



**AGENDA FOR REGULAR BUSINESS MEETING**  
**ASHLAND PARKS & RECREATION COMMISSION**

March 8, 2023

Council Chambers – 6 p.m.  
1175 E Main St

To attend the meeting or to provide public input, see public participation instructions on page 2

I. CALL TO ORDER

II. APPROVAL OF MINUTES

- a) APRC Goal Setting Workshop - January 24, 2023
- b) APRC Study Session – February 1, 2023

III. ADDITIONS OR DELETIONS TO THE AGENDA

IV. PUBLIC FORUM

V. CONSENT

- a) Bee City USA Subcommittee Member Appointment

VI. DIRECTORS REPORT

VII. BUSINESS

- a) Art Beyond 2023 – Request for Art Installation in Lithia Park (Action)
- b) “Wonder Bailout” Trail (working title) Proposal (Action)
- c) Calle Guanajuato Rental Space Application Approval and Fee Increase Proposal (Action)
- d) BN23/25 APRC Goals Review (Information)

VIII. ITEMS FROM COMMISSIONERS/STAFF

IX. UPCOMING MEETING DATES

- a) Ashland Senior Advisory Committee—March 13, 2023
  - Electronic Meeting—11:30 a.m. – 3:30 p.m.
- b) APRC Study Session —April 5, 2023
  - Electronic Meeting—6 p.m.
- c) APRC Regular Business Meeting—April 12, 2023
  - Council Chambers—6 p.m.

X. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number (800) 735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I). Parks Commission meetings are broadcast live on Channel 9, or on CHARTER CABLE CHANNEL 180. Visit the City of Ashland's website at [www.ashland.or.us](http://www.ashland.or.us).

## Public Participation Instructions

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This meeting will be held in-person in Council Chambers 1195 E. Main St. Those who wish to provide oral testimony must attend the meeting and fill out a speaker request card. The public can view on Channel 9 or Channels 180 and 181 (for Charter Communications customers) or live stream via [rvtv.sou.edu](http://rvtv.sou.edu) - select RVTV Prime.

Written testimony will be accepted via email sent to [sean.sullivan@ashland.or.us](mailto:sean.sullivan@ashland.or.us). Please include "**Public Testimony**" in the subject line. Written testimony submitted the Tuesday before the meeting by 11:00 am will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meetings minutes.

## ASHLAND PARKS & RECREATION COMMISSION ACTION MINUTES

January 24, 2023

Lithia Park Cabin – 11:30 a.m.

340 S. Pioneer St

Present: Commissioners Landt (Chair), Eldridge (Vice Chair), Lewis (joined electronically), Bachman, Adams: Director Black; Deputy Director Dials; Senior Services Superintendent Glatt; Analyst Kiewel; Manager Sullivan

Absent: Note: Lewis was not present the entire meeting

The audio recording of this meeting and can be downloaded from the [APRC website](#).

### Call to Order

Landt called the meeting to order at 11:42 a.m.

**2021 -23 Goal Review** – [A handout was provided to Commissioners](#) with recommendations from staff and the Commissioners top five goals.

- Black [displayed slides](#) and reviewed the goals from the [current biennium \(2021-2023\)](#). Black recommended that the bolded goals move forward to the next biennium as goals (#1, 2, 3, 4, 6, 10, 12, and 14 )

### 2021/23 APRC Goals & Recommendations to Move Forward

- **Investigate, develop and implement a dedicated permanent funding source to ensure the long-term financial sustainability of the Ashland Parks and Recreation Commission.**
- **Develop an environmental sustainability and implementation plan.**
- **Improve public aquatic recreation and competitive options in Ashland consistent with the findings and recommendations of the Pool Ad Hoc Committee and ensure the continuous operation of an adequate recreational pool in Ashland during the summer months, at a minimum, until construction begins on a new pool.**
- **Build east main street neighborhood park including the dog park, bike-skills park and pump track.**
- Explore the feasibility of and make a decision on all trails and proposals by the Rogue Valley Mountain Bike Association.
- **Update the Ashland Open Space Comprehensive Plan.**
- Explore and implement, as funds allow, capital improvements that would reduce long term maintenance costs with a goal for the improvements to pay for themselves.
- Complete the phased master plan for Ashland Creek Park, including the installation of basketball court with striping for multiple uses, including pickleball.
- Mitigate fire vulnerability on all APRC lands and explore funding to support fire suppression and best management practices.
- **Perform a system-wide master plan for Ashland Parks and Recreation Commission to include the following sections, at least (sections may be completed together or independently):**
  1. **Vision and goals**

2. **Bicycle and pedestrian circulation and access to park properties**
  3. **Park system maintenance and improvements**
  4. **Fleet evaluation recommendations**
  5. **Design and maintenance guidelines**
  6. **Review and update of all APRC policies**
- Work with local partners, including the Ashland School District and Southern Oregon University to obtain agreements for mutual use of facilities including school gyms for recreation leagues or open play during non-school times and during smoke events.
  - **Complete the work on the Lithia Park Master plan and present the completed plan to the Commissioners for adoption.**
  - Create a small pocket-neighborhood playground/park in the vicinity of oak knoll clubhouse.
  - **Investigate ways to improve diversity, equity and inclusion (DEI) for both internal workforce and public access and services.**
  - Continue to work with the City of Ashland, the Chamber of Commerce and other organizations to promote and support tourism in outdoor recreation.
    - Black noted that goal #2, *Develop an environmental sustainability and implementation plan*, could be rolled into the System Wide Master Plan goal.
    - Black noted that goal #14, *Investigate ways to improve diversity, equity and inclusion (DEI) for both internal workforce and public access and services*, could be reworked into a Management Goal that has been proposed for the 2023/25 biennium.

#### 2021/23 Goals Recommended for Removal

Black recommended removing the following goals from the list

- 5) Explore the feasibility of and make a decision on all trails and proposals by the Rogue Valley Mountain Bike Association (RVMB).
  - Black stated this goal has been accomplished to an extent that there has been a committee established to review all new trail proposals to make recommendations to the Parks Commissioners, who will have the final authority. This committee has one active application for the Wonder Bailout Trail. Several other trails proposals by the RVMB are currently being review by working groups of this committee.
- 7) Explore and implement, as funds allow, capital improvements that would reduce long term maintenance costs with a goal for the improvements to pay for themselves.
  - Black stated this goal can be achieved through the adoption of a policy.
    - Landt stated that if any goals from the current biennium are going to be addressed through the adoption of polices, staff should bring the policy language to the Commissioners to vote on prior to removing goals from the list.
- 8) Complete the phased master plan for Ashland Creek Park, including the installation of a basketball court with striping for multiple uses, including pickleball.
  - Black stated this can move forward because it is part of the adopted Ashland Creek Park Master Plan and is proposed to be funded through the CIP budget.
    - Bachman requested that staff provide updates on projects on a regular basis with general updates and progress made.

- Black stated this is something that can be put on the website and brought to Commissioners as a regular report.
- 9) Mitigate fire vulnerability on all APRC lands and explore funding to support fire suppression and best management practices.
  - Black stated this is a worthwhile goal and is part of our mission as APRC and believes this should not be a goal moving forward and APRC adopt a policy that always keeps this work as a priority.
- 11) Work with local partners, including the Ashland School District and Southern Oregon University to obtain agreements for mutual use of facilities including school gyms for recreation leagues or open play during non-school times and during smoke events.
  - Black stated this is an ongoing process/best practice and will continue even after it is removed from the goal list.
- 13) Create a small pocket-neighborhood playground/park in the vicinity of oak knoll clubhouse.
  - Black stated this item should be removed because the construction of a park at Oak Knoll should be contingent upon any plans for the golf course that may come about as a result of the current evaluation of the course and its management.
- 15) Continue to work with the City of Ashland, the Chamber of Commerce and other organizations to promote and support tourism in outdoor recreation.
  - Black stated this is an ongoing process/best practice and will continue even after it is removed from the goal list.

### **SWOT Analysis**

Black gave a S.W.O.T (Strengths, Weaknesses, Opportunities, Threats) analysis as outlined on pg. 7 in the [slides presented](#)

### **Organizational Chart Review**

Black displayed a draft organizations chart that included the following highlights (pg. 10 of the [slides presented](#))

- Black proposed bringing back the following positions that are currently vacant with some of which are currently unfunded
  - Parks Superintendent
  - Golf Business Manager
  - Golf Grounds Lead
  - Park Tech I (4)
- The volunteer/events coordinator would be moved under a newly formed Special Ops Division that would be under the Parks Superintendent)

### **23-25 Preliminary Budget Review**

Black displayed preliminary projections based on receiving the equivalent of \$1.89/\$1,000, \$2.00/\$1,000, and \$2.09/\$1,000 of assessed property value (property taxes received from the City) as outlined on pgs. 10-12 in the [slides presented](#)

- \$1.89/\$1,000 Ending Balance Projection: \$(1,143,413)

- \$2.00/\$1,000 Ending Balance Projection: \$(452,131)
- \$2.09/\$1,000 Ending Balance Projection: \$113,463

Black recommended submitting a budget based on receiving \$2.00/\$1,000 of assessed property value that would require additional cuts or increases in revenue of approximately \$500,000

**S.W.O.T. Continued**

Dials presented a SWOT analysis for the Recreation Division as outlined on pgs. 8-9 in the [slides presented](#)

Glatt presented SWOT analysis for the Senior Services Division as outlined in [new slides presented](#)

**PUBLIC INPUT**

None

**FUND REVIEW**

- Black stated that total Food & Beverage total available revenue will be \$6,219,824
- Total funds needed to accomplish the preliminary CIP Budget is \$6,219,824
  - Which would leave \$500,000 for discretionary projects determined by Commissioners

Black displayed the preliminary CIP Budget and made the following points:

Description	2023/25 Budget Proposal	FY 2023/24			2019-20 Totals	FY 2024/25			2022-23 Totals
		F&B	SDC	Other (grant/loan)		F&B	SDC	Other (grant/loan)	
Dept Payments (Calle, Briscoe, Garfield)	374,734	187,687			187,687	187,047			187,047
Real Estate Acquisition	300,000	-	150,000		150,000		150,000		150,000
Repair Perozzi Fountain @ Lithia Park	650,000	-		650,000	650,000			-	-
Japanese Garden	100,000	-		50,000	50,000		50,000		50,000
Daniel Meyer Pool Rebuild	8,800,000	1,800,000			1,800,000		7,000,000		7,000,000
East Main Park Development	1,266,100	325,000		941,100	1,266,100				-
Kestral Park Bridge	650,000	100,000		550,000	650,000				-
Lithia Park Improvements	300,000	75,000		75,000	150,000	75,000		75,000	150,000
All Parks Master Plan	150,000	150,000			150,000				-
Mace Property Trail	75,000	75,000			75,000				-
Building Maintenance (sinking/depreciation fa	300,000	150,000			150,000	150,000			150,000
Oak Knoll Golf Course Improvements	550,000	550,000			550,000				-
TID Improvements	100,000	50,000			50,000	50,000			50,000
Ashland Creek Park Basketball Court	100,000	-			-	100,000			100,000
Parking Lot/Road/Sidewalk Repairs in Parks	300,000	150,000			150,000	150,000			150,000
Capital Outlay	350,000	175,000			175,000	175,000			175,000
General Maintenance Trx to GF (sinking/depr	845,090	422,545			422,545	422,545			422,545
ICC Irrigation Control	200,000	100,000			100,000	100,000			100,000
<b>Total</b>	<b>15,410,924</b>	<b>4,310,232</b>	<b>150,000</b>	<b>2,266,100</b>	<b>6,726,332</b>	<b>1,409,592</b>	<b>150,000</b>	<b>7,125,000</b>	<b>8,684,592</b>

- It was clarified that Real Estate Acquisitions would be used to secure trail easement and open space money for connectivity improvements.
- The \$650,000 identified for the Perozzi Fountain would come from the Ashland Parks Foundation
- The funds for any Japanese Garden improvements would come from private donations

- The pool line was increased to \$1,800,000 in the first year to potentially secure a revenue bond; the second year has been increased to \$7,000,000 because it is likely that the pool will be covered and costs are likely to go up
  - There was discussion about the possibility of building a larger structure that could house the pool, Senior Center and other recreation opportunities.
- F&B money was added to the EastMain Park line item. Additional funds would be required to fully complete the park
  - Black stated it is possible that actual construction could start during the first fiscal year of the biennium
- \$100,000 was added to the Kestrel Park Bridge project to ensure completion
- Lithia Park improvements would use \$75K of F&B and \$75K from the Ashland Parks Foundation. The projects would be identified through the Lithia Parks Master Plan
- The All-Parks Master plan would be completed by consultants
- The Mace Property Trail was originally planned to be multi-modal (hard surface)
- A Building Maintenance line was added to address ongoing maintenance needs and deferred maintenance
  - Any unspent funds would roll over into the following biennium with additional funds added every budget cycle
    - Eldridge suggested developing guidelines for facilities maintenance that takes environmental concerns into consideration
- Oak Knoll Golf Course funds were added for potential improvements once the future of the golf course is more clear
- The Talent Irrigation District (TID) Improvements line is meant to connect properties to other water sources including TID, Ashland Creek rights, etc.
- Ashland Creek Park Basketball Court remains unchanged and can move forward if Commissioners keep the funding in this line
- The Parking Lot/Sidewalk Repair line was added to address deferred maintenance
- Capital Outlay is used for general maintenance activities
- A General Maintenance line was added to address ongoing maintenance needs and deferred maintenance
  - Any unspent funds would roll over into the following biennium with additional funds added every budget cycle
- ICC Irrigation Control funds would be used to continue to switch the remaining parks to the new irrigation control system

Black stated that any cuts made from projects with F&B funds could be added to the \$500,000 of discretionary funds

### **Commissioner Goal Presentation**

The Commissioners presented on top five goals submitted prior to the meeting (pgs. 16-21 in the [slides presented](#)). Some Commissioners submitted more than 5 goals that were also presented ([see all Commissioner goals as submitted](#)).

### **Goal Discussion**

- Black suggested completing the Lithia Park Master Plan before the end of the current biennium so it can be taken off the list
  - There was general consensus to discuss it at the April Study Session and approve it in May
- Black suggested completing the update to the Ashland Open Space Plan before the end of the current biennium
  - There was general consensus to discuss it at the May Study Session and approve it in June
- There was discussion about the consideration of a proposed mountain bike trail on the Lithia Hillside, referred to as the Glenview Trail. The following suggestions were made for potential processes to consider the trail, but that it would not be necessary to include it as a specific goal
  - Utilize the Lithia Park Master Plan process to determine if bikes should be allowed in this part of Master Plan
  - The Master Plan could be adopted with language that would leave the door open for bikes within Lithia Park
  - A Special Meeting could be held to discuss consideration of the trail
- Landt stated a concern with lumping the environmental sustainability plan into the Master Plan and thought that it should remain separate to highlight its importance to the organization
- There was discussion about adding a goal that focuses on trail improvements
- There was discussion about adding a goal to support community building through events, utilizing parks, trails, open space
- There was discussion about rolling the DEI Goal from the current biennium into a broader management goal

### **CIP Budget Discussion**

During the goals discussion the following items came up pertaining to CIP

- Eldridge suggested allocating Food and Beverage CIP funds to the pump track Park at E Main Park
  - Landt suggested taking \$75K from the Mace Trail in the CIP Plan and allocate it for the pump track. There were no objections to reallocating these fund
- Eldridge stated support for consideration of allocating funds from the \$500,000 discretionary funds to Lithia Park
  - Landt stated the use of the discretionary funds must be weighed against what it will take to get a pool
    - Black noted that most of the pool can be paid for with a revenue bond
      - Direction on the discretionary funds was not confirmed at this meeting and will be addressed by Commissioners at a future meeting

### **Goal Direction**

There was general consensus to direct staff to draft a goals list that include the following goals from the current Biennium (in no particular order):



- Investigate, develop and implement a dedicated permanent funding source to ensure the long-term financial sustainability of the Ashland Parks and Recreation Commission.
- Develop an environmental sustainability and implementation plan.
- Improve public aquatic recreation and competitive options in Ashland consistent with the findings and recommendations of the Pool Ad Hoc Committee and ensure the continuous operation of an adequate recreational pool in Ashland during the summer months, at a minimum, until construction begins on a new pool.
- Build east main street neighborhood park including the dog park, bike-skills park and pump track.
- Perform a system-wide master plan for Ashland Parks and Recreation Commission to include the following sections, at least (sections may be completed together or independently):
  - Vision and goals
  - Bicycle and pedestrian circulation and access to park properties
  - Park system maintenance and improvements
  - Fleet evaluation recommendations
  - Design and maintenance guidelines
  - Review and update of all aprc policies

There was also general consensus to direct staff draft the following goals to add to the list (in no particular order):

- A management goal that will address
  - DEI considerations both internally and with public access and services provided
  - Strengthen relationships between staff and the public served
  - Work with City HR to communicate policies, procedures, and how HR is accessed
  - Support management to free up time to spend on these efforts
- Seek/support community building activities in parks, trails and open space that promote art, music, sports and nature
- Improve and develop the hiking and mountain bike trail system
- Develop a plan for Oak Knoll Golf Course

### **Adjournment**

The meeting adjourned at 4:20 p.m.

Respectfully Submitted

Sean Sullivan, Business Operations Manager

**MINUTES FOR STUDY SESSION**  
**ASHLAND PARKS & RECREATION COMMISSION**  
February 1, 2023  
Electronic Meeting – 6 P.M.

Present: Commissioners Landt (Chair), Lewis (Vice-Chair), Adams, Bachman, Eldridge; Director Black, Deputy Director Dials, Senior Services Superintendent Glatt, Analyst Kiewel, Manager Sullivan

Absent: None

This meeting was recorded and uploaded to the APRC YouTube Channel: <https://youtu.be/lf-i6RSpzEU>

**I. CALL TO ORDER**

Landt called the meeting to order at 6 p.m.

**II. PUBLIC FORUM**

None

**III. PARKS MEMORIAL POLICY AMENDMENT DISCUSSION**

Sullivan reviewed the staff report included in the [meeting packet](#). The presentation included the following items:

- An amendment to the APRC Memorial Policy was approved on November 25, 2019. The approved amendment established the authority of the Current Parks, Conservation, and Maintenance Subcommittee to approve standard memorial requests and make recommendations on nonstandard memorial requests to Commissioners for final consideration.
  - Since then, 20 requests have been approved with no need to make alterations to the requests.
    - The 20 approved memorials have brought in more than \$20,000
- The Current Parks, Conservation, and Maintenance Subcommittee recommended further consideration of this amendment by Commissioners on [November 29, 2022](#).
- Staff would like Commissioners to consider amending the APRC memorial Policy to:
  - Allow the Director to either approve standard memorials or defer authorization to the Commissioners at the discretion of the Director
  - Provide a report to Commissioners on standard memorial requests that were approved or denied
  - Allow anyone denied the ability to appeal the decision to the full Commission

Providing the APRC Director with the authority to approve standard memorial requests will streamline the process and reduce the number of staff hours that go into administering the program.

Discussion

- Eldridge suggested cleaning up the language in section VI.A.2. to make it less confusing regarding which subcommittee reviews and makes recommendations for non-standard memorials
  - Sullivan stated this can be incorporated into the amendment

There was general agreement to bring the amendment back to the Commission at the February 8, 2023 Regular Business Meeting for approval

**IV. CALLE GUANAJUATO 2023 SEASON**

Dials provided the following information on the upcoming Calle Guanajuato Rental Season

- APRC leases space to restaurants and the artisan's market on Calle Guanajuato
- Nine requests to rent space have been submitted and will be brought to Commissioners for approval in March
  - A boundary map identifying rental spaces on Calle Guanajuato and the front of Lithia Park as well as a proposed season (typically mid-March – early-November) of operation will be submitted by staff for approval at the same time
  - Staff will be presenting an optional off-season rental period and fee rates for all rental periods ,between January and March 2024

- The policy states that rental agreements shall be approved by the end of February, so an extension will need to be approved to accommodate a March date for approval
- Dials reminded Commissioners that the fees that were approved by Commissioners last year were then denied by City Council when the fees were brought before them and that the fees that were submitted to Council would have reduced the fees charged to renters during the off-season rental period and raised fees during the regular rental period
  - Black made the following comments regarding the fee schedule process
    - There is an annual requirement to submit a consolidated fee schedule to City Council for approval
    - The City Council is required to ratify fees that the Commissioners approve and the denial of the fees last year was a violation of the Memorandum of Understanding between the City of Ashland and APRC
      - Dials displayed the fee proposal from last year that was approved by Commissioners ([pg. 17-20 in the meeting packet](#))

#### Discussion

- Dials clarified that the Artisan Market Manager spoke in favor of the fees proposed in 2022 and that restaurant owners were also made aware of the fee changes and did not raise objections
- Landt stated that the rental fees charged are not close to market value which results in a small number of restaurants being subsidized and would like to see APRC charge fees at market value
- Adams stated agreement that the fees charged are low and supports raising the fees incrementally
- Lewis stated the improvement and policy to rent out space on the Calle has been a success and supports incrementally raising fees
- Bachman stated market rate would be a difficult amount to set, but would like to see a three-year program to raise fees and ensure all costs are recouped
  - Dials clarified that after a recent analysis, staff determined that the fees collected do not cover the costs to operate the program which is different from initial cost recovery findings
- Dials suggested moving forward with the fee increase that was approved last year, without the reduction during winter months, and then setting increases over a three-year period
  - Bachman stated support for increasing the fees that were last approved by Commissioner (denied by Council) and using those as a first-year base
  - Dials stated that using the Consumer Price Index for the West Coast could be used to determine annual increases
    - Landt stated simply increasing rates based on inflation will not get the fees caught up to where they should be
    - Eldridge stated support for increases in the realm of 7-9% over the next three years
- Dials stated she will report back on what kind of increase would be needed to simply recover all costs
- Landt suggested taking a close look at fees charged to vendors of the artisans market to ensure they are not being overcharged since the use of these spaces are used far less than the spaces used by restaurants

Staff will bring this item back to Commissioners in March

#### V. MID-LITHIA PARK ADA IMPROVEMENTS

Black displayed some images of the stairs across from the pickleball courts in Lithia Park and gave a presentation included the following items:

- The landing and stairs were recently damaged when an oak tree fell in the recent windstorm
- The stairs, made out of large river rock, do not meet safety standards and are in the process of being replaced with concrete that will meet safety standards
- Black displayed a sketch of possible ADA improvements to add a ramp to the south of the stairs which could serve as more assessable access to the Japanese Garden
  - This idea will need to get reviewed as part of the approval and implementation of the Lithia Park Master Plan
- Eldridge asked if there is a way to use more natural materials, such as the large river stones, and still be ADA compliant
  - Black stated this is not likely, but natural stone steps could be installed and meet ADA standards and noted it would take more time and money to complete
  - Eldridge stated this is main entrance to the Japanese Garden and would like to see a price difference between concrete steps and using natural stone
- Black clarified that the steps in question are not the steps that are directly in front of the Ashland Japanese Garden and those steps will be blocked off and no longer used as steps

- Landt pointed out that the Japanese Garden was designed with the thought that the steps in front of garden entrance would not be functional
- Black noted that the stairs do not line up with the sidewalk across the street and it may be desirable in the future to line up the stairs with the existing sidewalk across the street to facilitate a cross walk that meets safety standards
- Black stated he will look into stone steps for the damaged steps across from the pickleball courts, that would be more in line with what is in the Japanese Garden and will bring back the cost difference
  - Multiple Commissioners stated a preference for reviewing full replacement of the stairs in the context of the Lithia Park Master Plan and that repairs made in Lithia Park should be reviewed with a range of options from using basic/standard materials to more natural/higher end materials.

Landt stated he hears general consensus coming from Commissioners to do the bare minimum to repair the damage from the tree while a longer-term solution is determined.

Black stated staff will work on the basic repairs.

## VI. WILDLIFE HABITAT ZONES

Dials provided the following information on this item: At the July 6, 2022, Regular meeting the Commission directed staff to work on maps that outline specific areas to designate as Wildlife Sanctuary areas. During the discussion there was agreement that taking this approach may give pause and education to users as to why certain rules are in place and how certain activities can have a negative impact on wildlife. The areas included in the discussion were North Mountain Park, Riverwalk, and Ashland Pond.

On September 7, 2022, staff presented maps for North Mountain Park, Riverwalk and Ashland Pond. Feedback included:

- Referring to these areas as "Wildlife Habitat Zones"
- A suggestion to designate Rocky Top (in NMP) as a distinct, separate park since it is generally understood.
- Clarification that new rules for those zones would not be adopted. This program would be an educational program about existing rules regarding wildlife.
- Staff has prepared a draft map of Oredson Todd Woods.

### Discussion

Eldridge stated concern that the identification of these lands as wildlife habitat zones did not use the best available science to qualify why these areas should be identified as such. Eldridge added that designations lands for wildlife often come with increased protections which is not the case with this proposed program because it is an education campaign and not a habitat protection program. Adams stated support for the points made by Eldridge.

Black stated that unless a majority of Commissioners direct staff to continue working on this program, staff will cease working on it.

After discussion among Commissioners, it was determined that Ashland Pond will serve as a pilot project by installing educational signs to urge parks users to follow existing park regulations and see if that makes a noticeable difference on rule compliance.

## VII. ADJOURNMENT

The meeting adjourned at 7:47 p.m.

Respectfully submitted  
Sean Sullivan, Business Operations Manager

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Leslie Eldridge  
Jim Lewis  
Justin Adams



Michael A. Black, AICP  
Director

541.488.5340  
AshlandParksandRec.org  
parksinfo@ashland.or.us

## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Rachel Dials, Deputy Director

**DATE:** March 1, 2023

**SUBJECT:** Bee City USA-Member Appointment (Action)

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There is currently a vacancy on the Ashland Bee City USA committee left by a resignation last year of Nancy Appling. One of the duties of the APRC Chair is to appoint members to APRC established committees.

Nicholas Pflug submitted his application (attached), and the committee has recommended him. From his application you can see he has an interest in pollinators and is currently in the SOU Pollinator Club.

A motion to approve the Consent Agenda would adopt the following motion for this item:

*I move to acknowledge the appointment of Nicolas Pflug by the Chair of APRC to the Ashland Bee City USA committee.*



## APPLICATION FOR APPOINTMENT TO BEE CITY SUBCOMMITTEE

Please type or print answers to the following questions and submit to Parks and Recreation at 340 Pioneer St, or email [libby.vanwyhe@ashland.or.us](mailto:libby.vanwyhe@ashland.or.us).  
If you have any questions, please feel free to contact the Parks and Recreation Office at 488-5340. **Attach additional sheets if necessary.**

Name Nicholas Pflug

Address 1361 Quincy St, #3C

Occupation: Bridge Communications Coordinator Phone: Home: 541.778.7827 \_\_\_\_\_

Work: “ “ \_\_\_\_\_

Email: [pflugn@sou.edu](mailto:pflugn@sou.edu) \_\_\_\_\_

Fax \_\_\_\_\_

### 1. Education Background

What schools have you attended? Southern Oregon University, Grossmont Community College

What degrees do you hold? N/A

What additional training or education have you had that would apply to this position?  
\_\_\_\_\_  
\_\_\_\_\_

### 2. Related Experience

What prior work experience have you had that would help you if you were appointed to this position?  
\_\_\_\_\_  
\_\_\_\_\_

Several years' experience on a farm, several years' experience research writing  
\_\_\_\_\_  
\_\_\_\_\_

Do you feel it would be advantageous for you to have further training in this field, such as attending conferences or seminars? Why? Yes, because it is my mission to always be a good steward to the land, and pollinators are a huge part of humans' ability to inhabit the land at all.  
\_\_\_\_\_



**3. Interests**

Why are you applying for this position? Because it is an awesome opportunity to work and be in touch with nature in my community.

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**4. Availability**

Are you available to attend special meetings, in addition to the regularly scheduled meetings? Do you prefer day or evening meetings? Yes I am available, evenings are best.

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**5. Additional Information**

How long have you lived in this community? I have lived in Ashland for about one year, and I have lived in various places around the Rogue Valley for nearly eight years.

Please use the space below to summarize any additional qualifications you have for this position

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Acting SOU Pollinator Club Vice President

SOU Bridge Program Communications Coordinator

Former SOU Farm employee

Strong passion for betterment of self and of the earth

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27 September 2022

Date

X *Nicholas Pflug*

Signature

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Leslie Eldridge  
Jim Lewis  
Justin Adams



Michael A. Black, AICP  
Director

541.488.5340  
AshlandParksandRec.org  
parksinfo@ashland.or.us

## Memorandum

**TO:** Ashland Parks and Recreation Commission

**FROM:** Rachel Dials, Deputy Director

**DATE:** March 1, 2023

**SUBJECT:** Art Beyond 2023 Schneider Museum of Art-Lithia Park Installation Request

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### Situation

*Art Beyond* is the Schneider Museum of Art's biannual outdoor art adventure. Taking place in and around Ashland, this exhibition focuses on sculptural and installation-based artworks. They are completing arrangements and requests for Art Beyond 2023. Local artist, florist and builder, Isabella Thorndike Church, has proposed and is requesting an art installation in Lithia Park in the Sycamore Grove across from the Granite and Strawberry St. intersection as seen in the below image.



Isabella Thorndike Church's design concept for Art Beyond 2023 is a weaving of sorts suspended between two trees in Lithia Park's Sycamore Grove. It will be completely out of arm's reach and will be held between the trees by tensioned airplane cable with protective padding for the bark. The design itself will be composed entirely of natural, locally sourced materials.

By placing it off the ground, above reaching height, the piece will be safe from obstructing deer as well as tempting any damage from a passerby. Isabella's work has been featured in local restaurants Hither, MAS and Clyde's Corner. You can see her 2021 Art Beyond Installation for Mt. Ashland at the 3:48 minute mark here: <https://youtu.be/YSau7jlro7Q>

Art Beyond 2023 will open May 20th and close July 15th. Isabella would install on her own accord prior to the opening date.



## **Background**

*Art Beyond* hosted by the Schneider Museum of Art launched in 2021 with an overwhelming positive community response. Community and site partners include Southern Oregon University, Gambrel Gallery, Willow Witt Ranch and Mt Ashland.

Because of the nature of the artists request (attaching airplane cable to trees) it requires the Board of Commissioners approval.

### **10.68.080 Posting Notices prohibited.**

*A. No one shall erect on any pole or post or attach any notice, bill, poster, sign, wire, rod or cord to any tree, shrub, fence railing, fountain, wall, post, structure or other device of any kind whatever, on any of the bases, statues, bridges, or monuments in any park without permission of the Park Commission.*

*B. Any person who violates any provision of this Chapter is subject to Section [1.08.020](#) of the Ashland Municipal Code. Any violation of this section is a Class IV violation. (Ord. 3137, amended, 2017; Ord. 3026, amended, 08/03/2010)*

## **Assessment**

Staff has reviewed the proposal with the APRC Arborist and determined that the main concern with Sycamore Trees is that they have thin bark which can be sensitive to anything that contacts it. The protective padding around the trees is definitely a must and should be thick enough to prevent the cable from digging into the bark over time. The other determination is that the cable tension should be as low as possible.

The installation will take 1-day and Southern Oregon University has liability insurance and will name the City of Ashland as additional insureds during the time of installation through the art piece being displayed.

## **Recommendation**

Staff recommends approval of the request to install artwork in the Sycamore Grove in Lithia Park.

**Potential Motion:** I move to approve the request by the Schneider Museum of Art to feature art in Lithia Park as stated in the staff memo.

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## PARKS COMMISSIONER STAFF REPORT

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Michael Black, Director

**DATE:** March 3, 2023

**SUBJECT:** “Wonder Bailout” Trail Application for Approval (Action)

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### Situation

The Rogue Valley Mountain Bike Association (RVMBA) has submitted an application (attached) to add “bailout” sections to the Wonder Trail. The APRC Trails Subcommittee reviewed the application and forwarded a proposal to the Ashland Forestlands Management Advisory Committee for review. The proposal and recommendations are being brought to the Commissioners for final consideration and possible approval.

### Background

Goal #5 of the current biennium is to:

EXPLORE THE FEASIBILITY OF AND MAKE A DECISION ON ALL TRAILS AND PROPOSALS BY THE ROGUE VALLEY MOUNTAIN BIKE ASSOCIATION.

This goal is being accomplished through a new trail proposal review process as outlined below:

- [Applications](#) are completed and forwarded to the APRC Trails Subcommittee for review
- The Trails Subcommittee has 60 days to complete the initial review of the application
- The subcommittee will approve or deny the proposal in concept
  - Denied project may be resubmitted after 90 days once concerns of the subcommittee are addressed
- Approved proposals are sent to the Ashland Forestlands Management Advisory Committee to review and make recommendations
- After review by both bodies, the APRC Commissioners who sit on the Trails Subcommittee will determine if the proposal needs to go back to the Trails Subcommittee for additional review or progressing to the full APRC Commissioners for approval or denial

The “Wonder Bailout” (working name) is the first application to move through this process.

## **Assessment**

At the [April 14, 2022 Trails Subcommittee](#) meeting the proposal (attached) was reviewed. The subcommittee is not charged with complete evaluation, and design, and guarantee the buildability of any trail. The purpose of the subcommittee's review process is to determine if applications have merit and then pass each vetted proposal onto the Ashland Forestlands Management Advisory Committee for review and then onto APRC Commissioners for final consideration. The subcommittee passed a unanimous motion to "forward our recommendation for the two bail-outs on Wonder Trail to the Forest Lands Commission for input and that once that input is received, the recommendations of the Trails Subcommittee and the Forest Lands Commission input be forwarded to APRC."

The Ashland Forestlands Management Advisory Committee reviewed the proposal forwarded by the APRC Trails Subcommittee on February 15, 2023 and made the following recommendations (see attached memo for full detail).

- 1) Minimize drainage crossings, particularly at the bottom of the route*
- 2) Avoid forest monitoring plots (rebar and transect lines)*
- 3) Avoid manzanita reserve area along the lower bailout spur trail*
- 4) Minimize interaction of cars/peds/bikes at exit*

## **Recommendation**

Staff recommends approval of the proposal and supports implementation of the recommendations by the Ashland Forestlands Management Advisory Committee.

If approved, APRC staff will be the project manager of the "Wonder Trail Bailout" (working title).

### *Possible Motion*

*I moved to approve the Wonder Trail Proposal with the recommendations made by the Ashland Forestlands Management Advisory Committee and direct staff to manage all aspects necessary to complete the project.*

Electronic Attachments

[Wonder Trail Bail Out Application](#)

[APRC Trails Subcommittee – Wonder Bail Out Working Group Proposal](#)

[Ashland Forestlands Management Advisory Committee Recommendation Memo](#)

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## PARKS COMMISSIONER STAFF REPORT

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Rachel Dials, Deputy Director

**DATE:** March 1, 2023

**SUBJECT:** 2023 Calle Guanajuato Regular Season Rental Space Agreements and fee increase proposal. (Action)

---

### Situation

The following applicants have submitted requests for Commercial Space on the Calle Guanajuato for the 2022 season. Staff is seeking approval of these applications. Staff will also be presenting a proposal to raise the rental fees and an adjusted boundary map.

#### Requests

- Skout
- 14 Calle Guanajuato
- Osteria La Briccola
- Louie's Bar and Grill
- Bar Juliet
- Oberon's
- Greenleaf
- Mix Bake Shop
- Lithia Artisans Market  
& front of Lithia Park as noted on attached drawing

#### Draft Boundary Map location

R-6 & R-6a  
S-2a & S-2b  
A-7, A-6, A-8  
part of R-4a, R-4b, R-5  
part of R-3  
part of R-3 and part of R-4a  
part of R-3, R-2 & part of S-3  
R-1a & R-1b  
Access to all locations marked "A" & "S"

### Background

Each year, restaurants adjacent to Calle Guanajuato and the Lithia Artisans Market have the ability to request rental space for seating and artisan booth placement. Currently, restaurants are charged \$8 per square foot (7 days per week) or \$5 per square foot (5 days per week) and the Lithia Artisans Market is charged \$5.50 per square foot (2 days per week) upon approval by the Parks and Recreation Commissioners. This is a one-time payment that covers the entire rental season which in the past has typically lasted from mid-March through mid-November (8 months). According to the Calle Guanajuato Commercial Use Policy, the Commissioners can adjust fees each year. This year the Board of

Commissioners will be considering a fee increase as recommended by APRC staff. Once the agreements are approved, APRC staff, restaurant owners and the manager of the Lithia Artisans Market collaborate on implementation, to address any issues or concerns and to avoid conflicts prior to the season opening.

A draft boundary map of rental spaces on Calle Guanajuato has been included in the packet that illustrates where restaurants and artisans would generally be located for the 2023 season. Each restaurant and the Artisans Market have submitted a request and a site plan as outlined in the Calle Policy and depicted on the draft 2023 boundary map. Also included is a drawing of the front of Lithia Park and surrounding area that is in use during the season for the Artisans Market.

**In considering a potential fee increase some factors have contributed to a staff recommendation:**

- The Last time Calle fees were raised was February of 2017
- The most current cost recovery numbers are from 2018 and show that we are only at 62% cost recovery.
- The Consumer Price Index for the West Region has had a cumulative increase of 20.6% since 2018. *\* See table to the right*
- APRC Staff and Materials and Services costs have continued to increase each year.
- In the 2010 season the Commission approved an April 1-November 15<sup>th</sup> season. The current Calle Guanajuato policy states: “The default season of operation is Memorial Day through Labor Day. “
- Once the Calle Guanajuato was reconstructed in 2014, the Commission began an earlier season start mid-March through Mid-November that began in 2015 until the current year.

*CPI-W
March 2018: 3.2%
March 2019: 2.4%
March 2020: 2.5%
March 2021: 2.4%
March 2022: 8.7%

**Assessment & Recommendation**

Staff supports the following seven items for 2023 season and is seeking action from Commissioners on each item:

1. **Approve the Boundary Map for the 2023 Calle Guanajuato season.** Staff recommends approval of the 2023 Boundary Map. The requests for 2023 are similar to the 2022 requests as was directed by the Commissioners when the COVID-19 pandemic began. The boundary map, presented at the meeting depicts spaces that are used by restaurants, spaces that are used by the Artisans Market and also spaces that can be shared by both parties.
2. **Artisans Market use of the front Lithia Park.** Since the pandemic began, the Lithia Artisans Market has spread out into the front of Lithia Park during the season of operation with approval from the Commission. This allows the Artisans more visibility and allows restaurants to spread out. Maintenance staff has monitored the front of the park closely and minimal damage has been associated with their use. It was necessary to reseed some areas last year. Staff recommends approval of the use of the front of the park for the 2022 season with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days, whichever comes first.
3. **Extending the “season of operation” for the agreement.** Staff recommends two options for renters to choose from: Option 1) eight (8) month season March 13<sup>th</sup>-November 12, 2023. Option II) nine and a half (9.5) month season March 13-December 31, 2023, giving a choice to restaurants and the Lithia Artisan Market to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens. Mid-March through Mid-November has historically been the “season of operation.” By expanding the season of operation and giving a choice of eight months or twelve months it gives the restaurants and the Artisans more flexibility.

4. **Allow for "Off-season" agreements for restaurants to utilize the Calle Guanajuato for seating.** Staff recommends an off-season be considered for January 1, 2024-March 10,2024 for any restaurants interested. Several restaurants have been participating this year in off-season opportunities.
5. **Increase fees for the 2023 and 2024 season of operation.** The current fees for fulltime rental space for eight months is \$8.00 per square foot for the full eight-month period, or \$1.00 per square foot per month. The fees then step down to \$5.00 for the eight-month period for weekday restaurant use (\$.62 per square foot per month), and \$5.50 for the eight-month period (\$.68 per square foot per month) for the artisans to rent space for Saturdays and Sundays only. **If the Commissioners choose to extend the season from eight (8) to nine and a half (9.5) months, the per month fees above would be multiplied by the new term of 9.5 month.** Fees have not been increased since 2017. Staff recommends an increase of 10% in 2023 and 2024 based on the stated factors in this memo. The fees once approved by the Commissioners, then go onto the City Council for final approval. The example below is meant to illustrate a 10% increase:

CURRENT FEE	10% increase in 2023
\$ 1.00 per sf per month (7-days/wk)	\$1.10 per sf per month (7 days/wk)
\$.62 per sf per month (weekdays only)	\$.69 per sf per month (weekdays only)
\$.68 per sf per month (weekend only)	\$.76 per sf per month (weekend only)

RENTAL SPACE FEE EXAMPLE (Cost for Entire Season)		
AREA	CURRENT FEE (8mo / 9.5mo)	10% INCREASE 2023 (8mo / 9.5mo)
Average Restaurant space 500 sf/7-days a week	<b>\$8.00 / \$9.50</b> \$4000 / \$4750	<b>\$8.80 / \$10.45</b> \$4440 / \$5225
Average Artisan Space 2300 sf/2 days a week	<b>\$5.50 / \$7.00</b> \$12,650 / \$16,100	<b>\$6.05 / \$7.70</b> \$13,915 / \$17,710
Largest Restaurant space 1000 sf / 7-days a week	<b>\$8.00 / \$9.50</b> \$8000 / \$9,500	<b>\$8.80 / \$10.45</b> \$8800 / \$10,450

Below is an example of the 8-month fees if increased more significantly:

15% increase (8- month)	20% increase (8-month)	25% increase (8-month)	30% increase (8 -month)
\$6.33	\$6.60	\$6.88	\$7.15
\$9.20	\$9.60	\$10.00	\$10.40
\$5.75	\$6.00	\$6.25	\$6.50

<b>To get to 2018 Cost Recovery fees would need to increase 38% to:</b>
\$7.59 artisans' weekend 2-day
\$11.04 restaurant 7-day
\$6.90 restaurant weekday

6. **Determine fees for “off-season” use.** Not all restaurants have expressed interest and their determination of space will be based on their approved allocation during the main season. Because of the weather during the “off-season” staff recommends that fees be based on a 5% increase. The example below is meant to illustrate a 5% increase on per square foot fees during the “off season” based on the current fees:

Current fees	5% increase of fees for off season
\$ 1.00 per sf per month (7-days/wk)	\$1.05 per-sf per month (7-days/wk)
\$.62 per sf per month (weekdays only)	\$.65 per sf per month (weekdays only)
\$.68 per sf per month (weekend only)	\$.71 per sf per month (weekends only)

AREA	5% increase for off-season January-mid-March 2024
Average Restaurant space 500 sf/7-days a week	<b>\$1.05 (2.5 months)</b> <b>\$1312.50</b>

7. **Approve or deny the nine agreements for the Calle Guanajuato.** Staff recommends approval of all nine agreements as proposed. The proposed requests, included in the memo have the general areas listed as per the proposed DRAFT boundary map that will be presented at the meeting. Square footage will be determined within the approved boundary map spaces.

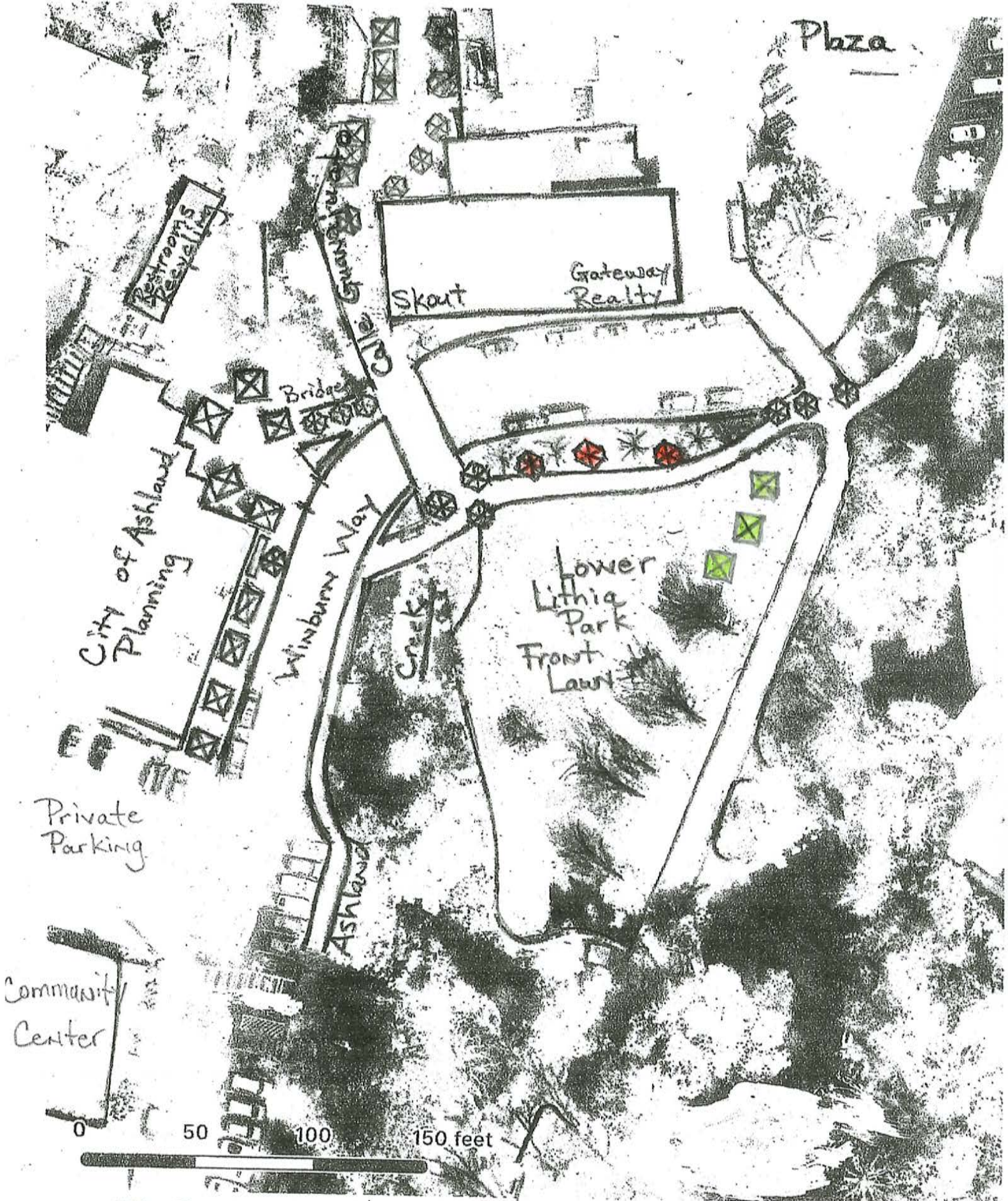
**Potential Motions:** Staff recommends a separate motion for each of the items as listed below: Any fee adjustments are required to go to the City Council for final approval.

- I move to approve the 2023 Calle Guanajuato Boundary Map as presented (will be presented at meeting)
- I move to approve the Lithia Artisans Market use of the front of the park during the regular season of March through November with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days, whichever comes first.
- I move to approve increasing the Calle Guanajuato Commercial Use fees by 10% for the regular season for the 2023 and 2024 seasons.
- I move to approve an eight (8) month season March 13<sup>th</sup>-November 12, 2023 and a nine and a half (9.5) month season March 13-December 31, 2023 giving a choice to restaurants and the Lithia Artisan Market to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens.
- I move to approve an “off season” agreement for January 1, 2024-March 10, 2024 for any interested restaurants
- I move to approve an increase of 5% for the off-season fee for the 2023 and 2024 season.
- I move to approve the 9 agreements for the Calle Guanajuato for the 2022 Season

#### Attachments

- Lithia Artisans Drawing of Front of Park
- [Calle Guanajuato Commercial Use Policy](#) (Electronic Attachment)

# Exhibit A



- ☒ Booth Structure 8x8 / 10x10
- ☒ Umbrella paved
- ☒ Season permitting
- ☒ Seasonal Booth



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## PARKS COMMISSIONER STAFF REPORT

**TO:** Ashland Parks and Recreation Commissioners  
**FROM:** Michael Black  
**DATE:** March 3, 2023  
**SUBJECT:** 2023/25 Biennium Goals

---

The draft goals/objectives are listed below for your review. Staff plans to prepare a detailed analysis of the resources required for each of these goals and will present that in the meeting on March 8, 2023. The list is in no order.

### DRAFT APRC GOALS FOR 2023-25 BIENNIUM

1. Employ best management practices to strengthen relations between management, co-workers, City employees and community members. Potential steps include work with APRC's HR provider – the City of Ashland HR Department – to simplify and communicate HR policies and procedures, improve diversity equity and inclusion efforts, ensure all staff understand how HR benefits employees and how to access HR, and reorganize and add staff to free up management time for these efforts.
2. Develop an environmental sustainability and implementation plan.
3. Investigate, develop and implement a dedicated permanent funding source to ensure the long-term financial sustainability of the Ashland Parks and Recreation Commission.
4. Build east main street neighborhood park including the dog park, bike-skills park and pump track.
5. Improve public aquatic recreation and competitive options in Ashland consistent with the findings and recommendations of the Pool Ad Hoc Committee and ensure the continuous operation of an adequate recreational pool in Ashland during the summer months, at a minimum, until construction begins on a new pool.
6. Seek out and support opportunities for community building through programs and events in our parks, open spaces and trail networks that celebrate art, music, sports and nature.

7. Perform a system-wide master plan for Ashland Parks and Recreation Commission to include the following sections, at least (sections may be completed together or independently):
  - a. Vision and goals
  - b. Bicycle and pedestrian circulation and access to park properties
  - c. Park system maintenance and improvements
  - d. Fleet evaluation recommendations
  - e. Design and maintenance guidelines
  - f. Review and update of all APRC policies
  
8. Continue to improve and develop our watershed ped and MTB trail network, including connectivity to adjacent National Forest Land (above) and town centers (below) city ownership, as well as securing easements on private properties that protect public access to this network.
  
9. Develop plan for Oak Knoll Golf Course to respond to a variety of current issues at the course:
  - a. Drought
  - b. Fiscal Shortages
  - c. Playing Conditions
  - d. Staffing
  - e. Ancillary Uses
  - f. Long-term Management Plan