



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 at the HMT Recreation Complex, Dryland Training Center, 15707 SW Walker Road, Beaverton, on Monday, March 5, 2012. Executive Session 6:30 p.m.; Regular Meeting 7:00 p.m.

Present:

Bob Scott	President/Director
Larry Pelatt	Secretary/Director
Joseph Blowers	Secretary Pro-Tempore/Director
William Kanable (<i>via telephone</i>)	Director
John Griffiths	Director
Doug Menke	General Manager

Agenda Item #1 – Executive Session (A) Land

President, Bob Scott, called Executive Session to order for the following purpose:

- 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), which allows the Board to meet in Executive Session to discuss the aforementioned issue.

President, Bob Scott, noted that representatives of the news media and designated staff may attend 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, Bob Scott, called the Regular Meeting to order at 7:00 p.m.

Agenda Item #3 – Action Resulting from Executive Session

Joe Blowers moved that, pursuant to a commitment of the 2008 Bond Measure, the Board authorize staff to acquire a natural area property in the southeast quadrant of the District using bond measure funds designated for acquisition of natural areas. Larry Pelatt seconded the motion. Roll call proceeded as follows:

Bill Kanable	Yes
John Griffiths	Yes
Larry Pelatt	Yes
Joe Blowers	Yes
Bob Scott	Yes

The motion was UNANIMOUSLY APPROVED.

Joe Blowers moved that, pursuant to a commitment of the 2008 Bond Measure, the Board authorize staff to acquire a natural area property in the northeast quadrant of the District using bond measure funds designated for acquisition of natural areas. Larry Pelatt seconded the motion. Roll call proceeded as follows:

John Griffiths	Yes
Bill Kanable	Yes
Larry Pelatt	Yes
Joe Blowers	Yes
Bob Scott	Yes

The motion was UNANIMOUSLY APPROVED.

Agenda Item #4 – Audience Time

Lara Bourn, 3880 SW 188th Avenue, Aloha, is before the Board of Directors this evening as a parent of a participant in Aloha United Soccer Club (AUSC). Lara described the meetings that have occurred regarding field allocation since her testimony at the February Regular Board meeting, noting that there are still conflicts in this process. She stated that Scott Brucker, Superintendent of Sports, has said that no bond funds are being spent on soccer fields; however, the most recent Parks Bond Citizen Oversight Committee annual report states otherwise. In conclusion, she asked why her child's soccer team is continually told that there are not enough fields to go around and that no bond funds are being used for new fields, noting that the conflicting information is frustrating.

- ✓ Doug Menke, General Manager, replied that there is obviously some miscommunication on this issue in that Scott is very well informed that there are substantial bond funds dedicated to athletic fields. He noted that staff would be happy to meet with her to further discuss and that Scott would also be in attendance at the Tualatin Hills Junior Soccer League (THJSL) Board meeting taking place tomorrow evening and could provide further clarification at that time as well.
- ✓ President, Bob Scott, replied that, as a member of the Parks Bond Citizen Oversight Committee, which tracks the spending of the bond funds, he can also confirm that there are bond funds dedicated to athletic fields.

Lara reiterated that the conflicting information is frustrating and knowing that bond funds are not being spent in the areas promised makes her question whether she will be able to support a future District bond measure.

- ✓ Bob replied that he disagrees with her assessment and that the District does a very good job in making sure the bond funds are being allocated as promised. In fact, there is a citizen committee that meets quarterly whose focus is dedicated to ensuring this.

Lara replied that if the bond funds are being allocated as promised, she would like to see her child benefit from those funds and that the athletic fields should be shared equally based on number of participants.

Paul Blackmore, 17813 SW Washington Drive, Aloha, is before the Board of Directors this evening representing Aloha United Soccer Club (AUSC). Paul reflected that at the February Regular Board meeting, the Board stated that an executive summary of the situation would be provided and that Scott Brucker, Superintendent of Sports, would be attending the THJSL Board meeting to help facilitate conversation on the matter and hopefully come to a mutually agreeable solution. Instead, Scott acted unprofessionally and abruptly ended the meeting. All they are asking for is fair access to the fields and a clear, transparent policy regarding field allocations. They have received information regarding the allocation process for recreational soccer, but when they asked for the same information for Classic soccer, they were told to file a public information request. In conclusion, AUSC wants fair and equitable access to the District's fields, as well as a transparent allocation policy, and they are prepared to attend every Board meeting from this point forward until they receive it.

Eric Ufer, 8450 NW Ash Street, Portland, is before the Board of Directors this evening representing Milltown United Soccer Club (MUSC). Eric stated that he also attended the February Regular Board meeting and that they have been trying to work through the process, but it has not been easy. He described the frustration he has felt in attempting to get clear information from the District and he does not know if the Board is aware of what is being said outside of the Board meetings, such as the desire for only one Classic club. He noted that this does not sit well with him, nor does the fact that Board member Bill Kanable is also the President of Westside Warriors Soccer Club and on the Board of Westside Metros. He questions the conflict of interest that this presents and he urges the Board to listen to this evening's testimony. In conclusion, he stated that as volunteers, this process is not enjoyable for any of them, but they feel that they need to take a stand against what is not right.

John Griffiths asked for a recap of the next steps on this topic.

- ✓ Doug Menke, General Manager, replied that at this point, the District has had three separate meetings with the THJSL Board and will meet again tomorrow evening during which Scott will be in attendance to answer questions. There are some specific items that need further work. One is resource allocation with the understanding that THJSL has control of the resource and makes the decisions about the allocations. A group of hours is provided for soccer and THJSL makes the decisions on the distribution of those hours. If they want to change that format, it is under THJSL's control to do so for recreational soccer. Regarding the reference made to the interest and desire for only one Classic soccer club, as the THPRD Board and THJSL are aware, that was a recommendation made by the Affiliated Task Force, a group of volunteers, in order to resolve the issue of a high ratio of out-of-District participation in Classic soccer, which comes full circle to the issue of resource allocation. Lastly, one of the main topic areas that continue to come up is regarding the leadership within THJSL. This has been discussed numerous times at the meetings and it has been well noted that the issue is within THJSL's purview and that they have bylaws to address this issue. If they care to have a change within their leadership, it is well within their grasp to do that. Staff will continue to meet with THJSL and would be happy to meet specifically with any interested parties outside of the THJSL meetings.

John asked whether all of the interested parties have been attending the THJSL meetings.

- ✓ Doug replied not all of the meetings, but staff is reaching out as best as possible and follows up with an offer to meet if a party is unable to make the main meeting.

John asked whether staff feels that the message has gotten out that the District is not responsible for allocating the field hours.

- ✓ Doug replied that apparently it has not been heard by all and that staff will continue to drive that particular message.

Larry Pelatt clarified that the Board does not participate in any way in the allocation of field hours, resources, coaches, etc., and that those issues are governed by in-place agreements with the affiliated groups. It is not necessarily within the Board's purview, short of some very specific reasons, to act within the administration of the affiliated groups. It is up to the affiliated groups to build their own leadership.

- ✓ Doug confirmed this, noting that the affiliated groups are provided a high-level resource allocation number of field hours and the groups then provide the field assignments, which is true for sports other than soccer as well.

Larry asked for confirmation that other sports work under the same situation, such as baseball, lacrosse, and others.

- ✓ Doug confirmed this.

Lara Bourn referenced Doug's statement regarding the out-of-District ratio for Classic soccer and asked, since these players pay a higher premium to the District to participate, would it not benefit the District to have more than one competitive team.

- ✓ Doug replied that it is a challenging discussion, but in the end, it comes down to the fact that the District is responsible for the masses, none of which are out-of-District. The District's responsibility is to its in-District, taxpaying citizens. He does not believe that the vast majority of the District's taxpayers would appreciate bond funds that they are paying for being allocated to the construction of new athletic fields to support out-of-District players.

Lara stated that she was not implying that entire teams would be made up of out-of-District players.

- ✓ Doug replied he did not either; the concern is regarding the number, or ratio, of out-of-District participants in Classic soccer. Again, it was a volunteer committee that provided that recommendation to the District. These are very detailed discussions and he is happy to meet with anyone who would like to discuss them further.

Paul Blackmore expressed concern that the executive summary was only provided to them a few hours prior to this evening's meeting. In addition, he believes the in-District ratio for Aloha teams is very high.

- ✓ President, Bob Scott, replied that the executive summary was requested by the Board, so it was provided to them. He noted that the timing was not deliberate and that it would have been provided earlier had the request been made earlier.

Eric Ufer expressed concern regarding being told to file a public information request in order to get information from a Classic club that is only there as part of the league for coordination purposes. He does not feel that they should have to go through this if the goal is a transparent process.

- ✓ Larry replied that, in the same spirit, there are governmental rules and, unlike some governmental agencies, he does not believe the District is overly demanding of public information requests, but sometimes it is requested. He believes the District is a lot more transparent than some other agencies. In addition, he recalls that when the District first constructed the synthetic turf fields, there were some financial contributions from certain clubs that resulted in legal and binding contracts pertaining to the allocated resources for certain amounts of time and over a certain duration. Unfortunately, when a contract has a duration of 10 years or more, the people involved now may not know what someone was asked 10 years ago, but this does not change the fact that it is a legal and binding contract.

Agenda Item #5 – Board Time

There were no Board member comments during Board Time.

Agenda Item #8 – Consent Agenda

Larry Pelatt moved that Agenda Item 6E, Rock Creek/North Bethany Trails Construction Contract, be removed from the Consent Agenda. Joe Blowers seconded the motion.

Roll call proceeded as follows:

John Griffiths	Yes
Bill Kanable	Yes
Joe Blowers	Yes
Larry Pelatt	Yes
Bob Scott	Yes

The motion was UNANIMOUSLY APPROVED.

Larry Pelatt moved the Board of Directors reject all bids for the Rock Creek/North Bethany Trails Construction Contract and direct staff to revise the project scope and then rebid the project. Joe Blowers seconded the motion. Roll call proceeded as follows:

Bill Kanable	Yes
John Griffiths	Yes
Joe Blowers	Yes
Larry Pelatt	Yes
Bob Scott	Yes

The motion was UNANIMOUSLY APPROVED.

Larry Pelatt moved the Board of Directors approve Consent Agenda items (A) Minutes of February 6, 2012 Regular Board Meeting, (B) Monthly Bills, (C) Monthly Financial Statement, (D) Resolution Appointing Parks Advisory Committee Members, and (F) Resolution Authorizing Local Government Grant Program Application. Joe Blowers seconded the motion. Roll call proceeded as follows:

John Griffiths	Yes
Bill Kanable	Yes
Joe Blowers	Yes
Larry Pelatt	Yes
Bob Scott	Yes

The motion was UNANIMOUSLY APPROVED.

Agenda Item #7 – Unfinished Business

A. Bond Program

Hal Bergsma, Director of Planning, provided a brief overview of the memo included within the Board of Directors information packet regarding bond program efforts, including a recap of the February 23, 2012, Parks Bond Citizen Oversight Committee meeting. Hal offered to answer any questions the Board may have.

- ✓ Hearing none, President, Bob Scott, requested the staff report for the next agenda item.

B. Advisory Committee Structure Update

Jim McElhinny, Director of Park & Recreation Services, provided a detailed overview of the memo included within the Board of Directors information packet regarding the transition of the District's advisory committee structure from specific to more broad-based focus areas, which occurred in 2009, noting that currently, all eight advisory committees are viable, successful and fully functioning. Jim offered to answer any questions the Board may have.

President, Bob Scott, asked if staff is satisfied that the right committees are focused on the right areas to cover the majority of the District.

- ✓ Jim confirmed this, noting that the committees are broad-based enough that they can reach out and take in different areas. Perhaps there are some different interest areas that would benefit from a dedicated committee in the future, but, at this point, the committees have been up and running for a year and things are going well.

President, Bob Scott, opened the floor for public testimony.

Priscilla Christenson, 15062 SW Barcelona Way, Beaverton, is before the Board of Directors this evening regarding the role of public input and advisory committees in the District's planning process. She stated that while she believes the advisory committees serve an important role, she feels that the District relies too heavily on the committees as a primary source of public input. She noted that during the planning process for the Lowami Hart Woods Natural Area

bond project, none of the District's advisory committees sought public input via the neighborhood association committee or homeowners associations. In addition, her understanding is that the District's update to the Comprehensive Plan will not include any open house input, but that the recommendations will be based heavily upon input from the advisory committees. She noted that the total number of members currently serving on the committees is very small in relation to the population of the District. In conclusion, she recommends that the District expand its public input procedures, such as through open houses, questionnaires, the website and neighborhood notices, rather than reducing or consolidating them.

- ✓ Doug Menke, General Manager, clarified that the District has thorough guidelines regarding public outreach that are not changing and that it is not the District's intent to go backward by any means.

John Griffiths noted that during the public input process for the Lowami Hart Woods Natural Area bond project, there were several public meetings that were well attended and designed to go above and beyond the standard requirements for public outreach.

- ✓ Larry Pelatt agreed, noting that he attended several of those meetings and the public input level was high. He has not heard the Board or staff discuss moving the District backward in terms of gathering public input.

Joe Blowers described that perhaps what Priscilla is referencing is the detailed work an advisory committee does in their particular focus area. For example, the Trails Advisory Committee looked at and commented on the standards for the Trails Master Plan, which directly impacted the Lowami Hart Woods project via trail width standards. However, part of the problem is that people are busy and most of the time they cannot be roused to come to a public meeting on a topic as arcane as trail standards. The District could have an open house regarding trail standards, but most likely the only people who would attend would be those already on the committee. Often there needs to be a specific proposal for a park people love in order to get them interested, while the advisory committee members are interested in the minutia. He is not sure how the District could get others interested in the details, in that it is just human nature.

- ✓ Larry commented that there is also a cost to take into consideration of holding such open houses. He is not saying that the District should be stingy on such costs, but there is a point at which if the only people who attend are the committee members and staff, the same meeting could have taken place during the advisory committee's regular meeting. However, he is not aware of, nor would he support, any proposal to move the District's public input process backward.

Joe asked whether Priscilla is suggesting that the advisory committees solicit public input themselves.

- ✓ Priscilla replied that, if she understands the role of the advisory committees correctly, it is that they are a source of solicitation. Regarding the Lowami Hart Woods project, the decisions of the advisory committees were made prior to the Board ever hearing about the project. She attended the advisory committees' meetings to point out that there were problems with the plan, but she was brushed off. Her point is that, while the advisory committees serve an excellent purpose, they cannot be the District's only source of information. In this particular instance, the information that came to the Board via the Planning Department was from the advisory committees, which did not have all of the facts and never attempted to gather information from the neighborhood. And the public meetings occurred months after that of the advisory committees' meetings.

Joe replied that Priscilla may be misunderstanding the role of the advisory committees in that they are not to be a decision-making body and legally cannot be. The only decision they can make is regarding the recommendation they make to the Board. The Board asked the committees whether the District should make a variance on trail width for the Lowami Hart Woods bond project and the committees said no, which was within their purview. He questions

what more they could have done in the situation as their charge is not to go out into the community to solicit opinions about specific projects.

- ✓ President, Bob Scott, commented that another thing to keep in mind is that the advisory committees are ongoing and constantly working on their topic area and, in that regard, their input is valuable because they are focused on a particular topic area over an expanded length of time, not just a particular site or single project. He noted that it would be up to the individual committee whether or not to seek additional public input or to hold a public meeting on a specific topic or project.

Joe questioned whether an advisory committee has the authority to call a public meeting.

- ✓ Doug replied that in cooperation with the District, it could be facilitated. He noted that the discussion tonight needs to acknowledge that there is a public outreach process that the District follows that goes well beyond the advisory committees and that process exists regardless of the advisory committees. The advisory committee is definitely sought in terms of their opinion and most of the members come with an interest in the topic area and enough background and experience on District projects over time that they will give you their opinion based on their view, but that view may not necessarily be the neighborhood's view. It truly is a volunteer's perspective and their view at that time, but it is definitely not the sole source of input.

Larry agreed, noting that he cannot think of a significant project that has not had a lot of public outreach. Regarding Lowami Hart Woods, while it is true that the advisory committees' recommendations came long before the public input, it is not as if the public input would not have occurred anyway. There were a lot of people that had a lot of interest in that particular project, on both sides, and a compromise was reached. He thinks that the District does a good job of gathering public input and perhaps could consider the timing sequence in getting the public input a little earlier in the process.

- ✓ Priscilla stated that her concern this evening is that the update to the Comprehensive Plan is being planned with only input from the advisory committees. She noted that the last time the Comprehensive Plan was updated; there were three public open houses.

Doug replied that this is an entirely different process than the previous rewrite of the Comprehensive Plan in that it is only an update. And there is some public outreach planned outside of the advisory committees.

The Board thanked Priscilla for bringing up the topic of public outreach, noting that it is an important focus area of the District.

C. Public Awareness Program

Bob Wayt, Director of Communications & Outreach, provided a brief overview of the memo included within the Board of Directors information packet, noting that staff are continually working to increase public awareness of the District, its facilities and programs. Bob introduced Janna Lopez of MediaWrite to provide a presentation to the Board regarding her assessment of District communications and to give recommendations for improvement.

Janna described how she has worked with the District's management staff on strategies to ensure that the District not only remains viable and sustainable in years to come, but also grows and reaches new audiences. Detailed discussions centered on where the District is now, where it wants to be, and how to honor the District's past while bridging to the future. She noted that it is important to convey to patrons what the District provides and its unique value to the community. Her charge has been to figure out the best way to bridge the District's current status in the community and look toward the future to grow, sustain, and strengthen the District's presence and ability to serve the community. She reviewed how the District presents itself via all of the various forms of communication, such as the website and activities guide, and came up with ideas regarding how to convey a specific message to the public when the District

means many different things to many different people. One idea is a refresh of the District's logo, which would keep the components to the District's current identity intact, but reconfigure them in new ways to look more current and contemporary. She noted that her main goals in this process are as follows:

- Clarify the intentions of bringing the District into a place of future growth and sustainment.
- Enable the public to have clear access to who the District is, what it represents, and what it means to the community.
- Find these channels and communicate them in a way that will reach the public.

Janna offered to answer any questions the Board may have.

John Griffiths noted that the current logo looks like it was never designed, but just added to.

- ✓ Janna questioned what the current logo says when one looks at it. She noted that some of the components of the logo are identifiable, but not all. As the District moves forward with updating its image and brand awareness, the current logo may serve as a disconnect.

John commented that it will be a difficult job to come up with a logo that captures all of what the District does. He noted that a name as long as "Tualatin Hills Park & Recreation District" presents its own challenges.

- ✓ Janna agreed, noting that the timing is right and the future looks promising. A logo refresh would be a way to encourage that attitude.

Joe Blowers noted that with the current logo, if one of the District's maintenance vehicles drives past and a person is unfamiliar with the logo, he would have no idea what is on it since it is small and busy. It is really hard to instantly get a grasp on what the logo is about. He understands what the tagline, trees and water are trying to convey, but the rest is not as clear.

- ✓ Janna agreed, noting that it is amazing what a great interpretation of a logo can do for an organization. She has worked with some great designers that can help facilitate that transformation.

Joe noted that the City of Beaverton's logo had recently been completely redesigned. He asked whether we are considering such a drastic change.

- ✓ Janna replied no, she is referring more to a variance.

Doug Menke, General Manager, noted that, if the Board is in agreement, the next steps would be to allow the designers to create some schematics and concepts, which would then return to the Board for an initial review to see if it is headed in the right direction. When the Board is comfortable with a few options, a public outreach effort would be initiated to gather feedback.

John commented that he thinks the District should move forward with the logo refresh, but is not convinced it will end there and may instead progress to a total redesign. He described how redesigns can be tricky, offering the new City of Beaverton logo as an example.

- ✓ Bob Wayt noted that this effort gives staff the opportunity to present some concepts by a skilled graphic designer for the Board's consideration, at which point the Board would decide whether to continue to move forward in the process or take a step back.

John noted that sometimes the logo is the name of the company and offered Visa as an example. In the District's case, he does not hear many people refer to the District in its full name, but rather as "THPRD" or "T-Hills." He wonders if this could be incorporated into the refresh process, noting that it would be a lot easier to design a logo with fewer letters.

- ✓ Bob Wayt agreed, noting that the longer the name is, the smaller the font is used.
- ✓ Doug commented that it is amazing how many people put the word "valley" into the District's name as well.

Larry Pelatt stated that, although he is open to seeing the design work, he is of the mindset that “if it isn’t broke, then don’t try to fix it.” He does not want to see the District spend a lot of money on this given the current economic state. He is not sure it is the appropriate message to send to the District’s taxpayers that the District has enough funding to pay for a new logo. There are other projects that the District could be spending money on that would be much more beneficial to many more people. Although he is not opposed to exploring the idea, he wants the scope to stay small and inexpensive.

- ✓ Bob Wayt agreed, noting that staff would move forward with those sentiments in mind.

John described how Clean Water Services completely revamped their image by changing their name and branding from the Unified Sewerage Agency of Washington County and is now looked at as the agency that keeps the water clean versus the agency that deals with sewage.

Joe noted that the District is in the process of a signage replacement program and asked how a refreshed logo would affect that.

- ✓ Doug replied that the District is at the front end of the program and that although some funds have been expended, it will take 10-15 years to get through all of the District’s signage, so this is as good a time as any to consider the refresh. It would take some time to fully implement a new logo, but a lot of impact can be made relatively quickly and inexpensively via the District’s paper products.

Doug commented that this evening, staff is seeking a general consensus from the Board in order to move forward with the initial design work.

- ✓ The Board members confirmed that there is a consensus to move forward.

D. General Manager’s Report

Doug Menke, General Manager, provided a detailed overview of the General Manager’s Report included within the Board of Directors information packet, which included the following topics:

- Fanno Creek Trail Tree Maintenance Project
- Kaiser Ridge Park Vegetation Restoration Project
- Walker Road Mid-Block Crossing
- Tualatin Valley Water District Reservoir Project
- Board of Directors Meeting Schedule

Doug offered to answer any questions the Board may have regarding the General Manager’s Report.

Joe Blowers asked whether the tone of the community near the Fanno Creek Trail Tree Maintenance Project has evened out some since the committee began its work.

- ✓ Bruce Barbarasch, Superintendent of Natural Resources & Trails Management, confirmed that the committee is motivated and that the meetings have been going well. The committee realizes that there is a budget window closing in order for them to make their requests and they are hoping to have their materials organized and ready for a public meeting in mid-April and possibly return to the Board in May or June.

Joe asked whether the community has been happy with the makeup of the committee.

- ✓ Bruce replied that although they have not heard much direct feedback from the community-at-large, some comments have been trickling in via the committee members.

John Griffiths asked whether Bonneville Power Administration (BPA) has apologized to the Kaiser Ridge Park neighborhood for the drastic vegetation removal that occurred in their area.

- ✓ Doug replied that he believes they are attempting to accomplish that by accepting the District’s re-vegetation proposal.

Joe described the severe vegetation removal that occurred on Mt. Williams as well, noting that since it was not in anyone's direct backyard, no one complained about it. However, he feels that if it is true for one site, it should be true for the others as well.

- ✓ Doug replied that BPA usually calls the District in advance of such work and they work on the scope together; however, being a federal agency, they have the right to do what they are doing. They are cooperative to the extent that they are interested in being cooperative, so it can vary by site.
- ✓ Bruce added that one difference with Kaiser Ridge Park was that BPA had permitted the planting plan and it was cut down anyway. In other cases, BPA is within the right-of-way and can cut whatever vegetation they want.

Joe questioned whether Mt. Williams could also be permitted.

- ✓ Bruce replied that they have already permitted some areas toward Bethany Lake.

Agenda Item #8 - Adjourn

There being no further business, the meeting was adjourned at 8:30 p.m.

Bob Scott, President

Larry Pelatt, Secretary

Recording Secretary,
Jessica Collins