

City of Wilsonville

Parks & Recreation Advisory Board

Thursday March 13, 2014
City Hall - Council Chambers
6:30pm

Meeting Agenda
Wilsonville Parks & Recreation Advisory Board
March 13, 2014 6:30 p.m.
Wilsonville City Hall - Council Chambers

- I. Call to Order
 - Roll Call
 - Approval of Minutes: January 9, 2014

- II. Citizen Input

- VI. Tourism Grant Review

- VII. Department Reports
 - Directors Report
 - WERK Day
 - January & February Department Reports

- VIII. Board Comments

- IX. Adjournment and next meeting announcement:
 - Next Meeting - Thursday April 10, 2014
6:30 p.m. Council Chambers

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
January 9, 2014 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, Brian Stevenson, Steve Munsterman, Judy Lawhead

I. Call to Order

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

Members present: Eric Bohard, Ken Rice, Elaine Marie Swyt, Steve Benson, Katharine Johnson, and Scott Starr.

Members absent: Parker Johnstone and Mary Closson

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

Approval of Minutes: the October 16, 2013 meeting minutes were approved by Elaine Swyt, seconded by Ken Rice.

II. Citizen Input

There was no citizen input.

III. Aquatic and Recreation Center Update

Stan Sherer reported that 3 design finalists have been named. Interviews with the 3 firms were held Tuesday January 7th. A recommendation of one firm and final cost will be made at the Jan 23rd City Council meeting.

A brief description of the scope of work is in the RFP.

IV. Skate Park Update

Stan reported that a contract was entered into with American Ramp Co. for the design this week. It involved a single bid – there was no RFP process.

The first visit by the company will be in January. The company will manage workshops in community.

V. Recreation Program Updates

Brian Stevenson reported on the success of the Reindeer Romp and gave an update of upcoming February events: Hit Parade, Daddy Daughter Dance. A monthly update will be sent out to the Parks Board regarding programs.

The new activity guide with its new format containing advertising will be out next week; in the meantime all information is available online.

There was a discussion regarding the lack of programs for middle school & high school age kids. The City recognizes the need but there is not sufficient staff available.

There is a possibility that sometime in the next year a needs assessment would be conducted to determine community interest, what people want regarding recreation programming. This would normally be initiated by a master plan.

VI. Grant Process Discussion

A change in the length of presentation time from 5 to 3 minutes was discussed, along with saving board suggestions for deliberations, whether or not there is too much transparency in front of applicant, danger of awarding additional (above asked for amount) funds to applicant. Three full weeks will be allowed next for the Board to review grants before the meeting. Staff will look at grant application for possible improvement and include a 'cheat sheet' with grant apps for board members.

VII. Memorial Park Parking Lot Update

Staff report by Kerry Rappold. Stan reported deadlines should be met for paving to be finished by spring. Lift station location decision yet to come.

VIII. Board Comments

Council Liaison- Councilor Scott Starr reported the possibility of Council putting out a new city-wide survey regarding the importance of an Aquatic & Recreation Center to seniors as well as other age groups.

A template was suggested for grant applicants and a need for Council to present the Board with clearer guidelines for funds disbursement. An agreement was made by Board members to initiate an email discussion regarding event fees during January in order to draft a proposal to take to Council Board Members.

Memorial Park field vandalism, the possibility of timer/locking gate, and field lights timer were discussed.

Member Steve Benson submitted a list of questions. Stan Sherer and Councilor Starr addressed the list of questions. The possibility of scheduling a 'new Board member' orientation meeting was discussed. Board Chair Bohard welcomed new board members and gave a briefing of upcoming duties and activities that the Board can look forward to.

IX. Adjournment and next meeting announcement

Meeting was adjourned by Eric Bohard at 8:25 p.m.

Next meeting –March 13, 2014 at 6:30 pm Wilsonville City Hall Council Chambers

Community Services Tourism/Match Grant

2014 Application/Award Log

Organization	Event	\$ Request	\$ Award	
Wilsonville Arts & Culture Council Theonie Gilmore, Executive Dir.	Festival of the Arts	\$5,000		
Wilsonville Celebration Days Bob Woodle, Marketing Dir.	Fun in the Park Festival	\$8,000		
Wilsonville Farmers Market	Wilsonville Farmers Market	\$6,975		
Wilsonville Kiwanis Club Gary Wappes	Kiwanis Kids Fun Run	\$4,000		
Wilsonville Rotary Foundation John Holley, Vice President	Summer Concert Series	\$5,000		
TOTALS		\$28,975	\$25,000	

MEMORANDUM

TO: PARKS AND RECREATION ADVISORY BOARD
FROM: STAN SHERER, DIRECTOR
SUBJECT: DIRECTORS REPORT
DATE: 3/6/2014

1.) CONSULTING CONTRACT

The City has executed a contract with SFA for the facilitation of the economic feasibility study for the Recreation and Aquatic Center. Insurance issues caused the delay. The firm is currently doing their preparation work that consists of reviewing any existing/historical data, studies and needs analysis. The process will take approximately two weeks. We are in the process of finalizing the dates and time for the Kickoff meeting with the consultant team. It is tentatively scheduled for March 26th. I have attached a copy of the consultant team's timeline for completing the study.

2.) VISITORS CENTER

We are continuing with planning for the eventual move of the administrative functions of the Parks and Recreation offices to the building that was previously the Visitor's Information Center. Council has approved the conceptual building modifications as well the budget for the relocation costs. The most significant modification to the building will be the relocation of the existing restrooms to the east end of the building. This will allow the public to access the restrooms from outside the building as opposed to through the lobby of the building. The timeline for completion of the project should allow the move by the middle of June.

3.) PARKS SUPERVISOR

We are currently advertising for the Parks Supervisor position. Steve Munsterman retired at the beginning of year and has been working on a part-time basis until the position is filled. Applications are due by March 17th and then the review process will begin.

PHASE I: PRE-WORK AND PREPARATION

No travel

Weeks 1-2

Our approach will begin with pre-work consisting of review of any existing/historic data, studies, and needs analysis; this will include the 2001 findings from a community-based Aquatics Task Force, the 2006 economic feasibility study by Sports Management Group, and the recent community survey findings. Also, this initial stage of work will include preparation for the initial on-site meetings and tours (key stakeholder identification, potential user group identification, agenda, logistics, etc.).

PHASE II: MARKET AND NEEDS ANALYSIS

Two trips

Weeks 3-8

A. Kickoff Meeting

The Consultant Team will begin this stage of analysis with a formal Planning & Strategy Meeting. This meeting – essentially a “Project Kickoff” meeting to be facilitated on site in Wilsonville – will include representatives from SFA and CH, as well as key decision-makers from the City and steering committee. In addition to reviewing the work to date related to market research and preliminary feasibility analysis, this meeting will serve to establish points of contact with the City and other key stakeholders. Also, SFA will work with project representatives to determine the most appropriate scope of services and methodology to accomplish your goals. We will conduct initial meetings in Wilsonville with key stakeholders to obtain background information related to the project and to understand the objectives and priorities with regards to the project. We will develop an organizational framework to guide the analysis and meet your objectives. Specifically, the Planning & Strategy Meeting will allow SFA and CH to:

- Develop roles and responsibilities
- Develop lines of communication
- Establish the engagement’s timeline
- Finalize the scope of the engagement
- Establish the format and content of our deliverable products
- Establish a working group to include key stakeholders & the Consultant Team
- Review previous studies relating to sports/recreation facilities & programs
- Tour the local market and existing sports and recreation facilities
- Identify community stakeholders (City officials, local sports organizations, etc.) to discuss the project and potential support
- Initiate discussions related to the proposed site or site options
- Modify work plan, if necessary, to reflect changes arising from above steps/tasks

B. Market Study

Our early-stage work will also consist of a market study to encompass a full demographic analysis, as well as sports participation research for the trade area and an identification of existing services providers (potential competitors) in the area. The market and competition analysis will address the market for leagues, tournaments, camps, clinics, classes, meetings, parties, events, etc., as well as the demand for utilization and programming of the same. In assessing the potential level of market support for sports/recreation facilities and programs in Wilsonville, OR, we will analyze the demographic and socioeconomic characteristics of the primary trade area and surrounding region. We will identify historical, current and projected trends relative to the area such as population, age, income, employment, retail sales, effective buying income and corporate base. Additionally, transportation access, site visibility and hospitality infrastructure (hotel rooms, restaurants, attractions, etc.) will be assessed to determine its impact on the marketability of potential new sports facilities in Wilsonville for tournaments and events. As part of this analysis, we will also compare the area’s characteristics to markets currently offering the types of sports/recreation facilities and programs being

contemplated in Wilsonville to provide a context in which to evaluate the market characteristics of the local area. We will assess the physical, operational, and financial characteristics of sports/recreation facilities, complexes and programs in comparable markets to provide general informational background and to gain a programmatic perspective from which to assess potential utilization and financial operations of potential future facilities in Wilsonville.

C. User Group Interviews and Public Input

In performing an analysis of the potential utilization for any project, we rely on industry research data, comparable facility data, and information provided from potential users of the type of facility under consideration. Typically, we employ an interview and public input process that focuses on potential facility users in order to quantify the likelihood of particular event segments using a facility and the specific amenities they may require. In order to obtain opinions and data from event organizers with regard to a specific facility and market, various organizations and individuals from the following groups could include, but are not limited to:

- Registrants of sports leagues/associations in the area
- Local youth and adult recreational sports/organizations
- Amateur sports associations
- Tournament organizers
- Local seniors' and youth groups
- Representatives from area schools
- Area convention and visitor's bureau

Note: SFA and CH will work with the City to schedule as many interviews as possible during our time on site to be facilitated along with the "Kickoff" meeting. However, typically it's the case where several of these interviews - because of availability issues and scheduling conflicts - are conducted either before or after our market visit.

Conclusions from these interviews will be analyzed to provide summaries of the following data specific to sports and recreational facilities:

- Past facility use
- Perceptions of existing area facilities
- Likelihood of utilizing new sports/recreation facilities in Wilsonville
- Reasons for not using existing facilities
- Facility amenity requirements and/or preferences
- Perceptions of the Wilsonville area and other recreational facility information and opinions

Based on the results of the previous tasks, we will quantify the level and characteristics of events and activities that could be attracted to the potential new recreation and aquatic facility in Wilsonville. The market potential will be presented for those sources of demand that are identified as being supportable in the Wilsonville area and the ability of the area to effectively penetrate those areas of demand. This information will identify the size of the sports/recreation market for which Wilsonville can compete and will be instrumental in all subsequent quantitative analyses related to building/design program and phasing recommendations, financial operations, economic impact, and marketing considerations.

The measures of event demand to be focused on will include:

- Event and activity levels by segment
- Potential attendance by activity/use
- Specific demographics that should be targeted
- Length of event data
- Facility space and functionality requirements by event/activity type
- Seasonality data

Based on the results of the work to date including the Market Analysis and on-site meetings, SFA and CH will provide a development/design program which will serve as the basis for the conceptual plan and the detailed financial analysis (Pro Forma).

PHASE III: CONCEPTUAL PLAN & ECONOMIC FEASIBILITY ANALYSIS (PRO FORMA)
Two trips *Weeks 9-16*

A. Conceptual Plan

Based on the agreed upon program, the Consultant will prepare three concepts. Typically these concepts consist of an ideal, preferred, and minimum acceptable. The ideal concept includes areas of programming without taking into account budget considerations. The preferred facility supports the design program with costs to meet the proposed budget. The minimum acceptable concept is a facility that will be considered if the project experiences limited funding. The Consultant will provide a conceptual plan of each building. The purpose of the plans will be to illustrate ways to organize the spaces in a functional arrangement and to confirm that the building footprint will contain the areas proposed in the Design Program.

B. Detailed Financial and Economic Feasibility Analysis (Pro Forma)

The program and conceptual plans will provide the structure for exactly what the Consultant Team will be analyzing. Based on the results of the market demand analysis, including information obtained from potential facility users, we will prepare an analysis of the market supportable facility mix and building program associated with the potential indoor facility development in Wilsonville. In further defining the facility development program, we will balance the importance of matching the size and focus of the facility with existing/anticipated future market support. The program/space plan will focus on:

- Type, size, number of rec areas
- Space configuration
- Support spaces (offices, locker rooms, party rooms, etc.)
- Infrastructure needs
- Possibilities for future expansion
- Fixtures and equipment needed
- Features that would enhance revenue generation while limiting operating costs

The results of this step will provide the City and other key stakeholders with a clear understanding of the specific components that will best suit the needs of local and regional residents, as well as the needs of tournament and event organizers that have indicated interest in utilizing facilities in Wilsonville.

This detailed financial analysis shall encompass “order of magnitude” determinations, design options and space considerations (including parking), revenue and expense projections by product/program/service, cost and utilization projections, and the analysis and recommendations related to the potential location for the facility. This documented analysis will provide insight into the financial potential of the project and will include projections related to construction and start-up costs, revenues/expenses by product/program, ROI, facility utilization, and more. The financial forecast will also address the wide range of key performance indicators and contributing factors that influence operations and the overall financial performance of the facility. Your pro forma will be highly detailed, with the analysis encompassing the following key elements:

- The Business Model
- Debt-to-Equity mix, debt service
- Program and space requirements
- Construction, start-up cost estimates
- Operating costs
- Parking considerations
- Revenues and expenses by product/program
- Operating cash flow and ROI
- Facility and operating expenses
- Program schedule and utilization projections
- Management and staffing model
- Proposed funding/financing mechanisms and strategy
- Sponsorship opportunities

C. Presentation

The Consultant Team will prepare and present preliminary plans – as well as preliminary findings from the detailed financial analysis – to the Park Board and Planning Commission in conjunction with the Task Force. This meeting can be facilitated in a workshop setting to finalize concepts and analysis. Preliminary concepts and program features will be reviewed and confirmed. Following the meeting, the Consultant Team will make revisions to the selected plan as well as revisions to the financial analysis.

D. Cost Analysis

The Consultant will prepare an Opinion of Probable Construction Cost for the pool(s) and building. Recent project bid figures of similar projects will be used as well as national estimating guides and local cost adjustment factors. The hard construction cost figures will be supplemented by a development cost factor, which will include such "soft" costs as professional fees, survey, geotechnical report, document reproduction, advertisement for bids and all anticipated expenses related to the administration of the project. The sum of these two cost figures will be the total project cost so that the Owner will have a comprehensive overview before making an informed decision about the project.

The Consultant will prepare a Feasibility Study and will develop an opinion of operations protocol for the proposed project. The following will be researched and analyzed:

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|---|---|
| <ol style="list-style-type: none"> 1. Area Aquatic Providers 2. Market Area Demographics <ol style="list-style-type: none"> a. Population, Age, Income 3. Area Aquatic User Groups <ol style="list-style-type: none"> a. Historic Usage b. Projected Level of Growth 4. Facility Management Outline <ol style="list-style-type: none"> a. Facility Operating Schedule b. Facility Capacity Limits c. Organization Chart d. Wage Structure 5. Opinion of Probable Revenue <ol style="list-style-type: none"> a. Market Penetration b. Seasonal Usage | <ol style="list-style-type: none"> c. Develop Fee Structure d. Opinion of Attendance By User Group e. Opinion of Revenue 6. Opinion of Probable Expenses <ol style="list-style-type: none"> a. Labor Demand b. Chemical Demand c. Supply Demand d. Maintenance and Repair Demand e. Utility Demand 7. Opinion of Facility Financial Performance 8. Analysis of Sources of Funding |
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PHASE IV: FINAL PRESENTATION

One trip

Weeks 17-18

The Consultant Team will make a final presentation – outlining the methods and results of the study – to the City Council for their action.

Wilsonville Parks and Recreation Board Meeting
Staff report
March 13, 2014

WERK Day (Wilsonville Environmental Resource Keepers) is on Saturday, May 10th from 8:00am to 1:00pm. Parks Board Members are invited to come and assist with volunteer check in and registration from 8:00am to 9:00am, or join one of the Site Coordinators in the park. We hope to recruit our usual large group of 300 volunteers, and the Rotary has agreed to provide the usual omelet and pancake breakfast.

The tentative list of sites is as follows:

WERK Day Sites 2014

- 1. Dog Park-** complete walking trail around the perimeter of the park and place rock on trails near the park. Additionally, volunteers will fill holes in dog run that might present a hazard to pets or their owners and work on removal of invasive plants near the trail to the park.
- 2. Tranquil Park-** Removal of invasive plants, trail work.
- 3. West Entrance to Memorial Park-** Ivy removal
- 4. River Shelter-** Stain tables in the shelter
- 5. Wooded Trail Area between River and Forest Shelter** Remove Holly, Laurel and Ivy
- 6. Fill Holes in Ball Fields** A kid friendly activity to help make the fields safer.

The Hit Parade

Disc jockey Jim Pritchard brought a bit of trivia, a lot of memories, and some great music to the Community Center on Monday, January 27th. Jim tried to stump his participants by playing a quick sample of a song, and challenging the audience of seniors and National Honor Society students to guess the artist. The combination of music and behind the scenes stories of musical artists from the 40's and 50's was an entertaining combination for participants.



Parks Update

* On the evening of January 2nd, ball fields 2 and 3 in Memorial Park received a tremendous amount of damage due to a vehicle/s driving on the grass. This was the second incident of a vehicle on the grass in the late night hours in the past month. Staff is currently exploring options for securing the park at night. As a result of the vandalism, parks staff has been working hard to repair the damage and prepare the fields for use by local sports organizations starting in February and March.



* Parks staff recently tilled the Community Garden as they work towards a Spring opening. For the 2014 season, staff will look to expand the number of in-ground plots at the garden by maximizing available space within the fenced area. Registration for the garden opens on March 20th.

Parks and Recreation

Senior Fitness Testing - Round Two

In July of 2013, both Healthy Bones and Balance classes participated in the Center's first formalized fitness testing process for older adults. Following the testing 39 participants met with personal trainer, Brad Moore and received their results and a comparison to others of the same age and gender. On January 10th, the Center opened training up to any "Active Adults" aged 55+ and conducted the Senior Fitness Test. After the second round of testing is completed for the Healthy Bones classes, staff will have collected data on 69 participants. According to Brad Moore, "The testing is a real motivator, people want to do well. Also, it lets us know where people are, and identify strengths and weaknesses."

The Center will continue to offer testing twice per year use the information to demonstrate how classes are helping participants improve various areas of fitness.



Soccer Shots Kicks Off!



The Winter session of Soccer Shots kicked off in January with 12 participants in the introductory soccer class. The first class for 2-3 year olds includes some parent involvement while the second class for 3-5 year olds allows the players to get out and play on their own!

Upcoming Programs/Events

AARP Tax Help - All the preparations are all in place, and the first two days of appointments are already full. The AARP/IRS free Income Tax Assistance program is back, and as popular as ever. Volunteers from the community, headed up by coordinator Sue Wuebkenberg have been preparing for the past few months, studying for the tax preparers exam, and learning the software required for e-filing taxes. The program will be available to seniors and individuals of lower income every Thursday from February 6 through April 10 at the Community Center.

Daddy Daughter Dance - Friday, February 28th, 7:00pm to 9:00pm, Wilsonville Community Center. "A night in Hollywood" is the theme for the annual event which always sells out. Tickets are \$14 per person and includes unlimited photos in the photo booth!

Wilsonville Egg Hunt - Saturday, April 19th, 10:00am, Memorial Park Ball Fields. The event is free and open to children up to 11 years old.

Local Businesses Give to the Community Center

Xerox Employees Volunteer at the Center

When Xerox donated \$5,000 to the Center, they promised to send employees to volunteer for the senior lunch program, and get a sense of how the convection oven was being used. On Feb. 18th, three employees from Xerox did just that, working with the Center's nutrition coordinators to help set tables and serve lunch, and pack home delivered meals. It was a nice opportunity for senior participants to thank Xerox for supporting the program, and the employees got a chance to meet the seniors who enjoy the hot meals each week. In 2013, 6700 meals were served at the Center, and 7081 hot home delivered meals were delivered.

Clocktower Chiropractic Supports Senior Scholarship Fund

Dr. Sarah Colby and her staff celebrated their patients during February by offering free treatments for new and existing clients. Participants were told that if they'd like to make a donation in lieu of a payment, it would support senior participants at the Community Center. Many individuals took advantage of the patient appreciation celebration, which also offered discounted massages and \$285 was raised to benefit the senior scholarship fund at the Center. Many thanks go out to Dr. Colby, her staff and patients for their generosity.



Daddy Daughter Dance

Parks and Recreation hosted the annual Daddy Daughter Dance on Friday, February 28th. The event was attended by 136 dads and daughters. Throughout the night, there was a variety of music, prizes, and unlimited trips through the photobooth to capture the memories of the evening.



Animeal Donation for pets of Home Delivered Meal Recipients

The Home Delivered Meal program has been very fortunate since last June to receive generous donations from FIDO (Animeals), out of Clackamas County. This is available to seniors on home delivered meals who need assistance feeding their pets. Animeals (kibbles and bits) and sometimes soft pet food are delivered to the Center and then our drivers deliver the pet meals when they are delivering the meal to the clients.

Parks and Recreation

Parks Update

Winter storm event/response-February 6-9, 2014

The park system suffered only the loss of 1 small Pine tree along the Boeckman Creek Crossing pathway during the recent snow/ice event. A large Douglas Fir tree from a neighboring property broke and fell into Memorial Park without incident and was removed by the property owner. Park Maintenance staff also provided assistance to Public Works helping with after hours sanding and emergency response.

Community Garden

Upcoming improvements to the Community Garden will include the addition of a gate in the west garden to provide better accesibility for garden users and additional irrigation in the east garden to allow additional garden plots to be added.



Memorial Park Sports Field Maintenance

After winter field vandalism, staff has increased efforts to get the fields ready for the upcoming season. Ballfields 2 and 3 and soccer field 3 have been deep tine aerated and slice seeded with a winter blend of seed; additional fertilizer will also be applied to help the turf recover. Regular maintenance activities are under way on all fields including weed control, edging and leveling in preparation for the practice sessions soon to be underway. Calcined Clay material is being added to the skinned infield areas to increase playability and lessen the possibility of rainouts, and mowing has already started.

Field Sign Up Night

On February 20th, representatives from area sports organizations including Wilsonville Youth Sports, Willamette United Soccer and Wilsonville Adult Softball scheduled field usage for the upcoming year. Teams booked fields from early March to mid November. A total of 2,927 hours were booked.

New Classes Get Rolling!

Two new classes taught by instructor Jules Moody began in February. For the Active Adults 55+, 9 participants are taking part in a stability ball class designed to improve core strength, balance and posture. Another 9 participants are enrolled in Body Sculpt, a class offered through our Adult class offerings designed to strengthen and tone all major muscle groups. Both classes will be offered again during the Spring session.



Upcoming Event

Wilsonville Egg Hunt - Saturday, April 19th, 10:00am, Memorial Park Ball Fields. The event is free and open to children up to 11 years old.