

**Astoria Parks and Recreation Master Plan  
Citizen Advisory Committee  
November 12, 2015**

Ian Sisson called the Citizen Advisory Committee (CAC) meeting to order at 8:04 am.

**Roll Call**

Committee Members Present- Craig Hoppes, Jan Nybakke, Jim Holen, Scott Tucker, Ed Overbay, Patrick Wingard, Michelle Bisek, Brooke Stanley, Kassia Nye, Zetty Nemlowill, and Dulcye Taylor

Staff Present- Angela Cosby, Jonah Dart-McLean, and Ian Sisson

Absent- Ken Hageman

**Review and Approval of Meeting #1 Minutes**

A. The minutes of Meeting #1 held on October 29, 2015 were approved as submitted.

**Community Outreach Update**

Ian Sisson updated the committee via PowerPoint on the following:

- A. Monster Bash survey – Staff found it difficult to get people to fill out the survey in that setting. Survey questions determined which park facilities and programs are the most popular. Most of the participants were from Clatsop County.
- B. Community Input Session summary – The sessions were set up with stations that educated attendees about the master planning process, asked for input about how people use park facilities and programs, and asked for suggestions for improvements to existing facilities and programs, as well as ideas for new programs, facilities, and features. He summarized the responses given at each station, noting which programs, facilities, features, and issues were of most concern to participants.

**Input, Comments, Ideas**

- The Committee and Staff discussed ways to use the information received through community outreach to develop an online survey with developed and themed questions. Ideas included social media, email, and offering incentives to participate in the survey.
  - The Parks Department has an inactive listserv, which Staff plans to reactivate. This will allow Staff to provide regular updates on the master planning process through the City's email notification system.
  - It is important to survey people who regularly participate in parks programs as well as people who simply use the parks to play on the playground or walk their dogs.
- The Committee agreed that the survey conducted at Monster Bash targeted a very specific group of people, parents with young children. Feedback needs to be received from all demographics, from those with babies in daycare to seniors. They discussed ways to reach various demographic groups in the area. Ideas included sending surveys home with schoolchildren, publishing a press release, broadcasting a public service announcement on the radio, and adding paper surveys to grocery bags at stores.
- Ideas for getting the greatest number of responses to surveys included incentives like winning a prize, offering the survey in a variety of formats, and making the survey available at a variety of locations and events.

**Stakeholder and Focus Group Identification**

Staff and the Committee discussed the individuals and groups they believed would represent the most demographics and communities in the area. Learning more about park users who live in

surrounding communities could help the Parks Department as it considers tax revenues and user fees.

The following demographics and groups were identified to include in stakeholder and focus groups: Latinos; seniors; disabled citizens; tourism; elementary, middle school and high school students; swim clubs; moms clubs and parent teacher associations; the Coast Guard; the art community; Northwest Trails Coalition; North Coast Trails Alliance (a mountain biking group); the National Park Service; Oregon Parks and Recreation; Clatsop Community College; and Columbia Memorial Hospital.

Staff confirmed they would begin reaching out to all of the groups identified. However, this master plan has a short timeline and the Committee could help expedite the process by reaching out to stakeholders as well.

### **Next Steps**

Staff reviewed and discussed the details of the next steps via PowerPoint as follows:

- A. Draft Inventory/Existing Conditions Report – Will be complete by the end of 2015.
- B. Begin Level of Service Analysis during the winter of 2015-2016. This analysis will not include geological and environmental assessments, but those types of assessments could be recommended by the master plan. The analysis will allow the department to define various types of parks that will indicate how each park is to be used. Communications/marketing was added to the list of services that would be analyzed.
- C. Begin Stakeholder and Focus Group Interviews during the winter of 2015-2016.
- D. Parks and Facilities Tour – Staff believed the tour should be scheduled in December, after the inventory and analysis are complete. The tour would be open to the public, but would also have a limit on how many people could attend, due to limited space.
  - I. The tour is a good opportunity to generate media attention about the master planning process. They briefly discussed getting an article or press release in the *Daily Astorian*, getting Ian Sisson on Jim Wilkin's Friday show on KMUN, and other radio advertising.
  - II. The Committee directed Staff to schedule the tour for December 5 and suggested it be conducted from 10:00 am to 2:00 pm. Staff would coordinate with the school district on a time because school buses will be used to transport tour attendees. The tour could be videotaped for people who could not attend.
- E. The date for Citizen Advisory Committee Meeting #3 has been changed to Thursday, December 17 from 8:00 am to 9:30 am at the Astoria Recreation Center.

### **Other Business**

- A. Staff asked the Committee for feedback on the results of the penny activity at the community input sessions, which indicated the public's financial priorities for the Parks Department. The Committee agreed the activity reflected the opinions of a small and specific group of people and that it is difficult to gauge the opinions of visitors and park users who do not live in Astoria. Therefore, it will be important to ask the focus groups identified earlier in the meeting about their financial priorities for the Parks Department.
  - I. Public input up to the date of this meeting has indicated the River Walk and a combined recreation facility are top priorities for the community. Staff agreed to initiate more conversation with the public about these items.
- B. The Committee discussed the idea of turning the Aquatic Center into a combined recreation facility, which could be expensive and take a long time to develop. A feasibility study could reveal funding sources and partnership opportunities for this idea. They discussed the

possibility of getting assistance from the Department of Land Conservation and Development (DLCD) and Columbia Memorial Hospital (CMH) to conduct a feasibility study.

- A combined recreation facility could have a positive impact on the local economy and the housing shortage.
- C. The group discussed the new recreation facility being constructed at Clatsop College. The college is already considering ways to collaborate with the City on program development at Patriot Hall.
- D. The group discussed whether the master plan should encourage duplicating services offered by private entities in the community, like yoga studios and other fitness and wellness endeavors. The Parks Department could offer these services at more affordable prices and without requiring memberships. However, such competition might have a negative impact on public/private partnerships and development. The level of service analysis and existing conditions inventory could indicate how to address this issue.
- E. Partnership opportunities may exist with the high school, Coast Guard, and CMH to help expand the Aquatic Center facility.
- F. Staff discussed possible maintenance issues that could occur if the Recreation Center were sold and the services were moved to the Aquatic Center. Staff wants to maximize use of their funds, so maintenance of existing facilities would be reconsidered if a combined recreation facility were developed.
- G. The Committee discussed possible alternative uses of the Recreation Center, Public Works facilities, and Parks Maintenance facilities that could maximize the use of each space while allowing the Parks Department to combine facilities.
- H. Committee members noted their favorite aspects of the community input sessions and shared ideas for reaching stakeholder and focus groups in a similar manner.

Staff reminded that the next meeting date had been changed to December 17 and confirmed the tour would be scheduled for December 5. The exact time of the tour would be announced within the next week.

### **Adjournment**

- A. Ian Sisson adjourned the meeting at 9:19 am.

**Next meeting will be held Thursday, December 17, 2015 at 8:00 am at the Astoria Recreation Center.**