
AGENDA

ASTORIA PARKS & RECREATION ADVISORY BOARD

Wednesday, August 23, 2017
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 MINTUES**
 - A. June
- 5. PRESIDENT HERNANDEZ**
 - A. What do you hear?
- 6. EMPLOYEE RECOGNITION**
- 7. OLD BUSINESS**
 - A. Parks Foundation Update
 - B. Implementation of the Parks and Recreation Comprehensive Master Plan
 - a. Developing Parks and Facilities Maintenance Plans
 - b. Capital Improvement Plan
- 8. NEW BUSINESS**
 - A. Department Staffing Update
- 9. STAFF REPORTS AND UPCOMING EVETNS (attached)**
- 10. FUTURE MEETINGS**
 - (a) September 27, 2017 – No Meeting
 - (b) October 25, 2017 @ 6:45 AM in City Hall, Council Chambers

Parks Advisory Board Meeting Minutes June 28, 2017

Chairperson Norma Hernandez called meeting to Order at 6:49 am.

Present- Norma Hernandez, Andrew Fick, Eric Halverson, Howard Rub, and Michele Tompkins.

Absent- Jessica Schleif, Jim Holen, and Aaron Crockett

Staff- Angela Cosby, Terra Patterson, Jonah Dart-McLean, and Michelle Hughes.

Public comments

1. George Hague, 1 32nd Street, Astoria, said the Master Plan included interviews and surveys that indicated people do not want the City to sell parks, even if the parks must go fallow. If people had been told that money from the sales of parks would go into the General Fund instead of the Parks Fund, he believed even more people would have opposed selling parks. The City originally spent over \$100,000 on 9th Street Park, but curb cuts were never put in. The park really needs curb cuts to make access to the Riverwalk easier. He also wanted Tidal Rock Park to receive more attention. His visitors love to walk by the park to see the tidal rock and the outline of the port on the pavement. The area could easily be adopted by surrounding businesses. Access to the underground area should be cut off. The park is part of Astoria's history. He appreciated that the website had been updated with agendas and minutes because the documents made it easier for him to comment at meetings. More public input at meetings would be beneficial.

Approval of Minutes

- A. May minutes were unanimously approved.

President Hernandez

- A. What do you hear- President Hernandez said she had heard both good and bad comments about the proposed utility fee, but most of the comments were positive. Michele Tompkins said she heard people were not happy that the financial burden of the Parks Department would be put on the taxpayers. She also heard that people believe the City should be supporting Loaves and Fishes because they do not understand that the grant the City received to renovate the Senior Center required a private entity provide the meals. Howard Rub heard people were frustrated with the rate hikes and taxes because they feel like Astoria has enough tourism and tax revenue to cover its expenses. President Hernandez reminded that the utility fee would be a temporary fix to the budget issues. Director Cosby added that Astoria is a small city that offers a full range of services and the cost of those services are increasing. Andrew Fick said he received feedback about tourism. He was happy to see that Council was considering exemptions for people on fixed and low incomes. He has also heard that people are frustrated with City Council because they have taken so long to make a decision. Director Cosby noted that an increase to transient room taxes would provide the best benefit to the City. One hotel room can provide more in annual tax revenue than the average priced home in Astoria.

Employee Recognition

- A. Terra Patterson recognized Michelle Hughes as the June employee of the month. Michelle Hughes described her methods for interacting with children of different ages and their parents.

Old Business

- A. Director Cosby gave an update on the Parks Foundation. Parks After Dark went well and scholarships have doubled since the eligibility boundaries were expanded.
- B. Director Cosby updated the Board on Staff's efforts to implement the Parks and Recreation Master Plan, noting that the department had lost some Staff so progress was slow.

New Business

- A. Scott Watkins, Arbor Pro, gave a detailed presentation on the Tree Inventory and the software used to maintain and update the inventory. Jonah Dart-McLean confirmed the software would streamline Staff's tree maintenance tasks. Director Cosby confirmed the video and presentation would be published on the City's website.
- B. Janice O'Malley Galizio, communications and marketing contractor, presented the Marketing Plan in detail. The Board and members of the public shared ideas for implementing the plan. Director Cosby explained how the return on investment in marketing was benefiting the department.
- C. Director Cosby updated the Board on the budget and possible implementation of additional revenue sources. She noted City Council would be voting on additional revenue sources at their meeting on July 17, 2017.
- D. Director Cosby gave an update on efforts to fill Staff vacancies and explained why recruiting applicants was such a challenge.

Staff Reports and Upcoming Events

Staff reports and a list of upcoming events were presented to the Board as part of the agenda packet.

Future Meetings

- July 26, 2017 at 6:45 am in City Hall, Council Chambers
- August 23, 2017 at 6:45 am in City Hall, Council Chambers

Next meeting will be held Wednesday, July 26, 2017 at 6:45 am at City Hall in City Council Chambers.

9. STAFF REPORTS

A. MAINTENANCE:

Grounds

- Mowing all parks and properties
- Preparing softball fields for use by Recreation Leagues
- Facilitating Parks movie events
- USCG provided two volunteer events at Oceanview Cemetery
- Coordinating with John Goodenberger and Steel and Timber Inc. to design garbage cans that are functional for Recology's drivers to manipulate and aesthetically pleasing for park users

Facilities

- Regular maintenance and upkeep of pool mechanical duties
- Remediation of vandalism in restrooms
- Maintenance and service to spin bikes
- Quarterly facility safety inspections
- Doughboy Restoration work is beginning, plumbing work and roof re-sealing will occur in the next month
- Capital Projects at AAC: All tasks are contracted and scheduled.
- The "Blue Wave" has been removed from the north side of the AAC in advance of exterior painting.

Oceanview Cemetery

- 4 cremation burials, 2 full burials (liners)
- Mowing and removing trash from property
- Attempting to locate and address water line leaks on the property

B. AQUATIC CENTER:

Swim Lessons

We are currently running an "evening only" 2-week session and have 56 kids currently enrolled in swim lessons and an additional 17 in private lessons.

Schedule

North Coast Swim Club hosted a swim meet Saturday & Sunday, August 5th & 6th. This event was closed to public swimming until 3:00pm.

Staff

Staffing levels continue to hold strong. Staff are currently evaluating fall availability once high school staff go back to school and will plan upcoming lifeguard training classes accordingly.

RecTrac

Staff have continued to work making improvements to our POS system. We are planning some new upgrades that will be implemented over the maintenance shutdown including locker rentals through the system and altering the point of sale system to be more user-friendly.

Maintenance Closure

Staff Terra Patterson, Jonah Dart-McLean and Mark Montgomery are working on plans for the annual maintenance closure September 5-17. Planned projects include:

- Draining and refilling all pools
- Install UV sanitary systems on the Hot Tub and Kiddie Pool
- Energy efficiency upgrades to the HVAC system
- Deep cleaning of the entire facility
- Sealing gutters in the Rec Pool
- Repainting the exterior of the building

Upcoming Events:

- Labor Day Hours, Closing at 4:00PM
- Annual Pool Closure, September 5th-17th
- Swim Lessons Session 1 Begins, September 19th
- Swim Lessons Session 2 Begins, October 24th

C. RECREATION

Summer Day Camp/After School Camp



On average, we are seeing about 25-30 campers per day, with our highest attendance being on field trip days. This last month the kids had two especially fun field trips; one to the Seaside Aquarium to go with their theme of “Under the Sea,” and one to the Clatsop County Fair to go with their theme of “Life on the Farm.”

We are coming up on the last couple weeks of camp, and as summer slowly winds down, staff are planning and preparing for the upcoming year and after school program. With many staff moving on in the Fall, we are definitely in need of more help. We are currently trying to recruit, but unfortunately are not having much of a response.

Fitness

Despite the warmer weather we've been experiencing, attendance for classes has been surprisingly and consistently high. On average, we're seeing 7-9 people, 3 times a week for our mid-morning classes. We have also started two new classes, Zumba and Hatha Yoga which are receiving a positive response from our patrons. Libby Lawrence, one of our lead fitness instructors, stated that many of our classes have not only provided a great physical experience for our participants, but that they have turned into "wonderful, supportive communities."

Adult Coed Softball

We are about halfway through the season, and so far everything has gone well. With 9 locally sponsored teams, there definitely has been a wide array of abilities and skill levels. If there were 10 teams registered, we would have been able to establish two leagues, an upper and a lower, distributing teams' skill levels a little more evenly. But regardless, participants seem to be enjoying the play and competition.

Fall Sports

We are in the process of programming for upcoming sports leagues this Fall. We are in great need of additional staff to help with programs; Flag Football Coach/Organizer, Gym Supervisor and Sports Referees.

Miscellaneous

After having to cut various special events due to budget constraints, we have had local businesses and community members come together to raise enough funds to put on two free "Movies in the Park". On August 16th, Pacific Power sponsored a viewing of Disney's Moana, and on August 23rd, Parks Board President Norma Hernandez, and many other community members have sponsored a viewing of the newly released Beauty and the Beast.

Upcoming Events

- Free Movie in the Park, Beauty and the Beast, Wednesday, Aug. 23rd, at Fred Lindstrom Park
- Summer Camp, Party on the Beach, Aug. 21-25 at the ARC
- Summer Camp, Under the Big Top, Aug. 28-Sept. 1
- After-school Care Begins, September 5th
- Jiu-Jitsu - September 18th
- Flag Football Season begins - September 5th
- Adult Volleyball Begins, September 25th
- School's Out Play, October 13th
- Registration Deadline for Boys and Girls Basketball Leagues, Grades 5 & 6, October 16th
- Volleyball Open Gym Begins, October 4th

D. LIL' SPROUTS/POP

Lil' Sprouts

We are continuing to get ready for our cleaning and maintenance closure along with developing and working on lessons, themes and curriculum for the fall. In addition to this we are trying to hire classroom teachers and staff for Port of Play. Help us spread the word!

Lil' Sprouts kiddos took advantage of the nice weather we were having and had a water day that was a huge hit for all classrooms. Maintenance helped us set up sprinklers and in addition to those: we had tubs of water, water balloons, and various water toys for kiddos to play in and run through. Classrooms took turns going out and enjoying some play time in the water. All age groups thoroughly enjoyed it.



Port of Play

While the bounce house has not arrived yet, it is on its way. With the nicer weather we have been having, it has been quieter; but as Fall approaches the bounce house will be a welcome addition to Port of Play as we become busier again. With only one Parent's Night Out left for the summer, we were quite busy and we have even had to hire an additional staff member each Saturday to accommodate! We will be returning to our normal schedule of Parent's Night Out every Saturday in September (with the exception of Labor Day weekend).

Upcoming Events

- Parents' Night Out, Saturdays, (Aug 26th) 6pm-9:30pm
- Lil' Sprouts/Port of Play Cleaning and Maintenance Closure: Aug. 31st and Sept. 1st
- Lil' Sprouts and Port of Play Labor Day Closure: Sept. 5th
- Parents' Night Out Fall Weekends: September 9th
- Parents' Night Out Closure: October 28th

E. COMMUNICATIONS/MARKETING

Communications

The weekly newsletter received a open-rate boost as a result of the communications we sent out regarding the budgeting issues with the department. Last month it was 28.4% with a click-through rate of 9.6%. In last week's newsletter announcing Genesee's departure, we saw an open rate of 34%!

Last month, traffic to the astoriaparks.com website more than doubled. In June, we saw roughly 11,000 visitors with July showing well over 27,000 hits. Again, this surge is due in part to the increased attention to the budget as seen with a major increase to traffic to the Parks and Recreation Board Agenda and Minutes section of our webpage. Our biggest hits for July were

the Aquatic Center with 3,278, Parks & Rec Board at 2,245, and Events at 2,040. Our top park searches were: Oceanview Cemetery (912), Youngs River Falls (462), and Shively Park (479). Social media following has continued to increase. Just last month, the Astoria Parks Facebook Page had seven-ty one new likes and our posts garnered 68,629 impressions. Impressions are the number of people who saw our posts. We now have 2,960 followers. This is becoming a great platform for the department and has helped us greatly in marketing events. Twitter received twelve new followers despite lower engagement, and Instagram followers increased by twenty one.

Marketing

Play on July was a lot of fun with staff distributing jump ropes and activity books to kids. We had three winners of our Play on July photo contest. Shannon Lackey, Stacy Lorton, and Tara Hano.



We have paid for various advertisements through the past couple of months on social media. Mostly they were to advertise the various movies in the parks and our job announcements in hopes of collecting more resumes.

Due to staffing changes and budget proceedings occurring in mid-July, implementation of the marketing plan was put on hold and information needed to complete the Fall program guide has been delayed. I'm hoping to have a completed Fall program guide released before September 1st.