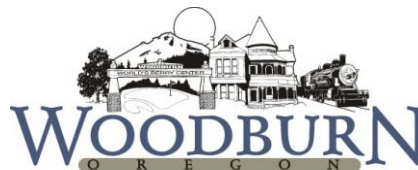


City of Woodburn

Recreation and Park Board Minutes

May 14, 2013 • 5:30 p.m.



1. CALL TO ORDER

The meeting and was called to order at 5:30 p.m.

2. ROLL CALL

Position I Vacant, Member (12/13)

Position II (Student) Sofie Velasquez (12/13) Present

Position III Joseph Nicoletti, Board Secretary (12/13) Absent

Position IV Rosetta Wangerin, Board Chair (12/13) Present

Position V Bruce Thomas, Member (12/13) Present

Position VI Ardis Knauf (12/16) Present

Position VII Gevin Gregory (12/16) Present

3. APPROVAL OF MINUTES

The minutes from the March 12, 2013 meeting were approved unanimously (Thomas/ Knauf). The minutes from the April 9, 2013 meeting were approved unanimously (Thomas/ Gregory).

4. BUSINESS FROM AUDIENCE

None

5. NEW BUSINESS

Ford Leadership Program Presentation

Members of the Ford Family Foundation's Institute Leadership Cohort II program presented their upcoming project to the Board. The project will involve the installation of outdoor exercise equipment stations around the pathways at Centennial Park. The group is working in collaboration with Recreation & Parks staff and is seeking partnerships with the Woodburn Rotary Club and other community organizations. They indicated that they plan to have the project completed by January 2014. Evan Thomas, a member of the Woodburn Rotary Club, spoke in support of the project and of the Club's commitment to provide financial and other support.

The Board unanimously approved a motion of support for the project (Thomas/ Knauf).

Annual Park Tour

Members decided to hold the annual park tour at 5:00 PM on June 14, 2013

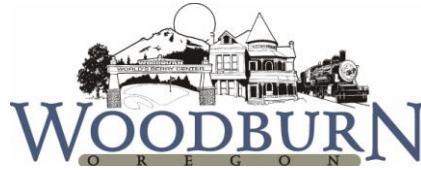
6. OLD BUSINESS

Centennial Park Traffic Counts

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Jim Presented the Board with traffic count data from the week of April 22-29, 2013. Total traffic into the park was 2,214 for the week. That compares to 403 during the week of January 22-30, 2013 and 1,291 during the week of October 15-22, 2012.

7. DIVISION REPORTS

Aquatics – Kristin Wierenga

Finance Review

- April was a great month for us = 50% cost recovery.
- Every month for the last 12 months, our revenue has beaten the previous year's revenue.
- YTD = 44% cost recovery

Upcoming Events

- Lifeguard class this week with 9 signed up
- Summer all staff training June 2nd & 8th
- Website has all summer programs updated – including day camps at WAC
- Summer kick off week June 17-21
 - \$5 Swim lesson week
 - Buy 2 swim lessons, get the 3rd 50% off (within one family)
 - 20% off monthly EFT memberships
 - Free fitness classes during that week (Mon-Fri)
- All fall events/programs in registration system (fall programs on website very soon!)

Marketing

- Radio partnership with 98.7 & 95.5 – On air ads, on air giveaways, FB enter to win, etc.
- FB campaign started last month (3.5 weeks ago) & has been very successful
 - 425 new page likes
 - Almost 11,000 impressions
 - Generating new revenue for us & lifeguard recruits, etc.

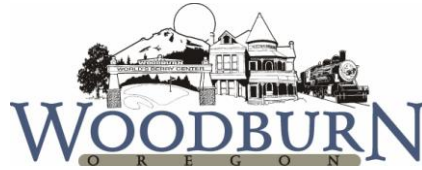
Other

- New porch lights are installed and look great/bright
- Reminder Kristin on maternity leave July – September (Jim/Stu to provide updates)
- New kiosk at front desk

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- For month of April, monthly membership revenue was 44% of total membership revenue

Recreation

Youth Sports - T-Ball and Kidz Love Soccer continue until mid-late May.

Community Ed Classes - Kids in the Kitchen Classes have already reached capacity for the space at the Library. Currently working on a possible partnership with the Woodburn Health Center to use their training kitchen.

Pitch, Hit & Run - On May 4th we hosted MLB Pitch, Hit, & Run, a free skills competition where the participants have the opportunity to compete in four levels and ultimately travel to the National Finals at the MLB All Star Game. There were 16 participants.

YAB - The Youth Advisory Board continues to do a fundraiser called 'Senior Service' targeting senior citizens in need of odd jobs being done around the house. Appointments can be made by calling Esme Rios, AmeriCorps volunteer at 503-982-5239. Donations are accepted for the YAB Scholarship Fund.

Out & About - Since the last Park Board meeting the summer Out & About has been published and upgraded to a thick glossy paper. We have received very positive feedback on the publication.

Summer - We are gearing up for summer.

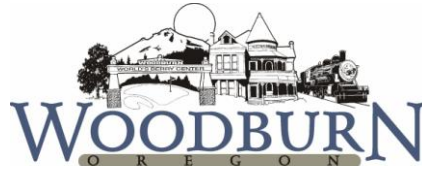
- Summer Day Camp (June 17 – August 16)
- GREAT (Gang Resistance Education & Training) in cooperation with WPD (June 17 – June 21)
- Safety Camp (July 29 – August 1)
- Men's Basketball Tournament (June 28 – 30)
- Kidz Love Soccer Classes (2 sessions June – August)
- Summer Tennis Camp and Tennis Lessons
- Photography, career, and gardening classes
- Active Adult Trips & Tours

Parks and Facilities – Jim Row

Jim briefly discussed the status of the Legion Park Playground Project, which is scheduled for completion on May 21. There was also a brief discussion about the Legion Park project that the department recently submitted a grant application for.

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8. FUTURE BOARD BUSINESS

9. BOARD COMMENTS

10. ADJOURNMENT

The meeting adjourned at 6:35 PM

Joseph Nicoletti, Board Secretary
Date_____

Jim Row, Community Services Director
Date_____