques removed after the 10-year period will be moved to a central location in Lithia Park.

The expiration of nonstandard memorials will be handled on a case-by-case basis.

**IX. Date of Effect of these Guidelines**

The guidelines become effective upon adoption by Commissioners.

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

~~Mike Gardiner~~Rick Landt, APRC Chair

Approved, as to form: \_\_\_\_\_ Date: \_\_\_\_\_

~~David Lehman~~Doug McGahey, City Attorney

**Revision History**

*Revisions approved on December 8, 2008*

*Revisions approved on December 23, 2013*

*Revisions approved on November 25, 2019*

*Revision approved on February 8, 2023*

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Jim Lewis



Michael A. Black, AICP  
Director

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parksinfo@ashland.or.us

## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Rachel Dials, Deputy Director

**DATE:** February 2, 2023

**SUBJECT:** CONSENT: Calle Guanajuato Commercial Use Policy – Deadline Extension

---

The current Calle Guanajuato Commercial Use Policy states that:

- *The Contracts will be awarded by the Commissioners by February 28<sup>th</sup> of each year*
- *The Commissioners shall review and may adjust the seasonal square foot rental rate on the Calle prior to February 28<sup>th</sup> of each year.*

With restaurants using the Calle almost year-round now, staff needs more time to review the contracts and meet with restaurant owners to finalize information for the Commissioners to review.

At the Commission meeting on February 1, 2023, staff was directed to put the Calle Guanajuato Commercial Use Policy and Contract review on the agenda for the regular meeting on March 8, 2023.

A motion to approve the Consent Agenda would adopt the following motion for this item:

*I move to approve extending the deadline for to award contracts and review of the Calle Guanajuato Commercial Use rental rates to March 8, 2023.*

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Sean Sullivan, Business Operations Manager

**DATE:** February 2, 2023

**SUBJECT:** CONSENT: Minutes for Acknowledgment

---

The following minutes are being submitted for acknowledgement by the Commission.

- [Bee City USA – September 20, 2022](#)
- [Ashland Senior Advisory Committee – November 14, 2022](#)

A motion to approve the Consent Agenda would adopt the following motion for this item:

*I move to acknowledge the committee minutes as submitted.*

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## Memorandum

**TO:** City of Ashland Planning Department

**FROM:** Michael Black, Director

**DATE:** February 2, 2023

**SUBJECT:** Butler-Perozzi Fountain

---

### SITUATION

The Ashland Parks and Recreation Commission (“APRC”) Board of Commissioners (the “*Commissioners*”) recently received a [presentation from the Ashland Parks Foundation](#) (the “*Foundation*”) on the status of fundraising and project evaluation for the restoration or replacement of the Butler-Perozzi Fountain (the “*Fountain*”) in Lithia Park. The Foundation has agreed to fund the Fountain project; however, the determination of whether the Fountain should be replaced or preserved has been proffered to the public at-large.

The upcoming February 8, 2023 Commissioners meeting will allow testimony from members of the public. Additionally, the Commissioners will receive the full results of the online comments regarding the question of preservation/restoration vs. replacement.

### BACKGROUND

A qualified architectural firm has provided a thorough review of the status of the Fountain and a recommendation for next steps for preservation. The firm – Architectural Resource Group (ARG) – recommended that the Commissioners consider preservation/restoration over replacement. Since this recommendation has not been vetted with the public, Commissioners have requested a public process for public involvement.

Additionally, since the Fountain is contributing historic resource for Lithia Park, the City’s Historic Commission should also provide a recommendation on the disposition of the Fountain.

## ASSESSMENT

The Fountain is a significant contributor to the experience of Lithia Park and many people have expressed their concerns for its dilapidated condition. The Fountain is dire need of restoration or replacement, and the Ashland Parks Foundation has taken on the project with a desire to raise the funds needed for the project. The project scope needs to be clearer for the Foundation to continue to raise funds. For that reason, the Commissioners need to decide to follow ARG's recommendation for preservation or choose a different route. Paramount to this decision will be the information gathered by over 500 responses from the public on their preference on the project.

Some effort has been made to identify what "preservation" vs. "replacement" means.

The following is from the recommendation of ARG, and can be found on page 23 of their report (attached).

### *DISCUSSION: REHABILITATION VS. REPLACEMENT*

*The fountain overall is in fair condition, and the terrace is in good to fair condition. A project such as the one outlined in our recommendations followed by regular maintenance, will extend the life of the fountain for another 30-50 years. Maintenance is a key factor in the lifespan of a rehabilitated or new fountain. Even a completely new fountain would require maintenance on a similar timeline.*

*Previous discussions about the fountain have included the possibility of replacement of the marble components in a more durable material such as granite (since the basin and mechanical systems will be replaced in their entirety, the only element that would be considered rehabilitated would be the central tiered element. When considering rehabilitation versus replacement, it is important to understand how each option will extend the life of the fountain and affect the historical significance of the fountain. Note that most of the significant intervention included in our recommendations is related to the concrete work of the fountain and terrace, not the marble fountain itself. Replacement of the concrete or marble elements with granite facsimiles would have a major impact on the aesthetic of the fountain, in addition to the upfront cost of the material and workmanship to replicate the existing level of carving detail in the marble.*

*Repair of the marble elements of the fountain are currently priced at \$78,894.50 in the cost estimate. Replacement of these pieces in granite and the cost to carve them to match the historic configuration could cost the same, if not more, and it would be very difficult to match the exact historic configuration.*

## RECOMMENDATION

Staff recommends that the Commissioners review all of the comments that were received regarding the fountain and consider those comments in their decision making process.

Electronic Attachment

[Butler Perozzi Fountain Assessment and Recommendations](#)

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Director

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## Memorandum

**TO:** City of Ashland Planning Department

**FROM:** Michael Black, Director

**DATE:** February 2, 2023

**SUBJECT:** BN 23-25 Budget Presentation

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### **BUDGET PROCESS**

This budget cycle will be the same as in previous cycles , but we will be working with a different City Manager/Administrator than we had for the last budget cycle and the City has not made a commitment to fund APRC at the historical \$2.09/\$1,000 rate. Regardless of what we're heading into, we must proceed and develop a budget to present to the Citizen Budget Committee.

The Ashland City Charter specifically defines how APRC should prepare and present its budget. It says:

**Article XIX; Section 3. Funding.** *The said Park Commission shall have control and management of all the lands here dedicated for park purposes and of all other lands that may hereafter be acquired by the City for such purposes. They shall have control and management of all park funds, whether the same is obtained by taxation, donation or otherwise, and shall expend the same judiciously for beautifying and improving the City's parks.*

*[...]. At the time for making the tax levy for general City purposes in each year, the said Commission shall cause a careful estimate to be made of the money required for park purposes for the ensuing year and file the same with the City Recorder, whereupon there shall be included in said general levy not to exceed four and one half (4 ½) mills on the dollar to meet such requirements, which, when collected, shall be deposited with the City Recorder subject to the order of said Commission. [...].*

It is my duty as the administrator of APRC to prepare a budget for the Commissioners to approve. Once the Commissioners approve the budget, I will present that budget, with all of its requirements to the City Recorder via the Mayor and City Council.

I am proposing the following process for the development and approval of the APRC budget:

- 1. January 24, 2023 (DONE)**
  - a. Overview of the potential budget challenges at the annual goal setting meeting
- 2. February 8, 2023; Ashland Parks and Recreation Commissioner Public Meeting**
  - a. Presentation of the proposed budget with the following elements:
    - i. Organizational Changes – FTE Position Count and Organization Changes from the Previous Biennium
    - ii. Budget Requirements (Expenses) for the Upcoming Biennium
    - iii. Revenue Projections – Including Millage Proposal and all other Revenue Sources

- 3. Optional Second Budget Review Meeting** – Special Meeting, scheduled as needed (between 2/9/23 and 3/1/23).
- 4. March 1, 2023; Ashland Parks and Recreation Commissioner Special Public Meeting**
  - a. Presentation of Proposed Budget with any Revisions/Amendments from the Feb. 8, 2023 Commissioner Meeting
  - b. Approval of Draft Budget for Presentation to the City of Ashland
- 5. March 7, 2023; City Council Meeting**
  - a. Presentation of APRC 23/25 Biennial Budget to the City Council
- 6. Citizen Budget Committee (CBC) Meetings** – We will present to the CBC at one of these meetings; The CBC will subsequently make a recommendation on the full City/Parks budget to the City Council.
  - a. April 27, 2023
  - b. May 4, 2023
  - c. May 11, 2023
  - d. May 18, 2023
  - e. May 25, 2023
- 7. City Council Budget Review and Adoption;** The City Council must approve a budget and set a tax rate by June 20<sup>th</sup>.
  - a. June 6, 2023
  - b. June 20, 2023

The Commissioners will be reviewing the proposed budget in detail at the February 8, 2023 meeting. You will then have the opportunity to request more information and/or suggest revisions to the budget prior to the approval of the budget by the Commissioners.

You also have an option to schedule a special meeting, if you feel like you would like more than two meeting to review and approve the budget. That meeting would have to be scheduled and would be a special public meeting. The Commissioners will need to inform staff ASAP if you wish the schedule a special meeting. Otherwise, the budget will be reviewed and approved by the Commissioners in two meetings.

#### **BUDGET OUTLOOK**

As I presented in the recent goal setting meeting, staff has been working on a comprehensive budget for Ashland Parks and Recreation Commission. I plan to present the comprehensive budget at the February 8<sup>th</sup> meeting; however, I will provide some of the highlights now:

1. General Fund Revenue (property taxes):
  - a. The traditional property tax millage dedicated to APRC is \$2.09/\$1,000; the City temporarily reduced that amount to \$1.89/\$1,000 for the last two biennia.
  - b. APRC will need at least \$2.00/\$1,000 in property tax revenue to support the proposed budget.
2. Organizational Changes:
  - a. I will be proposing that APRC reinstate the Parks Superintendent and at least one of the park technician positions that were lost over the last biennium.
  - b. APRC's total FTE count in 19/21 Biennium was 39.75; in the 23/25 Biennium, the count was reduced to 34.75. I am proposing a 23/25 FTE count of 36 FTEs.
3. Inflationary Changes:

- a. Staff is expecting to see increasing in all areas of the budget as a result of extraordinary inflationary changes. Those increases will be built into the proposed budget on February 8<sup>th</sup>.
- 4. CIP:
  - a. Staff presented a draft of the CIP plan to the Commissioners at the January 24<sup>th</sup> meeting. We will update the CIP data with the newest information and present a new draft at the February 8<sup>th</sup> meeting.
  - b. Revenue from Food and Beverage Tax, which is used for rehabilitation and improvement of parks is increasing post Covid. Additionally, the City has dedicated 73% of all Food and Beverage revenues to the APRC CIP for the 22/23 fiscal year.
  - c. Staff is proposing to address major deferred maintenance in buildings and parks as a focus point of the upcoming CIP. While most of the funding will still go to new projects, the amount dedicated to deferred maintenance is proposed to much greater than previous years.
- 5. Vehicle Fund:
  - a. We still do not dedicate enough resources for this fund.

Staff will go into much more detail on the proposed budget in the February 8<sup>th</sup> meeting. The Commissioners and public will have several weeks to consider the draft budget before the Commissioners will be required to approve a budget to present to the City Council.

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Leslie Eldridge  
Jim Lewis  
Justin Adams



Michael A. Black, AICP  
Director

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## Memorandum

**TO:** City of Ashland Planning Department

**FROM:** Rick Landt, Chair

**DATE:** February 2, 2023

**SUBJECT:** APRC Subcommittee Appointments

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Attached are the current subcommittee Commissioner membership. There are open positions on the E Main Park subcommittee and the Current Parks, Conservation and Maintenance subcommittee. I am waiting for hear from Commissioners to see if they want to retain their seats. I will announce all changes to membership at the meeting, including the seats for Commissioner Adams.



## 2023 Parks Commission Subcommittees

**Ashland Senior Advisory Subcommittee (ASAC)**: Lead Staff, Isleen Glatt; Minutes, Natalie Mettler

- Commissioner Bachman

**Bee City USA Subcommittee**: Lead Staff, Libby VanWyhe; Minutes, Libby VanWyhe

- Commissioner Eldridge

**Current Parks, Conservation, and Maintenance Subcommittee**: Lead Staff, Michael Black; Minutes, Sean Sullivan

- Vacant
- Commissioner Lewis

**Golf Course Subcommittee**: Lead Staff, Michael Black; Minutes, Sean Sullivan

- Commissioner Landt
- Commissioner Lewis

**Long Range Park Planning Subcommittee**: Lead Staff, Michael Black; Minutes, Tara Kiewel

- Commissioner Landt
- Commissioner Bachman

**Recreation Division Advisory Committee (RDAC)**: Lead Staff, Rachel Dials; Minutes, Shannon Holt

- Commissioner Eldridge
- Commissioner Lewis

**East Main Park Work Group**: Lead Staff, Michael Black, Staff support Tara Kiewel

- Vacant
- Commissioner Landt

**Lithia Park Master Plan Work Group**: Lead Staff, Michael Black, Staff support Tara Kiewel

- Commissioner Landt

**Trails Master Plan Review Committee**: Lead Staff, Michael Black; Minutes, Tara Kiewel

- Commissioner Eldridge
- Commissioner Landt

**Ashland Japanese Garden Advisory Subcommittee**: Lead Staff, Michael Black; Minutes, Tara Kiewel

- Commissioner Landt

## 2023 Parks Commission Representation

**Ashland Parks Foundation (Voting board member – Parks Commission position)**

- Commissioner Lewis

**Forest Lands Commission (Voting member)**

- Commissioner Eldridge

**Joint Powers Committee**

- Commissioner Landt

**Public Arts Commission (Parks Commission liaison)**

- Commissioner Eldridge