

**Board of Directors
Regular Meeting
Thursday, November 12, 2009, 6:30 p.m.
Willamalane Community Recreation Center
250 South 32nd Street, Springfield, Oregon**

10. Call to Order

President Greg James called the Regular Meeting of the Willamalane Park and Recreation District Board of Directors to order.

Roll Call

Superintendent Keefer called the roll. Present were President James, Directors Lee Beyer, Danelle Ralston, Gary Ross and Helen Wagner.

Staff members present were Superintendent Bob Keefer, Pam Caples, Joel Miller, Mike Moskovitz, and Rita Grimes

Others present were Legal Counsel Dwight Purdy, and guests Pati Poniecki, Sara Marvin, Rob Marvin, Gary Deuel, Barb Ayres and Ed Rupe.

Pledge of Allegiance

President James led the Board and audience in the Pledge of Allegiance.

Adjustments to the Agenda

None

20. Oral Requests and Communications from the Audience/Staff

Pati Poniecki, 611 N 19th Street, Springfield, Oregon – Ms. Poniecki introduced herself and stated that she represented a group of people who have been feeding the homeless, on Sundays from 1-2:30 p.m., in Island Park for several years. They are not affiliated with any church or charitable group; rather they do it out of their own pockets. They are requesting that the South Shelter in Island Park be left open during the winter with several picnic tables available so they can continue their work. She acknowledged that vandalism has occurred in the past and suggested that very old, used tables could be left out. She noted that they are not asking for electricity or restrooms. There are two other locations they could use: Mill Race Park, which they use during the summer, but the shelter there is minimal for winter and the food cools too quickly; or James Park.

In answer to a question from Director Wagner about numbers fed, Ms. Poniecki stated that there are usually about 20 people at the beginning of the month but, as the month wears on, the numbers go up to about 50. It is men mostly, but there are some women and children.

Ms. Ralston asked Park Services Division Director Joel Miller what changes in Island Park between summer and winter. Mr. Miller indicated that water was turned off in the restrooms to prevent frozen pipes.

President James thanked Ms. Poniecki for coming to talk with the Board and assured her that the subject will be discussed with staff and someone would get back to her.

Ed Rupe – Veterans Parade Group – 1628 Carter Lane, Springfield, Oregon – Mr. Rupe introduced himself as part of Lane County Veterans Parade Committee. He went on to explain that the Committee reserves the District's mobile stage and sound system each year and has always been grateful for Willamalane's and Lori Quick-Mejia's assistance. Over the last couple of years they have had problems with the sound system and Mr. Rupe had intended to meet with Ms. Quick-Mejia to learn how to set it up. However, Ms. Quick-Mejia hired a sound technician to work with them this year. Because of the District's and, in particular, Ms. Quick-Mejia's assistance, the Parade Committee awarded the Best Public Service Organization to Willamalane Park and Recreation District. He then presented the award ribbon to President James.

President James accepted the award on behalf of the District and pointed out that, while the District has consistently supported the parade, it is the staff who really make it work.

Mr. Beyer noted his appreciation of the Parade Committee's work done to honor veterans.

30. Consent Calendar

Minutes

Regular Board Meeting of October 28, 2009

Claims

10/22/09 through 11/05/09 Disbursements for Approval
Checks #79399 through 79679

Other

Superintendent's Cell Phone Plan Reimbursement

Director Ralston moved, seconded by Director Wagner, to approve the Consent Calendar as presented. The motion passed unanimously 5:0.

40. Unfinished Business

1st Quarter Financial Summary

Administrative Services Director, Pam Caples, reviewed the Fiscal Year 2010 First Quarter Summary ending September 30, 2009. She noted that the beginning fund balance was about \$68,000 more than what was projected in the 2010 budget. An initial report from the Tax Assessor indicates that assessed value of tax properties are a little ahead of where it was projected to be. Ms. Caples will report more on that in her Five Year Financial Plan Update at the December Board meeting.

In answer to Mr. Beyer's query about when she gets a first indication of how taxes are being paid, she indicated that the District will receive the majority of taxes by the first week of December, as collections are still pretty high at 95%.

Administrative Services Division had no notable items to report.

In the Recreation Services Division, all Aquatics continue to do well with revenues that exceeded last year by \$6,000 expenses are down by \$4,000, for the same time period last fiscal year. All other Recreation departments show decreased revenues of approximately \$53,000 as well as decreased expenses of approximately \$60,000 over the same time last year. Mr. Genck and department heads are monitoring revenue and expenses very closely.

Park Services Division had no notable items to report.

Director Ralston moved, seconded by Director Ross, to approve the First Quarter FY 2010 Financial Summary as presented. The motion passed unanimously 5:0.

United Front Proposals

Mr. Keefer introduced this topic by announcing that representatives from Smith Dawson Andrews, the United Front lobbying firm, would be in town the next day and he and Mr. James would be meeting with them. In response to the lobbyists' invitation to propose new projects to lobby for, Mr. Keefer presented two potential projects: (1) Initiate a comprehensive youth health and wellness program to be associated with our youth programs that last more than two hours a day; and (2) Rehabilitation and development of the Dorris House facilities and interpretive programs.

The first project would formalize and take aggressive approach with kids who are with Willamalane more than 2 hours per day involving cardiovascular and resistance workouts as well as nutritious snacks and nutrition education. Such a project would involve hiring specialists to develop, test and evaluate curriculum. The proposal has an estimated budget of \$395,000 over three years.

The Dorris Ranch Living History Farm Project would involve preserving what's there as well as improving the infrastructure – parking lot, road, trail system – to support the catalyst project of restoring the Dorris House. The project would include restoring the landscape and the pool, and turning the Dorris House into a meeting place. There are federal funds available to help with initial development with our match being about \$200,000 which would come from hazelnut sales and other funds.

Mr. Beyer stated that he thought both were really good projects and wondered if they had been chosen because federal funds are available. Mr. Keefer indicated that was the case. The Center for Disease Control was emphasizing that active kids piece when working with Park and Recreation agencies. The Dorris Ranch Project of retrofitting what we have and building in the educational component is the most likely way to move it ahead rather than building something new.

In answer to Mr. Ross' question about when the Dorris House was constructed, Mr. Keefer stated it was built in 1899 then remodeled in the 1930s and 1940s. The remodel would return it to its historic state at the turn of the century.

It was moved by Director Beyer, seconded by Director Ralston, to support the United Front concepts as presented. The motion passed unanimously 5:0.

Mr. Keefer announced that the United Front lobbying trip to DC is slated for February 24-March 4, 2010, and asked Board members to think about whether they want to go. He noted that the NRPA lobbying trip will be two weeks later.

National Recreation and Park Association Congress Reports

Mr. Keefer highlighted several items from his report on sessions he attended at the NRPA Congress in October. He reported on a collaborative effort between Vanderbilt University, a Nashville hospital and the City of Nashville to address childhood obesity within the community – very similar to his proposal to Smith Dawson Andrews lobbying firm. The major “take away” from this session was “to think outside the norm.” By setting standards outside the norm, they become the norm.

Another session Mr. Keefer attended was presented by San Francisco's East Bay Regional Park District (the largest park district in nation). Their District passed a bond measure last year, winning the necessary two-thirds vote by looking at the data, doing surveys, and focusing on those voters who were on the fence. They did not hire an outside firm to sell the measure, rather used every opportunity within the agency to inform the public about what their District was doing. The statistician who worked with them also works with the City of Eugene and is talking with Lane County. Mr. Keefer hopes to meet with him when he is next in town.

Mike Moskovitz, Public Affairs Manager reported that, based on sessions he went to, Willamalane is on the forefront in a lot of areas dealing with marketing and social media. It seems that the District doesn't have the problems other agencies do because we are doing things right.

Mr. Keefer and Mr. Moskovitz discussed the NRPA Gold Medal Award process which is long, arduous and expensive. They suggested that the District keep focusing on it but not make it a high priority. Mr. Ross agreed saying it was a nice thing to get but, when the cost was considered, \$25-\$30,000 each application, and an organization can expect to go for it six or seven times before it wins, it is a process that needs to wait until the economy is better.

Mr. James suggested that the guidelines keep an organization striving in a positive direction even if the award is never applied for. The NRPA Gold Medal Award guidelines are a great resource for the District.

50. Business from Legal Counsel

None

60. Standing and Special Committee Reports

Ms. Ralston reported that the Friends of Willamalane have decided on a mile marker style for the EWEB Bike Path. In addition, they have chosen a larger, upright directional marker that tells the distance to various locations in the area, which they hope to sell to sponsors for \$500 each. The group has also created a new logo.

Mr. James reminded the Board that LCOG is having its Awards Banquet in January and noted that he would like a good Willamalane contingent there.

Mr. Beyer reported that the Wildish Community Theater Board participated in a retreat to set the ground work for developing clear goals and expectations for the theater.

70. Superintendent's Business

Superintendent's Reports #107, dated October 30, 2009

Mr. James commented on how good the Lively Park improvements are looking. He also mentioned that the Middle Fork Path Project appears to be moving along with the County currently negotiating for rights of way.

Mr. Beyer wondered when construction might begin on the Middle Fork Path. Mr. Keefer responded that, as long as all pieces come together by the end of December, construction should start in May. He noted that the District saved \$24,000 in application fees with City.

Ms. Ralston reported that all the kids participating in her part of the SAFE 2 program "just love it."

Ms. Wagner noted that unemployment costs had gone up a lot and asked if it because there had been layoffs. Ms. Caples affirmed that some staff had been laid off for short periods of time,

particularly in the child care area. In addition, this is a second job for some folks and, if they are also laid off their primary job, the District has to reimburse for the other job layoff also.

Mr. Ross asked Mr. Moskovitz about the cease and desist order for the domain name of Willamalane.com. Mr. Moskovitz explained that he is trying to take the name from the owner in Australia. However, the District must first trademark the logo and name before he can have the District's attorney send a cease and desist letter. Mr. Moskovitz is currently working on that project.

Staff Updates – Board President

None

Upcoming Meetings/Work Sessions/Events

- November 13 Willamalane at the Movies – ‘Twilight’ for Teens, Wildish Community Theater, 8 p.m.
- November 20 4th Annual Wildish Community Theater Benefit Gala, Wildish Community Theater, 8 p.m. Pre-Gala Reception, The Pump Café, 6 p.m.
- November 26-27 Thanksgiving – offices closed
- November 30- December 4 Holiday Marketplace, WAAC, M-Th, 10 a.m. - 8 p.m., F, 10 a.m.-2 p.m.
- December 1 All Staff Meeting, Ken Long Room,
- December 2 Springfield Chamber Tailgate Auction, Eugene Hilton, 5:00 p.m.
- December 5 Springfield Christmas Parade, Downtown, 2 p.m.
- December 5 Willamalane at the Movies – ‘White Christmas’, Wildish Community Theater, 4 p.m.
- December 9 Regular Board Meeting, CRC – Heron Room, 6:30 p.m.
- December 9 “Through the Lens” by Rex Purkerson and Richard Weeks, Artist Reception, WAAC, 5-7 p.m.
- December 12 All Staff Holiday Party, LCC Center for Meeting and Learning, 6:30 p.m.
- December 16 Board Special Session, CRC – Heron Room, 6:30 p.m.
- December 24 Christmas Eve – Programs and offices close at 4 p.m.
- December 25 Christmas Day – Offices closed
- January 1 New Year’s Day – Offices closed

Other

Mr. Keefer polled Board for their opinion about having the December 9 Regular Board meeting take place on December 16 as staff, including himself, need to be at the Springfield Utility Board meeting on December 9. System Development Charges decision will be on the December agenda, as well as the Middle Fork Path, and moving the meeting date will give staff more time to collect data on SDCs.

Director Ross moved, seconded by Director Ralston, to move the December 9, 2009 Regular Board meeting to December 12, 2009. The motion passed unanimously 5:0.

80. Written Communications

Board members read the thank you letters included in their Board books.

90. Remarks from the Directors

Ms. Ralston remarked that a volunteer she works with came to her to talk about swimming at Willamalane Pool. She had called attention to a bar in the locker room that was in the wrong spot and it was moved immediately. She had also mentioned that disabled people taking the early morning class needed a place to sit outside while they waited for rides and a bench appeared immediately. She is a very happy patron who “loves Willamalane programs to death.”

Mr. James asked Mr. Miller for some background information relative to the earlier audience presentation about feeding the homeless in Island Park. Mr. Miller responded by saying that the picnic tables are stored inside the south shelter during the winter. Last year, tables left out ended up in the river. In addition, restrooms have no running water during the winter. He noted that several groups are providing food in the park and suggested that it may not be the way we want to have the park used. Problems arose last summer when Park Services rented the shelters and the group would show up to distribute food at the same time. Risk management is also a problem as there is no hand washing facility when the restrooms are closed. The group could rent the shelter, a \$35 fee, and then PSD could open the restrooms when it’s not freezing or provide a portable toilet.

Mr. Keefer stated that staff will look at the problem and will report back to the Board.

100. Messages and Papers from the President

None

110. Adjournment

The meeting was adjourned at 7:55 p.m.

Robert W. Keefer, Superintendent

Rita F. Grimes
Recording Secretary