



Hood River Valley Parks and Recreation District Regular Board Meeting
Wednesday, March 20th, 2024, at 6:00 pm
Hood River Aquatic Center

In Attendance:

Board: Anna Cavaleri, Mike Howard, Christy Christopher, Nan Noteboom, Martha Ortega-Verdusco

Staff: Mark Hickok, Marcie Wily, Kelsey Barnes, Jaime Rivera

Public: Jeff Hunter, Kier Bryerton

President Noteboom called the meeting to order at 6:02 pm.

1. Comments from General Public

Jeff Hunter stated he is attending to observe and wishes the district well on its proposed ballot measures.

2. Review Minutes from February 21st, 2024

Christopher requested February 21st, 2024 minutes be amended to reflect that the PAC website domain was shared by Noteboom during the meeting. Cavaleri made a motion to approve the minutes as amended, and Ortega-Verdusco seconded. All approved.

3. Resolution 23/24 #5

Wily presented Resolution 23/34 #5, authorizing an application for a grant to Oregon Parks and Recreation Department's Local Government Grant Program. The district is exploring all funding options and applying for an acquisition and development grant for the Campbell Property to complete the missing link in the Indian Creek Trail. Christopher motioned to approve the resolution; Ortega-Verdusco seconded. All approved.

4. Strategic Planning

Hickok presented the board with an updated timeline for the proposed levy and bond measures. The ballot has been finalized and listed, the website is live, and the PAC is in the early stages of campaigning. He then detailed cost estimates for each of the individual projects that could take place if the General Obligation bond is passed by voters. Hickok demonstrated how easy it was to look up a home's assessed property tax value on Zillow, which shows the previous tax history under "Public Tax History." Property taxes in Oregon are based on "assessed value," which is about 42% of a property's real market value in Hood River County. He also proposed creating a general informational mailer to be sent to all registered voters, which the board expressed interest in. The district will create a postcard for this purpose.

Noteboom provided an update from the PAC on the campaign, noting that the website was up, outreach had begun, marketing efforts were in progress, and two volunteer meetings had been scheduled for the near future. She also mentioned that dinner ticket sales were going well, with only 11 tickets remaining for the "Big Night in a Small Town" campaign fundraiser. Noteboom then discussed the next steps, which included more outreach by signing up to speak at various community meetings, sharing yard signs, and collecting letters to the editor.

5. Reports

Finance Report

Hickok presented the finance report. He stated that SDCs still down although finally picking up a little, and not much change in the last month. The General fund is looking good and is expected to exceed revenue projections by the end of the year, expenditures are at about 61% at about 7 months into the fiscal year. He noted that the district has moved towards more software-based subscriptions to streamline productivity so that's why that category is higher than projected for this year. Christopher requests that the improvement fund report be included in board meetings going forward. The recreation fund is looking good, and it is expected to see revenue go up with summer registration programs.

Directors Report

Hickok delivered the Director's report. HRVPRD received notification from the city regarding the extension of the Waterfront Urban Renewal District to provide funding for the Waterfront Stormwater Line Replacement Project. The impact to the District will result in approximately \$67,000 in forgone projected revenue. Hickok attended the National Recreation and Park Association Directors school, which provided a valuable networking opportunity with Parks Directors from across the country. The district is currently finalizing drafts of budget for the 2024/2025 fiscal year, which will be based on the current state of the district without the bond and levy. Separate budgets will be created for the bond and levy if passed by voters. There is still one vacant position on the budget committee that needs to be filled. Lastly, Hickok shared the Historic Hood River Museum's website with the board, showcasing a historic pool picture from 1957.

Recreation Quarterly Report

Rivera presented the Recreation quarterly report, providing recent highlights of the recreation department. One standout event was organized by parent volunteer Eva Hume, who arranged a Hood River Valley Parks and Rec night out at the Portland Blazers game. Twenty-five children had the opportunity to high-five players as they entered the court and joined them for the national anthem.

Rivera outlined the upcoming summer plans for recreation and the variety of programs that will be offered, focusing on increasing access through outreach efforts. He highlighted the initiative to develop programs tailored specifically for women and the availability of scholarships and financial assistance for those in need. The Gorge KKIDS Foundation, founded by Rita Ketler, offers up to \$150 per child for programs, with an application process requiring proof of government assistance. Additionally, HRVPRD was recently approved for a grant of \$21,350 from the Gorge Health Council that will help support summer camp outreach and financial aid for all recreation programs. In addition to these assistance programs, the district is implementing a 10-25% discount for program registrations through an application process and seeking business sponsorships to further support financial assistance efforts.

Rivera also provided an update on the youth soccer programs, noting that the district's largest program had over 500 participants last year. The program offers soccer leagues for children aged 3 through 8th grade, addressing a gap as the school district only offers leagues for 9th through 12th graders. There will be a shift in program management.

Beginning in the fall of 2023, independent contractors were responsible for overseeing the soccer program. The district will assume full management of the soccer program in 2024 to ensure improved organization. However, the district will work towards establishing a separate entity led by community volunteers as a long-term solution.

Ortega-Verdusco motioned to adjourn the meeting at 7:40 pm. Howard seconded. All approved.

Nan Notelboam
Approved
M. Ortega
Attest

4-17-24
Date
4-17-2024
Date

