



# Board of Directors

Board Meeting Minutes – December 2, 2014

## **BOARD PRESENT**

Dan Fishkin, Chair  
Craig Chenoweth, Vice Chair  
Ted Schoenborn  
Scott Asla  
Scott Wallace

## **STAFF PRESENT**

Don Horton, Executive Director  
Vanessa DeMoe, Assistant to the Executive Director  
Michelle Healy, Strategic Planning & Design Director  
Theresa Albert, Human Resources Manager  
Jan Taylor, Community Relations Manager  
Lindsey Lombard, Finance Director  
Matt Mercer, Director of Recreation  
Pat Erwert, Park Services Director  
Sasha Sulia, Natural Resources Manager  
Chelsea Schneider, Landscape Architect  
Sue Jorgenson, Recreation Manager

**LEGAL COUNSEL** Neil Bryant

**MEDIA** Scott Hammers, The Bulletin

## **WORK SESSION**

- ◆ Undeveloped play areas in parks  
Chelsea Schneider, Sasha Sulia, Sue Jorgenson

Staff shared a presentation with the Board on outdoor play opportunities. The presentation included information on the Outdoor Play Spectrum, the challenges and societal pressures related to outdoor play, family engagement and ideas and opportunities for outdoor play areas. Staff briefed the Board on the pilot site proposal, process and anticipated results.

The Board and staff expressed their excitement about the project, the value of unstructured play and commended staff for their initiative.

- ◆ Naming Rights  
Don Horton

Executive Director Horton led a discussion with the Board regarding the possibility of selling the naming right for Simpson Pavilion to a local business. He stated that this would be a new direction for the District and what was needed from the Board was feedback on if this is a direction we want to go; if so future discussions can address the details. The Board discussed setting clear parameters and goals and the need to provide clear direction and guidance, including justification for facility choice, intention for funds, and the process of selecting who would be granted the naming rights.

Legal counsel Neil Bryant explained that under District rules for sponsorships and concessions the District does not have to go through the normal competitive bidding process. He clarified that the District can exercise direct appointment, enter into private negotiation, consider a qualified pool or use the competitive process. Mr. Bryant said that as long as the amount is under \$150, 000 per year you can informally solicit competitive proposals from at least three prospective contractors. He advised the District not to use the competitive bidding process.

Executive Director Horton stated that discussion is currently about only one facility, the Simpson Pavilion. He recommended that the process be tried on this facility to see how and if it works. The Board advised staff to move forward and bring back a contract for consideration at a future meeting.

- ◆ Vision Statement  
Jan Taylor

Ms. Taylor shared the proposed vision statement with the Board.

“To be a leader in building a community connected to nature, active lifestyles and one another.”  
The proposed vision statement will be on the December 16, 2014 meeting agenda for approval.

- ◆ Discussion on District sales of alcohol in parks and facilities  
Jan Taylor

Ms. Taylor explained that current policy does not allow alcohol sales in parks; alcohol is allowed to be brought in to the parks with a valid permit associated with rental of park facilities. She explained that it has not been practice for District staff to sell alcohol or hire a concessionaire for our facilities or events. Ms. Taylor shared that there has been interest in providing alcohol, primarily at Simpson Pavilion and at events such as a Senior Center dance. She stated that the purpose of the discussion was to have a general philosophical discussion of how the Board felt about sales of alcohol by the District at events or at a facility.

The Board and staff discussed several questions surrounding this consideration, including community perception, liability, appropriateness at particular events and facilities and liquor license requirements. The Board collectively agreed that the idea of having District staff serve alcohol was not ideal and stated they were generally in favor of considering the concept of providing alcohol under certain parameters. The Board provided direction for staff to proceed with research and come back to the Board at a future meeting with more information.

**The agenda briefs for the work sessions can be found at:**

[http://www.bendparksandrec.org/info/About Us/board meetings/](http://www.bendparksandrec.org/info/About%20Us/board%20meetings/)

### **STAFF REPORTS**

Staff reports were provided to the Board as information only. There was no formal presentation or discussion for the Staff Reports.

### **EXECUTIVE DIRECTOR'S REPORT**

- JSFC debt refinance update
- Southeast community park acquisition update
- Internal employee website, MyBPRD.org
- Colorado Dam web cam  
[http://www.bendparksandrec.org/Current Projcts/Colorado-Dam/](http://www.bendparksandrec.org/Current_Projcts/Colorado-Dam/)  
<http://eyeonbend.com/bprddam.html>
- The Chief's Honor Award – This award is the highest award given by the Forest Service and will be awarded in WA D.C. next week. Sue Jorgenson will travel to Washington D.C. to accept the award along- side other founding partners of the Children's Forest of Central Oregon.
- Public Art – Don shared a sample of an art installation for the Simpson Pavilion. It would be located in the entry plaza area; funding is currently being sought out.
- Board Workshop – The draft agenda was shared with the Board. If anyone has any input on the agenda or self-evaluation form they were asked to email Vanessa or Don.

### **BOARD MEETINGS CALENDAR REVIEW**


#### **GOOD OF THE ORDER**

**ADJOURN** – 8:25 p.m.

**EXECUTIVE SESSION** - The Board met in Executive Session upon adjournment of the work session, pursuant to ORS 192.660(2)(h) and ORS 192.660(2)(e) for the purpose of consultation with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed and for the purpose of discussing real property transactions. The session was closed to all members of the public except for representatives of the news media.

Prepared by,

Vanessa DeMoe  
Executive Assistant



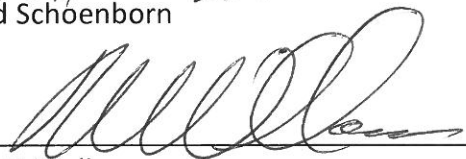
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Dan Fishkin, Chair



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Ted Schoenborn



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Scott Wallace

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Craig Chenoweth, Vice-Chair



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Scott Asla