

**MINUTES FOR SPECIAL BUSINESS MEETING
ASHLAND PARKS & RECREATION COMMISSION
June 23, 2022
Electronic Meeting – 6 p.m.**

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

Absent: Deputy Director Dials

This meeting will be held electronically This meeting was recorded and uploaded to the APRC YouTube Channel: <https://youtu.be/8hlJ8b4GvJA>

I. CALL TO ORDER

Landt called the meeting to order at 6:00 p.m.

II. ADDITIONS OR DELETIONS TO THE AGENDA

None

III. PUBLIC FORUM

None

IV. UNFINISHED BUSINESS

None

V. NEW BUSINESS

a) Recommendation to Mayor and Council to place PET-01 (Allocating 100% of Food and Beverage Revenue to APRC) on the November ballot (Action)

Black referenced the [staff memo included in the meeting packet](#) and made the following points:

- The ballot initiative PET-01 was filed by a group of citizens and is not an APRC initiative
- Black displayed a slide that outlines the content of the initiative



Parks, Trails and Open Space Related Expenses and Revenues

	Total Budget	Rec Revenue	Contracts	F&B	Property Tax (City)	Grants	Other	Carry Forward
Parks Ops	\$ 2,600,216.00		\$ 238,131.00	\$ 2,322,085.00	\$ -	\$ 40,000.00		
Oak Knoll	\$ 620,618.00	\$ 408,300.00			\$ 212,318.00			
Open Space/Trails	\$ 668,963.00				\$ 274,870.00			\$ 394,093.00
	\$ 3,889,797.00	\$ 408,300.00	\$ 238,131.00	\$ 2,322,085.00	\$ 487,188.00	\$ 40,000.00	\$ -	\$ 394,093.00
						\$686,431		
								\$3,203,366

- Black displayed a slide that identifies expenses (circled in orange) that could be covered by the Food and Beverage Tax revenue (F&B) if the initiative were to be approved

Proposed Ballot Initiative and Effect

- **Caption:** Proposed Amendment to Ashland’s Food and Beverage Tax Ordinance
- **Question:** Shall the Ordinance be Amended to Dedicate Most Revenues Received For Parks And Open Space and Extend The Sunset Date?
 1. Twenty-five percent (25%) shall be paid into the Ashland Park Commission CIP:
 - Parks, trails and open space related acquisition, planning, development, repair, maintenance and rehabilitation of Park, and Open Space lands, facilities and amenities consistent with adopted plans of the Ashland Parks Commission.
 2. Seventy-three percent (73%) shall be paid into the Ashland Park Commission General Fund:
 - Parks, trails and open space related day-to-day operating expenses consistent with the adopted operating budget of the Ashland Park Commission.
 3. The City may retain up to two percent (2%) of the tax collected for costs of administration and collection.
 4. Extends the Sunset Date (expiration) of the Ordinance from 2030-2040
- **Effect of Successful Initiative:** Funds would be Dedicated to Parks Capital and Operating Expenses
- Black displayed a slide illustrating the importance of a dedicated funding source, which included past F&B revenue actually collected.

Importance of a Dedicated Funding Source

- **Total Revenue Needed to Fund All Parks Operations:**
 - \$3,889,797
 - Minus:
 - Rec Revenue (golf course): \$408,300
 - Contracts (ASD; boulevards): \$238,131
 - Grants (APF): \$40,000
- **Total: \$3,203,366**
- **Food and Beverage 2016-2021**

• 2016: \$2,883,000	• 2019: \$3,115,000
• 2017: \$3,030,000	• 2020: \$2,658,000
• 2018: \$3,135,000	• 2021: \$2,487,000

- If parks operations is funded with F&B it reduces pressure on the City General Fund (property taxes) that would typically be allocated to APRC
- Black projected that F&B is likely to come in high enough to cover parks operations expenses (\$3,203,366)
 - Black clarified that 25% of the income would go to CIP, but it could be used for operational purposes at the discretion of Commissioners if needed based on the ordinance
- Landt stated that the number 1 goal of APRC is to secure dedicated funding and this initiative supports that goal. Landt noted that he is a member of the Friends group that filed the initiative
- Black displayed a motion that was emailed to him by Commissioner Landt prior to the meeting

Motion: Eldridge moved APRC board of commissioners fully supports Friends of Ashland Parks, Trails, and Open Space Ballot initiative and as the other Ashland elected body, we urge City Council at their July 5th meeting to place this citizen initiative on the November ballot. Seconded by Lewis.

Discussion: Eldridge stated the initiative makes sense, as tourism dollars go up and down so should the activities of APRC and APRC has more flexibility to alter operations more so than other public services funded through the General Fund. Eldridge added that this initiative seems like it would be a benefit City Council and departments dependent on the General Fund and that APRC would no longer need to spend energy and time defending the need for funding. Lewis stated agreement with Eldridge and Landt that this issue has been discussed in length and the initiative is a move in the right direction.

Vote: The vote was all yes

VI. ITEMS FROM COMMISSIONERS/STAFF

Black stated that the City Attorney, who is charged with representing the City Council and Ashland Parks and Recreation Commission, has submitted a letter of resignation. Landt stated Commissioners may want to direct staff to seek legal services and asked for input from Commissioners. Concerns were raised about additional expenses, the scope of the decision, and possible unintended consequences. It was agreed upon to bring it up for full discussion and possible action at the next meeting.

VII. ADJOURNMENT

The meeting adjourned at 6:39 p.m.

Respectfully submitted
Sean Sullivan, Business Operations Manager