

**Bend Metro Park & Recreation District  
Board of Directors  
Work Session, Executive Session & Regular Meeting  
August 18, 2009**

**BOARD PRESENT:** Scott Wallace, George Thayer, Ted Schoenborn, Ruth Williamson and Scott Asla.

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

**LEGAL COUNSEL:** Paul Taylor.

**MEDIA:** Erin Golden, The Bulletin, Doug Johnson, KOHD.

**VISITORS:** Bill Martin, Bob Wenger, Michael Graham, Andy High, Sue Vordenberg and Tony DeBone.

**WORK SESSION**

Chair Scott Wallace convened a work session at 5:30 pm.

**Social Marketing Policy**

Jan Taylor referred to information provided in the board report and explained staff is presenting a first draft of the social marketing policy for board consideration. She noted that Andie Lindgren presented information at the August 4 board meeting regarding social media and the direction the district would like to go in implementing a social media marketing program. Jan also shared guidelines and policies from other agencies, as well as proposed guidelines for the district. She added that any policy drafted as a result of board and staff input would be reviewed by district legal counsel. Scott Asla expressed concern regarding the practice with respect to rules of engagement that staff share their personality, and the potential for that being misinterpreted. Jan clarified that the intent is about how an employee would write and that overly composed language would be avoided, as this form of communication is less formal, however, the word choice really matters. Andie Lindgren added that staff will be directed to err on the side of being conservative. Jan also clarified that one staff person will be managing the blogs and the information will be narrowly focused to topics from staff that are provided to inform users about district programs, services and events. Ruth Williamson stated that this could be a real channel for communication for 18 to 25 year-olds. Andie noted that it is also an inexpensive way to communicate and at the same time reach a new market. The board also discussed the need to develop guidelines for their participation in the social media program, particularly with respect to the board speaking with one voice through the chair. Don Horton stated that staff will bring a report back to the board evaluating the benefits and successes of the program as well as the shortcomings to determine if adjustments need to be made.

**Review Proposed SDC Deferral Program**

Bruce Ronning referred to the board's discussion on August 4 and subsequent direction regarding a proposed SDC deferral program. He referred to information provided in the board report including a draft SDC deferral resolution. Lindsey Lombard shared information regarding the city's deferral program. She stated the city places a lien on the property, conducts a credit check on the applicant, and the occupancy permit is withheld until the SDC fees are paid. She stated that interest is applied in the event the deferral extends beyond the nine months allowed by the program. She stated the city collects the district's SDC fees and the intergovernmental agreement (IGA) with the city would need to be amended to include the district's deferral program and manage the collection of the fee at the time of occupancy. Ruth Williamson expressed concern for lost revenue due to the board's decision to defer an increase in the SDC fee until 2010. She stated that it is her feeling that the best thing we can do for the housing market in Bend, Oregon, is to maintain an excellent park district in all regards. She stated she thinks we need to stay in step with the community and yet she does not want to compromise something the community has a huge investment in. George Thayer stated that SDCs are to build new parks while the funding for maintaining what we have is a separate issue

so he does not see us losing anything in terms of maintaining what we have. He stated if no new houses are being built, there is no need for building a new park. Ruth stated we are working with very limited resources as it is, and at some point we start eating away at our core services. She added that she understands that SDCs are directed to new park development, but as a part of that there is an opportunity to direct some of those SDC funds to open space acquisition for future development. Scott Wallace expressed concern for adding to a borrower's interest on the front of a loan. Ted Schoenborn stated he believes we are talking about a more constructive way to incentivize construction of new housing developments, and under the circumstance of deferring collection of the SDC fee until the occupancy, he felt it is a good time to revisit the board's resolution imposing the fees, and how we might revise that fee structure. He added that SDCs maintain an existing level of service. Scott Asla noted the proposed program allows for flexibility in the event the amount of building increases. Ruth asked how members of the building community are going to feel when we come out of the recession, building permits are being requested and the district imposes the full fee, and rolls back the collection. She asked if the park SDC fee in the context of the total cost is that prohibitive, or is it not in fact built into the cost of building a home. Andy High, representing the Central Oregon Builders Association, addressed the board regarding the existing deferral program with the city of Bend and compared it to the city of Redmond's program. He stated the total SDC and permit fees will be close to \$25,000 on a \$150,000 home. He stated it is a huge impact to the cost of the home. Ruth stated there is a huge inventory of houses available now and ask how we are doing our community a service by building more expensive housing. Andy stated the simple answer is jobs. Ruth asked if this is going to significantly contribute to jobs in our community or undermine the quality of services for all agencies because everybody is squeezed right now. Andy stated it does make a difference in terms of interest builders are not paying if the deferral is for nine months and the house is built in three months. He stated that will relate to about 150 jobs in housing construction and associated industries. Ted stated he can see the logic to deferring the payment of the SDCs, but with that incentive we need to quickly revisit our fee structure for the SDCs which will take a substantial discussion of the board and input from the building community. Bruce clarified the resolution currently in place calls for four incremental adjustments of approximately \$600 until the fee reaches the full level called for in the methodology. He stated that discussion would occur as part of the budget discussion, and a change in the fee would go into effect July 1. He also referred to a second component of the resolution that monitors growth in Bend based upon Portland State's population estimate, and if growth resumes at a level of 2% annually or greater, the board then has the option to implement the entire fee. He stated that discussion would take place in December or January as the new population estimates are received in November. Scott Wallace stated that the board has these triggers in place to provide for board discussion and the level of activity right now, in his mind, doesn't speak to the need to spend time reviewing it all in the next three or four months as we are going to be talking about the fees after the first of the year. He stated he understands we need to make decisions looking forward with regard to adequate funding for the district, but right now, whatever we can do to incent and not burden the development community seems to be in the best interest of the community, and he doesn't believe we are deferring a large pot of money that is going to jeopardize the district in the next six to nine months. Don explained the potential for the deferral program impacting those builders who wish to build a park through a developer agreement. Lindsey also noted that in terms of the present request before the board for a deferral, the impact to the district would occur in the next fiscal year with an estimated amount of \$450,000 in SDC fees. Following additional discussion the board directed staff to return with a resolution for their consideration.

#### **Review of Comprehensive Plan Amendments, Chapters 1, 2, 3, 4**

Postponed to September 1.

#### **EXECUTIVE SESSION**

The board convened an executive session at 6:30 pm, pursuant to ORS 19.660 (2) (h) for the purpose of consulting with legal counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed, and pursuant to ORS 192.660 (2) (e) for the purpose of discussing real property transactions.

#### **BUSINESS SESSION**

Chair Scott Wallace called the business session to order at 7:20 pm.

**VISITORS**

Tony DeBone, chair of the LaPine Park & Recreation District Board of Directors, addressed the board. He provided an update of the district's activities and stated they anticipate hiring of a full time staff person around December 1.

**Oath of Office – Ruth Williamson**

Chair Scott Wallace administered the oath of office for Ruth Williamson.

**CONSENT AGENDA**

**Minutes August 4, 2009**

**Award playground surface contract**

Ted Schoenborn moved to approve the consent agenda. Ruth Williamson seconded the motion. Ted Schoenborn, Ruth Williamson, George Thayer, Scott Asla, and Scott Wallace all voted aye. Motion passed.

**EXECUTIVE DIRECTOR'S REPORT**

**Paperless Board Report**

Don Horton reported following a meeting of a committee to consider the implementation of a paperless board report, the process is underway.

**ODFW Grant – Dredging Shevlin Pond**

Don Horton reported that the district has received a grant in the amount of \$8,500 to assist with funding the dredging of Shevlin Pond. He noted the Central Oregon Flyfisher's organization had assisted with the grant application.

**Riverbend Park Dedication**

Don Horton reported the Riverbend Park dedication has been scheduled for September 17 from 4:00 to 6:00 pm.

**Railroad Park Encroachment**

Don Horton provided an update regarding the encroachment issue at Railroad Park. He explained the fence posts will be removed and the district may assist with providing replacement posts for the homeowner adjacent to the park.

As there was no further business the meeting was adjourned at 7:55 pm.

Prepared by,

Paula Lowery  
Executive Assistant

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Scott Wallace, Vice-Chair

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George Thayer, Vice-Chair

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Ted Schoenborn

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Ruth Williamson

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Scott Asla