



# Board of Directors

**Bend Park &  
Recreation**  
DISTRICT

Board Meeting Minutes – June 20, 2017

## BOARD PRESENT

Ted Schoenborn, Chair  
Nathan Hovekamp, Vice-Chair  
Ellen Grover  
Brady Fuller  
Craig Chenoweth

## STAFF PRESENT

Don Horton, Executive Director  
Michelle Healy, Planning & Park Services Director  
Lindsey Lombard, Administrative Services Director  
Julie Brown, Communications & Community Relations Manager  
Matt Mercer, Director of Recreation  
Brian Hudspeth, Development Manager  
Jeff Hagler, Park Stewardship Manager  
Quinn Keever, Park Planner

Legal: Paul Taylor



## NEW STAFF INTRODUCTIONS

Perry Brooks, Landscape Architect

## WORK SESSION

1. Comprehensive Plan - Update on Community Needs Assessment – *Quinn Keever, Ryan Mottau (MIG)*

Ms. Keever said that since the last update to the Board in February, the District completed its first of three phases of public involvement for the Comprehensive Plan. The goal of the outreach was to gather as much information from the public about their experiences with the District today and their vision for the future. She shared a summary of the public involvement conducted in January through March of 2017 and a summary of the most common themes from the Community Needs Survey.

Ms. Keever and Mr. Mottau shared results from community outreach; explained the Mapita and survey methodology and demographics; and discussed the next steps for upcoming public input and continued collaboration with partners.

Ms. Keever said that the scope of work for the new Comprehensive Plan includes policy white papers; a discussion specific to the policy white papers is scheduled for the next Board meeting. The Board and staff discussed policy white papers topics and stakeholder group involvement. Ms. Keever said that subject matter experts will be utilized for the policy discussions and the technical advisory committees would be one-on-ones with the subject matter experts. Mr. Mottau added that so many of the people that would be involved as subject matter experts are already involved with the District on other projects, therefore the standing committee model ended up not making the most sense.

Ms. Keever explained that as we move through the next steps, at every stage we accomplish, the information will be taken back out to the public. She said that the policies will be shared in the third phase of outreach to get feedback on the drafted policy white papers.

Director Hovekamp asked, from the information gathered so far, if there were any highlights or striking differences or similarities between the Mapita results and the statistically valid survey results. Mr. Mattau replied that what was the most striking contrast between our responses versus national benchmarks was the emphasis on nature and natural areas; it is much higher on West Coast.

Ms. Keever said that resulting information gathered from the survey and Mapita has already been distributed to local partners and is available at [http://www.bendparksandrec.org/current\\_projects/planning-for-play-comp-plan/](http://www.bendparksandrec.org/current_projects/planning-for-play-comp-plan/)

## **7:00 p.m. REGULAR MEETING**

### **VISITORS**

No public comment.

### **CONSENT AGENDA**

#### **1. Meeting Minutes - 6/6/17**

***Director Grover made a motion to approve the Consent Agenda. Director Fuller seconded. The motion passed unanimously, 5-0.***

#### **2. SE Community Park Naming**

Ian Isaacson shared background on the naming process for the SE Community Park. He said that staff had reached out to Jewell Elementary to get additional ideas for the park name. The students submitted 71 name ideas which were presented to the Naming Committee, their top five were brought to the Board at the last meeting. The Naming Committee's top choice was Alpenglow Park, submitted by fourth grader Paige Wise. The Board agreed with the Naming Committee recommendation of Alpenglow Park. The Board and staff congratulated and thanked Paige for her submission.

***Director Hovekamp made a motion to approve the name Alpenglow Community Park for the future community park in Southeast Bend. Director Chenoweth seconded. The motion passed unanimously, 5-0.***

### **BUSINESS SESSION**

#### **1. Acquisition of the Tree Farm Open Space – Michelle Healy, Nelson Matthews, Trust for Public Land, Charley Miller and Kirk Schueler, representing the partners in The Tree Farm LLC**

Ms. Healy said that staff was very excited to bring The Tree Farm land acquisition to the Board for their consideration. She said that while planning The Tree Farm development, the property owners (The Tree Farm, LLC) and the Trust for Public Land (TPL) approached the District about the potential to sell the 329 acres of property to the District for public parkland. In 2016, Bend Park and Recreation District (District) collaborated with TPL to apply for a grant from the U.S. Forest Service called the Community Forest Program (CFP) to acquire The Tree Farm open space and received the grant allowing the District, through collaboration with TPL and the property owners, to acquire the 329 acres adjacent to Shevlin Park.

Nelson Matthews, Trust for Public Land, Charley Miller and Kirk Schueler, representing the partners in The Tree Farm LLC, and Romy Mortensen, project manager for The Tree Farm, each talked about their connection and contributions to the project and shared their support.

Chair Schoenborn said that the community of Bend does not accurately understand the contributions that the Miller family and Brooks Resources have given to the community. The Board and Executive Director Horton echoed the appreciation for their contributions to the community.

**Director Hovekamp made a motion to approve the acquisition of The Tree Farm open space property and to authorize the Executive Director to execute any necessary documentation to complete the transaction. Director Fuller seconded. The motion passed unanimously, 5-0.**

**2. Community Bike Share Program – Michelle Healy, Casey Ryan Bergh (OSU-Cascades)**

Ms. Healy shared a brief background on the Oregon State University-Cascades (OSU-Cascades) student and employee bike share program and introduced Mr. Bergh.

Mr. Bergh provided a more in depth look at the bike share program and Zagster, the service provider for the program. He shared a case study out of Corvallis and said that some of the many reasons to support rideshare include strengthening the community and economy and making a visible impact. Mr. Bergh explained the current station expansion plans.

Ms. Healey added that the parks are key destinations throughout town, the District could potentially be a provider of the space but others would be sponsors. She said that it limits our responsibility while still providing a service we think park users would use and it fits well with the District's mission. Ms. Healy explained that if approved, the District would enter into a license agreement with Zagster for each individual station. This gives the District the ability to determine appropriate locations and review potential sponsors to assure they meet District requirements. The District's legal counsel has drafted an agreement for the existing station near The Pavilion. This agreement would be used as a template for any future stations on District property.

Staff and the Board briefly discussed any restrictions on sponsors. Mr. Bergh shared that OSU-Cascades evaluate each sponsor as they come up. Executive Director Horton reminded the Board that bikes from other stations with other sponsors logos on them would end up in the parks; sponsors could include breweries and dispensaries. Chair Schoenborn said that he would not have an issue with any logo ending up in our parks. Director Grover agreed; she said it is unobtrusive and they (breweries and dispensaries) are all legal companies, part of the community, and are promoting getting around town without a car. Director Fuller also agreed; he said that this would be different than naming a park or facility as it is not one of our programs. Mr. Bergh said that when considering sponsorships OSU-Cascades image is considered as well.

**Director Grover made a motion to grant authority to the Executive Director to enter into agreements for bicycle share stations on District property. Director Hovekamp seconded. The motion passed unanimously, 5-0.**

**3. Larkspur/Bend Senior Center Naming – Matt Mercer & Julie Brown**

Ms. Brown said that further evaluation had been completed of national trends in naming convention and marketing/identity for comparison and an internal work session was conducted with Marketing staff, Recreation Managers and Administration to consider the effects of marketing the center with and without the word "senior" in the name. She explained that staff now has a better understanding of the opportunities and challenges that may present themselves if "senior" is in the name. Ms. Brown shared national news stories and trend data and information from other facilities in the Pacific Northwest.

Ms. Brown showed the Board current marketing ads for the center and a sample of what a new ad would look like with the recommended name. She said that the two are very similar and that the content would not change with the name change.

Mr. Mercer said that you will find that there are facilities named Senior Center, but those facilities are almost all very traditional centers focused on social services. He said that the recommended name presents the best of both by broadening the appeal and maintaining the legacy of the Senior Center.

Chair Schoenborn stated that he was comfortable with the recommendation. He said it meets most of the concerns that he initially had. He said he was convinced that the idea of marketing the facility in the most effective way, to a broad audience, is responsible and makes sense for the District and community.

Director Grover and Director Fuller said that their previously stated comments are consistent with the current recommendation and support the recommended name.

Director Hovekamp shared that he would be voting no on the recommended name. He explained it was not because he didn't think the recommendation would be a fine name, but that he personally prefers "Senior" to be in the name of the center. He said he would like to express gratitude to staff and appreciated the seriousness taken to take a second look and prepare the data. He reiterated that he did think that Larkspur Community Center will be a fine name.

***Director Chenoweth made a motion to name the Bend Senior Center Project "Larkspur Community Center" and direct staff to apply a secondary descriptor "Home of the Bend Senior Center" in marketing material when describing older adult programs. Director Grover seconded. All in favor: Director Chenoweth, Director Grover, Director Fuller, Director Schoenborn. Opposed: Director Hovekamp. The motion passed 4-1.***

## EXECUTIVE DIRECTOR'S REPORT

### ➤ Tour des Chutes Partnership

The district has entered into a partnership with the Tour Des Chutes Foundation to make wellness and recreation opportunities easily accessible to cancer survivors and their families.

The program will provide a \$150 per quarter voucher for cancer survivors and their families to participate in their choice of recreation and fitness programs over a 3- month period. The District will also be piloting a mind body wellness class and art class specifically for cancer survivors this fall. The Tour Des Chutes is providing the funding for both the voucher program and the targeted classes, and will work collaboratively with the District on outreach and marketing strategies.

### ➤ Summer Schedules – Board Mtg Attendance

The Board shared dates that they will be unavailable for the summer.

### ➤ Joint meeting with School District

Dates had been provided by the School District for a joint meeting. The dates will be sent out to the Board to confirm availability.

### ➤ Bend Bulletin – Seeking sponsorship for 4<sup>th</sup> of July fireworks show

The Board agreed that sponsorship funds could be considered if they reach a critical need and don't have enough sponsors.

### ➤ Citizen concern related to marijuana grow permit

Executive Director Horton shared that a group of citizens had approached him regarding a marijuana growing permit that was being obtained for a property across the street from Tillicum Park. The group of neighbors is asking that the District make a request of the county that there is a buffer between grow operations and parks.

Director Grover stated that if we were to propose a new policy she would want to know what the policy foundation would be and would consider it from that perspective but not at the request of neighbors.

Chair Schoenborn said that he doesn't think it makes sense to have a buffer, and it is a non-issue, however if we were to do something it is logical to follow the standard set by State and National parks.

Director Fuller asked if there is an odor associated with this crop during different times of the growing season that might be a nuisance. Director Grover said that with state law there is a legal rights to farm this crop, would not be any different than having issue with an odor from a pig farm per say, and singling it out is suspect.

Director Fuller said, as a representative at the City Council meeting during the buffer discussions, he sees this differently than buffers for dispensaries. He said these operations likely do not have advertising like a retail establishment and wouldn't cite the same reasons for a setback.

Executive Director Horton said that he will find out what the County has done and bring back more information if further discussion is needed.

➤ **BWP Update**

Observed the passage and whitewater channel yesterday during heavy use and both channels were being used and operating well. Erosion issues previously discussed are being resolved. The biggest challenges will be the amount of users and traffic in the area. Staff and the Board discussed the trash issue and how the District addresses the trash in the parks and in the river.

**BOARD MEETINGS CALENDAR REVIEW**  
**GOOD OF THE ORDER**

**Chair Schoenborn recessed the meeting at 8:50 pm. The Board will reconvene after the Executive Session if a motion is required.**

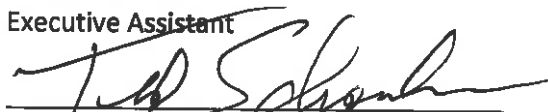
**EXECUTIVE SESSION** - The Board met in Executive Session upon recess of the regular meeting pursuant to ORS 192.660(2)(e) for the purpose of discussing real property transactions and ORS 192.660(2)(i) for the purpose of reviewing and evaluating the performance of an officer, employee, or staff member.

**Chair Schoenborn reconvened the meeting at 10:35 pm.**

**Director Hovekamp made a motion to approve a 3% bonus and one week of PTO for the Executive Director as part of his assessment evaluation with an effective date of 6/21/2017. Director Chenoweth seconded. The motion passed unanimously, 5-0.**

**ADJOURN 10:36 pm**

Prepared by,  
Vanessa Steele  
Executive Assistant

  
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Ted Schoenborn, Chair

  
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Nathan Hovekamp, Vice-Chair

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Ellen Grover

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Craig Chenoweth

  
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Brady Fuller

