



Bend Metro Park & Recreation District

July 06, 2021

Board of Directors

Agenda and Reports

www.bendparksandrec.org



play for life



Our Vision

To be a leader in building a community connected to nature, active lifestyles and one another.

Our Mission

To strengthen community vitality and foster healthy, enriched lifestyles by providing exceptional park and recreation services.

We Value

Excellence by striving to set the standard for quality programs, parks and services through leadership, vision, innovation and dedication to our work.

Environmental Sustainability by helping to protect, maintain and preserve our natural and developed resources.

Fiscal Accountability by responsibly and efficiently managing the financial health of the District today and for generations to come.

Inclusiveness by reducing physical, social and financial barriers to our programs, facilities and services.

Partnerships by fostering an atmosphere of cooperation, trust and resourcefulness with our patrons, coworkers and other organizations.

Customers by interacting with people in a responsive, considerate and efficient manner.

Safety by promoting a safe and healthy environment for all who work and play in our parks, facilities and programs.

Staff by honoring the diverse contributions of each employee and volunteer, and recognizing them as essential to accomplishing our mission.



District Office | Don Horton, Executive Director

799 SW Columbia St., Bend, Oregon 97702 | www.bendparksandrec.org | (541) 389-7275



Board of Directors

July 6, 2021

District Office Building | 799 SW Columbia | Bend, Oregon

AGENDA

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4:00 p.m. EXECUTIVE SESSION – The Board will meet 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)(h) for the purpose of consultation with counsel concerning legal rights and duties regarding current litigation or litigation likely to be filed. This session is closed to all members of the public except for representatives of the news media. News media is asked to contact Sheila Reed to attend sheilar@bendparksandrec.org.

To support Governor Brown’s recommendation for social distancing, the Board of Directors will conduct the regular board meeting by video.

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82865152389?pwd=K2NNTjFBcVpDNmZPaThGcTJxbXV4Zz09>

Passcode: 006102

Join by phone, toll-charges may apply:

1 253 215 8782

Webinar ID: 828 6515 2389

Passcode: 006102

5:30 p.m. CONVENE MEETING

VISITORS

The board welcomes input from individuals at our public meetings about agenda-related issues.

Members of the community who wish to make public comment are asked to use the link above to join the meeting. To provide a public comment at 5:30, click on the "Raise Hand" option. You will be called into the meeting in the order received. Visitors should turn on their cameras and microphones, remarks should be limited to 3 minutes or less and relevant to a topic on the agenda. If there are questions, follow up will occur after the meeting. Thank you for your involvement.

WORK SESSION

1. DEI update – *Sarah Bodo and Natalie Broadus Beard (20 min)*
2. Recreation Update – *Matt Mercer (20 min)*

CONSENT AGENDA

1. Minutes: 06/16/2021

BUSINESS SESSION

1. Oath of Office for New Board Member – *Nathan Hovekamp*
2. Elect Board Chair and Vice-Chair
3. Appoint Board Secretary
4. Appoint Legislative Liaison

5. Approve Board meeting dates and time
6. Park Naming Policy – *Rachel Colton (20 min)*

EXECUTIVE DIRECTOR'S REPORT

PROJECT REPORT – In Board Packet

BOARD MEETINGS CALENDAR REVIEW

GOOD OF THE ORDER

ADJOURN

BOARD AGENDA COMMUNICATION

| | |
|-------------------------------|--|
| AGENDA DATE: | July 6, 2021 |
| SUBJECT: | Diversity, Equity and Inclusion (DEI) Initiative Update |
| STAFF RESOURCE: | Sarah Bodo, Park Planner Natalie Broadus-Beard, Recruiting Specialist Michelle Healy, Deputy Executive Director |
| PREVIOUS BOARD ACTION: | Adopted Strategic Plan, June 18, 2019 DEI Update, July 7, 2020 DEI Update, October 6, 2020 DEI Update, March 16, 2021 |
| ACTION PROPOSED: | None |
| STRATEGIC PLAN: | |
| Pillar: | Community Relationships |
| Outcome: | District services that are accessible to all |
| Strategy: | Foster a climate of inclusion for all community members |

BACKGROUND

In November, the district hired Talitha Consults to lead a diversity, equity and inclusion (DEI) initiative. The district's strategic plan calls for implementation of a DEI program, and Talitha Consults' work will be a first step in this ongoing work.

To date, Talitha Consults has gathered information by meeting with staff and the board on the district's DEI strengths and areas for improvement. Talitha has also completed a staff survey and will be launching a community survey in July.

Talitha Consults will synthesize all the survey results in an assessment report, which will be shared with staff, the board and the community. Talitha's final deliverable will be a DEI assessment and engagement plan, which will include a recommended implementation schedule. This plan will also be shared with staff, the board and the community. Talitha Consults will lead the district in engaging staff, external stakeholders and the board throughout the process.

Tentative Timeline

July-August – Community Survey

September – Assessment Report

October – Draft DEI Assessment and Engagement Plan

November – Final DEI Assessment and Engagement Plan

BUDGETARY IMPACT

The planning and development department (P&D) 2020-2021 fiscal year operating budget includes \$27,265 to support the initial work on the district's DEI efforts. An additional, \$25,000 is included in the P&D department's 2021-2022 operating budget to continue this work.

STAFF RECOMMENDATION

None – for board discussion only.

MOTION

None

ATTACHMENT

None

June 15, 2021

District Office Building | 799 SW Columbia | Bend, Oregon

The board meeting can be viewed on the website:

BOARD PRESENT

Jason Kropf

Kim Johnson, Community Engagement Supervisor

Paul Taylor, LBJ Lawyers

None

Ms. Brown said that the Hollinshead home project was initially presented to the board a year ago. She gave a brief history of the project and spoke about the relationship with the Rosengarth family that owned the house. The agreement on the renovation states that the district will maintain the collection as a museum. Homestead house tours have been hosted by the Rosengarth family with support of volunteers. She said after many years of operating the home, staff recognized the need to preserve the collection and share the historic importance of agriculture and irrigation. This project

allows for the continuation of storytelling into the future. The district partnered with the Deschutes Historical Society as experts on local history, preservation and historic interpretation. The scope was to preserve, transfer and store items, install interpretive panels and create a plan for future public access, management of tour opportunities and volunteer support. The Oregon Heritage Commission grant provided matching funding to support this phase of the project. Total project costs came in just under \$12,000. The grant covered about half of the costs. Two-hundred hours of time were logged between the district staff, historical society staff and volunteers,

Ms. Cannon-Miller said this project was really important to the historical society. The project was very personal to the Rosengarth family. She showed slides of the homestead house project, and explained that the goal was to attach personal stories to the things in the home and she shared some of the stories. The new interpretive panels acknowledge the indigenous families and speak to the history of sharecropping.

Ms. Johnson spoke about the next steps to host an open house in the fall/winter of 2021, With the support of the historical society, staff will continue development of a plan for managing tour opportunities and volunteer support, define scope of preservation and reinterpretation for the tack shed and apply for further grants to fund the tack shed work and interpretive panels for Hollingshead Barn.

The board commended the work on the project and the low cost.

2. Recreation Update – *Matt Mercer*

Mr. Mercer said he has three things to discuss this evening. Guidance, Kids Inc and OCF grant that was received. He said the state is getting close to the state goal of 70% vaccination, at 68% last night and expecting to reach the goal by Monday. The guidance will be lifted at 70% and the district will no longer have to limit capacity, require masks or proof of vaccinations. He said he is expecting that some limited restrictions will remain in place for kids camps and activities. Facilities will resume “drop in” use next week and will discontinue with the reservation system. On June 21, the new fee system will be introduced. This is a uniform fee will be honored at both Juniper Swim and Fitness Center and Larkspur Center. The senior center activity restrictions have been lifted and staff is working to bring these programs back to the Senior Center. There are FAQs online that explain what is happening. Camps begin next week; outdoor activities are planned as normal with some cohorts in place and some distancing. Staffing is still a challenge and has an impact on the number of kids that can be served.

Mr. Mercer next gave an update on Kids INC. He said the initial application period is completed, still taking applications, but not for the first lottery. Demand is high with about 1400 applications, with 1000 spots available. He added that about 18% of participants will apply for scholarships. Patrons will be notified next week of status. He said staff did not get a lot negative feedback about the lottery system and commented again that staffing is the biggest challenge for childcare programs.

Mr. Mercer said the district has received an Oregon Community Foundation grant for K-12 summer learning in the amount of \$150,000. He commended Sue Boettner and Michael Egging for their work

in applying for the grant. The purpose of the grant is to reach underserved youth that are at risk of falling further behind due to COVID. This will add support of scholarships to lower income families. With this funding the district will increase the scholarship assistance for every level of support up to 90%. The grant will fully fund Discover the Outdoors program, expanding outreach to lower income communities, and offer mobile and on the spot registration for programs to improve access.

Executive Director Horton spoke about the difficulty with hiring. He said that staff has hosted two job fairs that have resulted in hiring 38 people. The district is still struggling with hiring landscaping and custodial staff, but this is not unique to the district. Some of the positions are hard to hire due to the part-time positions. He announced that all offices will be open to the public on Monday.

3. In-person Board Meetings – *Don Horton*

Executive Director Horton said we are beginning to discuss in-person meetings and meeting the obligations of a new law that is expected to be signed in the legislature. The first meeting we would likely happen in August.

Ms. Reed explained that staff is working with OSU Cascades to hire an assistant producer to film and run the Zoom meeting for in-person meetings. This will allow the public to watch the meeting as it is happening and join virtually to make public comment. There will be a practice meeting prior to the first hybrid meeting.

CONSENT AGENDA

1. Minutes: 06/01/2021

Director Méndez said he would like to make a correction to the minutes in the good of the order. He clarified that his comments about the no shared space for the separated bike lanes is intended to be no shared space for through traffic. The space will be shared, but not with motor vehicles.

Director Méndez made a motion to approve the consent agenda with the minor amendment that he previously offered. Director Kropf seconded. The motion passed unanimously, 5-0.

EXECUTIVE DIRECTOR'S REPORT

Executive Director Horton reminded the board of the planned celebration for Director Schoenborn's retirement from the board.

CALENDAR

GOOD OF THE ORDER

Director Kropf commented about his daughter's swim lessons at Larkspur Center, he said it is a nice facility and he has enjoyed watching people enjoying the pools.

Director Méndez commented on the sexual assault that happened at Juniper Park. He said he appreciates the action the district is taking to prevent further problems. He suggested that further staff training may be necessary, but acknowledged that he thought staff did everything right. He also mentioned the importance of having resources available in the wake of a traumatic experience and remarked that mental health issues that can follow this type of issue. Executive Director Horton

ADJOURN 7:03 pm

BOARD AGENDA COMMUNICATION

AGENDA DATE: July 06, 2021

SUBJECT: Election of Chair and Vice Chair

STAFF RESOURCE: Don Horton, Executive Director

PREVIOUS BOARD ACTION: None

ACTION PROPOSED: Conduct election of board officers

BACKGROUND

The board of directors annually elects a chair and vice chair at the first meeting in July of the new fiscal year, the chair and vice chair each serve a one-year term. Duties and responsibilities of the chair include presiding at board meetings, appointing committees and signing ordinances, resolutions, proclamations, correspondence, the executive director's employment contract, etc., on behalf of the board of directors. The chair may also represent the board of directors in meetings with other agency officials, and at public functions requiring a presence of the district. In the event the chair is absent from a meeting or unavailable for any of the duties mentioned above, the vice chair will substitute for the chair.

MOTION

I nominate _____ to serve as chair of the Bend Park & Recreation District Board of Directors for Fiscal Year 2021-2022.

I nominate _____ to serve as vice chair of the Bend Park & Recreation District Board of Directors for Fiscal Year 2021-2022.

BOARD AGENDA COMMUNICATION

AGENDA DATE: July 06, 2021

SUBJECT: Appoint Executive Secretary of the Board of Directors

STAFF RESOURCE: Don Horton, Executive Director

PREVIOUS BOARD ACTION: None

ACTION PROPOSED: Appoint Don Horton, executive director, as executive secretary of the board of directors

BACKGROUND

The board of directors is required to appoint an executive secretary according to Oregon State Statute 266.370. As a matter of formality, the board annually appoints the executive director to serve in this capacity. The executive secretary represents the board in business matters and signs ordinances, resolutions, proclamations, correspondence, contracts, deeds, etc., on behalf of the board of directors and the district.

STAFF RECOMMENDATION

Appoint Don Horton, executive director, to serve as the executive secretary of the board.

MOTION

I move to appoint Don Horton, executive director, to serve as executive secretary of the Bend Park and Recreation District Board of Directors for fiscal year 2021-22.

BOARD AGENDA COMMUNICATION

AGENDA DATE: July 06, 2021

SUBJECT: Appoint Legislative Liaison

STAFF RESOURCE: Don Horton, Executive Director

PREVIOUS BOARD ACTION: None

ACTION PROPOSED: Appoint legislative liaison to represent the board of directors

BACKGROUND

The board of directors recognizes the needs of the district to take an active role in the legislative process as it relates to legislation affecting the district and recreation in general. To aid the board in this effort, the board shall appoint one of its members as legislative liaison. The legislative liaison will be elected annually at the first meeting in July of the new fiscal year.

The duties of the legislative liaison are to:

- Work with the executive director to keep abreast of legislation that may affect the district
- Keep the other members of the board up to date on legislative issues and district involvement
- Discuss course of action and level of involvement on legislative issues with the board
- Represent the board during the legislative session; provide testimony, compose written testimony and other correspondence

MOTION

I move to appoint _____, to serve as legislative liaison for the Bend Park and Recreation Board of Directors for fiscal year 2021-22.

| |
|-----------------------------------|
| BOARD AGENDA COMMUNICATION |
|-----------------------------------|

AGENDA DATE: July 07, 2021

SUBJECT: Board of Directors Meeting Dates and Times

STAFF RESOURCE: Don Horton, Executive Director

PREVIOUS BOARD ACTION: None

ACTION PROPOSED: Set board meeting dates and times for 2021-22

BACKGROUND

The board formally determines the meeting dates and times for the year at the first meeting in July. Meetings are typically held the first and third Tuesday of each month with a work session at 5:30 p.m. and a business session at 7 p.m.

MOTION

I move to conduct the Bend Park and Recreation District Board of Directors public meetings on the first and third Tuesdays beginning a 5:30 pm with a work session and a business session beginning at 7:00 pm.

BOARD AGENDA COMMUNICATION

| | |
|-------------------------------|--|
| AGENDA DATE: | July 6, 2021 |
| SUBJECT: | Park, Facility and Trail Naming Policy |
| STAFF RESOURCE: | Rachel Colton, Park Planner Michelle Healy, Deputy Executive Director |
| PREVIOUS BOARD ACTION: | Adopted Non-Commercial Park and Facility Naming Policy, April 13, 2013 |
| ACTION PROPOSED: | Adopt new Park, Facility and Trail Naming Policy |
| STRATEGIC PLAN: | N/A |

BACKGROUND

The district first adopted a Naming Policy in January 2003. The policy was subsequently updated in April 2013 (Attachment A). The intent of the policy was to formalize a process for naming district assets not associated with commercial naming rights or sponsorships. Since the most recent policy update, the district has acquired substantial new assets and identified opportunities to refine the Naming Policy. This policy update provides the opportunity to clarify the asset naming process and provide additional guidance for naming district assets. The updated policy is included as Attachment B and key refinements made as part of this update include:

- **Policy Organization:** the policy content was reorganized to facilitate ease of review and implementation
- **Guiding Principles:** were clarified to provide more direction for name selection
- **Naming Categories:** were clarified and expanded to suggest broad naming categories like geographic, indigenous, cultural or historic reference, and native flora or natural feature
- **Feature Naming:** was removed from the policy and will be added to the Sponsorship Policy when it is updated later this fiscal year
- **Procedures:** were updated to include an interim naming process, refinements to the naming committee, and clarifications regarding community participation in the naming process

As noted above, the Naming Policy has some overlap with the Sponsorship Policy, as well as the Gift Policy. Staff anticipates updating both of these policies later this fiscal year.

Upon adoption of the updated Naming Policy, staff will commence formation of the updated Naming Committee. The process for formation of the committee is anticipated to be similar to the process followed for development of the Budget Committee, and it is expected that the committee will be created by the end of the summer. Subsequent to the development of the committee, staff will begin the naming process for assets currently identified to need names (either temporary or permanent). These assets include future parks in the Petrosa, Bend Golf and Country Club and Shevlin West developments, as well as the North Unit Canal Trail.

BUDGETARY IMPACT

Advertising and outreach to the community to solicit new naming committee members will generate some minor costs to the district. However, those costs are expected to be insignificant, and can be covered through existing operating funds included in the district's adopted budget.

STAFF RECOMMENDATION

Staff recommends approval of the new Park, Facility and Trail Naming Policy.

MOTION

I make a motion to adopt the new Park, Facility and Trail Naming Policy

ATTACHMENT

Attachment A – Non-Commercial Park and Facility Naming Policy (April 16, 2013)

Attachment B – Park, Facility and Trail Naming Policy (proposed)

**Board Policy**

Approved Date: April 16, 2013

Approved by Board of Directors

Scott Asla, Chair

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NON-COMMERCIAL PARK & FACILITY NAMING**Purpose**

The purpose of this policy is to provide guidance and direction in the naming of Bend Park and Recreation District assets. Commercial naming rights, including sponsorships, where goods, services or financial support are provided in return for access to the commercial and/or marketing potential of a district asset are defined separately in the Commercial Naming and Sponsorship Policy.

Definitions

Park Name: The name referenced to identify the park in its entirety.

Gift: A charitable donation from an individual, civic or charitable group, or other entity intended to enhance the community through financial and/or in-kind support for a specific district asset. Gifts/donations are given with no expectation for additional donor benefits or conditions.

Organization: A not-for-profit or civic organization that exists to offer services or goods to the community.

Business: A for-profit organization that exists to provide services or goods to the community.

Facility: In the context of the park and recreation district, a facility is either a park, or a built facility.

Major Park or Feature: A major component/element/amenity within a park or recreation facility. Examples include picnic shelter, large playground, sports field, event room

Naming Rights/Sponsorships: A mutually beneficial business/commercial arrangement between the district and an external entity, wherein the external entity provides goods, services, or financial support to the district in return for exclusive, limited duration naming of a facility, and/or commercial marketing/branding affiliation with district assets including district programs, events or services. Such agreements are defined in contract.

Policy

Bend Park and Recreation District names parks and/or facilities for circumstances that will best serve the interests of the community and the district, and will ensure a worthy and enduring legacy for the park and recreation system and community. Unless otherwise defined in a naming rights contract, parks and facility names fit within these categories:

- Historic Events, People and Places – recognizing community, neighborhood, or regional history, its founders, historical figures, heritage, local landmarks, prominent geographical locations, natural and geological features.
- Outstanding Individuals – recognizing major and/or sustained contribution to the district or community. Naming/renaming will be considered for individuals who have made a significant impact in the community over an extended period of time, garnering a positive reputation accepted in the community, state or nation's history.
- Outstanding Organizations – recognizing the major and/or sustained contribution to the district or community by a civic group or non-profit organization. Naming/renaming will be considered for organizations that have made a significant impact in the community over an extended period of time, garnering a positive reputation accepted in the community, state or nation's history.

Naming after a Business - Bend Park and Recreation District believes that out of respect for the significant public investment and ownership of its parks, trails and facilities commercialization both in name and aesthetics should be restricted to contracted Naming Rights Agreements as defined in policy.

A business may be recognized on-site for significant contribution to a major park feature in accordance to criteria defined in this and other applicable district policy.

Name Selection Criteria

Living People

A park, or feature within a park, may be named in recognition of a living individual. It is recognized that having a park in one's name is a high honor. In order to have a park named after a living individual, the following criterion must be considered:

- a. When 50 percent of the value of the park land is donated; or,
- b. When 50 percent of the development is donated; or,
- c. When an individual has made a significant and sustained contribution to the community and/or the district over the course of many years.

Deceased People

It is appropriate to name a park in honor of a deceased person when the deceased person made a significant contribution to the community and/or who was instrumental in acquiring or developing the park. The name of a deceased person for a park should not be considered until 12 months after the date of the death of that person.

Feature Naming - Thresholds for Naming Features within a Park or Facility

Features within parks and facilities may be named in recognition of significant involvement and/or investment by organizations, individuals or businesses in supporting the community's park and recreation system.

| <u>Feature</u> | <u>Minimum Donation</u> |
|----------------|---|
| Sports Field | 50% of total project value, <u>and</u> no less than \$100,000 |
| Picnic Shelter | 50% of total project value, <u>and</u> no less than \$30,000 |
| Playground | 50% of total project value, <u>and</u> no less than \$50,000 |

Guiding Principles

Naming provides identity for a publicly owned park and recreation property. Naming must therefore be considered with care and consideration and in accordance with the following guidelines:

- Names will engender a strong positive image and have symbolic value that enhances the character and identity of the park and/or recreation facility.
- Naming will reflect the wholesome nature of a park or facility and in keeping with the district's mission.
- Evidence to substantiate the qualifications for naming must be demonstrated through research and documentation.
- The granting of a name will not entitle the named entity preferential treatment by the district.

Philanthropic Community Projects

Bend's park and recreation system has benefited from strong community involvement and investment in special projects since its establishment as a district in 1974. Through community action and philanthropy on behalf of a wide range of special projects the entire park system has grown and flourished. In recognition of philanthropic donations by community groups/partners to augment tax supported park development, the district will place donor recognition plaques and/or signage in parks and facilities. Project partners may name the recognition levels (when appropriate) as an element of an aggregate fundraising plan formalized in a partnership agreement. Donor recognition plaques/signs do not limit other donor recognition as is determined to be fitting to the project, complimentary to naming and recognition criteria in this policy and as defined as through a fundraising agreement signed by both parties.

Recognition and Signage

All signage indicating the name of a park or facility will comply with the district's design standards. Additional recognition criterion includes:

- Naming of major features may be recognized on site or nearby the feature.
- Donors to special projects will be recognized on a plaque/sign/display on site or nearby the funded project.
- Donor recognition signage will be fitting with a facility and consistent with district design standards.
- Donor recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating proprietary interest.
- Corporate logos, insignias, brands, direct advertising or other manner implying commercialization shall not be used in recognition of donors to major park features.

The district reserves the right not to recognize donors that do not reflect the mission and values of the Bend Park and Recreation District.

Renaming

BPRD recognizes that names become set in the minds of park/facility users and changing names is costly both in physical changes and in re-establishing a park name for citizens. Therefore, renaming a park or facility is not encouraged. Names that have been widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community to do so. Historical or commonly used place names will be preserved wherever possible.

Bend Park and Recreation District reserves the right to rename any park and/or facility if the person for whom it is named demonstrates disrespectful behavior or subsequently acts in a disruptive manner.

Procedures

Naming of Parks and/or Park Features

For the naming of parks and park features, the Bend Park and Recreation District Board of Directors will appoint an ad hoc committee to consider and recommend a name to the full board of directors.

The board chair will appoint committee members as follows:

- a. Two board members.
- b. Appointed representatives of the community.
- c. The Executive Director or Designee(s)

Names will be accepted by the committee for consideration based upon the criteria defined in this policy. Should names not be submitted, the committee will seek fitting names. Once the committee reaches a consensus on a name, the name will be forwarded to the Board of Directors for consideration.

Naming of Parks and/or Park Features through Philanthropic Partnerships

In an effort to define roles, responsibilities and expectations, the district and a philanthropic group will establish a Memorandum of Understanding (MOU). Included in the Memorandum of Understanding will be a Fundraising Plan proposing, among other criteria, donor giving and recognition levels. Signing of the MOU establishes the donation and recognition levels and does not require additional approval of the naming committee.

Policy Exemptions

For naming requests not otherwise covered in policy, a proposal may be submitted for review by the Executive Director and final approval by the Board of Directors.

, Chair

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Purpose

This policy provides guidance in the naming of Bend Park and Recreation District (BPRD) assets inclusive of parks, facilities and trails. This policy does not apply to asset naming resulting from sponsorship of parks, facilities, or trails, which is discussed in the Sponsorship Policy. Nor does it apply to asset naming resulting from gifts, which is discussed in the Gift Policy.

Definitions

Asset: As used in this policy, a district asset can include a park, facility or trail.

Business: A for-profit organization that exists to provide services or goods to the community.

Facility: Structure that houses parks and recreational programs or events.

Gift: A charitable donation from an individual or organization in the form of financial or in-kind support for a specific district asset. The BPRD Gift Policy defines parameters for gifts to BPRD from individuals, organizations and businesses. In accordance with the gift policy and any associated gift agreement, gifts/donations are provided with no expectation for additional donor benefits or conditions.

Major Feature: Significant permanent component of park and recreational facilities such as a picnic shelter or playground.

Naming Rights Sponsorship: A mutually beneficial business/commercial arrangement between the district and external entity, wherein the external entity provides goods, services, or financial support to the district in return for exclusive, limited duration naming of a facility and/or commercial/marketing/branding affiliation with district assets including district programs, events or services. Such arrangements are defined in an agreement, and further discussed in the Sponsorship Policy.

Organization: A non-profit or civic organization that exists to offer services or goods to the community.

Parks: All outdoor traditional designed parks, natural open spaces, historic sites, and specialized parks under the district's jurisdiction or management.

Trail: For the purposes of this policy, trails shall include new trails only and shall not include additions to existing trails, connector trails, or sections with easement agreements.

Reviewer: Planning and Development
Last Review Date: July 6, 2021
Next Review Date: July 2026
Review Schedule: 5 Years

Guidance

Guiding principals

Naming provides the opportunity to provide an identity for a park, facility or trail that should engender positive emotion and goodwill. As such, naming should be done with careful consideration and with the following principals in mind:

- Positive – Names will elicit a strong positive image for all residents and visitors and have a symbolic value that enhances the character of the park, facility or trail.
- Relevant – Names shall be relevant to the district’s mission and community character.
- Welcoming – Names shall be approachable and welcoming to all district residents and visitors.
- Fact Based – Research and evidence shall be used to demonstrate suitability of proposed names.
- Privilege – No special privilege shall be given to any named entity of a park, facility or trail.

Park, facility and trail names **shall not**:

- Violate or promote the violation of federal, state or local laws.
- Infringe on copyright or intellectual property rights.
- Use graphic, obscene, explicit, violent, threatening, sexist, racist, or other offensive language or imagery.
- Promote or perpetuate discrimination in any form on the basis of race, sexual orientation, religious beliefs, color, age, gender identity, marital status, national origin, physical ability, or other protected status or class.
- Compromise public safety or security.
- Violate the privacy of individuals or groups in images or via information.
- Provide false, defamatory information.

Naming Categories

Asset names shall be selected from one of the following categories and shall not be duplicative of another asset in the community:

- Geographic – Place-based names (street, subdivision, area of the City, etc.) can help improve ease of locating district amenities and can help establish a sense of place.
- Indigenous, Cultural or Historic reference – References to the past can help educate the community about historical context and preserve memories of key cultural or historic elements, events or peoples within the district.
- Native Flora or Natural Feature – Naming a park after native flora or a natural feature helps illustrate the value the community places upon nature and the natural environment.
- People - Parks, facilities and trails may be named in recognition of a living or deceased individual or family. This naming approach shall only be considered a minimum of 12

- months after separation of service from BPRD, or a minimum of 12 months after the date
- of the death of that person, if applicable. This naming approach requires compliance with the following criterion:
 - When 50% or more of the value of the parkland is donated, or
 - When 50% or more of the value of the development costs are donated, or
 - When an individual/family has made a significant and sustained contribution to the community and/or the district over the course of many years
- Community Organizations – Parks, facilities and trails may be named after an outstanding civic group or non-profit organization in recognition of significant or sustained contribution to the community and/or the district over the course of many years.
- Businesses – Pursuant to the Sponsorship Policy, a business may have a park, facility or trail named after it for a defined period of time as established in a sponsorship agreement.

Procedures

The Planning and Development Department shall be responsible for managing the naming process for any park, facility or trail. They shall designate a primary contact to manage this process to ensure consistency in the naming approach. What follows are the applicable procedures for interim naming, feature naming, parks, facilities and trails naming, and renaming.

Interim Naming – As land is acquired, a temporary name shall be assigned by planning staff for the sake of internal and external communications until such time that the formal naming process can be completed. In general, the naming convention shall be as follows:

- Parcels acquired adjoining to another that are intended to expand the site shall be named for the original site.
- New, free standing parcels acquired with the intention of future development shall be temporarily named based upon proximate street intersections, significant landmark or subdivision names.
- Natural area acquisition shall be temporarily named for prominent or significant geographic features, if present.

The permanent park naming process may commence simultaneously with the interim naming process in cases where development of the park, facility or trail is imminent. Otherwise, the formal naming process may occur concurrently with the commencement of the planning process for the new park, facility or trail.

Feature Naming – Features within parks may be named in recognition of significant involvement or investment by organizations, individuals or businesses in supporting the community's park and recreation system. The process and requirements for feature naming are discussed in the Gift Policy.

Park, Facility and Trails Naming - BPRD shall establish a Naming Committee for the purposes of naming parks, facilities and trails. The Executive Director or their designee(s) shall manage the naming committee process in its entirety. The BPRD Board of Directors will direct staff to create a process for selection of Naming Committee members for a four-year term. The Board will be

responsible for appointing an ad hoc Naming Committee to consider and recommend a name to the full Board of Directors. The Board Chair will appoint Naming Committee members as follows:

- Five appointed representatives of the broader community who are from an underrepresented population of the community, are a member of the BPRD Foundation Board, have relevant historical knowledge, are familiar with the district and community character, or have a passion for placemaking and community building.

Subsequent to formation of the committee, the following process shall be followed for all naming and renaming of district assets covered by this policy.

- Name recommendations – Staff shall use research methods to develop and analyze a list of potential names for applicable district facilities. The community shall also have the opportunity to contribute ideas for asset names as follows:
 - Neighborhood parks – requests for potential names shall be solicited from the applicable Neighborhood Association and its membership, and as part of the planning and design process.
 - Community and Regional Parks, Facilities and Trails – media and social media channels will be used to communicate an upcoming naming process and solicit name suggestions from interested community members.

Planning staff shall review all names suggested by the community and do additional research and analysis as necessary. Upon completion of research and analysis, staff shall send a list of a minimum of three potential names to the Naming Committee for review.

- Naming Committee review of name recommendations – The Naming Committee shall review the potential asset names and may suggest additional names for consideration by the committee and staff. If additional names are suggested, a second Naming Committee meeting may be required to allow for research and analysis by staff. The Naming Committee will make a recommendation to the board for consideration and approval.
- Board review and approval of an asset name – The board shall review the full list of potential asset names considered by the committee, along with the Naming Committee's recommendation at a publicly noticed meeting. The board at its full discretion may select the asset name after taking comments from any interested parties.
- Recognition and Signage – subsequent to board approval of the asset name, development of applicable signage shall commence at the appropriate time. Said signage shall comply with all district design standards in force at the time.

Renaming – BPRD recognizes that names become well known and that changing names can be challenging from a wayfinding perspective for residents and costly for the district. Therefore, renaming a park, facility or trail is not encouraged. Names that have been widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community to do so. Historically or commonly used place names will be preserved wherever possible.

BPRD reserves the right to rename any park, facility or trail if the name is found to be inconsistent with the guiding principles in this policy or the person for whom it is named demonstrates disrespectful behavior, or subsequently acts in a disruptive or dishonorable manner.

The process for renaming parks, facilities or trails shall follow the process for naming defined above, with the exception that a request for renaming shall be initiated by either a community member, the board of directors or staff. The request shall be reviewed for merit and a determination shall be made with regard to whether the renaming process shall proceed during a publicly noticed board of directors meeting. Community requests for renaming should be submitted in writing to the executive director or their designee.

Policy Exemptions

For naming requests not otherwise covered in policy, a proposal may be submitted for review by the Executive Director and final approval by the Board of Directors.



PLANNING & DEVELOPMENT PROJECT UPDATES July 2021

COMMUNITY AND REGIONAL PARK PROJECTS



Drake Park DRT & Bank Improvement Project: Staff is still working with the last three landowners (PP&L, Deschutes Opportunity Development LLC, and Mirror Pond Solutions) to obtain the required right of way easements needed to construct the trail. The USACE issued the joint permit in early February. The Division of State Land 30-day comment period ended on May 19th, and the project team is responding to the comments received. The Land and Water Conservation grant the district received from State Parks last spring is still being reviewed by the National Parks Service for approval.



Alpenglow Community Park: Park construction began this winter and will continue through 2021, with project completion expected in the spring of 2022. The work currently underway is site grading, irrigation, paving, pathways and the event stage and restroom. The COID bridge is in place and the trail connections are in use. Staff will continue to coordinate with adjacent property owners and neighbors during construction, keeping them updated on the progress of the park.



JSFC Pool Tank Renovation: The new pool decks have been poured and work has begun on the mechanical pool equipment. Personal protection equipment is required to enter the space. There has been a delay in receiving the Myrtha pool system from Italy, due to the large shipping issues at US ports. The pool package is expected to arrive onsite on May 29th.



Big Sky Park Expansion: Staff is preparing bid documents for the infrastructure work and will put the project out to bid July 2021. Construction is anticipated to start fall 2021.

NEIGHBORHOOD PARK PROJECTS



Search Area 5 (Talline Development): BPRD is coordinating with a consortium of small developers on a masterplan development on the Shevlin Sand & Gravel property. The proposed development would include a mix of residential and commercial properties as well as a contiguous neighborhood park & natural area. BPRD is currently in preliminary negotiations with the developer group regarding potential acquisition and management of the park & natural area by BPRD.



Northpointe Park: The project was advertised for bid on June 17th, with an anticipated board approval date on August 3rd. Construction of the park will follow contract award and is expected to last through the coming winter with park opening late spring 2022.



Shevlin West Park Land: Construction of the Shevlin West subdivision is underway as the developer is required to dedicate 3.5 acres of park land for a neighborhood park. The developer is constructing the required roads and sidewalks adjacent to the park. The Board approved the PSA in February.



Hollygrape Park ADA Improvements: Projects documents are completed for this project. This project will be going out to bid this summer for construction.

TRAIL PROJECTS



Haul Road Trail: The pre-construction meeting took place June 23rd. Construction is anticipated to start July 2021.



Central Oregon Historic Canal Trail Road Crossing Safety Improvements: BPRD has completed design work for safety upgrades to four road crossings on the Central Oregon Historic Canal Trail; Blakely Road, Brosterhous Road, Ferguson Avenue and 27th Street. BPRD recently obtained the necessary permits the City and intends to install the upgrades at the Blakely Road and Brosterhous Road crossings late summer of 2021. Upgrades to the remaining crossings will occur in subsequent years as additional sections of the trail are improved near those locations. BPRD was recently awarded a grant of \$64,218 from the Deschutes County MPO to fund construction of the Blakely, Brosterhous and Ferguson crossings.



Canal Row Park Trail Connection: BPRD is working on a new 520-foot trail project that will fill a gap between an existing multi-use trail adjacent to Butler Market Road and Canal Row Park. The trail will greatly enhance

connectivity from the surrounding neighborhoods by creating a trail through a heavily trafficked section of Butler Market that currently has no sidewalks. BPRD recently completed final designs and was granted all necessary permits. This project went out for bid on May 27th with a bid opening date of June 24th.



Outback Trail (formerly the Discovery West Trail):

BPRD has opened a new section of the Outback Trail that connects the Shevlin Park to Discovery Park. The Outback Trail passes through 30 acres of undeveloped land west of Discovery Park that will soon be transferred to BPRD and protected as open space. The land is currently controlled by the Brooks Resources Corporation, a private development company that is developing Discovery West, a large residential and commercial development that will surround the trail and protected open space. The trail currently has a gravel surface which will be replaced by a permanent asphalt trail as future phases of Discovery West are developed. The trail is located on a trail easement but passes through private property which is an active construction zone.



Southeast Area Plan and Development Code: BPRD staff have been coordinating with the city on the southeast area plan and code development related to parks and trails for the Southeast Area Plan. The south east area is located between 15th Street and 27th Street south of Ferguson Road. The development code will require the development of an extensive system of multi-use trails which includes the High Desert Trail, a BPRD trail that will connect Alpenglow Park to High Desert Park, and will clearly stipulate that BPRD is granted easements for the sections of trail the district intends to operate. This new code can be used as a model for future area plans and to modify existing city code related to trail development which is being reviewed as part of the new trail maintenance agreement. City council adopted the Southeast Area Plan in April, and it takes effect starting May 21, 2021. The ordinance and reports may be found here: <https://www.bendoregon.gov/government/departments/growth-management/land-use-planning/southeast-area-plan>



Trail Maintenance Intergovernmental Agreement: BPRD staff has been working with the City of Bend to draft a new agreement that will clarify trail maintenance responsibilities and improve coordination with city on trail construction that occurs through private land development. BPRD continues to update the trail map database which has been shared with the city and contains improved information regarding trail alignments, underlying easements/ownership, and current maintenance responsibilities. A draft of the agreement is complete and has been reviewed by the city's legal department and BPRD's legal team. Staff are making final changes to the agreement based on the legal review. Additionally, BPRD staff is working with City staff on a set of revisions to the Bend Development Code to support the agreement. We anticipate that Bend's City Council will approve the recommended code changes and the agreement mid-2021.

RIVER PROJECTS



Riverbend South Access and Restoration Project: With full funding for construction secured, staff and UDWC have begun to coordinate on what will likely be a long permitting process, with the goal of breaking ground on this project in the fall of 2022.



Deschutes River Access and Habitat Restoration Plan: With public input on the draft project list completed in March, staff are now estimating costs and writing the draft plan. The board and community will have an opportunity to review the draft plan this summer, and the final plan is expected to be ready for board approval in the fall.

OTHER PROJECTS AND FUTURE DEVELOPMENT



Petrosa Master Plan Development: BPRD and Pahlisch Homes are coordinating on a park and trails in the UGB northeast edge expansion area. The master plan includes a 5-acre neighborhood park, and a section of the NUID Canal Trail, which will both be managed by the district and called for in the district's master plan (park search area #4). Other trails and open spaces will be managed by an HOA. Now that the board has approved the developer agreement and park master plan, staff are coordinating with Pahlisch Homes on the design and construction of the park and trails, and conveyance of ownership to BPRD. Petrosa encompasses 177 acres, and will include 120 townhomes, 442 apartments and 532 single-family detached units. 30% design on the park is complete, and staff, along with the Pahlisch design team continue to work towards the 60% construction document set.



Murphy Road Development: BPRD and JL Ward Co. are coordinating on provision of a district park and natural area in this development in southeast Bend. The 102-acre development extends both north and south of Murphy Road and east of Country Club Drive. The proposal includes a 2.5-acre neighborhood park adjacent to an 11-acre natural area with almost a mile of natural surface trail. The development is zoned standard density residential and is expected to include 399 single-family homes and 49 townhomes.



Easton Master Plan Development: BPRD and Pahlisch Homes are coordinating on provision of a park and trails in southeast Bend. The district's comprehensive plan calls for a park (search area #28) and a portion of the future High Desert Trail in this area. The Easton development is east of 15th Street and the future Caldera High School. The property is 75 acres and zoned standard density residential. The development will include approximately 428 single family homes and 127 townhomes, a 2.75-acre park, a recreation center and additional trails within the development.



SDC Waivers for Affordable Housing: Park SDC waivers for 388 units have been approved through coordination with the City of Bend's Affordable Housing Committee. Following the board approval of an additional 150 waivers, a remaining 162 waivers are available through the end of 2022. Staff and legal counsel have completed the necessary deed restriction documents for five of the developments, totaling 316 units. In addition, BPRD has approved SDC waivers for two temporary shelter projects, totaling 25 units.

currently in



Diversity, Equity and Inclusion (DEI) Initiative: An all-staff DEI survey was recently completed by 238 staff and board members, and results will be shared in the coming weeks. A community survey is expected this summer. Talitha is working toward development of an organizational assessment and district DEI action plan, expected to be completed in the fall.

Board Calendar 2021

**This working calendar of goals/projects is intended as a guide for the board and subject to change.*

July 20 Canceled

August 3

Work Session

- ◆ River Plan – *Rachel Colton and Sarah Bodo (60 min)*
- ◆ Park Services Report: Stewardship – *Jeff Hagler (20 min) Tentative*

Business Session

- ◆ Trails IGA with City – *Henry Stroud (30 min) TENTATIVE*
- ◆ Award Construction Contract – Northpointe Park - *Brian Hudspeth (15 min)*

August 17

Work Session

Business Session

- ◆ Award Construction Contract – *Hollygrape Park ADA Jason Powell (15 Min) ??*

September 7

Work Session

- ◆ Trails Action Plan – *Henry Stroud (60 min) TENTATIVE*
- ◆ Strategic Plan Update – *Rachel Colton and Michelle Healy (30 min)*
- ◆

Business Session

September 21 Canceled for NRPA

Trails IGA with City – *Henry Stroud*

IGA with the City for Planning – *Michelle Healy and Don Horton (45 min)*

Recreation Programming Plan – *Matt Mercer and Michael Egging*

IGA with the City for Mirror Pond Silt Removal – *Don Horton (30 min)*

Refund Policy – *Matt Mercer*

Award construction contract for Big Sky Park – *Brian Hudspeth (15 min)*

Recreation Report: Next Steps Program – *Monica McClain-Smith and Carolyn Creedican (15 min)*

Centennial Celebrations – *Julie Brown (20 min)*

Agreement for Riverbend South project with UDWC – *Ian Isaacson (20 min)*

Park Services Report: Fleet and Equipment Program – *Roy Radcliff (15 min)*

Park Services Report: Prescribed Fire – *Jeff Amaral (30 min)*

Park Services Report: Hardsurface Program – *Alan Adams and Jason Monaghan (15 min)*

Update on Bi-lingual Communications – *Julie Brown and Kathya Avila Choquez (20 min)*

Approval for Design Consultant for BGCC site – *Ian Isaacson*

Sustainability Plan