

MEDFORD PARKS & RECREATION

HEALTHY LIVES. HAPPY PEOPLE. STRONG COMMUNITY.

To: CAPRA File for Standard 3.4.2 Community Relations Plan
From: Richard Rosenthal, Assistant Director of Recreation and Administration
Subject: Review of CAPRA Standard
Date: March 10, 2015

A verbal review of Standard 3.4.2 Community Relations Plan was completed at the Leadership Team staff meeting on March 10, 2015, which was attended by all Department Supervisory staff.

All documentation is still current.

Staff Name: Richard Rosenthal

APPROVED:



Brian Sjothun, Director



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AGENDA

PARKS AND RECREATION – LEADERSHIP TEAM CAPRA Review March 10, 2015

10:00 am
Santo Center Rm 5

1. CAPRA Review

Pete

- 1.3 Jurisdiction
- 2.2 Involvement in Local Planning
 - 2.3.1 Community Comprehensive Plan
- 2.7 Site Plans
- 2.8 Historical and Cultural Resource Management Plans
- 2.9 Community Involvement
- 7.1 Parkland Acquisition Procedures
- 7.2 Development of Lands
- 7.3 Defense Against Encroachment
- 7.4 Disposal of Lands

Rich

- 2.3 Planning with Regional, State and Federal Agencies
- 3.3 Internal Communication
- 3.4 Public Information Policy and Procedure
 - 3.4.1 Public Information and Community Relations Responsibility
 - 3.4.2 Community Relations Plan
 - 3.4.3 Marketing Plan
- 4.2 Staff Qualifications
 - 6.3.1 Outreach to Diverse Underserved Populations
- 6.4 Community Education for Leisure Process
- 10.2 Outcomes Assessment



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Andrea

10.5 Program and Service Statistics

10.5.1 Recreation and Leisure Trends Analysis

4.1.2 Recruitment Process

4.1.3 Equal Opportunity and Workforce Diversity

4.1.5 Background Investigation

4.7.5 Liability Coverage

Tim

7.5 Maintenance and Operations Management Plan

Jesse

8.1 Laws and Ordinances

8.4 Public Information on Laws, Ordinances, Rules, Regulations & Policies

Sue

9.1.2 Accident and Incident Report and Procedures

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MINUTES

PARKS AND RECREATION COMMISSION November 22, 2016

CARNEGIE BUILDING 413 W. Main St. 5:30 P.M.

Meeting called to order at 5:30 pm

10. ROLL CALL

Members present: Marie Cabler (*arrived as noted), Julian Cordle, Rich Hansen, Frank Hoepfer, Preston Jernigan, Jerry MacLeod, Phil Ortega, Dan Ratty. Staff present: Rich Rosenthal, Tim Stevens, Jesse Nyberg, Sandi Sherman. Members absent: Dr. Rizvi. Council Liaison absent: Chris Corcoran. Guests: Bryton Kiger.

20. APPROVAL OF MINUTES

October 25, 2016 minutes were approved as submitted.

30. ORAL REQUESTS FROM THE AUDIENCE

Ms. Kiger, youth soccer coach, spoke to a problem with access to turf soccer field at USCCP and requested more equitable time and use of the field. Mr. Rosenthal spoke to the RV Timbers Facility Use Contract currently in place. *Ms. Cabler arrived. Commissioner's requested to review the contract. Mr. Rosenthal suggested review of the contract take place at the January Commission meeting.

40. NEW AND CONTINUED BUSINESS

40.1 Sponsorship Rates and Fees Administrative Regulation Update – Mr. Rosenthal reviewed the regulation and staff's recommended updates. Commissioners discussed.

Motion: Approve the Administrative Regulation for program advertising, sponsorships and partnership opportunities. Motion made by Mr. Ratty, seconded by Mr. Hansen. Motion passed unanimously.

40.2 Community Relations, Public Information and Marketing Plan Update – Mr. Nyberg reviewed the plan and updates and Mr. Rosenthal gave some clarification.

Motion: Approve the 2016-17 Community Relations, Public Information and Marketing Plan with the slight adjustment to the spreadsheet with social media items, and verbiage to match. Motion made by Mr. Cordle, seconded by Ms. Cabler. Motion passed unanimously.

50. COMMITTEE REPORTS

50.1 Tree Committee – Mr. Hoepfer referred Commissioners to the minutes in the packet. He also stated the Committee meets the same nights as the Commission so his status as the Liaison may need to be reviewed. Ms. Cabler gave kudos to the Neighborhood Street Tree program and suggested they try to partner with the schools.



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- 50.2 **Prescott Park** – Mr. Rosenthal advised Grand Opening for trails system is being planned for April or May. Project is very close to completion. Mr. Hoeper asked about the status of the 2nd gate, Mr. Rosenthal advised he will talk to staff and come back to the Commission. Ms. Cabler asked if the trails are currently closed. Mr. Rosenthal advised they are closed due to mud but it's difficult to enforce.
- 50.3 **Bear Creek Greenway Joint Powers Board** – Mr. Stevens advised they reviewed the draft joint powers agreement and summarized the changes. The costs outlined in the agreement have been changed to be more equitable among all parties involved, resulting in an annual increase to the City of Medford of approximately \$8,000. They're hoping to finalize the draft at their next meeting and then it will come to the Commission for approval before going to Council for their approval.
- 50.4 **Medford Parks & Recreation Foundation** – Mr. Rosenthal advised the Foundation has accepted the property donation from the Johnson Fordyce family. It is not yet a legal tax lot but is going through the process. An agreement between the Foundation and the City will then be drafted and the property transferred over to the City. *Mr. Hoeper left the meeting.
60. **STAFF REPORTS**
- 60.1 **Project Update Report** – Mr. Rosenthal passed out the November update report, Mr. Stevens advised the Summerfield Park project is complete, Mr. Rosenthal advised of the USCCP Weed Abatement and the break-in issues.
- 60.2 **2017 Meeting Schedule** – Mr. Rosenthal suggested making the Dec 13, 2016 study session the regular meeting and canceling the Dec 27, 2016 meeting.
- 60.3 **Holiday Gathering** – Commissioners discussed bringing in pizza for the Dec 13th meeting.
70. **MESSAGES, PAPERS, PROPOSALS AND REMARKS FROM COMMISSION MEMBERS** – Mr. Hansen asked for an update regarding the Swim and Tennis Club. Mr. Rosenthal advised the option is still very viable. Mr. Rosenthal commented on the consultant's conclusion regarding the Convention Center study. Jesse reminded Commissioners of the Dec 3rd Breakfast with Santa and Winter Lights Event.
80. **ADJOURNMENT**
Meeting adjourned at 6:40 pm

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