

**Bend Metro Park & Recreation District
Board of Directors
Work Session, & Regular Meeting
April 15, 2008**

BOARD PRESENT: Ruth Williamson, Bob Woodward, George Thayer and Scott Wallace.

STAFF PRESENT: Don Horton, Bruce Ronning, Lindsey Lombard, Jan Taylor, Ed Moore, Paul Stell, Wayne Smith, Andie Lindgren, Steve Jorgensen, Theresa Albert, Erin Bennett and Paula Lowery.

LEGAL COUNSEL: Neil Bryant.

CONSULTANTS: D. J. Heffernan, Angelo Planning Group and Ray Bartlett, Economic and Financial Analysis.

MEDIA: Yoko Minoura, The Bulletin.

VISITORS: See attached list.

WORK SESSION

Chair Ruth Williamson convened the work session at 5:30 pm.

Image Campaign Update

Jan Taylor reviewed the history of the branding campaign launched by the district in 2005-06. She identified the goals of the campaign and marketing strategies to support a central theme. She also noted the Community Awareness, Attitude and Usage survey conducted in 2007 that resulted in information to confirm the goals are being met. Andie Lindgren presented a PowerPoint program identifying the numerous marketing materials currently in use and reviewed information acquired through a series of public focus groups. She explained the focus groups were broken into six different target markets and each was asked for their opinion of the district's communications. Andie reported the recreation guide is widely read and appreciated as well as the People and Parks publication. She noted the group suggested including a one page annual report with an issue of the People and Parks rather than creating a separate publication. She stated the downloadable schedules on the web site were appreciated. She added that based on the comment received the district is looking into making some changes to the radio ad and the groups wanted to see the TV ad aired more frequently. Andie also noted that there was confusion among the participants as to which special events in the community are sponsored by the district. She stated that great feedback was received from the participants and she will begin implementing some of their recommendations as well as make some changes to the district's marketing program.

Receive CIP/SDC Project Update

D. J. Heffernan presented a status report on the CIP/SDC project. He referred to the issue papers that have been presented to the committee and stated as they are completed, that information will be provided for the board. He referred to methodology information provided in the board report and explained that currently all of the cost factors and input variables are being updated. He added the committee will be

discussing whether to expand the methodology to include indoor facilities and addressing other issues such as how the fee is indexed and adjusted, deferral for low income families or land uses that have relatively little impact, and how hotel/motel guest fees are calculated. D.J. noted that no final decisions have been made on these issues, and discussion regarding the CIP will be a part of the next two meetings. He stated the numbers are certainly going to be higher than the current fees due to the increases in constructions costs and land prices.

Ray Bartlett conducted a PowerPoint presentation overview of the district's financial plan. He identified the district's sources of revenue, financial history, financial trends, property tax trends and major financial axioms. He stated the district has pretty healthy, stable cash reserves; however, that pales in comparison to planned capital improvements. He reviewed Oregon's tax structure as defined by the Ballot Measure 5 property tax limitation. He explained the difference between market value and assessed value and how that impacts property tax revenues.

Comprehensive Plan Survey Preliminary Highlights

Bruce Ronning shared information from the comprehensive plan survey and noted they are preliminary only and Ron Vine would present a full report to the board on May 20. He noted the results were compiled from 689 returned surveys and 800 are needed to reach the three to four percent confidence factor that was targeted. He stated this information is enough to identify some trends and make some comparisons. He stated it is hoped this general information about district residents and their needs and desires regarding facilities and programs will provide background information and help shape the discussion of the CIP/SDC Advisory Group. Bruce reviewed the information provided and noted that trails and small neighborhood parks continue to rank at the top of the survey as compared to the 2004 survey. He also reviewed the information regarding the percentage of households who feel their needs are being met and those facilities that are most important to the respondents. He encouraged the board to compare the combination of information.

Trail Plan Policies Review

Steve Jorgensen identified materials provided for board review via email today. He noted that he has added some ADA goals and policies and posted all of the public comments he has received to date. He noted the Forest Service has a very good set of guidelines that are easy to understand that he has included as an appendix. He added that Norm Ziesmer is working on an accessibility plan for the district that parallels the trail plan. Steve stated that new trails will come under more comprehensive requirements than existing trails. He explained this time has been provided for the board to offer their feedback. Ruth stated that she appreciates the language with regard to the district's goals with respect to private lands as well as the liability considerations. Bruce stated it is anticipated the final draft will be presented to the board in May and asked that they provide their comments regarding any part of the plan.

Park Signage Process Update

Ed Moore explained the purpose of the park signage project is to develop a comprehensive program that will create a unified system of signs for all parks, trails, interpretation, sports fields, historical markers and special uses. He noted an inventory of park signs was conducted approximately 18 months ago which indicated the need for the project. He further stated that staff will move ahead of the master signage program with an interpretive trail program at the First Street Rapids and install approximately twelve signs along one mile of the trail to inform users about native plants and animals. He added an interpretive plaque will be installed on the boardwalk at Riverbend Park and this program will continue to expand into other

areas as time and resources allow. Scott Wallace asked if the signs are fabricated in house. Ed stated that the signs are currently contracted out; however, the project may lead to an in house sign shop which will be evaluated as the program develops.

Off-leash Program Update

Ed Moore reviewed previous information presented to the board for their consideration and direction to staff. He noted that no dog off-leash areas were proposed for sports fields or neighborhood parks. He noted those areas that have been eliminated for various reasons and reviewed specific sites that staff is recommending for off-leash use including High Desert, Sawyer Park, and the Pine Nursery. He stated it is anticipated that the Sawyer Park can be up and running fairly quickly followed by High Desert and then the Pine Nursery in conjunction with the development of that site. He reminded the board that the Hillside Park site had been dropped following feedback from the neighbors and those funds were redirected to the other sites. Ed referred to the potential for a site on Forest Service land adjacent to the city limits on Century Drive and explained discussions will begin with the Forest Service in May. He added that a public meeting to accept comment regarding the off-leash areas would be conducted May 27.

Ruth Williamson asked Kreg Lindbeg to address the board regarding off-leash sites. He stated he thinks some progress has been made and Sawyer will be a great improvement and the Forest Service land has some good prospects. He stated he feels the vision of the committee has diverged a bit over time and the dog owners he is in contact with oppose the High Desert site. He stated the vision of the role of off-leash access in our community and the role of dog owners in the community and how dog owners are treated by parks and recreation as a public agency has diverged and he would like the opportunity to reach out to the board and more systematically develop a proposal as a dog owner association. He asked how a proposal of their vision could be presented to the board. Ruth identified the proposed sites and the existing site at Big Sky and stated that would give us five sites in the near term which indicates we are making some progress. She stated that if our response is seriously inadequate then she would invite a presentation from his group. Kreg stated he thinks we need to take a somewhat different tack about how we view off-leash dog areas and their role in the community and how we treat dog owners and their interests. Scott Wallace asked why some owners would oppose having a 400 acre piece of open space as not being conducive to an off-leash dog area. Kreg stated they are very cognizant that there is only so much space and budget available and they don't want to use up public money to fund High Desert when we think that funding can be used much more effectively to achieve a desired outcome of providing off-leash dog access. He stated people want access in terms of where the sites are located. George Thayer suggested that the dog owners could offer their assistance to help maintain sites and contribute to the purchase of dog stations, etc. Ruth agreed with George's recommendations and stated we won't get further than this unless we start addressing some concerns. Kreg stated his group stands ready to work with the district. Don Horton suggested that the group Kreg represents could make a presentation to the board similar to the presentation from the veterans group. He noted that following the presentation a lot of work remains to be done to evaluate the proposal to determine user conflicts, land use approval, etc. He stated that right now staff wants to put their efforts toward those sites we can get open and this project is something that was added to staff's work schedule mid-year and it is on a timetable we were able to address given all of the other work on the schedule. Ruth stated that she would not want to derail efforts that are currently underway and if we can respond with the proposed sites on the timeline suggested it would demonstrate that we are responsive and we are doing what we can as we can and we will continue the dialogue and continue to evaluate sites. Bob Woodward stated his concern reacting to groups' requests and felt the survey could direct the board's evaluation of the need for facilities. Don explained the proposed efforts are

going to provide minimal services and people that use them are going to want a lot more than we can provide at this time which will result in much higher costs and that is where the CIP comes in to determine how much of our resources we want to allocate toward dog parks. He stated he believes this should be considered at the time the CIP is developed in order to balance it with everything else we are trying to do.

EXECUTIVE DIRECTOR'S REPORT

Board/Budget Committee Tour

Don Horton reminded the board of the board/budget committee scheduled for April 23.

Bend Elks Lease

Don Horton shared a revised contract regarding the Bend Elks Lease previously approved by the board with the condition of legal review. He reviewed the changes and explained the board would be asked to ratify the lease at their May 20 meeting.

Team Bend

Don Horton reported on a meeting with the city manager and superintendent of the school district to form a group tentatively known as Team Bend that will include the mayor, and board chairs of the school district and park and recreation district. He explained the group will meet monthly to discuss mutual issues, improve communications, and develop stronger relationships. He stated that meetings of the city council, school board and district board are anticipated.

2008-09 Budget

Don Horton stated the budget document will be available May 7, and budget meetings are scheduled for May 13 and 15. He reminded the board that the May 6 meeting has been cancelled and the board is scheduled to conduct a work session and regular meeting on May 20.

As there was no further business the meeting was adjourned at 7:40 pm.

Prepared by,

Paula Lowery
Executive Assistant

Ruth Williamson, Chair

Bob Woodward, Vice-Chair

Ted Schoenborn

George Thayer

Scott Wallace