
AGENDA

ASTORIA PARKS & RECREATION ADVISORY BOARD

Wednesday, February 28, 2018
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. January
- 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
 - a. Developing Parks and Facilities Maintenance Plans
 - b. Capital Improvement Plan
- 8. NEW BUSINESS**
 - A. Update/report from the Wednesday, February 14th, Special City Council meeting regarding the Proposed Sale of City-Owned Parks Land
 - B. Request from the Harbor to light the Column Teal for the month of April in recognition of Sexual Assault Awareness Month
 - C. Easter Egg Hunt – New organizer!
- 9. STAFF REPORTS AND UPCOMING EVENTS** (attached)
- 10. FUTURE MEETINGS**
 - A. March 28, 2018 @ 6:45 AM in City Hall, Council Chambers
 - B. April, 25, 2018 @ 6:45 AM in City Hall, Council Chambers

Parks Advisory Board Meeting Minutes January 24, 2018

Chairperson Norma Hernandez called meeting to Order at 6:50 am.

Present- Norma Hernandez, Jessica Schleif, Andrew Fick, Jim Holen, Eric Halverson, Aaron Crockett, Howard Rub, and Michele Tompkins.

Staff- Angela Cosby and Brianna Bowker.

Public comments

1. Ron Zilli, 1444 16th Street, Astoria, stated he was a professional forester with the Oregon Department of Forestry who had lived in Astoria for more than 20 years. He was concerned that the tree removal project was being done without management guidelines or goals. Assessments used to complete the tree inventory, particularly in Shively Park, were not done correctly. He recently took the State's forest pathologist to Shively and she came to a different conclusion on one of the fir trees. Removing this tree would have an adverse impact on the park and unnecessarily cost the City several thousand dollars. He also believed the project costs were excessive in many cases. While the one-to-one replanting philosophy is a good stewardship value, it is not needed in some cases because consideration was not given to where the trees came from or the long-term vision of the area. At a recent City Council meeting, he volunteered to replant all of the trees at Shively Park at his own expense. City Council did not accept his offer because doing so would have required the City to renegotiate their contract for this project. In the process of accepting bids, the Parks Department renegotiated the contract prior to its approval by City Council, changing the statement of work to exclude trees of the diameter that he planned to plant. The City does not need an arborist to do all of the work. He recommended the City evaluate more input on the large fir tree in Shively Park. Parks with playgrounds need to be considered differently from forested parks. He appreciated Staff's willingness to meet with him and consider his recommendations. However, Staff can do more to reduce costs.
2. Valerie Elder, 1069 Summit Avenue, Gearhart, said she was a forestry natural resources extension agent for Oregon State University who advises on the management of forested areas up to 500 acres. She offered educational and goal setting services that could help inform the City's decisions.

Approval of Minutes

- A. December's Parks Board minutes were unanimously approved.

President Hernandez

- A. What do you hear- Michele Tompkins asked if there were any projects the United Way could take on for their Annual Day of Caring on April 21st. Director Cosby confirmed Staff was already working on it. President Hernandez said she loved the changes that were made at the Column. She also heard people were happy about the Valentine's dance. Eric Halverson said the Friends of the Column were working with the high school to create parking passes for prom so the students can have photos taken at the Column. Andrew Fick and Jessica Schleif heard that people were appreciative of efforts to make the ball more inclusive. Director Cosby noted it was too early to tell if there would be much attendance. Sunset Empire has put more resources into their father/daughter dance, so Staff is trying to market the dance, which will be closer and cost less. Jessica Schleif noted she was excited to see the work done on the

Doughboy monument. Jim Holen said he read an article in the paper about the Co-op's proposal to put in housing above their new building. The article included comments indicating the Parks Master Plan did not involve the selling of park property. Director Cosby explained that the master plan did not specifically recommend that park properties be sold, but referred to removing excess and unneeded park lands. Most of the community is opposed to selling park properties.

Employee and Volunteer Recognition

- A. Brianna Bowker recognized Desiree Denakis as the January employee of the month.

Old Business

- A. Jim Holen gave an update on the Parks Foundation Board's annual retreat, the Run on the River, Parks After Dark, administrative procedures, board member recruitment, and the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. He distributed fliers for Run on the River and asked that they be posted around town. The Foundation would like to expand so it can provide scholarships to families in Warrenton. Director Cosby confirmed they plan to give out about \$38,000 in scholarships in 2018. The Board and Staff briefly discussed some of the Run on the River sponsors.
- B. Director Cosby updated the Board on Staff's efforts to implement the Parks and Recreation Master Plan, noting that in May or June, Staff would give the Board a presentation on park development and maintenance plans.

New Business

- A. Director Cosby introduced the new Recreation Manager, Brianna Bowker.
- B. Director Cosby updated the Board on the Memorandum of Agreement (MOA) with the Astoria Scandinavian Heritage Association. Rosemary Johnson has been hired as the project manager.
- C. Director Cosby provided an update on the agreement with the Clatsop County Master Gardner's Association. Designs are complete and building will begin in the next couple of months.
- D. Director Cosby presented a brief update on the MOA with David and Pam Armstrong, adding Post Office Park looks much better already.
- E. Director Cosby updated the Board on the MOA with Jessica Schleif.
- F. Director Cosby provided updates on the removal of Priority 1 Hazard trees. City Council approved a contract with Arbor Care for the project. The contract was only slightly amended from the original proposal to leave some tree stumps in place instead of having them all ground away. Mr. Zilli's concerns were educational for Staff and helped inform decisions. Upon receiving his comments, Staff postponed the contract proposal so they could double check their methods. Staff considered input from foresters, certified arborists, and risk managers. The City sought bids from five companies who indicated the scope of work would be difficult to complete in the one-year time frame. So, in the future, Staff will request longer term proposals, which they hope will lower costs. She answered questions from the Board about the details of the contract.
- G. Director Cosby presented a request by the Friends of the Astoria Column to allow a vendor to sell ice cream at the Astoria Column on weekends during the summer. The Board discussed the benefits this would provide to the community and the City, and shared concerns that allowing a vendor would set a precedent. They also discussed placing new facilities in locations that would not obstruct the view from the Column. Director Cosby answered the Board's questions about the details of the proposal, noting that the Historic Landmarks Commission would be involved in the approval process. She confirmed she would forward the

Board's feedback to the Friends. The Board, Staff, and members of the public discussed the pros and cons of vending in parks and the City's lack of a vending policy.

- H. Director Cosby announced that updates on the feasibility of selling four park properties would be presented to City Council during a work session on Wednesday, February 14th at 9:00 am in City Hall Council Chambers. The properties include Birch Field, Customs House, Post Office Park, and Tide Rock Park. Parks Board members would receive a copy of the agenda packet for that meeting. She confirmed that selling excess park properties was a City Council goal and that the Parks Master Plan did not recommend specific parks. The Board and Staff shared details about the four park properties, noting their significance in the community. Post Office Park and Tide Rock Park have now been adopted, so are no longer underutilized. This would be a difficult discussion for the community, but considering park sales was part of the larger effort and need to decrease expenses and increase revenue.

Staff Reports and Upcoming Events

The following reports were presented to the Board as part of the agenda packet:

- A. Maintenance
- B. Aquatic Center
- C. Recreation
- D. Lil Sprouts/Port of Play

Future Meetings

- February 28, 2018 at 6:45 am in City Hall, Council Chambers
- March 28, 2018 at 6:45 am in City Hall, Council Chambers

Non-Agenda/Miscellaneous Business

1. Director Cosby gave an explanation of the Facebook analytics, noting the differences between impressions, likes, hits and other data.
2. President Hernandez shared words of encouragement and appreciation for the Board and Staff.

Next meeting will be held Wednesday, February 28, 2018 at 6:45 am at City Hall in City Council Chambers.

MAINTENANCE

Grounds

- Pruning and thinning trees and shrubs at Shively Park and Aquatic Center grounds
- Coordinating with Arbor Care to remove and replace Priority 1 trees in parks
- Developing Individual Park Maintenance Plans
- Working with volunteer individuals and groups to carry out service projects
- Coordinating with Steel and Timber for final implementation of new trash receptacles and pick-up by Recology
- Recology has started services of emptying parks trash cans, coordinating with their operations manager to refine process and scheduling
- Seeking and evaluating qualified applicants for temporary Parks Maintenance positions

Facilities

- Update at Senior Center to repair a leak in the ledge of the building. Project was delayed by one month due to inclement weather. Work will be completed in March
- Adding TRX hangers in ARC fitness studio
- Moving AAC laundry space from closet to staff kitchen area and upgrading to commercial washer/dryer setup to provide greater capacity and resilience to large laundry loads
- Working with AirGas to procure a larger CO2 tank to reduce refilling costs at AAC and remove stored CO2 from inside the building to an exterior location
- Developing regular site schedule to provide more coverage to all facilities and identify and mitigate issues more quickly
- CCC's Historic Preservation Program restored the west windows at Alderbrook Hall. The east windows will be restored within the next year
- Two light poles damaged in the car accident at the Doughboy Monument last August have been sent to Historical Arts and Castings in Utah to recast the replicas

Oceanview Cemetery

- 2 cremains, 1 full burial, 1 contracted burial via SI
- Clearing debris and garbage from holiday activity

AQUATIC CENTER

Swim Lessons:

Winter session one ended on February 22nd, with the majority of the classes remaining at full capacity in attendance. We have updated our private swim lesson program with renewed interest and the hiring of a new private lesson instructor. We are also training more instructors to be able to increase quality of the program. Winter session two begins at the end of February, and has met the minimum enrollment required for all classes, with over half of the classes being full. Training for each and every instructor continues to be revised to meet the needs of the program and patrons.

Water Exercise Classes:

In January, the Aquatic Center began offering an aqua aerobics class, two days per week. The class incorporates traditional aqua aerobics with resistance stretching, posture-driven exercises and yoga stretches. The new class has doubled in class size over the past month and is so popular that we added additional class times to extend the class from two to three days per week in February. Attendance is averaging 8-10 students each day.

Staff:

On February 5th, Astoria City Council approved a new contract for the Astoria Aquatic Center with John Ellis and Associates. This new agreement allows the Aquatic Center more flexibility in staffing levels while still prioritizing safety.

Aquatic Recreation Coordinator, Jeff Hamilton, and Lead Guard Seth Tichenor, will be attending the annual lifeguard instructor certification course through Ellis & Associates on March 2-4. This will bring the number of lifeguard instructor certified staff from two to four, and will increase the quality of training for our lifeguards.

Schedule:

- **February 9 & 10** - Astoria High School Swim meets. Our facility closed 3-7pm on the 9th and 9:00am-4:00pm on the 10th.
- **February 27** - Session 2 swim lessons begin
- **March 17 & 18** - North Coast Swim Club Meets. Our facility will be closed that weekend

RECREATION CENTER

After School Camp

In February, Kid Zone had numbers ranging from 30-35 kids regularly. We made smoothies, trail mix, muffins, and bread in a bag. The kids learned yoga, had dance parties, played twister and dodgeball. We celebrated Oregon's Birthday, Martin Luther King, Jr. Day, Groundhog's Day and Valentine's Day. We are also preparing for Spring Break Camp, which will be Wildlife themed.



Fitness

Attendance for fitness this past month stayed neutral with January's numbers - the Barre Class and Mid-Day Spin Class are the most popular, with those classes filling to maximum capacity. We have opened up the ARC and group fitness classes on most federal holidays to stay in line with the Aquatic Center schedule, and we have seen members capitalizing on those days! However, these last couple days with the snow have been very slow.

We have worked diligently this past month to give the fitness center a much needed face lift. We have installed new TRX equipment and rearranged the equipment to better serve our participants. New barres for our Barre class have enabled us to meet the needs of the class that continues to draw good numbers. We have met with our instructors to go over policies and procedures to better provide the customer service that our programs need to increase enrollment in our classes.

Winter Sports

We are wrapping up the basketball season for 3rd/4th grade divisions, and had 12 teams playing this season. We also finished up our 1st & 2nd grade Girls basketball program. We saw a record number of girls (40, up from 24) learning the FUNdamentals of the game of basketball. We had a great group of volunteer parents who helped us achieve this.

In the coming month, the adult Co-Ed volleyball will begin and we will be preparing for Adult and Youth Softball.



Valentine's Day Ball

On February 10th, we held our first annual Valentine's Day Ball – replacing the previously scheduled Father-Daughter Dance. This year, we were more inclusive, which made more than a few women in the family incredibly happy! Although we got off to a rough start with a slightly cumbersome online registration process, the overall event was a smashing success! Over 220 people were in attendance. We received high praise for the fun times had by all! Families received door prizes from an array of local businesses, children received goody bags, dance lessons were offered, a professional photographer assisted us with a photo booth, and everyone had an opportunity to taste Astoria's local cuisine with food from: Carruthers, The Blue

Scorcher Bakery and Café, T. Pauls Urban Café, Table 360 Bistro, and Mo's Seafood. We are excited to continue to host this event in years to come!



Upcoming Events

- Adult Volleyball League Registration Begins this month
- **March 2nd** - Introduction to Brazilian Jiu-Jitsu, ages 7+
- **March 12th** - No School Day @ Kids Zone
- **March 19th** - Adult Volleyball Games begin
- **March 26th-30th** - Spring Break Camp @ Kids Zone

LIL' SPROUTS/PORT OF PLAY

Lil' Sprouts

Between Groundhog's Day, Valentine's Day festivities, the 100th day of school for our Pre-K students, and learning about the weather, Lil' Sprouts classrooms have been busy!

While Valentine's Day always seems to be a day full of sugar, our classrooms tried to make treats and celebrations as healthy as possible. For example, one classroom made fruit smoothies, while the other made yogurt dipped strawberries.

Our Daffodil classroom celebrated their 100th day of school with a variety of fun activities: including making their own special trail mix by counting out 100 pieces of various snacks, making waffle pizzas and silly 100th day masks. The also talked about weather, and made a rain and snowstorm in a jar!

Our Daisy classroom had fun painting on different surfaces - including ice!

On Wednesday, February 7th, Gray School Campus had their first lockdown drill of the year. Parents and families were notified ahead of time so that they could have conversations with their kiddos about lockdowns and why they're important. We also provided special books to our families that helped explain lockdown drills in "kid language" making it easier for them to understand. Overall, the drill went really well. Both staff and kiddos took the practice very seriously and were diligent in their preparedness.



While the flu seems to be a major issue around the country and in Clatsop County, we at Lil' Sprouts have been pretty lucky. We have been cleaning and sanitizing as much as possible, and making sure ill kiddos stay home when they are sick! We have adopted the following guidelines to help parents understand our policies and requirements:

I NEED TO STAY HOME IF...						
I HAVE A FEVER	I AM VOMITING	I HAVE DIARRHEA	I HAVE A RASH	I HAVE HEAD LICE	I HAVE AN EYE INFECTION	I HAVE BEEN IN THE HOSPITAL
Temperature of 100 or higher	Within the past 24 hours	Within the past 24 hours	Body rash with itching or fever	Itchy head, active head lice	Redness, itching and/or "crusty" drainage from eye	Hospital stay and/or ER visit
I AM READY TO GO BACK TO SCHOOL WHEN I AM...						
Fever free for 24 hours without the use of fever reducing medication i.e. Tylenol, Motrin	Free from vomiting for at least 2 solid meals	Free from diarrhea for at least 24 hours	Free from rash, itching, and/or fever. I have been evaluated by my doctor if needed	Treated with appropriate lice treatment at home and I am nit free	Evaluated by my doctor and have note to return to school	Released by my medical provider to return to school

Port of Play:

Port of Play attendance has picked up a little bit as the weather has gotten colder. Weekends and holidays tend to be extremely busy, with Saturdays and Sundays booked with birthday parties. Parents' Night Out has continued to have steady attendance, and definitely increases

depending on what events are happening downtown. We noticed a few new faces at Parents' Night Out with the Festival of the Dark Arts happening last weekend.

Gray School Community Garden:

As we are getting closer to spring, we are receiving phone calls regarding the community garden. Current gardeners have until April 1st to let us know if they'd like to renew or give up their plot. We have a waitlist right now of 5 people. For more information, or to get on the waitlist, please call 325-8669.

Upcoming Events

- Parent's Night Out, Saturdays 6pm-9:30pm
- *No Parent's Night Out on holiday weekends

COMMUNICATIONS/MARKETING

The focus this month in marketing was promoting our big event, the Valentine's Day Ball as well as continued marketing of Port of Play and Parents' Night Out. The Valentine's Day marketing went very well, with continued interaction in the Event page on Facebook and constant updates leading up to the event. Two different ad sets were created in Facebook. We reached over 4,200 people with impressions (people who saw the ads) of over 10,000. We also ran an ad on Hits 93.7. Parents' Night Out had three different ad sets and ran to two different groups of people: the first being local residents, and the second being residents in the Portland metro area. The Portland ads reached over 7,600 people with impressions totaling 24,556. The ad sent to locals was more effective in the sense that we received far more engagement, with 42 people actively commenting, liking, or sharing the ad.

Our other Facebook ads included: Swim lessons, with 775 Impressions and engaged 44 users and Kids Zone on Presidents Day which had 492 impressions and 17 post engagements

This past month, I joined staff at the planning and goal setting retreat. I gave a presentation on effective social media marketing to get staff engaged in creating effective posts that enhanced the mission of the department. It has worked very well, with social media posts receiving far more engagement. Our highest performing posts included: News of the addition of Swirl to the Astoria Column, National Law Enforcement Appreciation Day at Sprouts, and updates to Alderbrook Hall by CCC Historic Preservation. We are only 80 "likes" away from our goal of 3,200 by the end of June for our main Facebook Page, that we set forth in the marketing plan.

We've seen a slight uptick in the open rate for our Constant Contact Newsletters. I plan on creating a survey to our email list to gauge their interests in what information they would like us to provide to them that will allow us to continue communicating with them better. Our website received over 21,000 visitors since last month. The Aquatic Center, Events, News, and Park Board were our top hits. Our popular parks this month included: Oceanview Cemetery (625 visitors), Shively Park (254 visitors), and Youngs River Falls (245 visitors).

Next month we will continue to advertise Port of Play, Spring Break Registration, prepare a survey for our patrons on communications, and get started on our Summer/Fall Catalog.

RUN ON THE RIVER

- We have 145 registered – compared to 44 at this time last year.
- We are working on securing more sponsors. Astoria Co-op and Starley Family Dentistry are our most recent.
- The volunteer registration site is up and we're eager to get those 85 spots filled.
<http://signup.com/go/LEGpOpY>