



**AGENDA FOR SPECIAL BUSINESS MEETING  
ASHLAND PARKS & RECREATION COMMISSION**

**March 6, 2024**

**Council Chambers – 6 P.M.**

**1175 E Main Street**

To attend the meeting or to provide public input, see public participation instructions on page 2.

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES
  - a. APRC Rescheduled Business Meeting – January 17, 2024
- III. ADDITIONS OR DELETIONS TO THE AGENDA
- IV. PUBLIC FORUM
- V. CONSENT AGENDA
- VI. BUSINESS
  - a. Request for Exception to APRC Lithia Park Bandshell Noise Policy of 8:00 PM (Action)
  - b. Public Arts Advisory Committee (PAAC) Crosswalk Art Project (Action)
  - c. PAAC Marking Ashland Places MAP II Project (Action)
  - d. Calle Guanajuato Lease Agreement (Action)
  - e. Approval of APRC Director Job Description (Action)
  - f. Approval of APRC Director Hiring Process (Action)
- VII. ITEMS FROM COMMISSIONERS/STAFF
- VIII. UPCOMING MEETING DATES
  - a. Ashland Senior Advisory Committee March 11 in Person at the Senior Center 3:30 PM
  - b. Recreation Division Advisory Committee March 21 in Person at the Litha Cabin 4:00 PM
  - c. Joint Study Session with City of Ashland Council April 1 in Council Chambers 5:30 PM
  - d. APRC Study Session April 3 Electronic Meeting 6:00 PM
  - e. APRC Business Meeting April 10 in Person in Council Chambers 6:00 PM
- IX. LOOKAHEAD REVIEW
- X. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number (800) 735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I). Parks Commission meetings are broadcast live on Channel 9, or on CHARTER CABLE CHANNEL 180. Visit the City of Ashland's website at [www.ashland.or.us](http://www.ashland.or.us).

### **Public Participation Instructions**

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This meeting will be held in-person in Council Chambers 1175 E. Main St. Those who wish to provide oral testimony must attend the meeting and fill out a speaker request card. The public can view on Channel 9 or Channels 180 and 181 (for Charter Communications customers) or live stream via [rvtv.sou.edu](http://rvtv.sou.edu) - select RVTV Prime.

Written testimony will be accepted via email sent to [nancy.mero@ashland.or.us](mailto:nancy.mero@ashland.or.us). Please include "**Public Testimony**" in the subject line. Written testimony submitted the Tuesday before the meeting by 11:00 am will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meeting minutes.

**MINUTES FOR RESCHEDULED BUSINESS MEETING**  
**ASHLAND PARKS & RECREATION COMMISSION**  
**January 17, 2024**  
**Council Chambers – 6 p.m.**  
**1175 E Main St**

Present: Commissioners Landt (Chair), Bachman, (Vice Chair) Adams, Lewis, Seffinger; Interim Director Eldridge, Deputy Director Dials, Interim Senior Services Superintendent Mettler, Parks Superintendent Caldwell, Executive Assistant Mero

Absent: None

This Meeting was recorded by Rogue Vally Television (RVTV). Links to recorded meetings can be found on the [City of Ashland website](#).

**I. CALL TO ORDER**

Landt called the meeting to order at 6:04 p.m.

**II. APPROVAL OF MINUTES**

- a. APRC Business Session – November 8, 2023
- b. APRC Business Session – December 6, 2023

**Motion:** Bachman moved to approve the minutes for the APRC regular business sessions November 8, 2023 and December 6, 2023. Landt seconded.

**Vote:** All in favor

**III. ADDITIONS OR DELETIONS TO THE AGENDA**

- a. Added to the agenda under Business items: Draft resolution - information only – after the Rogue World Music item - relating to the Open Space Map.
- b. Moving the Chair/Vice Chair elections to the top of the list of Business items because Stef Seffinger may need to leave meeting early and would like to vote.

**IV. PUBLIC FORUM**

None

**V. CONSENT AGENDA**

- a. Approval of Recreation Division Advisory Committee Meeting minutes from October 19, 2023

**Motion:** Adams moved to approve the Consent Agenda. Lewis seconded.

**Vote:** All in favor

**VI. DIRECTORS REPORT**

Eldridge provided the APRC Interim Director's Report.

- Administration News:
  1. Staff Changes
    - a. Senior Services Superintendent Isleen Glatt has retired. Natalie Mettler is now serving as Interim Senior Services Superintendent and Shannon Holt as Interim Senior Services Coordinator.
    - b. Administrative Analyst Tara Kiewel has moved to Eugene to work for Lane County Parks. We will be posting an Administrative Analyst position hopefully before the end of the week.
  2. Legislative Initiatives
    - a. Alcohol in the Parks Ordinance is now in the Ashland Municipal Code.
    - b. Last night the Parks Hours Ordinance was unanimously approved by the City Council and will be amended into Ashland Municipal Code.
    - c. Parks, Trails, and Open Space Map will be presented tonight for Commissioners' final approval.

- Senior Services Division:  
The Holiday Party was widely attended by about 100 patrons and volunteers. Ashland Rotary Club and Shop N' Kart provided free gifts and cards for attendees, and OLLI's French Caroling class performed familiar Christmas carols. Event sponsor was Village at Valley View, which provided refreshments.
- Recreation Division:
  1. Thrilled to announce that after months and months of preparation, we are moving away from Activenet registration software to SmartRec software, also known as Amilia. Deputy Director Dials will be presenting this at the February meeting. There are directions for using SmartRec in the current Playguide. There is an app as well. Rolled out as planned on January 3. Staff is trained and continuing to learn more functions.
  2. Oak Knoll Golf Course is closed on Tuesdays through January. Regular hours will commence in February. The management contract has been drafted and reviewed by Legal and Finance, soon to be reviewed by management company Golf Automation.
- Parks Division:
  1. We continue to be plagued by Vandalism and Theft. An incident in November and two in January resulted in high damage/high losses.
    - a. Saturday November 11 North Mountain Park was hit. Chain link fence was cut and a chainsaw stolen. Approximately \$1,000.00 in damage and loss. Of course, repairs now need to be done.
    - b. January 1 Bluebird Park was hit for the second time. Plants valued at approximately \$2,500.00 were damaged, pruned, cut, and ripped out. All incidents reported to the police.
    - c. Over the weekend of January 6 and 7, Lithia Park Shop was hit. Assume they jumped the fence. Truck gas tank caps have locks on them so two tanks were drilled, and the gas siphoned, and a third truck had the fuel line cut. This leaves us down three trucks, which is a big challenge for us. Working with the City and Public Works to come up with a plan for fleet replacement. Approximately \$5,000.00 in damage and losses.

We have plans for increased security. Cameras, improved fencing and improved lighting, especially at Lithia shop, and with new staff occasional nighttime presence in some areas.
  2. Original Alice in Wonderland Ridge trail has been closed. Two reroutes have been built, one for bikes, one for pedestrians on easements that were secured many years ago. Fences have been built by Parks staff to block off original trail and signage posted. News has been spread through Social Media.
- Landt: Asked if the pedestrian and reroute Mimsy trails are multi directional.
- Eldridge answered that the pedestrian trail is, the Mimsy trail is one way downhill. Currently no legal way to go uphill by bike. Looking for options, working with partners, homeowners, and Forest Service.
- Landt: Time for celebration! Two new trails, Wasabi and the Mimsy trails. Accomplished with lots of work by private groups, Rogue Valley Mountain Bike Association, and Ashland Woodland Trails group along with APRC staff. Eldridge agreed and mentioned the work on the Liberty Street property.
- Seffinger asked if they could do a little better job maintaining Caterpillar Trail. Make it so that it better accommodates walkers and bikers. Bikers erode the trail, making it unsafe for walkers, especially seniors.
- Eldridge: That land is Forest Service land. We and private groups do maintenance in conjunction with the Forest Service. We will take up the issue with our partners.
- 3. Central Stone Staircase at Ashland Japanese Garden (AJG) has been given a face lift and will be reopened sometime soon after a railing is installed. The work was a low-cost solution that can be altered in the future for design elements/ADA access.
- 4. New Lithia Playground fountain was installed. It has two levels of drinking spots and a bottle filler. APRC insulated it themselves. Much less expensive than buying an anti-freeze fountain.

#### Questions/Discussion

Landt commented that the lower fountain is still too high for little children. For future fountain installation, are there fountains manufactured with lower faucets for small children?

Eldridge: For current fountains, we might place a step for the littles.

5. Staff renovated the Shelter at Gardenway Park. It was an intensive project. Saved a lot of money by doing the repairs in-house instead of replacing the shelter.

Landt: Interjected to welcome Jeff Dahle as one of two City Council liaisons to the APRC. The other liaison is Eric Hansen. Jeff commented that he was happy to be the liaison to the APRC.

## VII. **BUSINESS**

### a) **Chair/Vice Chair Elections (Action)**

**Motion:** Landt made a motion to nominate Jim Bachman as Chair. Lewis seconded.

**Vote:** Bachman abstained; the rest was all yes.

**Motion:** Seffinger made a motion to nominate Landt as Vice Chair. Lewis seconded.

**Vote:** The vote was all yes.

### b) **Rogue World Music Rebranding and Expansion (Information)**

Deputy Director Dials introduced Ana Beyers, Executive Director of RWMF and APRC Recreation Manager Lonny Flora.

Festival began in 2016 in Ashland. Expansion goals include being an event that serves local communities by generating circular local exchange and connection and by acting as an anchor attraction to tourists from throughout the West Coast. Also, to take advantage of the overlap between Rogue Valley cities' community engagement, revitalization, and economic goals. In 2023 Festival drew approximately 5,000 people. A conservative estimate for 2024 is that this number will grow to 8,000 attendees. Many publications, such as AAA and the Oregonian, have asked for information about the Festival. Working with APRC staff, the RWMF will be piloting the new policy allowing alcohol in some Ashland parks.

RWMF seeks support for producing the festival. Their cost will be approximately \$80,000 to produce the festival in 2024. Asking for support by the Commissioners in the form of a signed template letter of support to include with Grant requests.

Flora noted the marketing being done by RVMF is benefiting APRC's branding without requiring our staff time or additional money. Mentioned how much we will benefit from the new Alcohol policy. Piloting the policy with RVMF will give staff valuable experience that may help attract additional events and serve to bring more people into our parks.

#### Questions/Discussion

Lewis: Asked if Lonny is recommending the Commission write a letter of support.

Flora: Yes.

Dials: Recommended staff draft a letter of support for Commissioner review.

Lewis: Noted that having events in the park brings us back to the beginning of Lithia Park and the Chautauqua series.

Seffinger agreed. It demonstrates how Parks is working with the rest of the City, looking at economic base, and bringing people into the City.

Adams: In support too.

Landt: Will the staff's draft letter of support need to be approved by Commissioners?

Adams: Suggested that the Chair could approve the draft letter of support as the Commission's trusted representative.

Bachman: Agrees that the letter of support does not require full Commissioner's involvement. A remarkable collaboration by all, looks forward to attending.

### c) **A Resolution in Support of Expanding Multi-Modal Transportation Routes in Ashland. (Information)**

Chairman Bachman chose not to read the resolution noting it is a Draft and will be presented at the February 7 meeting for Action. Asked for feedback from Commissioners.

#### Questions/Discussion

Seffinger: Has read the resolution, visited some of the areas, and feels it lines up with Commissions' goals. She is in support.

Eldridge: Noted that the intent is to respond to public concern and to show APRC's support for the extension of the Central Bike Path (CBP) and its connectivity with the Greenway. The CBP is not specifically called out on the Parks, Trails, and Open Space Map (the Map). The CBP is identified in the Transportation System Plan and the Trails Master Plan, both of which go through the Transportation and Planning

Commissions. The CBP is also in the Ashland Comprehensive Plan. Still need to acquire easements on Railroad right of way which will be done by Public Works. APRC will support and work in collaboration with Public Works and the City to realize goals of extending and connecting the CBP.

Landt: The question to beg is why don't we just make the changes on the Map? Suggested possibly adding a 'whereas' to the Resolution.

Lewis: All for the connections but doesn't think it will be done easily. Issued a request to citizens to please email him with suggestions! Extending the trail will involve the path sharing roads with motorized traffic.

Adams: Decision making purview is not APRC's. Our role will be mostly supportive as stated in the Resolution. We support human-powered transportation and connectivity in our community for those who can't or choose not to use motorized vehicles. We look forward to working with friends on the City Council who also strongly support human-powered transportation.

Landt: Two goals for putting the resolution on the agenda. One to get it approved and two to line it up with the Parks, Trails, and Open Space Map. That's what community members have been requesting. Recommended adopting several modifications suggested by Eldridge. Leave off the last phrase in the first 'whereas'. Combine points three and four in the first long 'be resolved.' Adjust wording in the second 'whereas'.

#### **d) Technical Support Document for Parks, Trails, and Open Space Map (Action)**

Eldridge presented the "Final" Parks, Trails, and Open Space Map (the Map) and "Comparison" maps. Mentioned the intention was to get the Map and the accompanying technical support document approved so that they could be presented to the Planning Commission at its January 26 meeting. The Map is to replace the one approved in 2002 which is currently in Ashland's Comprehensive Plan.

The Comparison map was created at Planning's request so that one could easily see what parcels had been removed from the Map since 2002. It was created for informational purposes only and will disappear with approval of the Map.

Eldridge noted both maps have a purplish-blue overlay that represents the Trails Master Plan Corridors (including the Central Bike Path) and is already part of the Ashland Comprehensive Plan. Any land within the overlay is high priority to acquire for connectivity.

The Technical Support Document is the story behind the Map. The text was initially on the Map but left it somewhat cluttered. It is intended to be used in conjunction with the Map. The new Map represents a pivot on the part of Parks to prioritize connectivity, access, riparian connection, and forestry and fuels management over acquisition of parcels to create parks. Other changes may be made during the rest of the approval process. (Planning Commission, City Council)

#### Questions/Discussion

Landt: Could changes still be made to the Map at the City Planning Commission or Council level?

Eldridge: Yes.

**Motion:** Landt moved to approve the Technical Support Document to the Map. Adams seconded.

Bachman asked for people to speak to the motion. Landt and Adams declined.

Seffinger said we also looked at budget and what we really needed with this Map.

Lewis suggested people interested in connectivity to look at the Map and read the Technical Document because it answers questions and so much work went into its creation.

**Vote:** All Yes

Eldridge took a moment to express her gratitude to GIS staff member Lea Richards for all her work on creating the Map.

**Motion:** Landt moved to approve the Parks, Trails, and Open Space Map. Adams seconded.

No one elected to speak to the motion.

**Vote:** All Yes

Eldridge: asked that there be a vote on the Comparison Map.

**Motion:** Landt made the motion to approve the Parks, Trails, and Open Space Comparison Map. Adams seconded.

No speaking to the motion.

**Vote:** All Yes.

**e) The Freshwater Trust Herbicide Waiver (Action)**

Eldridge introduced Eugene Weir from The Freshwater Trust who will discuss blackberry control at Bear Creek and Ashland Creek for riparian restoration and the Water Quality Trading Program.

Weir: The Freshwater Trust (TFT) is asking for an additional three year waiver to facilitate the application of herbicide to noxious weeds on three Ashland Parks properties:

- Bear Creek river mile 23.5 Hardesty/Ponds
- Bear Creek river mile 24.8 Riverwalk
- Ashland Creek river mile 0.2 Ashland Ponds

Weir: One of the goals is to rid these areas of noxious, invasive, woody, non-native plants (like blackberry) and replace them with Native plants which are the basis of the food chain for native wildlife from pollinators to fish. Bear Creek is heating up and drying out. Studies have shown that riparian restoration is one of the best ways to build climate change/fire resilience.

APRC has a policy of Integrative Pest Management (IPM) which forbids the use of pesticides and herbicides in Ashland parks. The three-year waiver of this policy was originally requested and granted for the three properties noted above. TFT has made good progress; however, they need more time. They are requesting an additional three-year extension of the waiver. Weir noted that all other municipalities along the 35-acre project granted the TFT a 20 year waiver of their IPM policies.

**Questions/Discussion**

Seffinger: Worked on similar projects long ago. The native plants are necessary for native animals, insects, and fish. She is in support of extending the waiver.

Lewis: Reducing the thermal load of the streams is of huge economic value to the City.

Landt: Asked if there were any changes to the waiver.

Weir: Yes. One challenge is posting the notice of the treatment 48 hours in advance. This is due to weather conditions and contractor availability. Will honor that and would like some flexibility. Also requested removing the limit of treatment to fifty feet from the stream. Instead, asked that the waiver be applied to the land where TFT has the agreements.

Landt: Has concerns about blanket using the State's list. Prefers there be a site-specific list. Noted positive relationship with TFT and a good relationship with Weir. How judicious will TFT be in using this list?

Weir: Specifically using Oregon Department of Agriculture's A and B noxious weeds lists. These are the weeds that are toxic, poisonous to people, and/or a fuels risk. There are a lot of non-native plants that they aren't concerned with and won't treat. Will use mechanical/hand methods when recommended.

Landt: How many plants are on those lists? Over 100?

Weir: There are a lot. They are focused on approximately 15 top targets. If new noxious weeds are found, TFT would like to have the flexibility to use herbicide if it is the recommended treatment. They try to use best practices and do not just go straight to spraying.

Landt: What standard do you propose for posting advanced notice of spraying?

Weir: Proposes to follow the label of the treatment they are using. Post prior to treatment then take down the posting after the life of the chemical has passed. Can be weather dependent. Much easier for them to leave the posting up following the treatment than pre-posting.

Also asking for easing restrictions around the treatment time. Usually done in the fall especially woody weeds like blackberry, but some weeds are best treated in the spring. (poison hemlock for instance)

Landt: Minimizing herbicide use is the right thing to do. Voted for the waiver in 2019 and prepared to vote for it again. Changing the allowable spraying distance (from the creek) makes great sense. Topography is much more important than some standard number. TFT was able to work within the two day notification stipulation previously and doesn't want to change it. Working with a very sensitive population.

**Motion:** Landt moved to grant The Freshwater Trust another three years waiver and to extend the treatment area to the entire leased project area. Adams seconded.

**Questions/Discussion:**

Adams: Thanked Eugene extensively. He has a background in Ecology. Looks forward to a Bear Creek that's not choked by blackberries but instead surrounded by native species that are cooling the water and are making it a hospitable place for fish. Wholeheartedly in support.

Lewis: Trusts Eugene and TFT. Noted that Glyphosate (Crossbow for example) is fully legal and for sale in Ashland with no restrictions. Appreciates the Trust's judicious use of the herbicide.

Weir: In 2019 during initial discussion, it was decided that Glyphosate would be the only herbicide TFT would use under the waiver. It is the most studied herbicide in the world.

**Vote:** All yes.

VIII. **ITEMS FROM COMMISSIONERS/STAFF**

None

IX. **UPCOMING MEETINGS**

- a. APRC Special Business Meeting February 7, 6:00pm in City Council Chambers
- b. Recreation Division Advisory Committee February 8, 4:00pm at the Lithia Park Cabin

X. **ADJOURNMENT**

The meeting was adjourned at 7:46pm

Respectfully Submitted

Nancy A. Mero, Executive Assistant

DRAFT



# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

## COMMISSIONERS:

Rick Landt  
Jim Bachman  
Justin Adams  
Jim Lewis  
Stefani Seffinger



Leslie Eldridge  
Interim Director  
541.488.5340  
AshlandParksandRec.org  
[parksinfo@ashland.or.us](mailto:parksinfo@ashland.or.us)

## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Leslie Eldridge, APRC Interim Director

**DATE:** March 6, 2024

**SUBJECT:** Request for Exception(s) to APRC Lithia Park Bandshell Noise Policies (Action) (GOAL #9 Support opportunities for events)

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### Situation

Staff seeks approval for two exceptions to the APRC Policy regarding noise at Lithia Park Butler Bandshell. Staff requests approval for two Monday summer evenings of live music from 6-9 PM.

### Background

APRC staff is partnering with a group of Ashland business owners (“Sponsors”) and the Ashland Folk Collective to bring two summer evenings of family-friendly live music to Lithia Park Butler Bandshell. Exceptions to the APRC “Selling in Parks & Special Event Booth Policy”, section “Information on the Butler Memorial Bandshell in Lithia Park” (see below) is requested for these two events. Although exact dates have not been determined, staff and partners have agreed upon two Monday evenings (one in June 2024, one in July 2024), with performance time running from 6-9PM.

### Relevant Excerpt from “Selling in Parks & Special Event Booth Policy” below:

#### **INFORMATION ON THE BUTLER MEMORIAL BANDSHELL IN LITHIA PARK**

- I. Events involving a performance or amplification may take place only at the bandshell.*
- II. Noise level must not exceed 75 dB when monitored from a point directly across from the bandshell on the park side of Granite St.*
- III. Maximum performance time is 1.5 hours, and all performances and activities must conclude by 8 p.m.*

### Assessment

This agenda item speaks directly to APRC Goal #9: *Seek out and support opportunities for community building through programs and events in our parks, open spaces, and trail networks that celebrate art, music, sports, and nature.*

Additionally, APRC staff and Commissioners have received community feedback that citizens want more music events in the Butler Bandshell. This event is being sponsored by local businesses and curated by a local group, the Ashland Folk Collective.

APRC staff and partners propose a 3-hour duration (a local warm-up artist and then feature performer) as appropriate length for a show of this nature. Additionally, a later end-time of 9 PM is requested to avoid heat exposure (for instruments and performer comfort) and accommodate the long summer evenings.

**Recommendation**

Staff recommends approval of the APRC policy exceptions.

**Possible Motion**

*I move to approve the two exceptions for the AFC concerts in Lithia Park Butler Bandshell, with amplified music beginning at 6 PM and ending no later than 9 PM on two Monday evenings in June/July 2024.*

**Attachments**

Selling in Parks & Special Event Booth Policy



**Ashland Parks and  
Recreation Commission**

**COMMISSION POLICY**

<b>TITLE</b>	SELLING IN PARKS & SPECIAL EVENT BOOTH POLICY	<b>PAGE 1 of 5</b>	<b>POLICY No.</b> CP.R.2012.04.23
<b>EFFECTIVE DATE</b>	04/23/2012	<b>REVISED DATE</b>	05/19/2014

**APPROVED BY COMMISSIONER ACTION**

The Charter of the City of Ashland, **Article XIX – “Park Commission,”** gives the Ashland Parks and Recreation Commissioners the *“power to formulate and adopt rules and regulations for their government.”* This authority allows Commissioners to adopt rules and policies through the public process in order to provide organization, aide in decision making and to provide regulation for park and facility uses in order to achieve the goals of the APRC and protect people, the environment and assets and to ensure fair and equal use of parks by all users.

**PURPOSE**

The intent of this policy is to establish and communicate guidelines for selling in parks, in particular at informational or artisan booths at special events in parks.

**SELLING IN PARKS & SPECIAL EVENT BOOTH POLICY OBJECTIVES**

This policy applies to all persons and organizations:

- I. Requesting to hold a special event within a park area and to sell goods or services from booths set up within a designated park area.
- II. Requesting to hold a special event within a park area and to set up informational booths.

**CITY OF ASHLAND MUNICIPAL CODE**

**10.68.060 Penalty for Violation:**

“No one shall sell or offer for sale any article or perform or offer to perform any service for hire in any of the parks without a written permit for such concession properly and regularly granted by the Parks Commission. No one shall hawk or peddle popcorn, ice cream, candy, soda, water, peanuts or similar wares within or on any of the park grounds of the city without first securing a permit to do so from the Parks Commission. Unpermitted commercial activity is a Class I violation.”

<b>TITLE</b> <b>SELLING IN PARKS &amp; SPECIAL EVENT BOOTH POLICY</b>	Page 2 of 5	<b>POLICY No.</b> CP.R.2012.04.23
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## **GENERAL PROVISIONS**

The Parks Commission gives authority to staff to approve exceptions if all of the following conditions are met:

- I. Booths are in conjunction with an event (1-day events only).
- II. Event organizer has a 501(c)(3) non-profit status (per IRS definitions) and can show proof at time of application submittal.
- III. Event organizer adheres to all Ashland Parks and Recreation Commission park rules and policies.
- IV. Maximum number of selling events, three (3), allowed per month has not been exceeded.
- V. Event is approved on a one-time basis only. Repeat events must reapply.

Ashland Parks and Recreation Commissioners support sustainable practices and encourages zero waste events. Event organizers should make efforts to prevent or reduce waste generated by the event.

The time limit of the event and street closure will be mutually agreed upon by staff and the event organizer and will depend on other events occurring in the area at that time.

## **CRITERIA FOR APPLICATION APPROVAL OR DENIAL**

In issuing an exception for an event that includes selling in the park, staff will consider:

- I. Other event(s) scheduled for the same day/weekend. First consideration given to established events.
- II. Proposed location is adequate for the size and nature of the event.
- III. Event is not likely to cause injury to persons or property.
- IV. Event will not substantially interfere with the safe and orderly movement of pedestrians and vehicular traffic in the area.
- V. All other permit requirements have been met.
- VI. All required insurance documents are submitted.
- VII. Previously identified issues have been addressed in the application.

<b>TITLE</b> <b>SELLING IN PARKS &amp; SPECIAL EVENT BOOTH POLICY</b>	Page 3 of 5	<b>POLICY No.</b> CP.R.2012.04.23
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**EVENTS THAT MAY CONSIDERED**

- I. Recreational and family events and activities.
- II. Athletic events (running, biking, triathlons).
- III. Musical events (concerts).
- IV. Holiday centered events (4<sup>th</sup> of July, Memorial Day, Thanksgiving, Christmas).
- V. Events that promote a healthy lifestyle.

**EXEMPTIONS TO THIS POLICY**

- I. 4<sup>th</sup> of July and other significant and/or historical community-wide events
- II. Shakespeare’s Feast of Will event
- III. Calle Guanajuato-Restaurant and Artisan contracts
- IV. Concession stands at Hunter Park and North Mountain Park

**FEES**

All applicants pay an administrative fee of \$25 when the application is submitted. **Any currently established non- profit event fees will not apply when requesting an exception to this policy.** Staff will review the proposed event application and determine fees at 100% of costs.

If the exception is approved, the applicant will be charged a

- I. \$190 refundable security deposit.
- II. \$220 fee for use of the Butler Memorial Bandshell area in Lithia Park.
- III. \$25 per booth fee (limit of 10 booths per event).
- IV. \$75 street closure fee (Nutley St to the Upper Duck Pond in Lithia Park).

**BOOTH DEFINITION**

10’ x 10’ tent, stall or area at a fair or exhibit, offering some form of entertainment, information or goods for sale.

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**WHEN DOES BOOTH FEE APPLY?**

The booth fee is required when booth placement is approved. This applies to any booth regardless of money exchanged (i.e., Information booths).

**STREET CLOSURE**

Street closure from St to the Upper Duck Pond in Lithia Park is required for events **where attendance is expected to be more than 200 people and where booths will be placed in the Butler Memorial Bandshell parking area within the designated booth area.**

**INFORMATION ON THE BUTLER MEMORIAL BANDSHELL IN LITHIA PARK**

- I. Events involving a performance or amplification may take place only at the bandshell.
- II. Noise level must not exceed 75 db when monitored from a point directly across from the bandshell on the park side of Granite St.
- III. Maximum performance time is 1.5 hours and all performances and activities must conclude by 8 p.m.

**SPECIAL EVENT & OUTDOOR ACTIVITY APPLICATION & DEADLINE**

An application for conducting a special event or outdoor activity in parks may be obtained online at [ashland.or.us/SpecialEventApplication](http://ashland.or.us/SpecialEventApplication). Completed applications should be submitted to APRC (Ashland Parks and Recreation Commission) no later than 90 days in advance of the event date. Applicants will be notified of permit approval at least 60 days following application submittal.

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
Mike Gardiner, APRC Chair

Approved, as to form: \_\_\_\_\_ Date: \_\_\_\_\_  
Dave Lohman, City Attorney

<b>TITLE</b> <b>SELLING IN PARKS &amp; SPECIAL EVENT BOOTH POLICY</b>	Page 5 of 5	<b>POLICY No.</b> CP.R.2012.04.23
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**Revision History**

*Revisions approved on May 22, 2013*

*Revisions approved on May 19, 2014*

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
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Justin Adams  
Jim Lewis  
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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Leslie Eldridge, APRC Interim Director

**DATE:** March 6, 2024

**SUBJECT:** Public Arts Advisory Committee (PAAC) Crosswalk Project (Action)

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### Situation

The PAAC seeks approval in concept from the Parks Commissioners for a public art crosswalk project at the front entrance to Lithia Park.

### Background

A project to put public art in crosswalks was recommended and adopted at the January 2024 meeting of the Ashland Public Arts Advisory Committee (PAAC).

The initial crosswalk as shown in the photos of examples\* is proposed for a work of public art to be installed in the crosswalk at the entrance to Lithia Park just beyond the plaza. As the crosswalk is within the footprint of the Lithia Park area, it is requested the Ashland Parks and Recreation Commission consider and approve in concept this crosswalk project and installation.

With the necessary review and approvals by PAAC, the Historic Preservation Advisory Committee (HPAC), APRC, and the City Council, the project is to be coordinated and installed by Public Works. Materials are to be Geveko thermoplastic torch down products as the preferred vendor.

The proposed timeline is:

- **PAAC** approval in January 2024
- **HPAC** approval in February 2024 (Note: HPAC approved the project moving forward in-concept yet expressed concern that the design be appropriate to the historic setting and use of the land. HPAC asked to see more details before full approval would be granted.)
- **APRC** approval in concept March 2024
- Adoption by the **City Council** and Call for artist(s) in March 2024
- Submissions by artist(s) by April 30, 2024



- Selection by committee by May 15, 2024 notification to all entrants, and installation completed prior to June 30, 2024.

The proposed budget for this crosswalk installation of public art is up to \$10,000, based on estimates of materials from Geveko Materials. The successful artist(s) will receive a fee of \$850.00 for the design and will be asked to consult with Public Works for an additional \$150.00.

### **Assessment**

The crosswalk in question leads to the main entrance of Lithia Park, and therefore sets the scene for a visitor's first impression of the park. Although this location is not formally under management by APRC, it is important that staff or commissioners maintain a high level of participation in this process, as it greatly affects the overall aesthetic of the Lithia Park experience.

### **Recommendation**

Staff recommend approval in-concept of a public art crosswalk.

Commissioners may want to add the following requirements to this piece:

- That commissioners require an APRC staff member and/or Commissioner to be on the design selection committee.
- That commissioners require more information before final approval.

### **Possible Motion**

*I move to approve the concept for a public art crosswalk with the following conditions:*

- 1) That commissioners require an APRC staff member and/or Commissioner to be on the design selection committee.*
- 2) That the final design and proposal be brought before commissioners for final approval.*

### **Attachments**

Example photos of public art crosswalks







# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Justin Adams  
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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Leslie Eldridge, APRC Interim Director

**DATE:** March 6, 2024

**SUBJECT:** Public Arts Advisory Committee (PAAC) Marking Ashland Places at Lithia Park Entrance (Action)

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### Situation

The “Marking Ashland Places” (MAP) project is a historic marker and way-finding project to provide a connection to the history of Ashland on today’s landscape. This project will create a sense of place and pride by establishing distinctive landmarks with the City’s four Nationally Registered Historic Districts and will serve to promote historical and heritage tourism to the City. (From the description of the first MAP project on p.2). The PAAC seeks approval from the Ashland Parks and Recreation Commissioners for the conceptual plan of locating a hub sculpture and plaque and has determined that the entrance to Lithia Park is the most ideal site location.

### Background

The City Council approved the MAP Public Art Installation in Railroad Park on April 20, 2021. The first MAP installation, “Golden Connections,” was completed In April 2022, with the key support of the Ashland Parks and Recreation Commissioners and includes 5 historic medallion markers as the spokes.

In early 2019, the PAAC and the Historic Commission made presentations to the Ashland Parks and Recreation Commission (APRC) regarding the MAP I project. The Board of Commissioners moved to “approve the conceptual plan of locating the hub sculpture and plaque in the Railroad District at this proposed site of the park.”

In the transmittal memo of March 10, 2021, The Railroad District Hub Artwork Selection Panel concluded: “We [Selection Panel] look forward to the PAAC sending our unanimous decision to the Ashland Parks and Recreation Commission and to the City Council for their final approval for the fabrication and installation of Golden Opportunity [subsequently the name was changed to Golden Connections].”

An Independent Selection Panel was created in 2019 as per the Ashland Municipal Code AMC2.29.100.B. Former APRC Commissioner Mike Gardiner was Chair of that Selection Committee. In their deliberations, that Committee passed a motion that the Selection Panel recommend the Public Art Commission (now PAAC) collaborate with the artist to address some concerns. The work benefitted from that collaboration and on April 14, 2021, all the materials in the artist packet were reviewed by the APRC at a regular Business Meeting for final approval of the design. The process for MAP II will be similar.

For the MAP II process, the actual vision and design for the site will be created by the artist(s) or artist teams following the responses to the Request for Qualifications (RFQ). APRC is encouraged to nominate candidates for the Selection Panel later in the project.

The Call for Artists Request for Qualifications (RFQ) For A Site-Specific Public Art Installation (MAP II) contains a series of requirements, each of which must be met, and which will describe the site-specific artwork. The requirements for the RFQ are:

1. Designed to be sited within a flat or lightly mounded, un-landscaped oval area which is approximately 33' wide x 23' deep. Dimensions to be stated for MAP II.
2. Not to exceed 23' in width, 13' in depth and should be between 9' -13' high.
3. Be visually stimulating, perhaps whimsical and colorful, responsive to the site in terms of scale, material, and form.
4. Reflect the historic significance of the Downtown Historic District; and
5. Be vandal-resistant, safely displayed and secured, and require minimal conservation and maintenance. All of this is intended to delimit the conceptual design and provide the definition of the project with a measure of specificity.

Ultimately, the project proposal and conceptual plan will be packaged together and recommended to the Ashland Parks and Recreation Commission and then the City Council for approval.

### **Assessment**

Last month, the Historic Preservation Advisory Committee (HPAC) moved in favor of the concept but requested additional information before giving final approval.

Staff agree with the HPAC assessment. However, although the process for MAP I for Railroad Park was sufficient for that specific park, placing a sculpture at the front of Lithia Park has many elements and layers of discussion that need to be addressed. Given the significance and visibility of this phase of the project, staff would like to provide input and ensure that Commissioners retain their authority over the steps and final decision on this project.

### **Recommendation**

Staff recommends approval of the conceptual plan and process of locating a MAP II Downtown Historic District Site hub sculpture and plaque in the proposed site at Lithia Park *with conditions* and suggests the following potential options for additional conditions:

- Require that PAAC return with more specific information on the location of the sculpture.
- Require that a commissioner serve as Chair of the Selection Committee.
- Require that the agenda item be placed on APRC meeting agendas during each phase of the project to ensure it remains consistent with APRC goals and vision for Lithia Park.

**Possible Motion**

*I move to approve the conceptual plan of locating a hub sculpture and plaque in the proposed site at Lithia Park with the following conditions:*

**Attachments**

Packet provided by PAAC with photo of location.

**To:** Ashland Parks and Recreation Commission

**From:** Public Arts Advisory Committee (PAAC) and Historic Preservation Advisory Committee (HPAC)

This packet includes background materials for the proposed Marking Ashland Places II (MAP II). These materials are from the Public Arts Advisory Committee (PAAC) and Historic Preservation Advisory Committee (HPAC) for the March 6, 2024 Ashland Parks and Recreation Study Session.

The proposal is for a hub art installation at the entrance of Lithia Park.

Enclosed background information from MAP I (2021) is a similar concept to the proposed MAP II project.



## **Public Arts Advisory Committee**

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The mission of the Public Arts Advisory Committee is to enhance the cultural and aesthetic quality of life in Ashland by actively pursuing the placement of public art in public spaces and serving to preserve and develop public access to the arts.

### **Powers and Duties.**

The Public Arts Advisory Committee shall be specifically responsible for, but not limited to, the following:

1. The committee shall ensure the arts continue to be of value as an integral part of Ashland.
2. The committee shall promote the arts in Ashland to enrich the lives of its citizens through education and demonstration.
3. The committee may assist the city council, the Ashland Parks and Recreation Commission, historic committee and the planning commission in using public art to enhance existing development in public parks and other public lands and in public structures.
4. The committee shall advise the planning commission, the Ashland Parks and Recreation Commission, other city commissions and committees and city departments regarding artistic components of all municipal government projects under consideration by the city. The committee may also serve as a resource for artistic components of land use developments.
5. The committee shall develop and recommend to the city council policies and programs that would enhance and encourage the planning, placement and maintenance of public displays of art in locations open to the public within the community.
6. The committee shall encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities.
7. The committee shall recognize and encourage groups and organizations that enrich Ashland life by bringing cultural and artistic values and artifacts to the city.
8. The committee shall pursue gifts and grants for support of arts programs and activities and the procurement of public art.

## **Historic Preservation Advisory Committee**

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The Ashland Historic Committee was established in the early 1970s to survey and recommend to the City Council, areas or properties of significant historical value and interest to be designated historical properties; to draft and recommend ordinances and other measures designed to protect and foster interest in the improvement of designated historical properties; to review literature and sources of funding concerning the protection and improvement of designated historic properties; to review and make recommendations concerning the improvement of designated historic properties in connection with the issuance of building permits, zone changes, conditional use permits, variances, sign permits and site reviews; to review and recommend project applications for funding; to promote public support in the preservation of Ashland's historic past; and to advise citizens on aesthetic standards for historic areas.

# MARKING ASHLAND PLACES A public art project

The Public Arts Advisory Committee and Historic Preservation Advisory Committee are collaborating on a historic marker and wayfinding project to provide a connection to the history of Ashland on today's landscape. **Marking Ashland Places (MAP)**, will help to create a sense of place and pride by establishing distinctive landmarks within each of the City's four Nationally Register-listed Historic Districts as well as serve to promote historic and heritage tourism to the City.

The vision for the MAP project is to create a Hub Site in each of Ashland's four Historic Districts:

- Railroad
- Downtown
- Siskiyou-Hargadine
- Skidmore

The **Railroad District** will have a total of five medallions installed in Phase 1 of the project. Medallions were placed at the four sites below in December 2023.

**1st & A Streets:** This medallion describes the Natatorium and Twin Plunges formerly located at this site.

**2nd & A Streets:** This medallion discusses the history of Ashland's Chinatown.

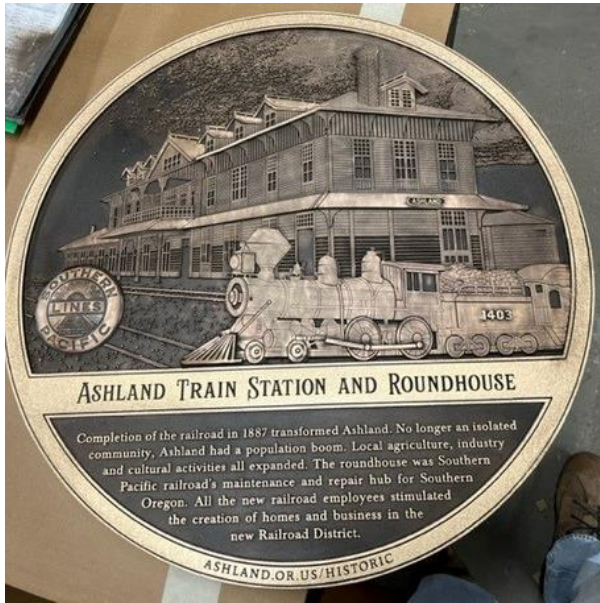
**4th & A Streets:** This medallion discusses the historic Fourth Street Fire Station, which became Haskins Garage and is now Revive.

**5th & A Streets:** This medallion explains the history of the Ashland Depot Hotel Kitchen that was near this location.



The first of the five medallions was placed at Railroad Park earlier in 2023 in connection with the unveiling of the **'Golden Connections'** public art installation, which was the centerpiece of this first phase of the MAP project.

The second phase of the MAP project will be up for discussion soon. **Stay tuned!**



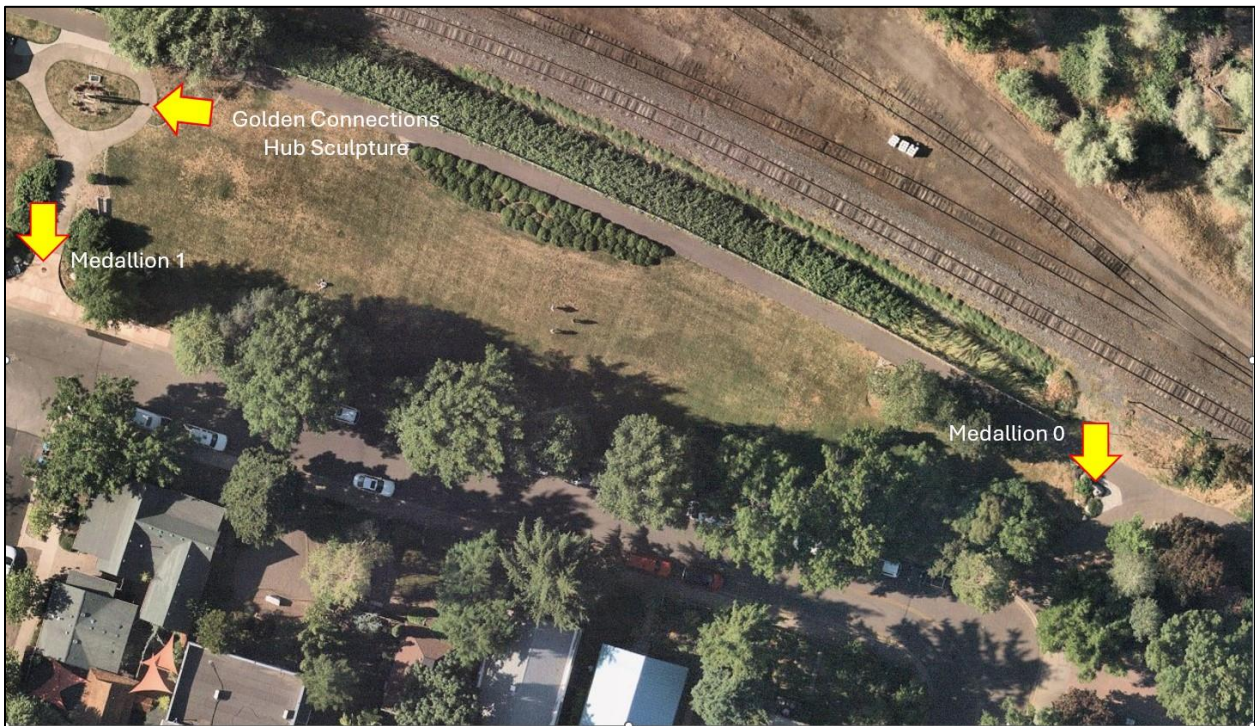
MAP I PROJECT –  
Five Railroad District medallions before installation in December 2023.



Golden Connections, MAP I Hub Sculpture.



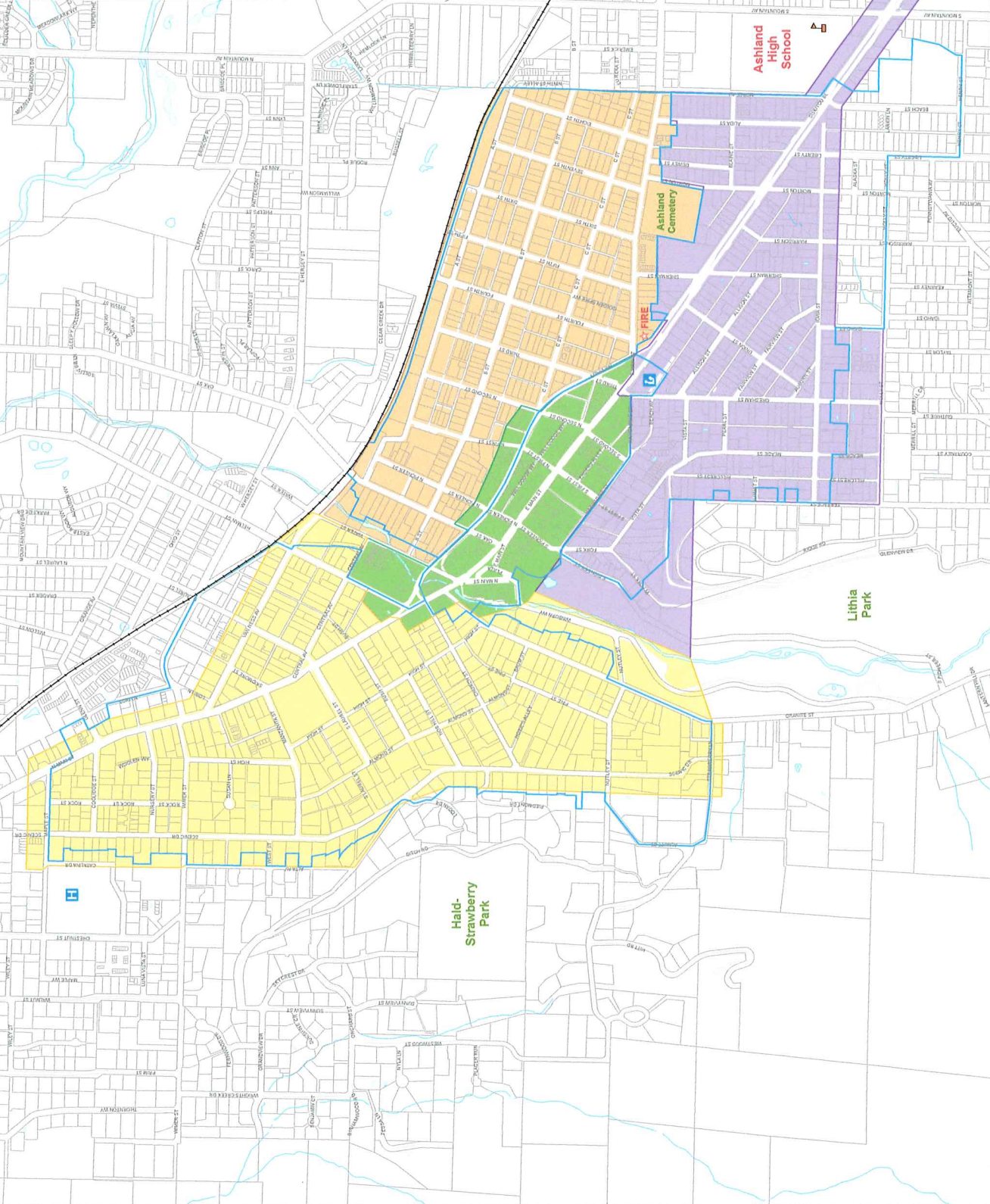
Medallion 0: set in rock facing the bike path at the east end of the Railroad Park.



**Historic Districts**

- Downtown District
- Siskiyou-Hargadine District
- Railroad District
- Skidmore Academy District
- National Historic Districts

Note: Mapping is schematic only and based on a variety of sources. All features, structures, facilities, easement locations or roadway locations should be independently verified for reference and/or location.



This is a map of the City of Ashland, Oregon. It is not intended to be a legal document. It is for informational purposes only. The City of Ashland reserves the right to update this map at any time without notice.

City of Ashland  
 Director \_\_\_\_\_  
 City Engineer \_\_\_\_\_

Proposed location of MAP II Hub sculpture or art installation



# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners  
**FROM:** Rachel Dials, Deputy Director  
**DATE:** March 6, 2024  
**SUBJECT:** Calle Guanajuato Lease Agreements (Action)

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### Situation

The following applicants have submitted requests for Commercial Space on the Calle Guanajuato for the 2024 season. Staff is seeking approval of these applications.

#### Requests

- Skout
- Little Tokyo
- Louie's Bar and Grill
- Bar Juliet
- Oberon's
- Greenleaf
- Mix Bake Shop
- Lithia Artisans Market  
& front of Lithia Park as noted on attached drawing

#### Draft 2024 Boundary Map location

R-6 & R-6a  
R-5  
part of R-4a, R-4b  
part of R-3  
part of R-3 and part of R-4a  
part of R-3, R-2 & part of S-3  
R-1a & R-1b  
Access to all locations marked "A" & "S"

### Background

Each year, restaurants adjacent to Calle Guanajuato and the Lithia Artisans Market can request rental space for seating and artisan booth placement. In 2023, the Commission approved a three-year fee schedule for the Restaurants and Artisans (see table below). Restaurants will be charged depending on their selected season of operation on a per square foot charge for seven or five days per week. The Lithia Artisans Market is charged for two days per week. This is a one-time payment that covers the entire rental season which, in the past, has typically lasted from mid-March through mid-November (eight months). Once the agreements are approved, APRC staff, restaurant owners, and the manager of the Lithia Artisans Market collaborate on implementation, to address any issues or concerns and to avoid conflicts prior to the season opening.



Approved Fees 8 Month Season	2024 rate per sq ft	2025 rate per sq ft	Approved Fees 9.5 Month Season	2024 rate per sq ft	2025 rate per sq ft.
Artisans - weekends	\$5.89	\$5.89	Artisans- Weekends	\$6.99	\$6.99
Restaurant Seating - 7 days per week	\$9.50	\$10.36	Restaurant Seating- 7 days per week	\$11.29	\$12.30
Restaurant Seating - 5 days per week	\$5.94	\$6.48	Restaurant Seating- 5 days per week	\$7.05	\$7.69

A draft boundary map of rental spaces on Calle Guanajuato has been included in the packet illustrating generally where restaurants and artisans will be located for the 2024 season. There are no changes to the map from the previous year. Each restaurant and the Artisans Market have submitted a request and a site plan as outlined in the Calle Policy and depicted on the draft 2024 boundary map. Also included is a drawing of the front of Lithia Park and the surrounding area that is used for the Artisans Market during the season.

Over the years, the season of operation has increased giving way for more regular use by restaurants:

- In the 2010 season the Commission approved an April 1-November 15<sup>th</sup> season. The current Calle Guanajuato policy states: “The default season of operation is Memorial Day through Labor Day. “
- Once Calle Guanajuato was reconstructed in 2014, more restaurants were interested in using it for longer periods and the Commission began an earlier season start mid-March through Mid-November.

**Assessment & Recommendation**

Staff supports the following items for the 2024 season and is seeking action from Commissioners on each item:

1. **Approve the Boundary Map for the 2024 Calle Guanajuato season.** Staff recommends approval of the 2024 Boundary Map. The requests for 2024 are similar to 2023. The boundary map presented at the meeting depicts spaces that are used by restaurants, spaces that are used by the Artisans Market, and spaces that can be shared by both parties.
2. **Artisans Market use of the front of Lithia Park.** When the pandemic began, the Lithia Artisans Market spread into the front of Lithia Park during the season of operation with approval from the Commission. This shift gives the Artisans more visibility and allows restaurants to utilize more of the Calle. Maintenance staff have monitored the front of the park closely, noting minimal damage associated with the Artisans’ use of the space. Staff recommend approval of the use of the front of the park for the 2024 season with no use of lawn or grass areas after November 1 or if one half an inch or more of rain falls within a three day period prior to use.
3. **Extending the “season of operation” and also allowing for an “off-season agreement”.** Staff recommends two options for renters to choose from for the “season of operation”: Option 1) eight (8) month season March 11<sup>th</sup>-November 10, 2024. Option 2) nine and a half (9.5) month season March 11-December 31, 2024, giving a choice to restaurants and the Lithia Artisan Market

to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens. Mid-March through Mid-November has historically been the “season of operation.” Expanding the season of operation and giving a choice of eight months or nine and half months gives the restaurants and Artisans more flexibility. Staff also recommends an off-season agreement be considered for January 1, 2025-March 9, 2025 for any restaurants interested. In 2023 several restaurants participated in off-season opportunities.

4. **Approve or deny the eight agreements for the Calle Guanajuato.** Staff recommends approval of all eight agreements as proposed. The proposed requests included in the memo have the general areas listed as per the proposed DRAFT boundary map. Square footage will be determined within the approved boundary map spaces.

**Potential Motions:** Staff recommends a separate motion for each of the items as listed below: Any fee adjustments are required to go to the City Council for final approval.

- *I move to approve the 2024 Calle Guanajuato Boundary Map.*
- *I move to approve the Lithia Artisans Market use of the front of Lithia Park during the regular season of March through November with no use of grass areas after November 1 or if one half inch or more of rain falls within a three day period prior to the rental.*
- *I move to approve an eight (8) month season March 11<sup>th</sup>-November 10, 2024, and a nine and a half (9.5) month season March 11-December 31, 2024 and off season use from January 1, 2025-March 9, 2025 giving a choice to restaurants and the Lithia Artisan Market to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens.*
- *I move to approve the 8 requests listed in the staff report for Calle Guanajuato for the 2023 Season*

#### **Attachments**

- 2024 Draft Boundary Map
- Lithia Artisans Drawing of Front of Lithia Park
- Calle Guanajuato Commercial Use Policy



**Ashland Parks and  
Recreation Commission**

**COMMISSION POLICY**

<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	<b>PAGE</b> 1 of 7	<b>POLICY No.</b> 101
<b>EFFECTIVE DATE</b> May 1990	<b>REVISED DATE</b> February 25, 2019	

**APPROVED BY COMMISSIONER ACTION**

*December 19, 2016; Agenda Item: VI.(a.) Calle Guanajuato Amended Policy Approval  
February 25, 2019; Agenda Item: VI.(a.) Calle Guanajuato Commercial Use Policy Approval*

The Charter of the City of Ashland, **Article XIX – “Park Commission,”** gives the Ashland Parks and Recreation Commissioners the “*power to formulate and adopt rules and regulations for their government.*” This authority allows Commissioners to adopt rules and policies through a public process in order to provide organization, aide in decision making and to provide consistent regulation for park and facility uses in order to achieve the goals of the Ashland Parks and Recreation Commission (“APRC”) and protect people, the environment and assets and to ensure fair and equal use of parks by all users.

**PURPOSE**

The Calle Guanajuato is an asset of the APRC that provides, among other public benefits, space for restaurant seating and concessions adjacent to Ashland Creek and within proximity to local restaurants, Ashland Shakespeare Festival, Downtown Ashland and Lithia Park. Permitted commercial activity on the Calle Guanajuato shall be limited to the uses specifically designated in this policy.

Permits may only be issued for concessions by the Lithia Artisans Market and for adjacent restaurants. Permitted sites on the Calle Guanajuato are restricted by the physical limitation of the space, and the potential that the demand for space may be greater than the space available. The APRC has created the Calle Guanajuato Commercial Use Policy (the “*Policy*”) to regulate the allocation of physical space to qualifying permittees, as described herein. Permits may be awarded on an annual basis as described herein.

**CALLE GUANAJUATO COMMERCIAL USE POLICY OBJECTIVES**

The purpose of the Policy is to assist the APRC in the pursuit of the following equally-important objectives:

- I. To provide a process for the review and approval of applications for

<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 2 of 7	<b>POLICY No. 101</b>
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concessionaires of the Lithia Artisans Market and restaurateurs of adjacent businesses;

- II. To ensure that adequate access is achieved through the Calle Guanajuato for pedestrians and emergency vehicles;
- III. To attempt to achieve cost recovery for APRC; and,
- IV. Maintain an appealing extension of Lithia Park into downtown

**GENERAL PROVISIONS**

**Application Process**

- I. Any Calle Restaurant or Landlord/Owner desiring a designated site on the Calle Guanajuato must file annually a non-refundable application with APRC staff prior to the stated deadline.
- II. The application process and criteria for submittal shall be as follows:
  - a. Prior to the beginning of the application review process, each applicant seeking a designated site on the Calle must file an application with APRC staff. The application must be submitted prior to the 2<sup>nd</sup> Friday of January of each calendar year, stating the intent of the applicant to:
    - i. Seek a permit for the same designated site as the previous year; and/or,
    - ii. Seek a permit for a designated site location that differs from the applicant's site for the previous year.
- III. The application material shall include the following:
  - a. A clear identification of the requested designated site as delineated in the official boundary map;
  - b. A simple site plan showing how restaurant equipment and/or concession stands will be organized within the boundary of the designated site;
  - c. A statement detailing how each of the specific approval criteria of the Policy will be met; and,
  - d. An application fee as adopted in the "Fees and Charges Schedule" of APRC.
- IV. Application review requirements:
  - a. Absent a timely-submitted application, APRC will not hold a previously permitted site and seniority shall be forfeited for that site.

<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 3 of 7	<b>POLICY No.</b> 101
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- b. Notwithstanding the Cancellation section of this ordinance, no late applications will be accepted.
- c. Incomplete applications, or those that do not substantially meet the criteria, will be returned to the applicant without processing.
- d. Permit approvals for each season will be issued no later than February 28<sup>th</sup> of each year.
- e. The official boundary map of the Calle Guanajuato will delineate the designated site for all concession and restaurant space.
- f. A permit for a restaurant or concession shall be nontransferable between restaurateurs and shall be valid exclusively for one season in a single calendar year. A Landlord/Owner may take over the already issued license if another restaurant will be occupying the space within a 3-month period (during the season). The Landlord/Owner must also pay any outstanding fees for the designated site.
- g. No qualifying Calle Restaurant may hold or be issued more than one permit.

**CONDITIONAL USE REVIEW CRITERIA**

In considering applications, staff shall review the applicant’s compliance with applicable City ordinances and regulations as well as the following criteria:

- I. Restaurant proximity shall constitute a major determining factor for a designated site on the Calle Guanajuato. Applicants that meet the adjacency standard for a designated site shall have preference during review over those who do not.
- II. When two or more applicants make requests for the same site or overlapping designated sites, restaurant seniority, as defined in the definitions of this policy, shall take precedence in determining which applicant receives priority consideration.
- III. Designated sites shall be used for their permitted use only (either restaurant or concession space). In the event that a site designated for restaurant use remains unused after permit issuance, the site may be made available to the Lithia Artisans Market.
- IV. The applicant must be in good standing with APRC and the City, with no active enforcement actions.
- V. The applicant must demonstrate through a simple site plan that they have the ability to carry out the requested operations without violating the public walkway or open space through the Calle Guanajuato.

TITLE CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 4 of 7	POLICY No. 101
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VI. A Calle restaurant and/or Landlord/Owner with singular access onto the Calle Guanajuato will have the first right of refusal for any seating immediately adjacent to their building as long as it does not interfere with the already established concessionaire areas.

VII. **Accessory Regulations:**

- a. **FIRE AND LIFE SAFETY.** Concessionaire shall comply with any and all fire and life safety guidelines, recommendations and requirements issued by the City of Ashland Fire Marshal, including, but not limited to the following:
  - i. Maintain all required fire and emergency access areas;
  - ii. Ensure that permitted restaurant equipment does not encroach upon or obstruct public walkways or open space areas while maintaining a clear eight (8) foot pathway for emergency vehicles as approved by the City of Ashland Fire Marshal;
  - iii. Maintain a clear, unobstructed space around any fire hydrant as required for fire safety;
  - iv. Have available and maintain such fire extinguishers as determined by the Fire Marshal;
  - v. Strict adherence to the APRC prohibition on smoking. Smoking is not permitted on the Calle Guanajuato under any circumstances; and
  - vi. No use of any bottled gas, electrical devices, or hazardous materials or hazardous substances without prior approval by the Ashland Fire Marshal. [For purposes of this License "Hazardous Substance" or "Hazardous Material" means any hazardous, toxic, infectious, or radioactive substance, waste, or material as defined or listed by any local, state or federal environmental law.]

**PERMIT/CONTRACT AWARD PROCESS**

- I. A permittee who meets all of the approval criteria for a conditional commercial use permit will be required to enter into a contract with APRC for the use of the permitted site and will be required to provide the information required for the execution of the contract, as provided by APRC staff:
- II. Contract will be awarded by the Commissioners by the 28<sup>th</sup> of February each year.

**RESTAURANT AND CONCESSION FEE SCHEDULE**

- I. The Commissioners shall review and may adjust the seasonal square foot rental rate on the Calle prior to February 28<sup>th</sup> each year.

<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 5 of 7	<b>POLICY No.</b> 101
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- II. Payment for approved permits must be made in full by the second Friday of May each season, unless otherwise stated by the Commissioners during fee schedule and operating season review.
  - a. If fees are not received as described above, the permit shall be revoked.

**OPERATING SEASON**

Due to various considerations, the season of operation for the Calle Guanajuato may vary from year to year. If the Commissioners do not approve a particular period of operation prior to February 28<sup>th</sup>, the default season of operation shall be from Memorial Day to Labor Day.

**RESTAURANT CANCELLATION/REVOCATION.**

- I. A permit issued for restaurant use may be canceled at the request of the restaurant owner. In such a case, if the season has not begun, the site permit fee will be refunded if already paid. If the season has already begun, the fee will be pro-rated for the time used.
- II. Should a restaurant abandon, or cancel, a permitted site, the site shall become available immediately, and a time frame for new applications will be delineated by APRC staff. The designated site shall then be awarded consistent with the criteria of the competitive process under Application Review contained in the Policy.
- III. APRC reserves the right to revoke any restaurant's permit for a designated site at any time if that individual restaurant does not conform to applicable law, including but not limited to the rules and regulations established by the Ashland Parks and Recreation Commission, the City of Ashland, Jackson County Health Department and the Oregon Liquor Control Commission.
  - a. If an application is revoked prior to the start of the season, permit fees shall be refunded.

**SITE SHARING**

- I. Restaurant applicants who receive a permit for a designated site have the ability to share their space with another restaurant that meets the criteria of this policy.
- II. A restaurateur who shares space may do so without forfeiting seniority.
- III. Site location sharing may take place at any point during the year; however, only one applicant may hold a permit for a particular designated site and that applicant shall be sole beneficiary of any seniority for the season.
- IV. Applicants must note on their applications if they are planning to share the site with another restaurateur.
  - a. Applicant or permittee shall not sub-lease a designated site without APRC staff approval.

<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 6 of 7	<b>POLICY No.</b> 101
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**DEFINITIONS**

- I. **Adjacency:** is contiguous ground floor access onto the Calle Guanajuato from a Calle restaurant with direct access the Calle Guanajuato.
- II. **Applicant:** a person or entity seeking license from APRC for a concession or restaurant permit.
- III. **Boundary Map:** is the most current map that delineates areas for both restaurant seating and concession operations.
- IV. **Business License:** a certificate issued by the city authorizing the holder to conduct specified business activity within the City of Ashland.
- V. **Calle Guanajuato:** the improved surface area directly behind the plaza businesses and adjacent to Ashland Creek being bounded by the flood wall on the west side, the back of the Calle businesses to the east, Winburn Way to the south and North Main Street to the north.
- VI. **Calle Restaurant:** a restaurant business operated all, or in part, out of a building abutting the Calle Guanajuato.
- VII. **Concession:** any licensed retail sales operation on the Calle Guanajuato conducting sales using a temporary table, stand, cart, or similar equipment.
- VIII. **Concessionaire:** a licensed retail operation on the Calle Guanajuato.
- IX. **Designated Site:** is the useable space or area on Calle Guanajuato which has been allocated for individual concession or restaurant use by the Ashland Parks and Recreation Commission.
- X. **Employee:** all persons, including proprietors, working on the premises of a Calle business.
- XI. **Landlord/Owner:** a person who rents a building to a tenant on the Calle Guanajuato.
- XII. **Owner of Record:** the person, or entity, in which legal or equitable title rests for private properties directly adjacent to the Calle Guanajuato.
- XIII. **Public Walkway:** the 8-foot meandering brick walkway through the Calle Guanajuato.
- XIV. **Restaurant Equipment:** includes but is not limited to any materials, merchandise, tools, carts, tables, chairs, podiums, or other items owned by, in possession of or associated with a restaurant.
- XV. **Restaurant:** a commercial establishment where food and beverages are prepared, served, and consumed primarily within a principal building which abuts the Calle Guanajuato.



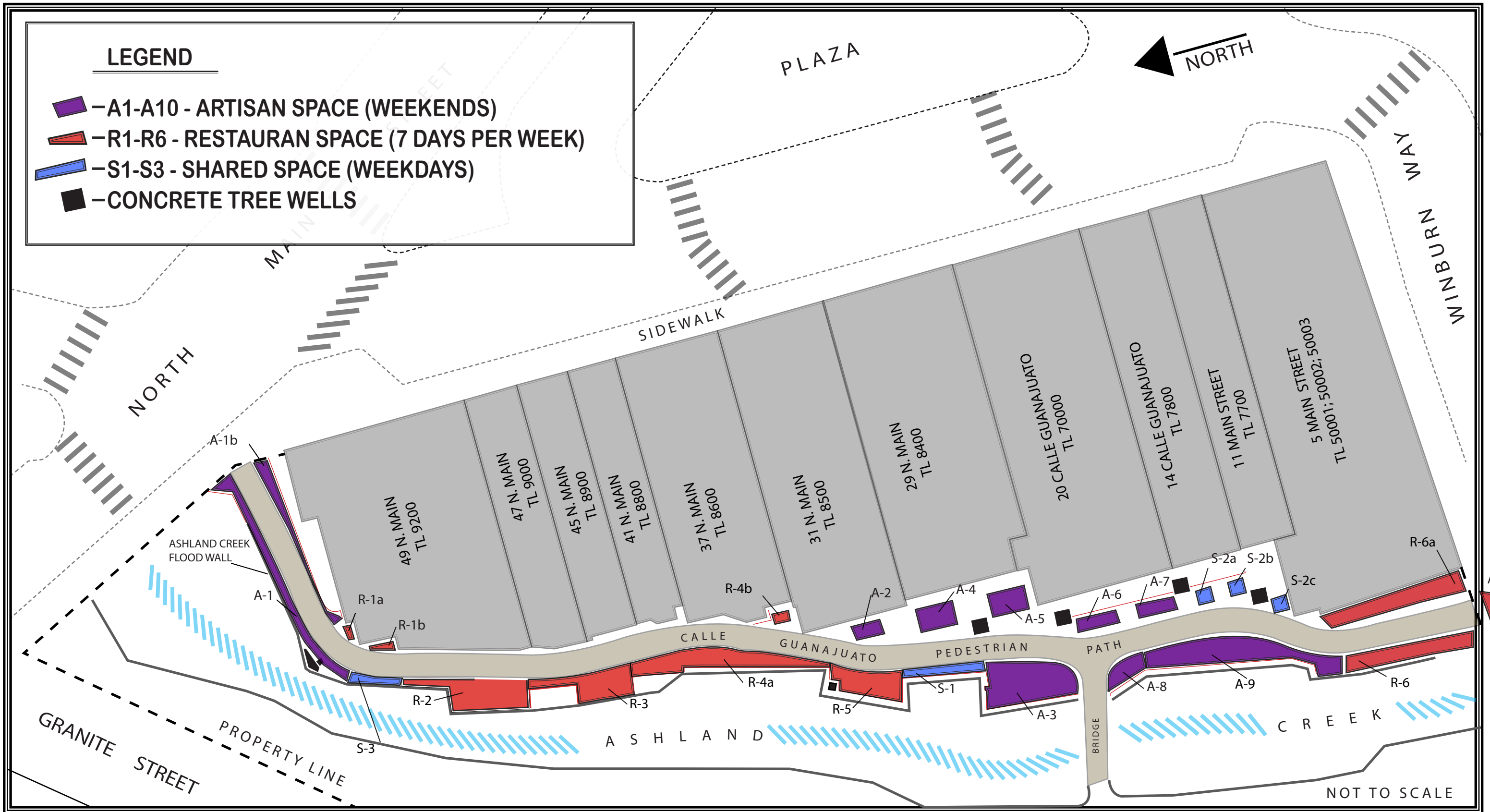
<b>TITLE</b> CALLE GUANAJUATO COMMERCIAL USE POLICY	Page 7 of 7	<b>POLICY No.</b> 101
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- XVI. **Restaurateur:** a licensed restaurant operation on the Calle Guanajuato.
- XVII. **Season:** is the term of use for concession and restaurant operation at the Calle Guanajuato each year. Exact operating dates for each season will approved annually during the review period of permits.
- XVIII. **Restaurant Seniority:** shall be established for application review when a restaurateur and/or Landlord/Owner has been granted a permit to a specific designated site for the calendar year immediately before the current calendar year. Seniority shall be forfeited when occupancy of the site has been abandoned by the applicant or Landlord/Owner for any reason for any period of more than 3 months. For a restaurant with singular access onto the Calle, first right of refusal for any seating immediately adjacent to their building will apply as long as it does not interfere with an already established concession area.
- XIX. **Singular Access:** Calle Restaurant has no access from the plaza side. Primary access is on the Calle Guanajuato side. Address may also reflect a Calle Guanajuato street address.

Approved:  Date: 3/1/19  
Mike Gardiner, APRC Chair

Approved, as to form:  Date: 2/26/19  
Dave Lohman, City Attorney

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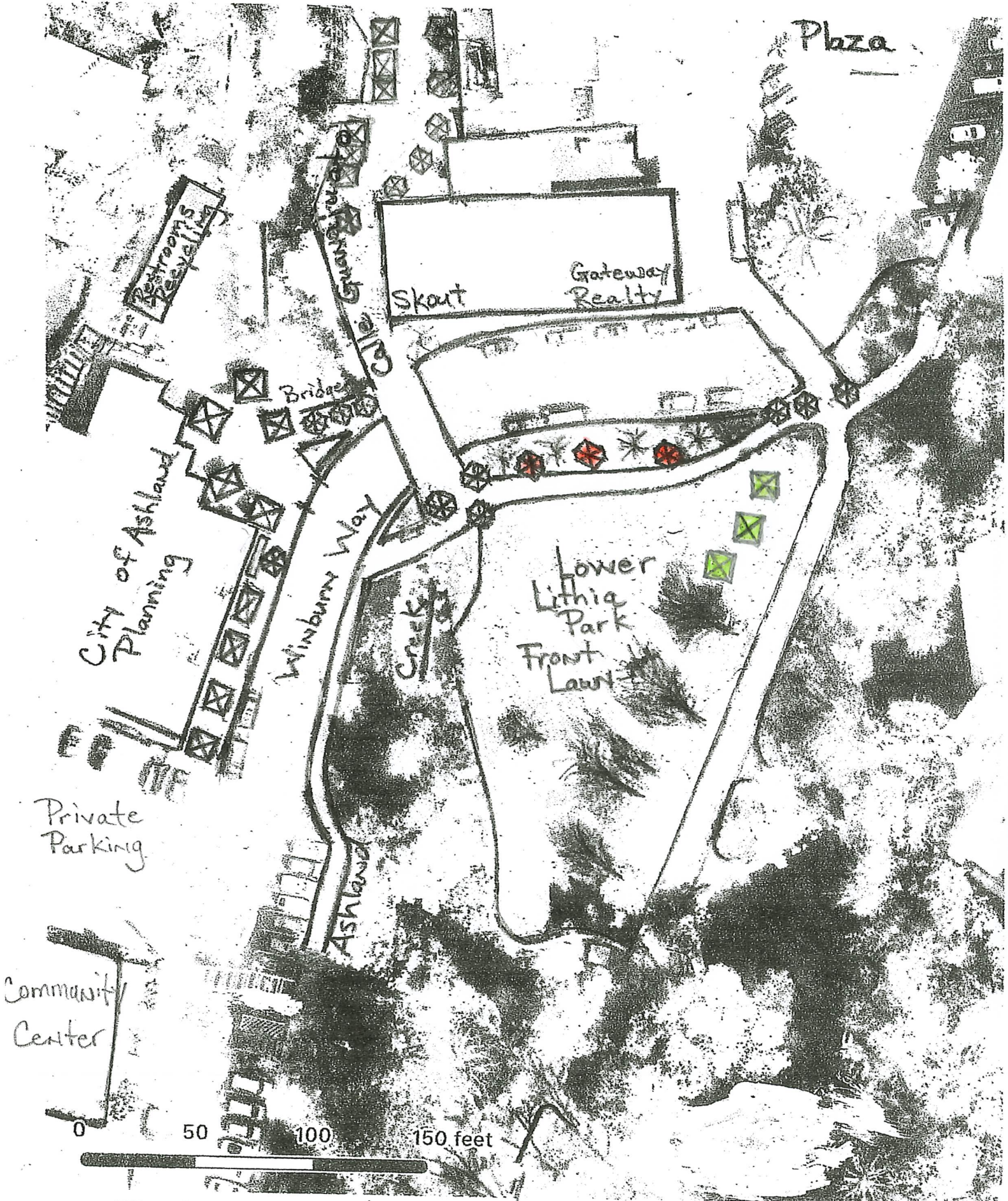


# CALLE GUANAJUATO BOUNDARY MAP

2024 Draft



# Exhibit A



- ☒ Booth Structure 8x8 / 10x10
- ☒ Umbrella paved
- ☒ Season permitting
- ☒ Seasonal Booth

# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt  
Jim Bachman  
Justin Adams  
Jim Lewis  
Stefani Seffinger



Leslie Eldridge  
Interim Director  
541.488.5340  
AshlandParksandRec.org  
[parksinfo@ashland.or.us](mailto:parksinfo@ashland.or.us)

## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Jim Bachman, APRC Commissioner Chair

**DATE:** March 6, 2024

**SUBJECT:** Approval of Job Description for Ashland Parks and Recreation Commission Director (Action)

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The Ashland Parks and Recreation Commissioners will review the job description for the position of Director of Ashland Parks and Recreation Commission.



## JOB DESCRIPTION

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OVERTIME:  Exempt  Non-Exempt

JOB TITLE:	<b>Director of Parks &amp; Recreation</b>
CLASSIFICATION:	Exempt Management
DEPARTMENT:	<i>Ashland Parks and Recreation</i>
DATE:	January 29, 2024

### PURPOSE OF POSITION:

Responsible for administering all Ashland Parks & Recreation functions and for attaining goals approved by the Ashland Parks & Recreation Commission.

### DISTINGUISHING CHARACTERISTICS:

The Director is a single position classification with broad responsibility for managing all operations and activities for Ashland Parks & Recreation.

### SUPERVISION RECEIVED

Receives general direction from the Ashland Parks and Recreation Commission.

### SUPERVISORY RESPONSIBILITIES:

The employee in this classification will have direct supervisory responsibility over subordinate management, supervisory, professional, and clerical employees, and indirect supervisory responsibility over professional, technical, and/or other employees.

### ESSENTIAL JOB FUNCTIONS:

*The duties listed below are only intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the classification if the work is similar, related and/or a logical assignment to the classification.*

The Ashland Parks & Recreation Director works closely with Ashland Parks & Recreation Commission per City Charter to carry out policies and directives established at properly noticed public meetings. Provides adequate information to assist the Commissioners in making decisions and establishing policies. Collaborate with the Commission Chair to prepare the agenda and information related to Commissioners' meetings. Works with the Ashland Parks & Recreation Commission to initiate and develop policies for approval. Keeps the Ashland Parks & Recreation Commission informed on the status of projects, activities, programs, issues, and financial operations.

The Ashland Parks & Recreation Director will supervise and be responsible for Ashland Parks & Recreation's financial operation. Prepare the biennial Ashland Parks & Recreation budget for the Commission's review and approval. Present the biennial Ashland Parks & Recreation budget to the City Council and City of Ashland's Budget Committee. Inform the Ashland Parks & Recreation Commission of needed changes to the budget. Periodically review and report to the Ashland Parks & Recreation Commission about recreational programs regarding revenues, expenditures, and number of community participants, with a goal of seeking savings, enhancing revenues, and determining what programs can be sustained.

Carry out the acquisition, construction, improvements, and maintenance of parks and open space lands. Direct recreation programs, including but not limited to, general recreation, aquatics, and environmental education. Seek creative approaches to augment revenues via grants, donations, and other means.

## Ashland Park & Recreation Director

### JOB DESCRIPTION

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Empower staff through clear communication, set exacting standards and expectations for staff accountability without micromanaging subordinates. Provide administrative direction to all Ashland Parks & Recreation employees, directly or through subordinate supervisors and other managers; conduct performance appraisals and ensure that subordinate managers and supervisors do the same for their subordinates; ensure resolution of personnel matters. Hire, discipline, and as necessary, terminate Ashland Parks & Recreation employees; maintain standards of efficiency and morale among all department employees on matters relating to personnel, employee relations, conflicts, and grievances. The Ashland Parks & Recreation Director must be impartial and fair with the ability to generate trust in the organization and the community.

Work with various citizen and business groups, attend meetings, and represent Ashland Parks & Recreation in multiple organizations and groups. Explain Ashland Parks & Recreation issues and projects, promote citizen participation and support, respond to citizen inquiries, resolve complaints, or refer them to the right departments as needed; follow through to ensure satisfactory citizen inquiry resolution. Serve as a responsible spokesperson for media and public relations purposes.

The Director will bring new ideas and solutions to the Ashland Parks & Recreation Commission and the community. Under the direction of Ashland Park Commission, establish and prioritize short-term and long-term goals. They will be a problem-solver with the ability to multi-task and communicate simultaneously with the Commission, community, and staff in a transparent manner.

Keep Ashland Parks & Recreation positioned as a leader in climate action, healthy forests, wildlife preservation and other ecological values. Promote a workplace culture that embraces the core values of diversity, equity, and inclusion.

#### AUXILIARY JOB FUNCTIONS:

Maintain safety standards in assigned work areas. Maintain proficiency by attending training conferences and meetings, reading materials and meeting with others in areas of responsibility. Maintain work areas in a clean and orderly manner. Perform other duties as assigned.

#### JOB QUALIFICATION REQUIREMENTS:

##### **MINIMUM QUALIFICATIONS:**

##### **EDUCATION, TRAINING, AND EXPERIENCE**

Education: Possession of a Bachelor's degree with major coursework in parks & recreation administration or a closely related field.

Experience: Five (5) years of progressively responsible professional experience and leadership in community recreation program management. One (1) year of supervisory experience.

Substitution: Any satisfactory equivalent combination of education, training and experience that demonstrates the knowledge, skills and abilities to perform the duties of the job proficiently may substitute for the above requirements.

Desirable Qualifications: Previous experience working with council or commissions.

SPECIAL REQUIREMENTS/LICENSES: Possession of, or the ability to obtain and maintain, an Oregon driver's license by the time of appointment.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of:



**Ashland Park & Recreation Director**

**JOB DESCRIPTION**

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- Advanced, modern, and sophisticated principles and practices of municipal government.
- Parks & recreation administration and functions, including organizational and economic development functions and services.
- Principles and practices of municipal finance, budgeting, public administration, and public policy development.
- Principles of effective public relations and interrelationships with community groups, public agencies, private businesses, firms, and other government levels.
- Methods and techniques of volunteer recruitment.
- Current social, political, and economic trends, as well as operating problems of municipal government.
- Pertinent federal, state, and local laws, codes, and regulations.
- Principles and practices of employee selection, supervision, training, and professional development.

Ability to:

- Provide effective leadership and coordinate the activities of a government organization.
- Serve effectively as the administrative agent of a council or commission.
- Select, supervise, and evaluate assigned staff, including senior managers.
- Interpret and apply a wide variety of complex laws, rules, and regulations.
- Analyze, interpret, summarize, and present administrative and technical information and data effectively.
- Communicate effectively orally and in writing, and demonstrate strong presentation skills.
- Establish and support effective working relationships with those contacted during work.
- Demonstrate leadership to employees, contractors, public officials, other agencies, customers, and the general public;
- Be resourceful, reach consensus with others, and exhibit a collaborative style with community members, elected and appointed officials, executive management and staff.
- Gain cooperation through discussion and teamwork.

PHYSICAL DEMANDS:

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

(1) Mobility: frequent sitting for long periods of time; occasional bending or squatting. (2) Lifting: frequently up to 10 pounds; occasionally up to 50 pounds. (3) Vision: constant use of overall vision; frequent reading and close-up work; occasional color and depth vision. (4) Dexterity: frequent use of keyboard; frequent repetitive motion; frequent writing; frequent grasping, holding, and reaching. (5) Hearing/Talking: frequent hearing and talking, in person and on the phone. (6) Emotional/Psychological: frequent decision-making and concentration; frequent public and/or coworker contact; occasional working alone.

WORKING CONDITIONS:

Work is primarily performed in an office setting, frequently at other locations for meetings, and in field locations with frequent exposure to loud noise; occasional exposure to fumes and other environmental substances; occasionally exposed to outside weather conditions.

Adopted by Ashland Parks & Recreation Commission on \_\_\_\_\_  
DATE

Signature by APRC Chair \_\_\_\_\_  
Jim Bachman





# ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Jim Bachman, APRC Commissioner Chair

**DATE:** March 6, 2024

**SUBJECT:** Approval of the Hiring Process for APRC Director (Action)

---

The Ashland Parks and Recreation Commissioners will review the hiring process for the position of Director of Ashland Parks and Recreation Commission.

# Parks Director Recruitment

## PROPOSED RECRUITMENT SCHEDULE

Date	Tasks
3/6/2024	Park Commission meeting to review and adopt job description and hiring process
3/7/24 - 3/28/24	Advertise position
Week of 4/1/24	Application screening during Executive Session
Week of 4/8/24	Candidate Interviews during Executive Session
	Debrief and deliberation in Executive Session

		Information	Action	Lead Staff / Commissioner or Entity Responsible
<b>3/6</b>	<b>Parks Commission Special Meeting Council Chambers 6:00pm</b>			
	Public Arts Advisory Committee Crosswalk Art (Action)		X	PAAC Chair Engelund
	Public Arts Advisory Committee Marking Ashland Places (Action)		X	PAAC Chair Engelund
	Request for Exception to APRC Lithia Park Bandshell Noise Policies (Action)		X	Interim Director Eldridge
	Approval of Calle Guanajuato Season and Restaurant/Artisan Locations (Action)		X	Deputy Director Dials
	Approval of APRC Director Job Description (Action)		X	Chair Bachman
	Approval of APRC Director Hiring Process (Action)		X	Chair Bachman
<b>3/13</b>	<b>Parks Commission Regular Meeting Council Chambers 6:00pm</b>			
	Q2 FY24 Financial Update (Information)	X		Interim Director Eldridge
	Approval of Resolution Authorizing APRC to Apply for a LGGP from the Oregon Parks and Recreation Department for Development of the East Main Park Pump Track and Skills Park (Action)		X	Interim Director Eldridge
	Approval of Resolution Authorizing APRC to Apply for a LGGP from the Oregon Parks and Recreation Department for Rehabilitation of Hunter Park Tennis Courts (Action)		X	Interim Director Eldridge
	Ashland Forestlands Climate Adaptation Project Final Update (Information)	X		Forestry Officer Chris Chambers
<b>4/3</b>	<b>Parks Commission Study Session (Zoom) 6:00pm</b>			
	Spring/Summer Events (Information)	X		Deputy Director Dials
	East Main Park Update (Information)	X		Interim Director Eldridge
	Oak Knoll Golf Course Update (Information)	X		Interim Director Eldridge
	Citywide Facility Assessment Update (Information)	X		Parks Superintendent Caldwell
<b>4/10</b>	<b>Parks Commission Regular Meeting Council Chambers 6:00pm</b>			
	<b>APRC Advisory and Management Advisory Committees</b>			
3/11/2024	Ashland Senior Advisory Committee - March 11, 2024 (In person @ Senior Center, 3:30pm)			Interim Superintendent Mettler
3/21/2024	Recreation Division Advisory Committee-Feb 8 (In person @ Lithia Cabin, 4:00 PM)			Deputy Director Dials
	Trails Advisory Committee - TBD (Lithia Cabin TBD)			Interim Director Eldridge
	Ashland Japanese Garden MAC - TBD (Lithia Cabin 2:00 PM)			Interim Director Eldridge
	Bee City USA MAC - TBD			Deputy Director Dials
	Current Parks, Conservation, and Maintenance MAC - TBD			Superintendent Caldwell
	Golf Course MAC - TBD			Deputy Director Dials
	<b>Council Business / Budget Meetings/Commissions</b>			
3/5/2024	Second Reading Ordinance Adopting the Parks, Trails, and Open Space Map (in person Council Chambers 6 PM)			Interim Director Eldridge
4/1/2024	Joint Study Session with CoA Council Monday, April 1 2024 (in person in Council Chambers 5:30 PM)			
	<b>Ongoing APRC Priority Projects and Work</b>			
	Mission, Vision and Values Report (GOAL #7 Master Plan)			
	East Main Park (GOAL #3 East Main Park)			
	Daniel Meyer Pool (GOAL #2 Improve Public Aquatics)			
	Kestrel Pedestrian/Bike Bridge (GOAL #6 Develop bike/ped trail network)			
	Oak Knoll Golf Course Management (GOAL #4 Develop plan for OKGC)			
	Salmon Safe Certification (GOAL #5 Develop an environmental sustainability implementation plan)			
	Lithia ADA Parking (GOAL #1 Diversity and Inclusion in APRC practices)			
	Bandshell Improvements (GOAL #9 Support opportunities for events)			
	System Development Charges			
	Lithia Bridge Inspections			
	MOU with City			
	Miscellaneous Fees and Charges			
	Cotton Memorial Grove			
	Ashland School District MOU			
	City Website Update			
	Lower Duck Pond			
	Standard Memorial Report			
	<b>Annual Reports</b>			
	Ashland Parks Foundation Annual Report (November)			APF President
	Standard Memorial Report (Program on Hold)			
	Advisory Committee & Management Advisory Committee reports (December)			
	Volunteers in Parks Report (February)			Volunteer and Event Coordinator Shelton