



**Tualatin Hills Park & Recreation District  
Minutes of a Regular Meeting of the Board of Directors**

A regular meeting of the Tualatin Hills Park & Recreation District Board of Directors was held on Monday, September 22, 2014, at the HMT Recreation Complex, Dryland Training Center, 15707 SW Walker Road, Beaverton. Executive Session 5:30 pm; Regular Meeting 7 pm

Present:

John Griffiths	President/Director
Bob Scott	Secretary/Director
Jerry Jones Jr.	Secretary Pro-Tempore/Director
Joseph Blowers	Director
Larry Pelatt	Director
Doug Menke	General Manager

**Agenda Item #1 – Executive Session (A) Legal (B) Land**

President Griffiths called executive session to order for the following purposes:

- To consider information or records that are exempt by law from public inspection, and
- To conduct deliberations with persons designated by the governing body to negotiate real property transactions.

Executive session is held pursuant to ORS 192.660(2)(e)&(f), which allows the board to meet in executive session to discuss the aforementioned issues.

President Griffiths noted that representatives of the news media and designated staff may attend the executive session. All other members of the audience were asked to leave the room. Representatives of the news media were specifically directed not to disclose information discussed during executive session. No final action or final decision may be made in executive session. At the end of executive session, the board will return to open session and welcome the audience back into the room.

**Agenda Item #2 – Call Regular Meeting to Order**

President Griffiths called the regular meeting to order at 7:35 pm.

**Agenda Item #3 – Action Resulting from Executive Session**

**Joe Blowers** moved that the board of directors, pursuant to a commitment of the 2008 Bond Measure, authorize staff to jointly acquire a property in the southwest quadrant of the district, using bond measure funds designated for natural area land acquisition, subject to standard due diligence review and approval by the general manager. **Bob Scott** seconded the motion. Roll call proceeded as follows:

<b>Jerry Jones Jr.</b>	<b>Yes</b>
<b>Larry Pelatt</b>	<b>Yes</b>
<b>Bob Scott</b>	<b>Yes</b>
<b>Joe Blowers</b>	<b>Yes</b>
<b>John Griffiths</b>	<b>Yes</b>

**The motion was UNANIMOUSLY APPROVED.**

**Bob Scott moved that the board of directors approve the sale of right-of-way and temporary construction easements on district-owned land at Eichler Park to Washington County for a price determined by an appraisal. Jerry Jones Jr. seconded the motion. Roll call proceeded as follows:**

<b>Joe Blowers</b>	<b>Yes</b>
<b>Larry Pelatt</b>	<b>Yes</b>
<b>Jerry Jones Jr.</b>	<b>Yes</b>
<b>Bob Scott</b>	<b>Yes</b>
<b>John Griffiths</b>	<b>Yes</b>

**The motion was UNANIMOUSLY APPROVED.**

**Agenda Item #4 – Portland State University Report - *Engaging and Serving Diverse Communities: Tualatin Hills Park & Recreation District Inclusive Outreach and Diversity Development Project Report***

Kylie Bayer-Ferterer, diversity and inclusion coordinator, introduced Portland State University (PSU) Center for Public Service staff, Masami Nishishiba, Ph.D., Associate Director, Center for Public Service, and Lisa Durden, PSU Hatfield Fellow, to present the Inclusive Outreach and Diversity Development Report. The report is a collaboration of efforts between THPRD and PSU and provides a better understanding of the current needs of the district's community based on an examination of: (1) best practices in the diversity and inclusion field, (2) THPRD demographic data, (3) current THPRD program offerings, and (4) a community needs assessment.

Kylie, Masami and Lisa provided a detailed overview of the development of, and recommendations contained within, the report via a PowerPoint presentation, a copy of which was entered into the record, and included the following recommendations:

- Develop cultural competence within THPRD
- Make facilities and services more welcoming and accessible
- Program review ideas and opportunities
- Strengthen community partnerships

In addition, the presenters described the anticipated next steps as a result of these recommendations:

- Conduct a baseline climate survey of staff
- Training and development to empower staff members
- Follow-up and outreach to focus group participants
- Development of a mission and vision statement
- Administration of Tier III Leadership Academy project on non-English speaking communication

The presenters offered to answer any questions the board may have.

Jerry Jones Jr. commented that the district serves the most diverse community in the state. Regarding encouraging more diversity within the district's advisory committees, this typically can be addressed in one of two ways: forming a committee specifically dedicated to diversity and inclusion, or encouraging more diversity within each individual advisory committee. He asked which has been determined to be the most effective method.

- ✓ Masami replied that ideally, both methods would be used; however, the initial effort could be addressed through the formation of an individual committee dedicated to diversity and inclusion, which would then assist in attracting more diversity to the other committees.

Joe Blowers complimented the report, noting that it contains many good ideas that should be considered for implementation and that he believes the report will be a catalyst for change.

Larry Pelatt asked if the report intentionally did not include recommendations specific to equity.

- ✓ Masami acknowledged that equity was not specifically addressed, as the belief is that as the recommendations included within the report pertaining to diversity and inclusion are addressed, these would also eventually address equity.

President Griffiths inquired when this topic would be before the board again.

- ✓ General Manager Doug Menke replied that a draft vision statement will be proposed for consideration by the board in December.

Joe asked when the efforts pertaining to the district's advisory committees would begin, noting that the district's policy pertaining to advisory committees is already under review per the 2013 Comprehensive Plan recommendations.

- ✓ Jim McElhinny, director of Park & Recreation Services, replied that the board's review of the policy pertaining to advisory committees is anticipated around the end of the year.

President Griffiths thanked the presenters on behalf of the board of directors for the informative report and presentation.

#### **Agenda Item #5 – Audience Time**

There was no testimony during audience time.

#### **Agenda Item #6 – Board Time**

Board discussion occurred regarding the district's most recent special events, including Sunday Trailways and the bond measure project dedication at Hansen Ridge Park. General comments were made that the district's summer events were well-attended and appreciated by the public.

#### **Agenda Item #7 – Consent Agenda**

Larry Pelatt moved that the board of directors approve consent agenda items (A) Minutes of August 11, 2014 Regular Board Meeting, (B) Monthly Bills, (C) Monthly Financial Statement, (D) City of Portland's Bureau of Environmental Services Easement Request for Fanno Creek Trail near Vista Brook Park, (E) Intergovernmental Agreement with Metro Regarding Management of a Jointly Owned Natural Area to be Acquired Next to Winkelman Park, (F) Bond Program Funding Transfer from Facility Rehabilitation Category, and (G) Bauman Woods Natural Area Donation and Easement from the City of Portland. Joe Blowers seconded the motion. Roll call proceeded as follows:

Bob Scott	Yes
Jerry Jones Jr.	Yes
Joe Blowers	Yes
Larry Pelatt	Yes
John Griffiths	Yes

The motion was **UNANIMOUSLY APPROVED**.

#### **Agenda Item #8 – Unfinished Business**

##### **A. Strategic Plan and Service and Financial Sustainability Plan**

Keith Hobson, director of Business & Facilities, provided an overview of the memo included within the board of directors' information packet which provides a status update on the Strategic Plan and Service and Financial Sustainability Plan adopted by the board of directors in December 2013. Keith noted that staff has been working with the board of directors on updating district policies based on the recommendations within these plans, and is also actively working on the development of related functional plans. Staff is also beginning the planning and budgeting process for the 2015/16 fiscal year, and the Strategic Plan and Service and Financial Sustainability Plan will be the foundation for this process. As such, staff has prepared a status

update on the two plans, which is also included within the board of directors' information packet. The update reflects which items are completed, underway and ongoing, in progress, or have not yet been started. Keith commented that good progress is being made, noting that within the plans there are approximately 240 individual action items and almost half are either completed or underway and ongoing, with an additional third in progress. Keith offered to answer any questions the board may have.

Bob Scott complimented staff on the work completed thus far, noting that he is impressed by the scope.

## **B. General Manager's Report**

General Manager Doug Menke provided an overview of his General Manager's Report included within the board of directors' information packet:

- Wounded Warrior Project
  - Jim McElhinny, director of Park & Recreation Services, provided a brief update on the district's recent support of two events for the Wounded Warrior Project.
- Board of Directors Meeting Schedule

Doug offered to answer any questions the board may have.

President Griffiths asked if there are any more project dedication events in the near future.

- ✓ Bob Wayt, director of Communications & Outreach, replied that the dedication events are complete for the time being.

## **Agenda Item #9 – New Business**

### **A. Recommended Goal Outcomes for Fiscal Year 2015/16 Planning and Budgeting**

Keith Hobson, director of Business & Facilities, introduced Seth Reeser, Operations Analysis Manager, to provide an overview of the memo included within the board of directors' information packet regarding the priority list of performance measures for fiscal year 2015/16.

Seth provided an overview of the priority list of performance measures, noting that staff requests board adoption of the goal outcomes as the priority measures to use in the planning and budgeting process for FY 2015/16. Seth offered to answer any questions the board may have.

President Griffiths inquired whether the measurements that are no longer being used as drivers for the business plans, but that are still being collected, will provide enough value to offset the staff efforts in collecting such data.

- ✓ Seth described that many of the measures are being indexed for fluctuations, such as inflation or fuel costs, so that they are a better measurement of how staff is doing and not as influenced by price or weather fluctuations. This should result in a clearer vision of whether the district's efforts are affecting the outcome regardless of things outside of staff control. The base data will still be collected, but with a factored index so that it is a more accurate reflection of how staff is doing.
- ✓ Keith noted that some of the measures removed have been directly superseded by new measures and that those would no longer be collected. The remainder will continue to be assessed in terms of whether they are providing useful operational information.

Joe Blowers referenced Goal #5, System of Connected Trails, and the new Basis of Measurement of "# of trailsheds in the district." He inquired how staff defines a trailshed, as well as why the proposed outcome is to decrease the number of trailsheds.

- ✓ Seth replied that this measure was an attempt to look at the interconnectedness of the district's trail system. Ideally, there would be one interconnected system rather than many separate segments, each of which make up an individual trailshed.

- ✓ Keith noted that this is being driven by the overall goal to have an interconnected system of trails, so fewer discreet segments equals a more interconnected system.

Bob Scott referenced Goal #6, Efficient Service Delivery, and the Basis of Measurement of “% classes with fee at fee recovery targets” and asked why this particular measurement is proposed for elimination.

- ✓ Keith replied that the district’s entire fee setting system is based on class cost and now the district is moving toward cost recovery targets, so this measurement is being replaced by the new measurement proposed of “% classes with fee at cost recovery targets.”

Bob referenced Goal #2, Recreational Programs and Facilities, and the Basis of Measurement of “Program registrants/1,000 population,” noting that the outcome has seen a reduction every year, yet the proposed outcome for fiscal year 2015/16 is to maintain.

- ✓ Keith replied that the intent would be to maintain the fiscal year 2013/14 goal outcome of 377.45. He acknowledged that the district has been unable to meet this Basis of Measurement, noting that, ideally, the district would want to see an increase. However, given that the measurement has been decreasing, the immediate goal is to stabilize the decrease and then consider an increase in future years. It does not mean that the desire is to maintain a decreasing trend. If the board feels that the proposed outcome of maintain is not aspirational enough, staff could review changing it to increase; however, these goal outcomes drive the budget process, which would mean that budget dollars would be driven toward attempting to achieve that outcome when it may be out of reach at this time.

Bob commented that the outcomes of “increase, maintain, and decrease,” do not give him a sense of priority. He questioned how one would distinguish between the outcomes that need dramatic increases or decreases from those that a more moderate movement would be sufficient.

- ✓ Keith replied that ultimate targets have been included with this information in the past, but was not this time because so many are new measurements that lack the necessary data to establish an ultimate target. However, as this data is captured, ultimate targets can be added to help determine which outcomes are further off base than others.

**Bob Scott moved that the board of directors approve the goal outcomes for priority performance metrics for use in the fiscal year 2015/16 planning and budgeting process as presented. Larry Pelatt seconded the motion. Roll call proceeded as follows:**

<b>Joe Blowers</b>	<b>Yes</b>
<b>Jerry Jones Jr.</b>	<b>Yes</b>
<b>Larry Pelatt</b>	<b>Yes</b>
<b>Bob Scott</b>	<b>Yes</b>
<b>John Griffiths</b>	<b>Yes</b>

**The motion was UNANIMOUSLY APPROVED.**

## **B. Parks, Natural Resources, and Programs Functional Plans Development**

Aisha Willits, director of Planning, introduced Bruce Barbarasch, superintendent of Natural Resources & Trails Management, and Eric Owens, superintendent of Recreation, to provide an overview of the memo included within the board of directors’ information packet regarding the status of three new functional plans recommended for development through the 2013 Comprehensive Plan Update.

Aisha, Bruce and Eric provided a detailed overview of the development of three new functional plans, Parks, Natural Resources, and Programs, via a PowerPoint presentation, a copy of which was entered into the record. Information presented included the anticipated content for each plan,

development timeline, and public outreach strategy. Aisha, Bruce and Eric offered to answer any questions the board may have.

Larry Pelatt inquired what methods would be used to measure the success of a park. He provided an example of a neighborhood park that used to serve an area with many young families, that now consists predominantly of teenagers and middle-aged adults.

- ✓ Aisha described the GRASP analysis that was conducted by GreenPlay, LLC, through the development of the 2013 Comprehensive Plan. In turn, this scoring methodology allows the district to develop the function of a park space based on the scoring, which is determined by components and amenities. She noted that additional thought may need to be given regarding whether changing demographics of an area should be factored into the overall score.

Larry expressed that he believes the district needs to have a methodology in place to take into account the aging of certain neighborhoods and the changing of demographics. He commented that a park could have a high GRASP score, but that the usage of that park could be lacking because the demographic of the neighborhood has changed and is no longer interested in the particular amenities provided at that location.

- ✓ Aisha noted that there will be a section within the Parks Functional Plan that will discuss emerging amenities, such as skate parks, and what residents may want in the future. This may be an appropriate place to explore a demographic analysis of what might be appropriate in a given park based on the demographics of its immediate area. This type of feedback is also typically heard at the public meetings when planning a park.
- ✓ General Manager Doug Menke noted that another feedback method will be the new public comment kiosks being located at some parks that provide immediate feedback to the district regarding the user's experience.
- ✓ Jerry Jones Jr. commented that park amenities also have a life span and described how he has noticed that the parks that he used when he was a child are now being redeveloped at a time when his own children can use those parks.

Larry explained that neighborhoods tend to follow a cyclical pattern of new families moving in and then aging, and then the cycle begins again with new families. He described his own neighborhood's pattern, which seems to be atypical in that most of those moving in are people without children. He is interested in seeing what the district can provide to capture the attention of the families with teenagers and middle-aged parents.

Jerry complimented staff on the gathering of information that has occurred leading up to the development of the Programs Functional Plan, especially the monitoring component. He commented that it will be interesting to see the survey results. He is also happy to see a component built into the plan regarding the facilities, noting that no one is interested in taking classes in a facility that is deteriorating or not well maintained.

Joe Blowers referenced the presentation given earlier this evening on the topic of diversity and inclusion, noting that ideally this topic would be folded into the parks and programs functional plans.

- ✓ Doug commented that the intent of the diversity and inclusion efforts is that it will mesh across the entire district. The opportunity for the board to consider a vision statement will help lead that charge and will serve as a declaration of importance from the board. Specifically calling the topic out in a functional plan is not critical, but the district will need to work at ensuring that the topic is active in all aspects of the district.
- ✓ John described how diversity and inclusion efforts are more entwined within the overall cultural direction of the district.
- ✓ Larry agreed, noting that although this is a new area of focus for the district, the district is moving in the direction of incorporating an inclusive model into everything we do.

- ✓ Eric noted that that one of the guiding principles considered through the development of the Programs Functional Plan thus far was inclusive facilities and programs. Throughout the discussions on almost every aspect, diversity and inclusion is referenced in terms of exploring demographics and what groups are being underserved.
- ✓ John described Intel's diversity and inclusion efforts, which have been going on for 10 to 15 years, noting that he takes for granted the diversity of his workplace.

President Griffiths commented that he is looking forward to the work that comes out of the Programs Functional Plan in regards to aging facilities.

### **C. Sponsorships/Naming of District Property/Memorials**

General Manager Doug Menke introduced Geoff Roach, director of Community Partnerships, to provide an overview of the memo included within the board of directors' information packet regarding the current discussion relating to the district's policies on sponsorships, naming of district properties, and memorials. With the adoption of the district's Comprehensive Plan Update in late 2013, the recommendation was made that the district evaluate certain policies and practices in order to either control costs or increase participation and cost recovery.

Geoff described the review of the district's sponsorship/naming of district property/memorials policy currently underway, noting that modernizing and strengthening the policies will set the district on a positive course for attracting deeper and more meaningful partnerships with individuals and businesses in our community. Geoff provided a detailed overview of the anticipated policy recommendations as outlined within the memo, noting that any proposed policy changes will come back before the board for consideration of adoption in the future. Geoff offered to answer any questions the board may have.

Jerry Jones Jr. asked for clarification regarding the difference between a naming and memorial tribute.

- ✓ Geoff replied that one way to differentiate between these is whether there is an act of permanence versus something temporary. For example, a park bench has a life span whereas the HMT Recreation Complex is more permanent. The public process that would occur in order to change the name of the HMT Recreation Complex would be much more rigorous, whereas a plaque on a bench could be done with no public outreach. This topic is currently being explored, and in the end, it should be easily distinguishable whether a request fits into the naming, sponsorship, or memorial category, although there may be some gray areas. Regarding the naming category, the board will want some guidelines to follow, but also flexibility.

President Griffiths commented that the United States National Park Service does not have too many parks named after individuals; most are named for their landscape characteristics. He expressed interest in the recommendation that will be forthcoming regarding the naming of new parks, as well as perhaps advice as to how long these names should be kept or whether they are a matter of permanence.

- ✓ Geoff replied that the defining factor in terms of longevity is whether the request falls under the sponsorship or naming category. He offered an example of sponsoring a synthetic turf field.

John provided an example of the area's larger sports arenas, which seem to change names quite frequently.

- ✓ Geoff described creating room in the middle where discussions can occur. Naming is sacred and should be used sparingly; sponsorships can come and go over time, depending on the length of time negotiated. He believes the district will have a good start in addressing these areas with the upcoming policy review and stressed the importance of

fulfilling the recommendation for review made via the 2013 Comprehensive Plan in terms of enhancing revenue.

President Griffiths commented that he is looking forward to having a developed policy for these topics that will help guide the board.

**Agenda Item #10 – Adjourn**

There being no further business, the meeting was adjourned at 9 pm.

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John Griffiths, President

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Bob Scott, Secretary

Recording Secretary,  
Jessica Collins