 **Board of Directors**

May 1, 2018

**District Office Building | 799 SW Columbia | Bend, Oregon**

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**BOARD PRESENT**

Nathan Hovekamp, Chair

Brady Fuller, Vice Chair

Ted Schoenborn

Ellen Grover

Lauren Sprang

**STAFF PRESENT**

Don Horton, Executive Director

Michelle Healy, Planning & Park Services Director

Julie Brown, Manager of Communications and Community Relations

Matt Mercer, Director of Recreation

Sheila Reed, Assistant to the Executive Director

Sue Boettner, Recreation Manager

Amanda Jameson, Outreach Coordinator

Clare Gordon, Assistant Manager

Brian Hudspeth, Development Manager

Kathya Avila Choquez, Latino Community Specialist

Sue Glenn, Recreation Services Manager

Jeff Hagler, Park Stewardship Manager

**MEDIA**

Stephen Hamway, The Bulletin

Kristen Phillips, The Source

**LEGAL**

Paul Taylor, LBJ Lawyers

**4:00 p.m. EXECUTIVE SESSION –** The Board met in Executive Session prior to 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.

**6:00 p.m. Meeting Convened**

**WORK SESSION**

1. Recreation Report: Family Night – *Clare Gordon (15 min)*

Ms. Gordon, Assistant Manager at Juniper Swim and Fitness Center (JSFC), gave a report on the Free Family Night Program at JSFC. She began with the overview of the program goals and described the District’s intent to make a community connection with the free family night and ensure access to critical recreation programs and services regardless of ability to pay. Free Family Night is offered the 2nd Saturday evening of the month, October through April. The event offers a variety of programming for the entire family, swimming, bi-lingual Zumba classes, games and prizes, cookie decorating, SCUBA introductions (with partner, FINS SCUBA) and bedtime yoga at the end of the night to help participants wind down. Each department works with a theme to determine decorations and activities.

225 to 380 people participate in the free event. According to the surveys that have been given at the event, social media and word of mouth have been the best outreach tools. About half of the participants have attended before and about a third use JSFC regularly.

Ms. Gordon explained the importance of the Latino outreach efforts by Kathya Avila Choquez, Latino Outreach Coordinator, this effort is breaking down language barriers and building trust in our Latino communities that as a culture recreates as a family.

Ms. Gordon spoke about the outcomes of events: showcasing the experience at JSFC, making community connections that make people feel welcome, and bringing people together creating community, trust and family fun.

1. Recreation Outreach Goals and Strategies – *Amanda Jamison and Sue Boettner (40 min)*

Ms. Boettner introduced the Outreach Plan and spoke about the goals of the plan to build community goodwill, positively engage the community with District employees and foster positive experiences and perceptions of the District and the programs offered.

Ms. Jamison talked about the different types of outreach and events that target a wide variety of the community through established programs that have a community wide reach promoting the good will of the District. Other events may be more issue based, reaching individuals and targeting underserved populations. Ms. Jamison is primarily focusing on issue based outreach.

Ms. Jamison explained the barriers to bringing families into District programs, they include: awareness, trust, language, transportation, resources and family support. With

good partnering with Housing Works and Pacific Source, the District is getting help in breaking these barriers down. Surveys are done through Housing Works, identifying the issues. In addition, both partners offer bus passes that help bring people to District facilities.

Ms. Boettner spoke about ensuring access. There are a variety of free and low fee programs that are reaching underserved populations. Latino outreach and needs-based assistance are also designed to welcome in this population. She further talked about working with schools and churches to provide the programs that are needed for the underserved communities.

Ms. Jamison described her role in supporting the Latino Outreach Coordinator. Together they go to families and meet them in their communities, take the time for one on one conversation and listen to the needs and wants of the people. They attend events that reach or serve the Latino population, host events and recently asked for participation in the design for a new park in the District.

Ms. Boettner talked about the partnerships with other organizations that provide funding for access to District programs, reduce barriers to programs and working towards streamlining the eligibility and verification process to allow for easier access.

Ms. Jamison and Ms. Boettner gave more detail about the surveys conducted by Housing Works, the findings included the following: onsite recreation programs where people live are desired, more awareness is needed about the need-based assistance programs and more outreach is required. They finished the presentation with next steps including: develop a targeted communication plan, continue to strengthen and identify partnerships, explore new program opportunities and define performance measurements.

1. Reinstate JSFC Shift Supervisor Position – *Matt Mercer (15 min)*

Mr. Mercer explained that a Shift Supervisor at JSFC is needed to meet the demands of the upcoming busy summer season. This position is not allocated for in the current budget, but will be in next year’s budget; however, it is important to add the position now prior to the busy summer season.

The Board asked questions about how this position is currently being covered and the impact that it will have on the budget. Mr. Mercer explained that other managers have been serving as the Shift Supervisor which takes them away from their primary duties and the hiring of a new person will have very little impact on the current budget because the year end is so near. The impact to the next year’s budget is minimal as well, since compensation has been going to cover this position through other employees. This position will likely be developed to a role appropriate to the new Larkspur Center when completed.

**6:50 p.m. BREAK/TRANSITION**

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

**VISITORS**

None

**CONSENT AGENDA**

1. Meeting Minutes – 4/3/2018

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

**BUSINESS SESSION**

1. Reinstate JSFC Shift Supervisor Position – *Matt Mercer (15 min)*

Mr. Mercer presented in the Work Session and asked for questions or comments from the Board. The Board responded that it seems appropriate to reinstate this position since it appears that all efforts to cover this role have been exhausted.

***Director Sprang made a motion to approve one new full-time Shift Supervisor 2 position, effective May 21, 2018. Director Fuller seconded. The motion passed unanimously, 5-0.***

**EXECUTIVE DIRECTOR’S REPORT:**

Joint Meeting with the City: There will be a joint meeting with the City of Bend on May 10th. The meeting will begin with a planting of a tree in honor of the Tree City USA Partnership. The agenda will include a review of the Comp Plan, UGB plans, TSP and there will be short presentation from Mirror Pond Solutions. Affordable housing is another topic that could be discussed; the District is waiting on a legal opinion to address this and will likely be addressed in the SDC update in July.

Fireworks request: The Bulletin has funded the fireworks show for many years and is no longer able to do this. The City of Bend is not interested in taking on the event. The District already invests a lot of resources in 4th of July events. The Bulletin may work out an advertising arrangement to help cover costs. Executive Director Horton asked the Board to think about the fireworks show.

Oregon Consensus: There is an agreement being worked on, it is likely to have something in the next week or two. Once the agreement is in place, the process can begin. Oregon Consensus will select who they want in the process and truly act as a 3rd party.

Goodrich Park master plan was approved and Vallier Design has been chosen for the project. The owner of the company, Marcia Vallier, has bid on other projects without success, she has come back every time to see what she can do to improve and has been selected for this project. This contract can be executed by Executive Director and will not need to come to the board.

**BOARD MEETINGS CALENDAR REVIEW**

**PROJECT REPORT:** Attachment in the Board Report

**GOOD OF THE ORDER :**

**ADJOURN 7:22pm**

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Prepared by,

Sheila Reed

Executive Assistant

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Nathan Hovekamp, Chair Brady Fuller, Vice-Chair

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Ellen Grover Ted Schoenborn

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Lauren Sprang