

PARKS AND RECREATION COMMISSION MINUTES  
March 19, 2013

*The meeting was called to order at 5:30 p.m. by Vice Chair Dan Ratty*

**10. ROLL CALL**

Members Present: Cheryl Breeden, Marie Cabler, Julian Cordle, Sammy Elsdon\*, Frank Hoeper, Kevin Keating, Shad Keene\*, Jerry MacLeod and Dan Ratty

Members Absent: Rich Hansen

Council Liaison: John Michaels

Guests: Sally Densmore

Staff: Brian Sjothun, Rich Rosenthal, Greg McKown, Adam Airoidi and Anne Gordon

\*Arrived Late

**20. APPROVAL OF MINUTES**

The minutes of the February 19, 2013 Parks and Recreation Commission were approved as submitted.

**30. ORAL REQUESTS FROM THE AUDIENCE**

Adam Airoidi, the City's new arborist, was introduced and he gave a brief background of his previous working career.

Sally Densmore spoke before the Commission regarding the naming of the park areas at The Commons. She indicated that she felt the names attached to the areas were not appropriate. She suggested that a naming contest be held to name the areas. Staff indicated that they would check with the City Manager and bring something back to the next meeting. It was noted that there is a policy in place for naming parks.

**40. NEW AND CONTINUED BUSINESS**

40.1 Recreation Program Plan – Rich Rosenthal

Rich Rosenthal reviewed the revisions to the Department's *Recreation Program Plan*. It was noted that the plan needs to be reviewed and updated on a regular basis to meet CAPRA requirements. He also noted that concepts from the City's Strategic Plan were included in the revision.

**MOTION:**

It was moved by Marie Cabler and seconded by Jerry MacLeod that the Commission accept the revisions to the *Recreation Program Plan*.

The motion carried by a vote of 9-0.

40.2 Community Relations, Public Information and Marketing Plan – Rich Rosenthal

Rich Rosenthal noted that the major changes to the Department's *Community Relations, Public Information and Marketing Plan* were (1) the 2010 census was used for demographics, (2) the marketing tools were updated and (3) the marketing checklist was revised.

Members of the Commission noted a few changes and questioned why "social media" was not being used to a greater extent. It was noted that security was an issue with the City and this often times limits the use of social media. Members of the Commission and staff recognize that social media is an integral part of reaching the public and future discussions will be held.

**MOTION:**

It was moved by Marie Cabler and seconded by Jerry MacLeod that the Commission accept the revisions to the *Community Relations, Public Information and Marketing Plan* as submitted by staff.

The motion carried by a vote of 9-0.

40.3 Code Change Recommendation for Parks & Recreation Commission - B. Sjothun

The members reviewed the changes -- removal of language referencing the "Arts Fund" from the Code section and changing the By-Laws to reflect that the Secretary of the Commission shall be the Parks and Recreation Director or his designee.

**MOTION:**

It was moved by Marie Cabler and seconded by Cheryl Breeden that the proposed changes to the Commission's Code section and By-Laws be accepted  
The motion carried by a vote of 9-0.

**50. COMMITTEE REPORTS**

50.1 Tree Committee

Frank Hoepfer advised the members that he went to his first meeting as their liaison to the Tree Committee. The topics on their agenda include (1) an Arbor Day celebration, (2) work at the Spencer Street property along Bear Creek, (3) work along Bear Creek adjacent to Hawthorne Park and (4) a plan of how they will move forward.

50.2 Prescott Park

A contract is being put together to have the International Mountain Bicycling Association create a trails master plan for the park. It was also noted that there had been several issues with the lower gate not being opened as it should be and staff is looking into it.

50.3 Arts Commission

They are commissioning an artist to create two murals at the Santo Community Center. The proposed murals were presented. The members liked the concepts, but thought more sports should be included.

50.4 Bear Creek Greenway Joint Powers Board

Jerry MacLeod indicated he missed attending the last meeting. The County is in the process of spraying weeds along the trail system.

50.5 Medford Parks & Recreation Foundation

They are working on the *Parks Uncorked* event.

50.6 Mayor's Youth Advisory Commission

Sammy Elsdon reported that they are working on a basketball tournament to be held at Kids Unlimited.

50.7 Cemetery Commission

They will have their annual get together at the Cemetery the first Tuesday in May. They will also be at the cemetery over the Memorial Day weekend.

**60. STAFF REPORTS**

60.1 Parks Uncorked Partnership & Event Date

Brian Sjothun reported that the Parks and Recreation Foundation will be partnering with the Medford Rotary Club to host this year's *Parks Uncorked* event. The event will be held at U.S. Cellular Community Park and the City will receive 50% of the proceeds for youth scholarships. Members of the Commission are encouraged to become involved and assist in selling tickets and obtaining items for the auction.

60.2 Summer Concert Series Schedule

The Summer Concert schedule was shared with the members. The series starts on June 19<sup>th</sup>.

**70. MESSAGES, PAPERS, PROPOSALS AND REMARKS FROM COMMISSION MEMBERS**

There were none.

**80. ADJOURNMENT**

There being no further business, the meeting was adjourned at 6:41 p.m.

Respectfully submitted,

ANNE L. GORDON  
Recording Secretary