

City of Ashland  
PARKS AND RECREATION COMMISSION  
Lithia Park Master Plan Meeting Minutes  
October 25, 2017

**PRESENT:**                   **Parks Commissioners:** Rick Landt, Matt Miller  
                                  **APRC Staff:** Director Michael Black, Interim Parks Superintendent Jeffrey McFarland;  
                                  Administrative Analyst Betsy Harshman  
                                  **MIG Consultants:** Project Manager Laurie Matthews, ASLA; Principal-in-Charge Lauren  
                                  Schmitt, ASLA, AICP

**ABSENT:**                   None

I.       **CALL TO ORDER**

Director Black called the meeting to order at 9:00 a.m. at 340 S. Pioneer, Ashland, OR

II.      **PUBLIC PARTICIPATION**

There was none

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

There were none.

IV.     **UNFINISHED BUSINESS**

There was none.

V.      **NEW BUSINESS**

**a. *Project Background***

The Lithia Park master plan is an adopted goal of the Parks Commission. A Request for Proposals was solicited and three were received by June 15, 2017. The proposals were scored by a committee and Moore, Iacofano Goltsman, Inc. (MIG) was chosen for the contract.

**b. *Project Goals, Phases, Approach and Proposed Schedule***

The goal is to create a plan that will guide the preservation and enhancement of Lithia Park over the next 100 years.

This meeting centered on project initiation and preparation. Upcoming phases will include the strategic analysis of Lithia Park, a design week – transparent concept development, and closing with development and refinement of the master plan. These stages are strategically phased over the course of 2018 and are scheduled to wrap up in January or February of 2019.

**c. *Public Engagement and Communication Plan Discussion***

i.       Critical Stakeholders

Stakeholders will include but are not limited to groups such as:

- a. The Chamber of Commerce, OSF and Ashland School District
- b. Clubs including Ashland Garden Club, Rotary, Lions, Lithia Artisans, AWTA and sports groups.
- c. Committees similar to the Ashland Historic Commission and Forest Lands Commission

- d. Government agencies, as examples DEQ, ODF&W, ODSL, Ashland Planning, Public Works, Police and Fire Departments

- ii. Engagement Tools

Public engagement is critical to consensus and adoption of the master plan. The team plans to include a variety of avenues for public input and involvement early on and throughout the entire planning process.

Some of the tools discussed to encourage public participation included creating an online presence, boards, flyers, newspaper articles and holding in-person workshops. Schmitt and Matthews proposed an online tool that would integrate pictures and comments through a mapping interface to let people share how they use the park and what do they do there during the spring, summer, fall and winter. It could be very place based, where park users could point to a place on a map and say "this is my comment for this area". This tool could also be used for integrative activities in workshop settings. The goal would be to leverage the ability to meet as many people as possible. Landt said APRC would look to MIG for guidance and wouldn't oppose anything at this point. Black asked for their suggestions and Schmitt stated they would spell it out further in the engagement plan they'll provide.

MIG will offer a drop-in session for the public to review the day's activities. The Community Center or the Siskiyou Room are potential locations.

Schmitt suggested creating flyers about the plan. Matthews said she was contacted by one of our local papers and knows they are aware of the startup of the plan. MIG will spell this out in the engagement plan and send us some ideas.

Public workshops, flyers, the local newspaper, an online interactive site, website, Nextdoor, Facebook, Twitter and Instagram were all discussed. Matthews and Schmitt will discuss other opportunities with Dorinda Cottle, APRC Promotions Coordinator.

- iii. Project Branding

Schmitt presented a document MIG designed for another city, consisting of a title and three small photos to brand the project. She suggested developing something similar to use throughout the master plan process, making it easy for someone to identify information relating to the Lithia Park Master Plan.

A hashtag will be developed for branding and quick recognition for online purposes.

- iv. Public Information Communication Protocols

Matthews and Schmitt will speak with Promotions Coordinator Cottle to develop an outreach program using social media for maximum reach. Like other APRC online promotions, the master plan website page will be designed, managed and updated by Cottle. APRC already has a large following on Facebook.

- v. Critical Schedule Junctures

Design week was originally scheduled for March. Landt expressed concern that the MIG team wouldn't experience the full effect of the bustling park on an early spring day. Matthews felt they

could push the activity to April or May and will consult with other members of their team to provide an alternative time.

vi. Coordination with Other Events, Projects, etc.

Matthews proposed that another way of getting information out to the public would be by creating materials to share with people at organized events such as a Christmas bazaar where someone on APRC staff would present it. Black said they would like to hear all of their ideas and recommendations. Matthews said they would look to leverage the ability to reach more people.

Miller recommended coordination with other groups who currently have plans in place or in progress such as the Ashland Forest Lands Commission and the Trails Master Plan Committee. He and McFarland are liaisons for the Forest Lands Commission. McFarland can provide representation for the trails plans. It's important to the success of the master plan to take into consideration the research and work that's gone into previous plans by communicating to maintain consistency with common goals.

**d. Team Site Visit and Fieldwork Format Discussion**

Landt suggested using the City Source monthly newsletter (if in time) for publicizing the upcoming site visit. Matthews thought it was a good idea but okay if we weren't in time for publicizing this event. She definitely wants to prepare for it to promote the design week. Landt and Miller encouraged using the newspaper for public information for citizens who don't use electronic media. Landt also recommended that he and Miller prepare a Park Views article. He requested a quote from Matthews as a large portion of the public is asking why we would change anything. Matthews will provide this and talk about what the plan is and what it is not.

Matthews provided a draft agenda indicating the first day of the site visit would include APRC sharing information with their team. Landt was in agreement with the introductions but expressed concern about the site tour, stating it's an opportunity to be out in the Park and is the most important part of the day. He thinks that 9-10 people per group are too many. Matthews said it might be possible to do three groups and wants to split groups so there is equal representation on each side. She anticipated that on the tour there would be multiple conversations happening and they will record on paper, seeing the place through APRC eyes, and put the information together so it's recorded. Landt said he'd like to rotate and spend part of the morning with one group and a different set later in the day. He recommended splitting up groups for the most diversity. MIG will work out the logistics.

12 members of the MIG team will be attending and APRC and City staff will be on hand to provide information and assistance. Black stated that APRC will be flexible and he will put everyone on notice for the 6<sup>th</sup> including Rachel Dials for recreation programs, Bill Miller, Jason Minica and others as needed. MIG team members will have a sense of who they want to chat with and will be in contact with Black. Black offered to supply a couple of golf carts and drivers for shuttling MIG team members between locations.

Base camp for the site assessment and stakeholder meetings will be held in the administration offices. Black stated the vision all along was for APRC to use the historical log cabin office for conducting the master plan. Matthews requested a U-shaped table format in the conference room. Everything else will be moved out to accommodate tables and presentation boards. Staff will contact IT to arrange for wireless availability.

Later in the day on the 6<sup>th</sup>, a public session is planned to take place in the Siskiyou Room or the Community Center. It is anticipated to announce the team is in town and provide an opportunity for the public to meet some members from MIG in a relaxed and open setting.

The second day would be to connect with people in their area of expertise. Matthews expressed metaphorically that they will be the sponge and APRC will be the water. Stakeholder interviews could be held in Black's office and other sessions could be stationed in the front of the log cabin.

Schmitt will provide a draft schedule by November 3<sup>rd</sup> so APRC can start scheduling meetings for December 7<sup>th</sup>.

**e. Next Steps**

Design week, open doors, scheduled review sessions and drop-in opportunities will be scheduled. Landt said to expect a good amount of attendance and Matthews replied that they are hoping so.

**f. Next Meeting Date(s)**

The two-day site assessment is scheduled for December 6<sup>th</sup> and 7<sup>th</sup> at multiple locations.

**VII. ADJOURNMENT**

There being no further business, the meeting was adjourned at 12: 20 p.m.

Respectfully submitted,

Betsy Harshman, Administrative Analyst  
Ashland Parks and Recreation Commission

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These Minutes are not a verbatim record. The narrative has been condensed and paraphrased at times to reflect the discussions and decisions made.