
AGENDA

ASTORIA PARKS & RECREATION ADVISORY BOARD

Wednesday, June 26, 2019
6:45 AM
2nd Floor Council Chambers
1095 Duane Street, Astoria OR 97103

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENT**
 - A. Individuals must state full name and address
 - B. Each individual is provided 2 minutes
- 4. APPROVAL OF MINUTES**
 - A. May 2019
- 5. PRESIDENT HERNANDEZ**
 - A. What do you hear?
- 6. EMPLOYEE & VOLUNTEER RECOGNITION**
- 7. OLD BUSINESS**
 - A. Parks Foundation Update
 - B. Implementation of the Parks and Recreation Comprehensive Master Plan
 - C. Maritime Memorial Expansion Update
 - D. Astoria Scandinavian Heritage Association Park Update
 - E. Staffing and Department Update
- 8. NEW BUSINESS**
- 9. UPDATES**
 - A. Job Shadow Report
 - B. July is Parks and Recreation Month
 - C. Promote Astoria Contractor Selection
 - D. Ocean View Cemetery Master Plan
 - E. Capital Improvement Plan FY 2019/2020
 - F. Communications and Public Relations RFP
- 10. STAFF REPORTS AND UPCOMING EVENTS (attached)**
- 11. FUTURE MEETINGS**
 - A. July 24th , 2019 @ 6:45 AM in City Hall, Council Chambers
 - B. August 28th , 2019 @ 6:45 AM in City Hall, Council Chambers

MAINTENANCE

Grounds & Facilities

- Adding new office space at ARC for improved customer service
- Working with Upward Bound through CCC to carry out projects at Community Garden removing debris and repairing raised beds, Shively Park removing invasive species, and Cathedral Tree Trail cutting brush and improving drainage
- Granite is expected to be mounted at Maritime Memorial June 30 – July 12, project will be complete after installation
- Setting up multiple softball fields daily M-F
- Restricted width of access path to 14th St. Dock to comply with weight capacity recommendations by inspectors
- Assisted with site preparation for PRIDE celebration at Barbey Center and delivered/picked up rental equipment
- Selected Greensmith Landscaping for FY19-20 Promote Astoria Parks maintenance contract
- Selected Oregon Janitorial for FY19-20 Promote Astoria Parks restroom janitorial services
- Assisted with Splash into Summer event prep and take-down
- Delivered Recology mulch into Community Garden

Oceanview Cemetery

- Mowing grounds and removing debris
- Successful Memorial Day weekend, no complaints received regarding the cemetery's grounds
- Advertised and received proposals for development of OVC Master Plan. Tentatively selected firm is reviewing contract, implementation is anticipated July - December
- 4 cremation burials, 1 liner burial

AQUATIC CENTER

Swim Lessons:

The Spring Session ended on June 8 with a total of 206 participant enrollments. A new pool mascot “goggle girl/boy” was trained for the end of swim lessons session. Goggle boy/girl assists on handing out buttons and stickers to the children.

Summer swim lessons started June 17 with moderate registration. Staff have seen a trend of participants returning to summer swim lessons who may not have participated in lessons during the school year. A Summer Swim League has been added to the swim lesson program. This league is a way to introduce competitive swimming and the swim team to children. Students participate in two-week sessions for an hour and a half daily, four days per week.



Private lesson prices are increasing at the beginning of July. The price change will also include the ability to purchase fewer lessons as a package. These changes will streamline the private lesson program as it will free up the availability of our instructors.

A new elementary school participated in group lessons recently. From May 28th to June 5th, our swim program hosted school swim lessons for the Ocean Park Elementary school 4th graders. There was a total of 77 children in the lessons. The children were taught freestyle, backstroke, and safety skills. They also got to enjoy the slide on their last day of the program.

Five new instructors started training in the program and will be working with our existing staff to increase number of classes offered and private lesson availability for summer.

Schedule:

The Aquatic Center hosted two large school group swims over the past month with over 60 swimmers in each group. Additionally, we hosted one after hour's rentals for a large school group.

The summer schedule began June 12. With the summer program, the "big red slide" opens at 1:00 each day which a large draw to families and tourists.

Lifeguard Certification and Staffing:

A lifeguard class was held June 11- 16. Five new lifeguards were certified and are working through the new hire process from this class.

Our facility received a quarterly unannounced audit from our lifeguard certifying agency, Ellis and Associates, on June 18. During this audit our lifeguards received a top score of exceeds on all practical and skills tests administered. Additionally, one lifeguard was given special recognition from Ellis and Associates as an outstanding rescuer.

RECREATION CENTER

Recreation Division

The Recreation Division staff have all received nametags this last month, and have also received a slightly stricter dress code policy.

Kids Zone

- In May our weekly themes were outer space, community service, buildings and homes, our town, and sources of light & energy!
- Some of our fun activities were Mother's Day key chains, paper bag cities, thank you notes to the Police Department, and blacklight dice!
- For Summer Camp this year we are adding in a swim lesson component, and additional off-site field trip each week – which so far seems to be a hit with families. Field trips will include many of our local parks, the Firefighter Museum, Maritime Museum, Fort Stevens, the Clatsop County Fair, and the Oregon Zoo!
- May daily attendance has averaged 27 students per day. Revenue was \$6,108.17 compared to \$5,713.83 in 2018.

Fitness

- We have had the opportunity to add a few new equipment components this last month, including foam rollers, new yoga mats, and a screen and projector in the cycling room.
- Adriana, our new lead clerk, has done a fantastic job marketing our fitness program. With the assistance of instructors, we are beginning to hold challenges! Dee's Cycling class is currently riding the Tour de France, while Sam's class is holding Cycling Karaoke once a month. Ivan just finished up the last week of the Core Fitness Challenge and Zumba is offering neon events "Under the Black Lights".
- May Fitness revenue was \$1,670, compared to \$770.00 in 2018. The increase can be attributed to better consistency with the classes and offerings, an increase in marketing efforts, and a great team!



Sports

- We have 53 teams registered in our youth softball program from Ilwaco, Naselle, Knappa, Warrenton, Seaside & Astoria.
- We are incredibly grateful for our team sponsors: Dairy Queen, Beach Construction, K & M Medivan, Cave Trucking, Lawrence, Lawrence & Queener PC, Posh Mode Salon, Table 360, Farmers Insurance, Northern Homes, Johnson Homes, Columbia Screenprinting, H&R Block, Rampage Softball, CMH, Henson Orthodontics.
- We did not get enough teams for the Men's and Women's Adult Softball Leagues. We will be focusing on the Coed League coming up this Summer.
- We had to cancel the third session of Jiu Jitsu this year as our volunteer instructor, Morgan, needed to attend to a family emergency.
- Sports revenue was \$4,165.00 compared to \$4,971.64 in 2018. We have seen a loss in participation in the Adult League this last year and are working on some new program and marketing tactics for next season, including placing some better visible signage around town.



Upcoming Events

- Co-ed Softball – July-Aug

LIL' SPROUTS/PORT OF PLAY

Lil' Sprouts Academy

- For a special treat, our Daisy classroom invited moms in for a fun Mother's Day activity, **Muffins with Mom**. Moms had the opportunity to work on a special craft with their child and enjoy a snack of muffins and fresh fruit.
- Our Daisies invited some new friends into their classroom this month; LADYBUGS! They have a special habitat and will be learning all about their lifecycle and how to take care of them.
- On Thursday, May 23rd, we held our 6th annual Pre-K graduation! Although not all were able to attend, we had 17 Sprouts moving on to Kindergarten. Barring a few minor technical difficulties, we had a wonderful event with many parents in attendance. The graduates wore caps and gowns, marched into Pomp and Circumstance, sang songs for their parents and received special awards and diplomas. Light refreshments were provided at the end of the event, in addition to a photo booth for families.
- Things have been starting to quiet down at Lil' Sprouts, as some of our kiddos are either leaving for the summer or moving. As enrollment changes, we will soon be filling up spots with families on our waitlist.
- On Wednesday, June 5th we had our monthly fire drill. This was our first fire drill that the Sweet Peas were able to evacuate in our new 6-person stroller.
- We have started recognizing one staff member each month for their excellence in an aspect or theme that is voted on by the entire Sprout team. This month's theme/word was nurturing, and the award went to one of our newest employees, Amanda Demase.
- Lil' Sprouts revenue for the month of May was \$36,638.96, compared to \$27,792.00 in 2018.





Port of Play

- We are continuing to update Port of Play with new equipment. We are in the process of replacing our old floor mats with brand new mats and have also added two new bikes (including a two-seater), and a dino cozy car. The kiddos are loving it! We have more things coming and will update the board soon!
- We are so happy to announce that our new blocks from “Imagination Playground” have arrived, and the kiddos are absolutely loving them! They are being used by Port of Play patrons, Sprout kiddos, and even those that are attending Parents’ Night Out! We are so excited to have them!
- Port of Play revenue for the month of May included \$384.25 for admission, \$240.00 for Parents’ Night Out, \$240.00 birthday parties, and \$61.50 in snacks, with a grand total of \$925.75 compared to \$1,465.00 in 2018.

Upcoming Events

- **Parents’ Night Out every other weekend starting June 1**

ADMINISTRATION

- Wrapped up Maritime Memorial Engravings for the year - 44 names were added to the Memorial. Proof approval process fully implemented this year. MMC conducted physical inventory of current names on the memorial. Continuing to work with committee to update the current application form.
- Automated discounts and late enrollment fees for Summer Camp.
- Built Summer Sessions for Swim Lessons. Full year is now in the system. Each session has all sections of swim lessons within it. Previously 12-25 sections of swim lessons were being manually created approximately every 6 weeks. The new set up allows quick archiving and cloning of entire sessions of swim lessons.
- Defined timeframes for facility rentals and automated fees for reservations. Built more intuitive workflow for booking facility reservations with input from clerks.
- Began evaluating current fee structure for afterschool program and identified alternate structures that will reduce response times for better customer service – specifically regarding cancellation of registrations and refunds.

COMMUNICATIONS/MARKETING

- The APRD Facebook page currently has 3,608 likes, Astoria Aquatic Center has 1,238 likes, Astoria Recreation Center has 572 likes, and Port of Play has 1,011 likes.
- Astoria Parks webpage had over 18,888 page hits this past month. Astoria Aquatic Center, Events, and Park Board agendas were our top hits. Our popular parks this month included: Port of Play (1,255 visitors), Astoria Recreation Center (722 visitors), and Oceanview Cemetery (760 visitors).
- This has been a busy month creating collateral and making sure that social media posts are scheduled during the month long gap in contract. Starting Saturday, June 22nd, we will have advertising up for our child care programs at the Astoria Gateway Cinema. This coincides with the release of the new Toy Story movie !
- The National Recreation and Parks Association is celebrating Park and Recreation Month in July and we are working to develop a plan for implementation and some fun activities for residents to partake in to celebrate. This year, the theme is **Game On!** – to showcase the fun, joyfull, and exciting programs that we have to offer. We hope that board members will participate by sharing and tagging us on social media with photos at parks using #GameOnJuly and #GameOnAstoria.

Daily Astorian Articles :

1. **Free swim set at Astoria Aquatic Center – 5/30/19**

FY19-20 Parks and Recreation Department Capital Improvement Fund Requests

Effects Revenue/Expenses or has Beneficial Investment from Community Partner	\$ 10,000	4100 - Aquatics, 4200 - Recreation/Administration, 4300 - Maintenance	RecTrac Modules, Equipment, and Support Services	Continuation of RecTrac Module Migration and Implementation of Integral Maintenance Tracking software for improved efficiency and revenue capture
Effects Revenue/Expenses or has Beneficial Investment from Community Partner	\$ 100,000	4200 - Recreation/Administration 4300 - Maintenance	OVC Master Plan	Development of cemetery master plan, per Parks Master Plan recommendation and City Council 2018 Goal Setting
Needed to Properly Maintain/Operate Service	\$ 60,000	4100 - Aquatics, 4200 - Recreation/Administration	Facilities Infrastructure	Facilities upgrades and replacements of essential equipment for greater operational and energy efficiency
Effects Revenue/Expenses or has Beneficial Investment from Community Partner	\$ 30,000	4100 - Aquatic Center, 4200 - Recreation/Administration	Facilities Program Equipment	Replace outdated exercise equipment to decrease shut-downs due to breakdowns and purchase new equipment requested by patrons to increase attraction of facility and improve revenue generation
Effects Revenue/Expenses or has Beneficial Investment from Community Partner	\$ 8,000	4300 - Maintenance	Historic Site Improvements	Continue to provide cost of materials to partner with Clatsop Community College Historic Preservation Program to provide repairs to existing historic park facilities
	\$ 208,000			

Janitorial Contact Overview– Oregon Janitorial

Starting in January of 2016, the Parks Department has hired a cleaning company to provide janitorial services to the Downtown and Doughboy Restrooms. These services were paid out of Promote Astoria Funds. Through the 2019-20 budget, Council has designated \$22,120 in Promote Astoria funds for the care and cleaning of tourist related facilities that will improve their appeal for use and allow them to be cared for at a higher standard. \$15,120 of the Promote Astoria funds are dedicated to services for the Downtown and Doughboy Restrooms. \$7,000 of the Promote Astoria funds will be used to partially provide services to restrooms at Tapiola and Evergreen parks, the remainder of the costs for services at those facilities will be provided by Parks Maintenance funds since they are not solely dedicated to tourist activities but do play a role in Astoria's tourist economy.

After soliciting bids from custodial companies, Oregon Janitorial., has provided a bid of \$28,001.60 for the following properties:

- Downtown Restroom (4xWeek May-Oct., 2xWeek Nov.-April)
- Doughboy Restroom (2xWeek)
- Tapiola Park Old Restrooms (3xWeek May-Oct., 2xWeek Nov.-April)
- Tapiola Park New Restrooms (4xWeek May-Oct., 2xWeek Nov.-April)
- Evergreen Restrooms (2xWeek, April 1-September 30)

Custodial services will include mopping, sweeping, sanitization of all surfaces, trash removal, and supplying and replenishing all supplies. The custodial service contract will last one year.

Cintas Janitorial Services provided a bid that was outside of the budgeted amount for this work, \$147,550

Landscape Contract Overview – Greensmith Landscaping

Due to staffing and budget constraints within the Parks and Recreation Department, there are many City owned properties that have not, until recently, received the landscaping attention they require. Several of these properties were being maintained at a lower-than-desired standard of care and are heavily utilized by visitors to Astoria. Through the 2019-20 budget, Council has designated funds to continue the practice of contracting with a landscaping company for the care and maintenance of tourist related properties that will enhance their beauty and allow them to be cared for at a higher standard. After soliciting bids to local landscaping companies, Greensmith Landscapes LLC has provided a bid of \$86,972.64 for services at the following properties:

- 8th St. Triangle Flower Bed, located on Marine Drive and 8th St.
- Portal Park, located at the corner of Leif Erickson Dr. and 33rd St.
- 15th St. Triangle, located on 15th St. between Marine Dr. and Commercial St.
- People's Park, located between 14th and 15th St. on Marine Dr.
- 17th St. Flower Bed, located at the north end of 17th St., in front of the Coast Guard Dock
- The Astoria Riverwalk, located along the Columbia River from the Megler Bridge to the entrance of Alderbrook Lagoon
- 9th St. Park, located at 9th and Astor St.

- Fort Astoria Park, located at the corner of Exchange St. and 15th St.
- West Bond Triangle Flower Bed, located at the corner of W. Bond St. and W. Marine Dr.
- Astoria Aquatic Center Grounds, located at 1997 Marine Dr.
- 11th Street Steps, located between Jerome Ave. and Irving Ave.
- Doughboy Monument, located at the corner of Columbia Street and Marine Dr.
- Garden of Surging Waves, located at the corner of 11th St. and Duane St.
- Shively Park, located at 1530 Shively Park Rd.

A solicitation for bids was advertised in the Daily Astorian and sent to DeJesus Landscaping, Dennis's 7 Dees, CB Lawn Care, and 3D Landscaping. 7 Dees was the only other respondent and provided a bid of \$102,910.

Landscaping services will include mowing, trimming, pruning, hedging, edging, fertilization, and aeration, as well as bi-annual site clean-ups, additions of mulch in decorative beds, and periodic weeding of flowerbeds. The goal of these services is to maintain the above mentioned properties to an "A" level standard of care that will display Astoria's highly visible parklands at their best character to residents and visitors to our area. The landscape service contract will last one year.