

Minutes of the Veneta Park Board

November 3, 2010

Board Members Present: Cathy Coulson-Keegan; Sharon Hobart-Hardin; Barbara Nelson; Dennis Paronto; Olivia Poncè; Daphene Sampson; Craig Soderberg, Gail Wilkie

Others: Ric Ingham, City Administrator; Zac Moody, Assistant Planner, Kyle Roberts, R.A.R.E Intern, and Darci Henneman, Assistant City Recorder

Chair Gail Wilkie called the Veneta Park Board meeting to order at 4:35 p.m.

I. Public Comment: None

II. Sharon motioned to approve the October 6, 2010 minutes and Daphene seconded the motion. All approved.

III. Teen Night at the Park

Olivia said two high school bands are interested in participating at the concert night. Many students said they would attend movie night and assist in set up.

a. Lori Quick-Mejia of Willamalane Parks and Rec. District (delayed, on her way)

Ms. Quick-Mejia said movies and concerts are a great source of revenue for Willamalane Parks & Recreation District. Their goal is to recoup 65% of each event. Their concerts in the park start the last Friday in June and run through the summer averaging 900 to 1,000 attendees. They would rent their portable stage including delivery, set up and tear down to Veneta for \$200 (this is half price) plus \$20 to run the sound system or a volunteer can be trained. Bands charge \$100 to \$3500 per event and she will email a band list to Daphene. She may be able to get some bands to discount their fee for Veneta. Street fairs are also very popular and serving alcohol is great revenue for all concerts. They work closely with OLCC and receive 40% of the profits from alcohol sales.

Willamalane also has an inflatable 60' x 20' movie screen they rent for \$225 (this is half price). Movies in the park are a huge success with up to \$500 in revenue just in popcorn, sodas and water sales. Movie rights are an additional \$125 to \$350 per movie. The movies are rented for a two day period meaning they could show the movie on Friday night and we could show it on Saturday night and split the cost of the movie. Older movies are much cheaper. We could advertise our events in Willamalane's and the City of Eugene's summer schedule of events.

Lori said "Advertising for Volunteers" or "Jobs and Events" on Craig's List is where they get many volunteers for their events. Getting sponsors and grants for their events is also a good source of revenue. BiMart was a big sponsor and gave \$18,000. She suggested contacting her at the first of the year to schedule rental of the stage and movie screen.

Gail suggested starting with movie night. Barb suggested three events total for the summer: one movie night, one battle of bands and one concert. A Subcommittee was formed consisting of Olivia, Cathy, and Dennis.

IV. Election of Park Board Vice Chair

Ric said this issue came about at the last meeting when Gail was absent that we do not have a vice chair. Based on the Park Board bylaws a vice chair is required.

Cathy motioned to nominate Daphene as the Park Board Vice-Chair. Barb seconded, all approved.

V. Old Business:

a. Annual Events Calendar

Ric provided the calendar of events listing the events City staff, public works and the Park Board are involved in throughout the year. The event calendar was provided as information only and does not require Board action.

Ric would like the Park Board to act as the City's Tree Board to sponsor the Christmas tree at the Fern Ridge Shopping Center near the Fountain. The City will purchase the tree and have public works install it.

In response to a question from Cathy, Ric said the live holiday tree did not survive at the shopping center even though a large area of concrete and dirt was removed. Staff is concerned it's not a good place to plant a tree but there are not many other options to accommodate that many people, traffic and parking needs for the tree lighting.

Many suggestions were made and it was the consensus of the Board to place this on an upcoming agenda to make a recommendation to the City Council to discuss and decide.

Sharon said it's critical that Park Board events are included in the Community Calendar at the library and should be submitted as soon as possible.

b. Easter Egg Hunt and Arbor Day Subcommittee Reports meet in January
This subcommittee will provide an update at the January 2011 Park Board meeting.

c. Light Parade Subcommittee Report
Craig said the Park Board float will consist of Christmas trees, Barb's white reindeer and the banner on the flatbed trailer followed by board members handing out bags of candy. The bags will include a card listing annual City/Park Board sponsored events and contact information. The Board agreed the cards will be a good source of information for our community.

Daphene asked if anyone objected if she carried the "Pet Paws" banner in the parade. There were no objections. The majority of the board will be walking in the parade and Sharon and Dennis will be riding on the fire truck.

It was agreed the Light Parade Subcommittee will meet on Wednesday, November 17th at City hall at 4:30 p.m. Float decorators are needed December 7th & 8th. Darci will provide Barb with a volunteer sign up sheet for decorating volunteers. Olivia, Brittany, Cathy, Barb and Gail will come early to the December 1st meeting to stuff the candy bags.

d. Garden Club Beautification Project
Barb said the Garden Club had 200 bulbs to plant at the "Welcome to Veneta" signs on Territorial Rd. and Highway 126. The left over bulbs were planted on the south side of the Community Center in the bulb bed the Public Works staff created.

VI. New Business

a. Update on Fern Park Equipment Replacement

Ric said staff has been working on upgrading the playground equipment at Fern Park. Daphene was able to locate matching grant funds to purchase equipment. Zac provided a picture of the proposed equipment "game time" at a retail cost of \$32,928. The City's budget is \$25,000. The matching grant funds will bring the City's portion to \$16,464 plus shipping for a total cost of \$21,700. Daphene recruited members of the MAC's Board (Maintenance and Construction) to install the structure at no cost. Park Board members and other community members are also needed to install the structure tentatively scheduled for May 20 & 21st. The City followed the necessary procurement requirements for the matching grant funds.

b. Process and Engagement for Completing Bolton Hill Sports Complex Master Plan

Zac said Kyle Roberts, R.A.R.E. intern will take lead on this project. Funds to complete the Bolton Hill Sports Complex Master Plan were budgeted in the FY 2010/11. The first step is to create a Steering Committee consisting of two to three Park Board members, Tommy Laing and Sterling

Pew from Territorial Sports Program (TSP), and staff to decide what we would like to see at the park. The steering committee will review all City plans to come up with a complete plan for the complex to create a facility that will benefit our entire community. Phasing for the development of the complex will take several years to complete. The first few meetings will be somewhat compact and should start within the next week or two in order to finalize the Plan by February 2011 so we have an idea of what to budget in the FY2011/12 budget.

Sharon suggested the community members on the steering committee should be members from the general public who are not associated with TSP or the Park Board. She said many people may feel left out of the decision making because they're not associated with the Park Board or TSP.

Zac thought the Park Board members would assume the role of community members. Daphene agreed.

After a brief discussion, it was the consensus of the Board that two community members outside of TSP and the Park Board should be on the steering committee.

Staff will get all public information on the meetings out and hold an open house once a drawing has been completed. Zac will also provide a memo to the City Council at the November 8th Council meeting to include two community members in addition to Park Board members.

Sharon is concerned because the existing Parks and Recreation Master Plan (P&RMP) was adopted in 1998; much of the information is not current.

Zac agreed the P&RMP may be somewhat outdated but we need to make sure we're not side stepping a goal that was important in the original Plan. TSP programming may have also changed. The City may have different plans as far as open space, parking, and stormwater, etc. which may not have been taken into consideration in previous plans.

In response to a question from Craig, Zac said staff will recommend to the Council the subcommittee members; possibly five community members, two or three from the Park Board, three or four from Territorial Sports Program (TSP), and two outside community members plus staff. The meeting schedule will be very intense for the next three months and a time commitment from the Park Board is needed.

Sharon said not everyone will attend every meeting so a nine member committee isn't too many.

In response to a question from Daphene, Zac said the City will not provide maintenance to Bolton Hill Sport Complex after the master plan has been implemented. TSP will be required to maintain the park.

Gail and Barb volunteered to be on the steering committee and will meet mid November.

VII. Other

As a recap, Daphene confirmed that the park event subcommittee will look into the possibilities of having some kind of summer park event and will return to the Board with an update. At that time the Board will decide on tentative dates to get on Willamalane's schedule for renting the stage and movie screen.

Craig made a motion to adjourn the Park Board meeting. Cathy seconded and all approved.

The meeting was adjourned at 6:10 p.m.

VIII. Next Meeting December 1, 2010