

City of Wilsonville

Parks & Recreation Advisory Board

Thursday August 14, 2014
City Hall - Council Chambers
6:30pm

Meeting Agenda
Wilsonville Parks & Recreation Advisory Board
August 14, 2014 6:30 p.m.
Wilsonville City Hall - Council Chambers

- I. Call to Order
Roll Call
Approval of Minutes: April 10, 2014
- II. Citizen Input
- III. Clackamas County Tourism CPP Grant - Jim Austin, Clackamas County
- IV. Opportunity and Tourism Grants - Stevenson
 - Upcoming Deadlines
- V. Department Reports - Staff
- VI. Board Comments
- VII. Adjournment and next meeting announcement:

Next Meeting - October 9th, 6:30 pm
Wilsonville City Hall

Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required. The city will endeavor to provide services, without cost, if requested at least 48 hours prior to the meeting. To obtain services, please call (503)570-1530

Meeting Minutes
Wilsonville Parks and Recreation Advisory Board
April 10, 2013 6:30 p.m.
Wilsonville City Hall - Council Chambers

The Parks and Recreation Department exists: To coordinate programs and their supporting services based on common interests and appreciation of diversity through community awareness and involvement. It "ensures proper planning, use, development and maintenance of parks and facilities for fully accessible community enjoyment"

WILSONVILLE PARKS AND RECREATION ADVISORY BOARD

Eric Bohard, Parker Johnstone, Ken Rice, Mary Closson, Elaine Marie Swyt, Katharine Johnson, Steve Benson, Scott Starr - Council Representative

Staff: Stan Sherer Patty Brescia Brian Stevenson Steve Munsterman Judy Lawhead

I. Call to Order

The meeting was called to order by Eric Bohard at 6:30pm.

Members present: Steve Benson, Eric Bohard, Mary Closson, Katherine Johnson, Ken Rice, Elaine Swyt.

Members absent: Parker Johnstone

Staff present: Stan Sherer, Patty Brescia, Brian Stevenson, Steve Munsterman, and Judy Lawhead

Guests present: Brandi Ebner, Jim Crowell, Craig Faiman, Lee Winn

Approval of Minutes: the March 13th, 2014 minutes were unanimously approved.

II. Citizen Input

There was no citizen input.

III. Opportunity Grant Review – Eric Bohard

Trillium Creek Rehabilitation

Presented by (no presenter)

Requested: \$5000.00

Awarded: \$2300.00

Wilsonville Chamber of Commerce
Presented by Brandi Ebner
Requested: \$5050.00
Awarded: \$5050.00

Wilsonville Robotics Stewardship Group
Presented by Craig Faiman and 3 member students
Requested: \$5000.00
Awarded: \$5000.00

Wilsonville High School "Soul'd Out"
Presented by Lee Winn
Requested: \$10,000.00
Awarded: \$9900.00

IV. Special Event Fees – Board

Elaine Swyt & Katharine Johnson presented two possible options for organizations to receive relief from the City's special event fees. Scott Starr welcomed the board to present a possible solution to the City's legal staff through City Council. The board will explore fee waiver policies of other cities.

V. Department Reports

Stan Sherer gave dates to put on calendar: May 17 – Spring Training Session, and May 10 - WERK Day.

An update was given on the first Recreation & Aquatic Center Task Force meeting held March 26th.

A meeting with a consultant will be held on April 30th to help develop a conceptual design for the skate park.

Relocation of Parks and Rec department has been pushed to August 1.

Brian Stevenson will provide board members with upcoming skate park meeting flyers to help promote the meeting, and announced the new Parks and Rec website.

VI. Board Comments

Scott Starr reported on the Tourism Task Force's drafted top 3 future priorities are a regional sports facility, an equestrian facility, and an meeting/conference center.

VII. Adjournment and next meeting announcement:

The meeting was adjourned at 8:20 pm

Next meeting: TBA Summer Park Tour in July

2014-2015 COMMUNITY PARTNERSHIP PROGRAM

**Review
Packet**

Information (Pages 1-3)

Review Sheet (Page 4)

Thank you for your time in helping review projects under consideration for funding through our Community Partnership Program (CPP). Your participation plays a vital role in the success of this program. By assessing proposals against set criteria and weighing them against each other you are ensuring that projects with the greatest potential to recognize meaningful gains in tourism development and promotion in your community receive funding. You are also helping select projects that best represent your community to outside visitors.

OVERVIEW:

The Community Partnership Program (CPP) provides funding for tourism-related projects in local communities that have the ability to 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer.

The statutory definition of tourism is *“economic activity resulting from tourists.”* A tourist is defined as *“a person who, for business or pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence.”* It further stipulates that the travel be *“more than 50 miles from their community of residence or include an overnight stay.”*

Funding for this program comes from the County’s 6% transient room tax (TRT) as authorized by state law.

OBJECTIVE:

CPP grants provide funding for tourism related projects that have the potential to become significant and self-sustaining, that align with the goals and priorities outlined in Clackamas County Tourism and Cultural Affairs’ (CCTCA) Business and Master Plans, that align with the community’s updated Tourism Action Plan, and that have an ability to demonstrate a return on investment (overnight stays/visitors from 50 plus miles away/linger longer).

ELIGIBILITY:

Grant funds may be awarded to public, private, or non-profit organizations whose project demonstrates an ability to benefit the greater public interests of tourism product development, promotion, and/or marketing.

Projects will be evaluated on the following attributes and qualities:

- alignment with CCTCA and the community’s established tourism goals and plans;
- create overnight stays within Clackamas County;

- likelihood of attracting tourists/visitors from outside the community;
- inclusion of more than one community, lodging, or tourism partner;
- leverage of additional dollars and/or resources;
- are self-sustaining, have growth potential, or are capacity-building; and
- offer measurable or demonstrable ROI.

INELIGIBLE PROJECTS & EXPENSES:

- those providing profitability or benefits to a single lodging partner, business, or individual;
- capital improvement projects benefiting a private, for-profit enterprise or property owner;
- compensation to applicant for executing their own proposal;
- community beautification, streetscape, or banner projects or
- normal costs of doing business.

APPROVED SCOPE OF WORK:

The following summarizes the Areas of Focus from CCTCA's Business and Master Plans and defines approved categories for CPP support.

- Agritourism - provides an alternative to improve the incomes and potential economic viability of farms and rural communities. This includes the development, creation, and/or promotion of facilities/services/activities.
- Outdoor Recreation - includes the development and or promotion of facilities/services/events that enable visitors to participate in snow sports such as skiing, snowboarding, snowmobiling & inner tubing, as well as recreational endeavors such as hiking, biking, fishing, horseback riding, boating, etc. that are available in Clackamas County and showcase its outdoor assets.
- Heritage/Cultural/Arts - includes the development, creation, and/or promotion of facilities/services/activities that promote and advance the arts, culture and/or the rich heritage of Clackamas County.
- Multi-property lodging promotion or lodging facility development - (all categories including RV, B&Bs, cabins, and campsites) that seek to promote overnight stays in the county and that include a minimum of two or more attractions/activities/events that are in the county as well as a minimum of two lodging options also within the county. Unique lodging facility development or enhancement in rural areas is especially desired.
- Social Media & Internet – including efforts to create a strategic plan as well as specific projects that will increase a target visitor's awareness of an attraction, facility, event or hospitality-related organization. Responsive websites. Apps, under certain circumstances and where appropriate (Apps are generally more expensive to develop and offer limited use and accessibility.)
- Market/Product Promotion or Development - the development or promotion of "niche vacation" packages – including Girlfriend Getaways, Man-cations, Geocaching, weddings, and reunions, etc. or regional or international travelers.
- Bicycle Tourism Promotion or Development – projects that create opportunities for bike-friendly tourism.

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PROJECT EXAMPLES:

- Geocaching Challenges
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Co-op Advertising Buys
- Interpretive Panels & Signage
- Driving or Walking Tours
- Agritourism or Heritage Loops
- Festivals and Events
- Organized Rides/Runs

Note:

Festivals, events or activities supported with CPP funds need to be **a)** open to the public; **b)** have an ability to attract visitors from outside the community, and **c)** have the ability to become significant and self-sustaining. Creation of or improvements to facilities must primarily be designed to attract tourists/visitors or increase tourism activity. As an example; improvements to a local park in and of itself would not be a legitimate tourism project. However, improving amenities at a park to make a state-designated bikeway or water trail more accommodating and attractive for through travelers would be. No capital projects shall provide financial benefit or become the property of a for-profit entity or private property owner.

Review Sheet for 2014-2015 CPP Projects

Community: _____

Reviewer: _____

Reviewer Instructions:

Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

Applicant: _____

Project: _____

Can project be completed within the program year? Will it be done by June 30, 2015? (* No, but) (circle one)
Y / N

Does project align with established tourism goals and/or plans? Y / N

Does project fit within the program's Overview, Objectives, and Eligibility standards? Y / N

MAX POINTS	Evaluators		Notes	Post Discussion Revised Score
	Initial Score	Initial Score		
	Evaluation Criteria			
20	Likelihood of attracting visitors from outside the community			
20	Ability to create additional overnight stays within the County			
15	Includes/involves multiple community/tourism partners			
15	Leverages additional dollars and/or resources			
15	Project is self-sustaining, has growth potential, or is capacity building			
15	Project has measurable or attainable ROI			
100	Evaluator's Initial Scoring Total: _____		Post Discussion Scoring Total: _____	

Additional Notes:

(* No, but) - A project whose completion date is scheduled for after June 30, 2015 can be eligible for funding under this year's program if grant program implementation timelines preclude funding under next year's cycle. Example: An event that is planned for July, Aug. or Sept of 2015 would not likely be able to access funds out of the 15.16 program year. Seek clarification if questions.

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2014-2015 COMMUNITY PARTNERSHIP PROGRAM
Grant Application

The deadline for application submission is: *October 17, 2014*

Completed Applications should be sent to: *Wilsonville Parks and Rec - 29600 SW Park Place*

If you have questions please contact: *Brian Stevenson – stevenson@ci.wilsonville.or.us*

Funding Ceiling: \$20,000 Funding Floor: \$500

The purpose of the Community Partnership Program is to support projects that can 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer. Being mindful of these points, and the review criteria, as you complete this form will help make your application stronger. Funds are awarded on a competitive basis.

This entire form constitutes the application. Please respond to each question. Incomplete applications will not be considered. Please provide enough information for the review committee to evaluate your proposal and weigh it against others. Separate applications are required for each project, even if an applicant is submitting multiple proposals. *Please read Terms & Conditions, Dates & Timelines, and other eligibility related information contained in the Application Packet prior to filling out this form.*

Date Submitted: Date of proposed activity: City/Community:

Name of Project:

Funding Amount Requested: \$ Projects Total Costs: \$

Submitted by (person): Lead Organization:

Phone Number: Email Address: Website:

Describe your project. (500 words or less):

Detail how you would use these funds if awarded. (500 words or less):

Explain how your project will create additional overnight stays and/or increase tourism activity in the community. (500 words or less):

How will you measure return on investment (ROI) and/or performance for your project? (500 words or less):

What is the anticipated return on investment (ROI) and/or what performance numbers do you project for your project? (500 words or less):

Please provide information about any confirmed partnerships and/or funds that will be leveraged by receiving these funds. (500 words or less):

Contact information for partners - name, organization, phone, & e-mail:

Additional Comments (500 words or less):

Directors Report

Parks and Recreation Advisory Board

August 14, 2014

Recreation and Aquatic Center

Last spring, the City Council appointed a task force to oversee an economic feasibility study for a recreation and aquatic recreation center in Wilsonville. The Task force began meeting with the consultant team from the Sports Facilities Advisory firm in March. Over the last several months several alternatives have been considered including amenities to be included in the center, operational costs, potential revenue generation and management strategies. In July the Task Force reviewed a draft of an operational model addressing those issues. The group then had two weeks to carefully analyze the draft and respond with their questions, comments and concerns. That input was forwarded to the consultant team and responses are due back in mid-August. The draft operational model will be revised and delivered to the Task Force in September. At the September meeting, the Task Force will be asked to make a recommendation to the City Council in regards to the feasibility of pursuing the project. At this time, the consultant team and the task force are finishing their final review of the draft pro forma with the deadline on the 15th. A meeting date in Sept. is not set yet. Staff is trying to mesh the date with the entire consultants team travel arrangements. There is no meeting scheduled yet.

Memorial Park Master Plan

Last month the department released a Request for Proposal for the mastering planning of Memorial Park. Four submittals were received from local landscape architectural firms. The City interviewed all four firms (Cardno, MIG, Walker Macy and Greenworks) and selected Walker Macy to manage the planning process. Once the contracts have been executed, the process will begin with hopes of completing it in the late spring. The Parks and Recreation Board will need to be integral part of the process and act as the task force. The scope of the project will include:

- Review existing historical data on the site to determine what, if any, is pertinent to the proposed redesign.
- Conduct a physical inspection and inventory of existing park features and facilities.
- Facilitate all meetings with community members, Parks Advisory Board, Planning Commission, and park stakeholders.
- Review related documents such as studies, reports, drawings, and documents of record.
- Propose operational models and estimate cost and programming revenue projections that will reflect a goal of an expense/revenue neutral business plan. Define priority services to be provided, participant demographics, and what services may be provided by independent contractors or other service providers.

- Prepare conceptual building design that incorporates optional LEED standards and enhancements, with an external study of cost difference with or without LEED enhancements. Design to include conceptual site design, elevations, and perspectives.
- Develop cost estimates of probable construction/repair/refurbishment costs at each phase of design.
- Prepare construction phasing document.
- Based on the final conceptual design and operational models, prepare a comprehensive informational report of study results and recommendations.
- Prepare and present preliminary findings to the Park Board and Planning Commission in conjunction with the Task Force.
- Present final report to City Council for action.

Boones Ferry Park Master Plan

I am currently developing a scope of work to distribute to local landscape architectural firms for the master planning of Boones Ferry Park. The park is in real need of updating and will play an important role in our park system in the future.

Skate Park

We have received a conceptual design from our design consultants. This is a key step in making the future skatepark a reality. I will share the conceptual design with you on the 14th.

Parks and Recreation Building

Wilsonville Parks and Recreation has moved some of its staff to Town Center Park. The Parks Maintenance and the Administrative Division relocated from the Community Center to the new site, while the Recreation Division has staff at each of the two locations. We are certain we will be able to improve the quantity and quality of our services by adding the new venue. The new building provides new programmable space for recreation, rooms that can be reserved for community functions and a Korean War Memorial interpretive center. New restrooms, accessible from the exterior of the building, will make it more convenient and safer for park users.

New Parks Supervisor

The Department has also added a new Park Supervisor to its staff. Tod Blankenship joined the department in June and is proving to be a real asset to the City. Tod and his family have recently relocated to Wilsonville from Wisconsin, where he has extensive experience as a golf course superintendent. He is a graduate of the University of Wisconsin and has a Master's Degree in Horticulture from Oregon State University.

Parks Division Report

Parks and Recreation Advisory Board

August 14, 2014

The summer is always a busy time for the parks crew and this summer has been no different. With a wide range of special projects, routine maintenance and program/event preparation, the staff has made every effort to keep the parks safe, green and enjoyable for visitors.

Highlights include:

- Completed Boeckman Creek Trail and Bridge upgrades
- Converted 1/2 basketball court to (2) USAPA regulation pickleball courts at Memorial Park
- Fenced in the new (2) USAPA regulation pickleball courts at Memorial Park
- Completed renovation of bathrooms at Sofia and Town Center Parks
- Completed tall grass mowing operations per Oregon fire laws
- Completed early summer fertilizer applications at all Parks
- Installed new bench and table boards on the (16) picnic tables at the River Shelter
- Prepared for and hosted a number of day camps and tournaments at Memorial Park
- Cleaned Water Treatment Plant Water Feature
- Painted soccer goals
- Pruned and cleared low visibility areas at Memorial Park
- Addressed and repaired irrigation leaks at a number of parks

Recreation Division Report

Parks and Recreation Advisory Board

August 14, 2014

Pickleball

The new courts have been programmed and frequently utilized since the department held a clinic on June 3rd with 50 participants in attendance and ambassadors from the American Pickleball Association demonstrating techniques. The group has already expressed interest in venues for indoor play and additional outdoor courts. Participants are currently making due by placing tape on the tennis courts when in need of additional space.

Staff are hopeful that as interest and enthusiasm for this activity grows, Wilsonville might host regional competitions and tournaments. To be added to the weekly pickle ball mailing list please contact Patty Brescia at brescia@ci.wilsonville.or.us.

Final Movie in the Park of the Summer – Planes on August 22

The final Movie in the Park will be shown next week on Friday, August 22nd at the River Shelter. All movies are free and shown on an inflatable big screen. The movie starts at dusk and those attending are encouraged to bring a blanket or low chair to sit on.

Fall Registration Opens August 18th

Wilsonville Parks and Recreation offers a variety of programs and services. Registration for fall activities opens August 18th and participants can register online on the Parks and Recreation website.

Mad Science makes its debut offering a Thursday morning science program for 3 to 5 year olds, as well as two programs for 7-12 year olds on non-school days. Soccer Shots is back for another season and will provide programs for 2 to 8 year olds.

Body Sculpt and Mom and Baby Pilates offer two distinct fitness opportunities, while a day excursion on the North Santiam River will give the entire family something to be excited about! Rafting adventure is open to participants 9 and older.

For the Active Adults, a special program focusing on balance will be offered starting in September. A Matter of Balance is an award winning program designed to manage and prevent falls and increase activity levels. The course will be taught by an instructor from OHSU and will run on Fridays, 9/12 to 10/31, from 1:00 – 3:00 pm. This course is funded by a grant and is being offered at no charge but pre-registration is required.

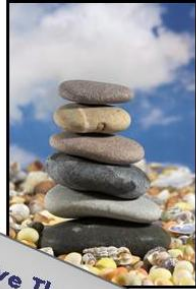
ORPA Annual Conference

The annual Oregon Recreation and Park Association conference is taking place September 8-10 in Seaside, OR. Advance Registration is often until August 22. Please contact a staff member if you are interested in attending. www.orpa.org

Upcoming Programs:

Spa Saturday at the Center

October 4th, 10:00 to Noon



Offerings include: Yoga,
Tai Chi, Meditation,
Massage, Acupuncture,
Healthy Snacks,
Spa Retail Gifts,
Door Prizes and more !



**Wilsonville
Parks and Rec**

Community Center 7965 SW Wilsonville, OR 97070

www.WilsonvilleParksandRec.com



Antique Appraisal Day

Wilsonville Community Center
Saturday, Oct. 11th
10:00am to 2:00pm

Pack up those treasures gathering
dust in the attic and let the
experts appraise them!
\$10 per item