
AGENDA

ASTORIA PARKS & RECREATION ADVISORY BOARD

Wednesday, March 27, 2019
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. February 2019
- 5. PRESIDENT HERNANDEZ**
 - A. What do you hear?
- 6. EMPLOYEE RECOGNITION**
- 7. OLD BUSINESS**
 - A. Parks Foundation Update
 - B. Implementation of the Parks and Recreation Comprehensive Master Plan
 - i. Developing Parks and Facilities Maintenance Plans
 - ii. Capital Improvement Plan
 - C. Astoria Scandinavian Heritage Association Monument Update
 - D. Maritime Memorial Expansion Update
 - E. Friends of the Column Update
 - F. Staffing Update
- 8. NEW BUSINESS**
- 9. STAFF REPORTS AND UPCOMING EVENTS** (attached)
- 10. DREAM BIG IDEAS EXERCISE AND DISCUSSION**
- 11. FUTURE MEETINGS**
 - A. April 24th, 2019 @6:45 AM in City Hall, Council Chambers
 - B. May 22nd, 2019 @6:45 AM in City Hall, Council Chambers

MAINTENANCE

Grounds & Facilities

- Preparing softball fields for use: aerating, dethatching, mowing, fertilizing
- Limbed trees and removed debris on SE corner of Pioneer Cemetery
- Routine mowing of all sites
- Coordinating with Run on the River to prepare that event on May 19th
- Continuing to sheath AAC shower walls to inhibit mold growth, Men's locker room is complete, private rooms are finished, Women's locker room is 50% complete
- Solicited bids for replacement of Recreation Pool sand filter and addition of UV system, if work is enacted it will necessitate a 3-4 day shutdown of that pool
- Maritime Memorial expansion project is underway and on schedule to be completed by Memorial Day
- Coordinating with service groups for projects to be completed in Parks: Upward Bound, United Way, Clatsop County Master Gardeners Association, Lewis and Clark Elementary, SOLVE

Oceanview Cemetery

- Securing garbage cans to prevent debris spreading during wind events
- 1 SI Vault Burial, 3 Cremation Burials

AQUATIC CENTER

Swim Lessons:

Enrollment has held steady for swim lessons with 61% of classes at capacity and another 21% within one student away from full capacity. The attached graph also shows information on classes with a waitlist. There are, on average, 2 participants on the waitlist for waitlisted classes. For the last session, we had 63% of the swim lessons at capacity. We had 41% of the swim lessons waitlisted. The growth of our swim lesson program has increased our need for additional swim instructors to be able to accommodate participants.

Staff have implemented a new option to accommodate private lesson requests called "block lessons." This program schedules instructors for multiple, back to back private lessons which parents register for in advance. This would be similar to a swim lesson session, but the ratio per class offered will be one-on-one or two-on-one (for semi-private lessons). We have implemented this block period on Wednesdays and it filled to capacity within two weeks.

On March 4th-15th, staff taught swim lessons for the Hilda Lahti Elementary school 4th grade students. Swim instructors provided lessons for 30 minutes and students got 30 minutes of recreation swim daily. Students also received instruction on water safety.



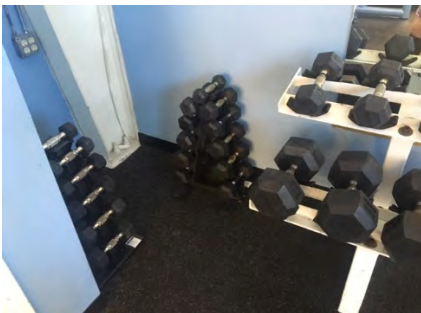
Schedule:

The Aquatic Center has adjusted scheduling and availability of the slide for Washington and Oregon Spring breaks, which result in a large influx of visitors using the facility between March 25 - April 5.

Facility Upgrades:

Staff have replaced and upgraded various water and dry land equipment this spring as well as adding new racks in the fitness center.

The shower walls at the Aquatic Center have been showing signs of mold growth from underneath the painted cinderblocks. To remedy this, Mark Montgomery has been sheathing the walls with FRP, a non-degradable and impermeable product that is suited for wet conditions. To date, all three private changing room shower areas have been sheathed, the walls in the Men's locker room and part of the Women's locker room have been sheathed. The individual showers in the Women's locker room still need to be finished as they require extra coordination in removing stall walls; all work must be carried out when the facility is not open to the public.



Staff

The upcoming lifeguard class is being held March 25-28 over spring break. There are 6 candidates registered for the class.

RECREATION CENTER

Kids Zone

- In February we worked on Magnets, Valentine's Day, Winter, Nature, and Positions and Directions. Fun activities were: Compass treasure hunt, magnetic cereal, frozen baking soda hearts, making smoothies, and a melting ice experiment!
- February daily attendance averaged 26 kids per day. Revenue for February was \$6,350.43 up from \$4,861.00 in 2018. The increase in revenue can mostly be attributed to better payment and collection policies.

Fitness

- We had the opportunity to certify a new instructor, Shannon, for our Pound! class so that we can have substitute teacher and improve consistency.
- In our Zumba Gold class, we have been averaging 8 students with a high of 14 students with both men and women attending. When this class started almost 6 months ago, we were seeing just 1-2 students.
- Revenue was \$887.00 compared to \$885.00 in February 2018. We have had over 10 new visitors in the last month and are looking forward to increased participation in the future.

Fall Sports

- We have finished up the Winter Sports season of youth basketball. We are moving into the spring season preparing for Youth and Adult Softball, the Youth Volleyball Clinic, and the Adult Co-ed Volleyball league.
- Jiu Jitsu has class session with 8 participants this first session of the year. We now have Jiu Jitsu registration open for the rest of the calendar year!
- Drop-In Volleyball has been averaging 14 participants a week.
- Sports revenue was \$455.00 compared to \$150.00 in February 2018. This is a relatively slow month for sports, as it falls in between basketball and softball registration.



Upcoming Events

- Spring Break Camp: Welcome to the Jungle, March 25-29
- Week of the Young Child: April 8 – 12, 2019
- Adult Basketball: April - May
- Jiu Jitsu: April - May
- Youth Volleyball Clinic: April - May
- Adult Volleyball: April - May
- Men's & Women's Softball: May - July
- Youth Baseball & Softball: April - July

LIL' SPROUTS/PORT OF PLAY

Lil' Sprouts Academy

- On Tuesday, February 19th, we did quite a bit of spring cleaning and reorganizing. We also made a big change within the office by moving the refrigerator out! Our goal over the next month is to reorganize the office to be a more functional use of space and improve efficiency. We are excited to see these changes unfold and are so appreciate of the maintenance team's help with these transitions!
- We also have been making some gradual updates in classrooms and port of Play with new materials, rugs, toys and furniture.
- On Tuesday, March 5th, our Daffodil class went on their second field trip to Astor Elementary and had a blast! For this trip they took a visit to the library, and had a special story time with Mrs. Oser, the Librarian!
- Staff at Lil' Sprouts are gearing up for a very special celebration April 8th-12th called "The Week of the Young Child". This week will bring enthusiasm and awareness to the importance of Early Childhood Education, those that work in the field, and the kiddos and families we serve. On April 1st, the Mayor will be reading a proclamation declaring April 8th-12th, "The Week of the Young Child" in Astoria. We will have more details to come about specific activities and events! Visit <https://www.naeyc.org/events/woyc/overview> for more information about the celebration, which is organized by the National Association for the Education of Young Children.
- Lil' Sprouts brought in \$33,616.36 in revenue compared to \$18,347.00 in 2018. As has been the case for the last 8 months or so, the increased revenue can mostly be attributed to improved payment and collection policies.



Port of Play

- Port of Play has had steady attendance for the month of February, with the highest attended day of 31 kiddos on February 3rd. We brought \$592.50 in revenue compared to \$1,736.00 in 2018. The revenue loss has, and will continue to be attributed to, the reduction of hours.
- Only two birthday parties were scheduled, bringing in \$585.00, up from \$99.00 in 2018.
- Parents' Night Out attendance has fluctuated a bit, and staff will see anywhere from 5-15 kids, bringing in \$372.00, up from \$88.00 in 2018.



Miscellaneous

- Renewal season for the community garden is coming up, and we are starting the process of reaching out to current gardeners to see who will be renewing or giving up their plot. We currently have 9 people on the waitlist.

Upcoming Events

- **Parents' Night Out every weekend**

COMMUNICATIONS/MARKETING

- The APRD page currently has 3,526 likes, Astoria Aquatic Center has 1,193 likes, Astoria Recreation Center has 537 likes (an increase of 30 from last month), and Port of Play has 994 likes.
- Astoria Parks webpage had over 15,212 page hits since last month. Astoria Aquatic Center, Events, and Park Board agendas were our top hits. Our popular parks this month included: Port of Play (725 visitors), Astoria Aquatic Center (633 visitors), and Local Trails (610 visitors).
- We are working on putting together the 2019/2020 Marketing plan. Janice OMalley Galizio is working closely with staff and with Director Tim Williams on what works best

for the Department. For any input or suggestions, please get in touch with Janice at jomalleygalizio@gmail.com.

Daily Astorian Articles :

1. **New Astoria Column Lighting Policy Approved – 3/05/19**

Dream Big Workshop

March 21, 2019

Parks

- More FT Employees
- Park Facility HQ
- Sell Evergreen Fields for Development or Park and Rec Facility
- Extend Riverwalk West
- 50 ft Bucket Truck
- Asphalt Arc (if the Department stays in the long-term)
- Follow the Master Plan for Parks
- Ocean View Cemetery either fund for full time staff or release the property
- Raise Fees at OV Cemetery
- Park Party Barge at ARC
- Scoreboard at Parks Fields
- Raise the Bar on Quality Park Maintenance
- Park Beach on the River
- Park Ambassadors – Market Program - Trail Ambassadors
- All weather turf at Niemi Fields
- Turf multi-sports facility
- Holiday Lighting Walk on the River
- Nature Interpretive Park or trail tours
- Clean up Astoria Day – Patriots Day or Memorial Day
- Butterfly Gardens or Space
- Trail System that circles the City
- Parks Tour for dignitaries and visitors – Tell our story!
- Automation control from computer to program lights and irrigation
- GPS all our park amenities including irrigation systems
- Christmas Tree in the Park
- Increase Column Parking Fee
- Focus on what we're trying to do well
- Mural Program for the City

Recreation

- Theatre in the Park
- Bring back old events
- Monster Bash
- Kids in the Park Event
- More Full Time Employees
- No limit on staff training
- Education Incentives for staff in early Childhood Education/Financial support staff furthering their education

- Expand and Integrate Lil' Sprouts with joint pool and recreation center. If that is not possible, expansion and growth at Gray School
- Childcare Management Software exclusively for Lil' Sprouts
- Transportation for Lil' sprouts with CDL Driver
- Custodial Support for Gray School
- Astoria Games – Track Meet
- Parks Control of Field and Gym Scheduling at schools
- Music Festival
- Overhaul the Gray School Outdoor area for fun can be substituted by integrated park facility
- Film Festival
- Expansive Facility with big space and courts
- Software for sports leagues and tournaments
- Increase sports camps
- More sports tournaments with courts and fields
- Sailing Classes
- Fully setup integrated POS system and Web
- Eye and fingerprint scanning system
- Remove discount on cash cards – treat as gift certificates.
- Upgrade security system in all Facilities
- Pay raises for staff
- Discount Incentives Program for employees across parks programming
- Mandatory training required for staff in CPR/AED/First Aid.
- Free Space for Community Groups/Clubs
- Afterschool Programs on-site at the schools
- Integrate swimming Lessons and Sports into summer day camps and kids zone
- Upgrade Uniforms for Staff
- Child Care Scholarship Opportunities
- Yappy Hour/Dog Park
- Dog Run with Owner 5k/10k
- Mudder Events – Running/Color Runs/ Foam Events
- Halloween Hikes
- Soapbox Derby
- Running Club Partner
- Walk with the Mayor or Doc
- Main Street to Mountains – Bozeman MT
- Lunar New Year at Surging Waves Park
- Breakfast with Santa
- ARC converted to Classes and move kids zone and teen zone to school sites
- Intramural program at the Middle School and High School
- Yoga Retreats
- Astoria Hawaii Luau
- Tourist Retreats
- Taste of Astoria Event

- Field Allocation policy for Fields
- Early and Late Registration Measures
- Resident and Non-Resident Fees
- Make the ARC Monthly Pass attractive by shifting programs and introducing others
- Transportation for Excursions and Trips
- Kid Campouts in the Park
- Kids Triathlon
- Monster Dance
- Zombie Prom
- Adult Prom
- Community Block Parties
- Puns Competition
- Haunted House
- Harlem Globe Trotters
- Classes for Careers, Technology, 3D Printing, Etc
- Tennis Camps/Lessons/Tournaments
- Pickle ball
- Theater Class with Helena Theatre Company
- Brewery and Wine Tours
- Specialty Camps, Robotics, Legos, Etc.
- E-Sports Leagues and Tournaments
- Pioneer Park History Enactments or other parks

Fitness:

- Larger Fitness Rooms
- Better Lighting and Equipment
- Projector Screen
- Functional Windows
- Big LED Screen and Monitor
- Locker rooms

Kids Zone:

- Dedicated Space Exclusively for Kids of all ages
- New Playground and Swing
- Transportation with CDL Driver
- Middle School Program for ages 9 to 15 year olds
- Teen Internship/Teen Programs
- More arts and specialty camps
- Theatre Camps and programs
- Fundraising to help the community

Administration:

- Policies and Procedures for Business Best Practices
- Cultivate Culture for Fitness and Fun
- Be more of the organization to beat for Regatta 2020/2021
- Discontinue rental of chairs/tables/AV Equip.
- Clearer focused mission for the entire Department
- Special Event Committee including PD and Fire and other Departments
- Teen Committee or Youth City Council

Facilities:

- ARC/Aquatics/Parks Facilities combine together
- Makeover and refurbish Shively and Alderbrook Halls
- Create conferencing Space in facilities
- Acquire the Armory or partner with the agency that owns and operates the Armory
- ARC Kitchen upgrade to commercial level for classes with CCC and others
- Computer Lab for Classes and Tutoring
- Mobile Stage

Marketing:

- Branding Project – Flashy
- Partner with others on Marketing such as CCC, Businesses, etc.
- Direct Mail – NL Based
- Develop a great website
- Branding Logos/Guidelines
- Text marketing ability
- Quarterly Specials for sales
- Fully implemented Sponsorship Programs
- Marketing Integrated – Rec Connection
- Banners in the Community Program Marketing
- Target Niche Communications
- Expand Marketing outside of Astoria and across the River; specifically the Oller Trust covered ZIP Codes
- Work on marketing efforts with hotels, Medical Agencies, CCC, AAMC, Chamber, Home Schools, Etc.
- Professional Photographer at Events and Programs – Michael Mathis or others
- Trailer/commercial spot a the movie theaters

Aquatics

- Increase Fees for Showers
- Expand into the grass area fun things to do
- 50 Meter Pool expanded into the grass area
- Diving Well and Rock Wall

- 2nd level for AC to house fitness and classes and Indoor Track
- Implement a Master's Swim Program
- Swim Lessons under Swim America
- Replace Slide with a better slid extend slide to outside
- Surfing Camps
- Ocean Safety/Camps/Courses
- Dive in Movies
- Water Safety Curriculum to take to schools
- National Lifeguard Competitions
- More Special Events Statewide
- Employee Wellness Program/Community
- Paddle Board/Kayak Programs
- Nationally Ranked Swim Team
- Epi-Center/ Recreation Center
- Therapy Pool
- More FTE
- Triathlon using the pool
- Reduced Fees for Slow Hours Pass