

Oregon Parks and Recreation Commission



May 8, 2008

8:30 – 10:00 Work Session

10:00 a.m. - 2:00 p.m. Business Meeting

Tillamook County Fairgrounds

5/08/2008 Meeting Minutes

Those attending part or all of the meeting included:

Commissioners Present:

Jim Parr, Chair

Jay Graves

Jim Brown

Sue Musser

Staff:

Tim Wood, Director

Dave Wright, Assistant Director, Operations

Kyleen Stone, Assistant Director, Recreation Programs and Planning

Roger Roper, Assistant Director, Heritage Programs

Lisa VanLaanen, Assistant Director, Administration

Dave Koellermeier, State Fair Manager

Jim Myron, Legislative Coordinator

Wayne Rawlins, Grants Division Manager

Kathy Schutt, Planning Division Manager

Richard Walkoski, Recreation Programs Manager

Jean Thompson, Public Services Manager

Cliff Houck, Property and Resource Manager

John Potter, Region 2 Manager

Jeff Farm, Ocean Shores Manager

Tanya Crane, Budget Manager

Steve Shipsey, Assistant Attorney General

Vanessa DeMoe, Commission Assistant

Visitors Present:

Tillamook County Commissioner, Chuck Hurliman

Susie Jordan, Legislative Fiscal Office

Justin Cutler, Oregon Recreation and Park Association

Burt Went, Manzanita resident

Larry Runk, ATV Account Allocation Committee

Meeting

On Thursday, May 8, 2008, at 8:30 a.m. Commission Chair Parr called the Oregon Parks and Recreation Commission (Commission) meeting to order.

Commission Work Session (Information)

Commission Work Session 8:30 a.m. – 10:00 a.m.

The Commission met in work session to discuss habitat conservation for the Western Snowy Plover, the Centennial Horizon planning and 2009-11 Agency Budget Request.

This work session was open to the public. However, the Commission did not take public comment during the work session. An opportunity for comment was provided during the business meeting.

Western Snowy Plover Work Session

Kathy Schutt, Planning Division Manager

Kyleen Stone, Assistant Director, Recreation Programs & Planning

Kathy Schutt explained why a Habitat Conservation Plan (HCP) is being done; first, to contribute to the recovery of the Western Snowy Plover and second, to provide certainty of recreation on the ocean shore and the management that needs to take place.

Summary:

- The plover is a threatened bird.
- The bird's population can be affected by loss of habitat, predators and people.
- The Oregon Parks and Recreation Department is applying for a federal permit that would permit some accidental harm to plovers by people using the ocean shore for recreation.
- If the department receives the permit, it agrees to manage some new areas to help plovers recover.
- In the past, the department has cooperated successfully with beach visitors and federal agencies to help the plover recover on the south coast.
- The plover plan will affect a few new areas where plovers do not nest. Most prominently, people visiting a few sites at the ocean shore would need to keep their pets on a leash. Where the plover does nest, pets and kites would not be allowed during nesting season. Other nearby beaches, often a short walk away, will be unaffected by new rules.
- Site management plans will specify what happens within the management areas.
- If the federal government issues a permit to the Oregon Parks and Recreation Department in 2008, the plan will be phased in over a ten year period.
- The HCP and accompanying Environmental Impact Statement final drafts will be ready for approval at the July, 2008 Commission meeting.

Comments and Discussion

Commissioner Brown asked about site management in relation to nesting and occupied vs. unoccupied status of the sites. Ms. Schutt explained that unoccupied sites would be

managed less intensively than occupied sites. Management would become more intense once a site becomes occupied. If no nesting occurs after five years of managing for occupancy, according to the HCP, we just continue managing, or under Adaptive Management we might swap one site for another.

Commissioner Brown asked if the HCP had a cancellation provision. Ms. Schutt replied that the HCP does not include a cancellation option. Commissioner Brown recommended that a cancellation provision, or opt out clause, be added to the HCP and urged that we think of this as a business deal and approach it in that manner.

Commissioner Brown asked what the research and development commitment is for the plan. Ms. Schutt replied that there is not a strong commitment in that area, however there is a focus on monitoring the effectiveness of management actions.

Commission Chair Parr inquired if nest sites have shown up on private ownership. Ms. Schutt stated that there are sites in Coos County; she further explained that the agency does not manage nests on private property, but could provide assistance if requested by the landowner.

Commissioner Graves asked about the annual costs associated with Western Snowy Plover. Ms. Schutt provided the following information about managing current nests at Bandon State Natural Area:

- Predator management = \$8,000
- Nest monitoring = \$20, 000
- Annual maintenance costs for one restoration site = \$12,000
- Staff time

Commissioner Graves stated that the goal is to have 250 birds; there are currently 125, bringing us half-way to the goal in fifteen years. Ms. Schutt confirmed the statement.

Commissioner Musser commented on the conflict between habitat restoration and erosion when beach grass is removed. She asked if this is addressed in the plan. Ms. Schutt replied that this issue has been discussed. Ms. Schutt further explained that in the HCP, each site management plan will address this issue and is important criteria for the management design.

Tillamook County Commissioner Chuck Hurliman asked why there is a need to expand the management areas into unoccupied sites. Ms. Schutt replied that the agency is selecting the areas to support recovery in the larger range; to achieve regional distribution. Mr. Hurliman expressed concerns regarding the cost the county will incur by having to change their comprehensive plan.

Centennial Horizon Planning Work Session
Kyleen Stone, Assistant Director of Recreation Programs and Planning
Kathy Schutt, Planning Division Manager

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Staff distributed a detailed summary of comments that had been received to-date, from all sources, regarding the Centennial Horizon Plan. The commission was informed that the agency had revised the draft principles and strategies in response to key comments. The Vision Plan document will be brought to the July meeting for work session and will be finalized in the fall.

Comments and Discussion

Commissioners provided grammatical and editorial suggestions for the document. Staff will incorporate the suggestions into the draft document that will be discussed during the July, 17 2008 work session.

2009-11 Agency Budget Request Work Session

Lisa Van Laanen, Assistant Director of Administration

Tanya Crane, Budget Manager

Director Wood briefly explained the principles covered in the work session document and gave background on the funding of the agency. At the prior Commission meeting staff presented an analysis on the rate structure and a potential rate increase. Director Wood referred to the tables in the work session document regarding the fee increase options. The Commission discussed the fee increase options and the potential impact to the budget.

Biennial revenue generation potential of fee increase options (for full 24 months)

Summary of Options Assumptions Revenue Generation Potential

- Option 1 No changes to the current rate structure:\$0
- Option 2 \$2 increase to RV and Tent sites; \$9 increase to Yurts; \$4 increase to Cabins; \$2 increase to reservation transactions; \$2 increase to Day Use fees:\$5,954,732
- Option 3 \$4 increase to RV and Tent sites; \$9 increase to Yurts; \$4 increase to Cabins; \$2 increase to reservation transactions; \$2 increase to Day Use fees: \$8,389,972
- Option 4 \$6.43 increase to RV and Tent sites; \$9 increase to Yurts; \$4 increase to Cabins; \$2 increase reservation transactions; \$2 increase to Day Use fees: \$11,348,789
- Option 5 This option provides the flexibility to pick and choose from the various rate increase options
- Option 6 This option replaces the Lottery currently used to fund field operations: \$8 increase to RV (\$28/\$24); \$7 increase to Tent sites (\$23/\$19); \$13 increase to Yurts (\$40); \$10 increase to Cabins (\$45); \$5 increase to Deluxe Yurts (\$70/\$50); \$5 increase to Deluxe Cabins (\$70/\$50); \$2 increase to reservation transactions (\$8); \$2 increase to Day Use fees (\$5)
Note: Rates listed (Prime/Discovery)\$13,738,500

Comments and Discussion

Richard Walkoski, Recreation Programs manager, explained the fee increase documents and discussed the projections of reduction in use related to the fee increase schedule options.

Director Wood stated that we are proposing to ask approval to raise 4.3 million dollars for the next biennium.

Commissioner Brown addressed Chair Parr and stated his support for Option 6. He feels that the Legislature is not being given an opportunity to address the real policy questions regarding this issue. Commissioner Brown feels that Option 3 may put the agency in the same position that created Measure 66. He stated that putting Option 6 before the Legislature will give them the opportunity to ask what other options were considered; giving them the choice to go with another option package. Chair Parr agreed that a shift needs to be made, operational costs being supported by user fees.

Commissioner Musser asked about the drop in usage in relation to the different fee increase options. Richard Walkoski responded and explained that projections included reductions to use according to our historic experience when we have raised fees in the past. He further explained that we have not previously raised rates to the extent we are currently proposing, so may see different reactions from the public this time.

Commission Chair Parr commented that he believes a gentle approach should be taken to the fee increases.

Business Meeting
10:25 a.m. – 2:00 p.m.

1. Commission Business

a) Approval of Agenda (Action)

Commissioner Musser moved to approve the agenda. Commissioner Brown seconded. The motion passed unanimously, 4-0.

2. Public Comment:

Burt Went, Manzanita, OR

Mr. Went expressed his concerns regarding the expansion and development of the Cougar Valley property and the threat to the coastal Coho Salmon. Mr. Went provided written comment to the Commission. He asked the Commission to be sympathetic to the concerns of those who do not want a park at Cougar Valley.

Larry Runk, Chairman of the ATV Account Allocation Committee

Mr. Runk formally invited the Commission to the next ATV Account Allocation Committee meeting. It will be held September 10th through the 12th in Lakeview. He also shared a proposal to raise ATV permit prices over two years from \$10 biannually to \$15. The money would go to the allocation committee (\$1), vendors (\$2), and the remaining \$2 would go to a fund to help pay for safety training for youth under age sixteen. Mr. Runk added that ATV Committee members will be attending the July Commission meeting.

3. Approval of the March 13, 2008 Commission Meeting Minutes (Action)

Commissioner Brown moved to approve the meeting minutes. Commissioner Graves seconded. The motion passed unanimously, 4-0.

4. Director's Update (Information)

Director Wood made an announcement regarding the Kam Wah Chung re-opening. The event was attended by over 300 people. Kam Wah Chung is open and is very well received in the community. Commission Chair Parr shared that Kam Wah Chung is remarkable and worth seeing.

5. Consent Calendar

- A. Approval of Delegated Authority Report (Action)
 - 1) Contracts
 - 2) Natural Resources
- B. Web Services Contract for ATV
- C. Contract with Rogue Valley Council of Governments
[Public comment regarding 5C was distributed to the Commission]

Commissioner Graves moved to approve the Consent Calendar. Commissioner Musser seconded. The motion passed unanimously, 4-0.

6. Grant approvals (Action)

Wayne Rawlins, Grants Division Manager, requested that the commission approve the ranking of the Recreation Trails Program Grants as given by the Recreation Trails Advisory Committee and award the funds as they are available.

a) Recreation Trails Grant Program

OPRD received 36 qualified applications seeking funding assistance; 32 being non-motorized and four motorized projects. The citizen's Advisory Committee heard the presentations and based upon the program's evaluation criteria, scored the projects.

The funds available are \$768,183 for non-motorized projects. This allowed for funding of 11 of the 32 requests for funding. Of the \$329,221 designated for motorized use, the Advisory Committee recommended funding three of the four requests for a total of \$195,154. They did not recommend funding for the Ochoco Trail Riders as the applicant had not completed the necessary environmental assessment work. The Committee recommended that the remaining \$134,067 be carried over to the next allocation. The commission's approved projects will be submitted to the U.S. Department of Transportation, Federal Highway Administration for their review and authorization.

Commissioner Graves asked for background on the process of –

Wayne explained that the grants program solicits from a wide variety of applicants. Applications go through a technical review to make sure they fit pre-determined criteria. The applications are then taken to a review board of nine members. The board has additional criteria that are given points and the scored applications are ranked from this process.

Commissioner Brown moved to approve the ranking of the Recreation Trails Program Grants as given by the Recreation Trails Advisory Committee and award the funds. Commissioner Musser seconded. The motion passed unanimously, 4-0.

b) Land & Water Conservation Fund (LWCF)

Wayne Rawlins, Grants Division Manager, requested that the commission approve the ranking and distribution of funds of the LWCF grants as recommended by the Oregon Outdoor Recreation Committee.

Categories of eligible projects include acquisition, development, and rehabilitation. Grantees must provide at least 50% funding match. Match can be any non-federal cash, donations, or volunteer labor. Funded projects must be maintained in perpetuity.

Approximately \$763,280 is available from the National Park Service. Ten applications were received requesting \$1,097,248. Eight projects totaling \$753,748 were recommended to receive funding assistance from the National Park Service.

Commissioner Graves moved to approve the ranking and distribution of funds of the LWCF grants. Commissioner Brown seconded. The motion passed unanimously, 4-0.

c) ATV Grant Program

Wayne Rawlins, Grants Division Manager, requested that the commission approve the grant recommendations from the ATV Account Allocation Committee.

For the 2007-2009 biennium, the ATV Grant program was provided \$7,846,626 in spending limitation for grants. To date \$6,544,065 has been obligated for ATV projects. Of the remaining \$1,306,280 available for projects for this biennium, the ATV Account Allocation Committee recommended \$1,302,561 for the 19 projects. They recommended the other projects, amounting to \$582,667, be funded if additional spending limitation is obtained through the Legislative Emergency Board later in the year.

Commissioner Brown moved to approve the grant recommendations from the ATV Account Allocation Committee. Commissioner Musser seconded. The motion passed unanimously, 4-0.

7. Rule Making (Action)

Request to adopt OAR Chapter 736, Division 40, Scenic Waterway

Richard Walkoski, Recreation Programs Manager, requested Commission approval to adopt the proposed changes and file the rule as permanent.

The Secretary of State's Bulletin posted the proposed amendments from February 1, 2008 through February 29, 2008. Comments on the proposals were due on February 28, 2008. OPRD did not receive any public comments. Staff did incorporate grammatical and clarification edits suggested by Steve Shipsey, Assistant Attorney General, and Joyce Merritt, OPRD Rules Coordinator.

Commissioner Brown moved to approve the adoption of the proposed changes and filing of the rule as permanent. Commissioner Graves seconded. The motion passed unanimously, 4-0.

8. Request for action by the June Emergency Board (Action)

Lisa Van Laanen, Assistant Director of Administration, requested Commission approval to appear before the June 2008 Emergency Board to rebalance the department's budget.

This action would shift funding sources from Other Funds to Lottery Funds. Additional limitation would be requested for the Land and Water program, the ATV program, Trust and Sink Funds, Field Reallocation and Sponsorship revenue.

The Department has taken the following management actions to reduce expenditures:

Vacancy Savings	\$1,262,149
Service and Supply Savings	217,976
Reduce FIP	1,020,000
Reduce Acquisitions	1,000,000
Reduce Local Government Grants	500,000

The Department will shift approximately \$7.8M in expenditures from Other Funds to Lottery Funds. The Department will request the following amounts of additional limitation:

Land and Water	\$ 714,720 Federal Funds
ATV Program	7,998,319 Other Funds
Trust and Sink Funds	440,000 Other Funds
Field Reallocation	451,514 Other Funds
Sponsorship Funds	500,000 Other Funds

Comments and Discussion

Commissioner Brown asked what the consequence would be for the FIP reduction. Dave Wright explained it would delay development of Cougar Valley and projects at Marr Ranch.

Commissioner Graves moved the approval to appear at the June emergency board to rebalance the agency's budget. Commissioner Musser seconded. The motion passed unanimously, 4-0.

9. Agency 09-11 Budget Request (Action)

Lisa VanLaanen, Assistant Director of Administration

The department is required to submit its 2009-2011 recommended budget (Agency Request Budget) to the Budget and Management Office of the Department of Administrative Services by June 30, 2008. The recommended budget addresses the following priorities:

- a. Achieve balance between backlog reduction, acquisition, and local government grant programs
- b. Fully fund backlog to achieve goal of reduction to near zero by 2014
- c. Bring fees to market rates (incrementally)
- d. Accomplish Park-a-Year objectives
- e. Improve management of ocean and ocean shore resources and support the Governor's marine reserves initiative
- f. Improve management of capital assets through full implementation of HUB
- g. Improve management of natural resources and establish resource management program

- h. Fully implement the field reclassification initiative to bring salaries, responsibilities, and professional development for field employees in alignment

The estimated budget basis:

- currently forecasted beginning balances
- revenues
- expenditures
- ending balance reserves
- dedicated ending balances

Because of the shortfall in the “other fund” revenues (approx \$24.024 million) projected for 2009-2011, it became necessary to propose reductions to balance the other fund revenues with expenditures. The shortfall factors:

- reduction of RV license revenue
- fee waiver programs
- increases to services charges
- operating costs
- increased personnel costs

The budget proposed shifting available lottery funds to restore the reductions in other funds and fund the following policy option packages:

- Ocean Shores
- ATV
- Position Liability
- Natural Heritage Program
- increase user fees
- shift State Fair Debt Service to non Measure 66 Lottery Funds

Recommendations were made to reduce the following programs from the 2007-2009 level:

<u>Program</u>	<u>2007-2009</u>	<u>2009-2011</u>	<u>Change</u>
Acquisitions	\$22 million	\$18.9 million	\$<3.1>
Facility Investment	\$18.34 million	\$17.14 million	\$<1.2>
Local Government Grants	\$15.78 million	\$14.28 million	\$<1.5>

The Department currently has 16 legislatively approved Performance Measures. A budget note in the 2007-09 budget bill required the Department to review its Performance Measures. After the review, the Department is proposed to drop five measures, modify three measures and add one new measure. The result, having twelve Performance Measures that are reported on annually.

Public Comments and Discussion

Justin Cutler, Gresham Parks and Recreation,
Oregon Recreation and Park Association (ORPA)

Mr. Cutler requested local grant funds be maintained at the level of 15 million dollars. He stated ORPA’s support for the user fee increases and stressed that ORPA is a partner and can assist in any way to advocate for fee increases and not to reduce the local grant fund.

Commission Discussion

Commissioner Graves addressed Commissioner Brown, asking Commissioner Brown to explain the thinking behind a “no” vote. Commissioner Brown replied that his concerns are that the proposed budget does not fund the agency priorities. He further commented that he does not feel that the agency has constructed a budget showing a clear statement of what OPRD represents. Commissioner Brown expressed concern that the agency should request to increase fees to meet the entire budget deficit and not just Option 3. He suggested that a proposal for the highest fee increase will open the necessary political dialogue with the legislature on the political commitments previously made with regard to OPRD’s budget.

Commissioner Graves moved to approve the 09-11 budget request. Commissioner Musser seconded. The motion passed, 3-1. Yeas: Commissioners Parr, Musser and Graves; Nays: Commissioner Brown.

[Steve Shipsey, AAG for OPRD, provided legal guidance on allowance of a 3-1 passage of this motion.]

10. Real Estate

Cliff Houck, Property and Resource Management Section Manager

a) Acquisitions Program Update (Executive Session) (Information)
[The commission met in executive session to discuss acquisition priorities and opportunities. The executive session was held pursuant to ORS 192.660(2) (e).]

b) Delaura Beach Acquisition (Action)
Staff requested Commission approval to purchase the Delaura Beach property at \$1,540,000 with the understanding that the City of Warrenton will use \$220,000 for the trail connections.

Cliff explained to the Commission that the 440 acres is seen as a Natural Area addition to Fort Stevens with low impact development. Cooperative work with the North Coast Chapter of the Oregon Equestrian trails group, hiking and walking trail work, and possible restroom and parking lot work of up to \$180,000 was estimated in the January 2007 commission item. This property is a parcel of long standing interest in our acquisition priorities report. There is a signed agreement holding the city to complete the trail work.

Commissioner Brown moved to approve the Delaura Beach purchase. Commissioner Musser seconded. The motion passed unanimously, 4-0.

c) Lake Owyhee Concessions Contract (Action)
Staff requested the authority to negotiate up to \$225,000 for the purchase of improvements and inventory at Lake Owyhee and the termination of the existing contract.

Cliff Houck explained the terms of the Lake Owyhee concession contract. Cliff told the Commission that the ten year term of this contract will expire on April 30, 2013. Much of Lake Owyhee is leased by OPRD from the U.S. Bureau of Reclamation (BOR). The concession contract provides for no compensation at the end of the lease term for improvements made on federal lands by the Concessionaire. Cliff shared with the Commission that agency staff believes it is in the best interest of the department to purchase the improvements and inventory

so that the concession contract can be terminated and operation of this park can improve.

With the purchase of these improvements and termination of the contract, OPRD would take over operation of Lake Owyhee State Park. Operational and staffing plans have been developed by Region 4 to return the park to OPRD management. Operation of the park for this season will require some temporary staffing. Long term operation will require the addition of a Ranger 2, and a seasonal Ranger Aide position to supplement the existing Seasonal Ranger Aide position at an estimated cost of \$85,000 per year. Total cost of operation (labor, services and supplies) is estimated at \$125,000 per year.

Commissioner Musser moved to approve the negotiation and termination of the concessions contract. Commissioner Graves seconded. The motion passed unanimously, 4-0.

- d) Keizer Rapids property exchange (Action)
Staff requested the authorization to exchange the existing access easement for a new access easement with the neighboring property owner at Keizer Rapids Park to support the City's master plan development.

Cliff Houck explained that functionally this exchange has no gain or loss to OPRD ownership. An appraisal of the property would recognize a difference in value of the two easements of \$2,157.64. However the City's work to complete the master plan, purchase 37 acres of additional parks lands, construct trails and parking, along with the commitment to reconstruct the entrance road, is all work in support of park and recreational development and would more than off-set this value difference.

Commissioner Musser moved to approve the Keizer Rapids property exchange. Commissioner Graves seconded. The motion passed unanimously, 4-0.

11. Heritage Programs Update (Information)

Roger Roper, Assistant Director – Heritage Programs, Dep. SHPO

Kam Wah Chung

- Update on the re-opening, May 3.
- Ongoing activities and future plans: artifact cataloging and curation; archaeological excavations; visitor center development.

Heritage Conference, May 4-6, Eugene

- Brief report on the conference. 300 registered
- Planning for the 2009 conference in Portland.

Grant Applications for Restoration Projects in State Parks

- Heritage Programs is taking the lead in applying for a Save America's Treasures (SAT) Grant for Ft. Stevens buildings (primarily re-roofing projects). In order to receive an SAT grant, properties must be of national significance, which the Ft. Stevens structures are. Grants must be matched on

a 50/50 basis, with a minimum grant amount of \$125,000 (the amount of our grant request is being finalized at this time).

- OPRD is also applying for a Transportation Enhancement Grant from ODOT for restoration work on the Heceta Head Lighthouse. The \$1,375,000 total project budget requires only a 10.27% minimum match (approx. \$141,000). Various studies of the lighthouse have already been conducted to determine and prioritize its primary needs, most of which are related to water penetration.

Update on Cannons found near Nehalem Bay State Park

- An advisory committee of various interested agencies and organization was formed and met on April 24. The committee is establishing criteria for selection of the conservator and of the museum facility for long-term care and exhibition.
- The PBS History Detectives program is in the process of preparing a story on the cannons. They have conducted research, interviews, and filming. The program is scheduled for broadcast later this summer.

Historic Building Maintenance Training

- Heritage staff is preparing new one-day training for field staff in parks with historic structures. It will focus on the “hands on” aspects of preservation, including appropriate products, techniques, and materials for both maintaining and restoring historic structures.

12. Oregon 150 / Youth Legacy Project (Information)

Kyleen Stone, Assistant Director, Recreation Programs and Planning

Kyleen Stone explained the two Youth Legacy Projects for the sesquicentennial.

- First project - involves high school age youth in a visioning exercise on statewide issues that may have relevance in 2059 and will culminate in a Symposium at Willamette University in 2009
- Second project - overseen by Governor Barbara Roberts, involves designating four local or county parks statewide as sesquicentennial legacy parks. The project is collaboration between Oregon 150, OPRD, and the Oregon Recreation and Parks Association.
 - Factors in choosing the four parks will include need, geographic location, youth engagement, and consistency with the Children in Nature theme.
 - A grant award process using Local Government Grant funds is being undertaken. A maximum \$200,000 is available. Grants will be chosen by the Local Government Advisory Committee in August. The OPRD Commission will be asked to approve the grants at the September meeting.

13. Marketing Plan (Information)

Kyleen Stone, Assistant Director, Recreation Programs and Planning

Jean Thompson, Public Services Division Manager

Kyleen Stone stated that OPRD's prior marketing plan was written in 1996. The goals of that plan were to generate revenue and increase awareness of specific camping services. The old marketing goals no longer meet our needs and are not consistent with the following important planning efforts that have occurred since:

- The Centennial Horizon Plan
- Target 2014 goals and strategic communications plan
- The Commission-adopted investment strategy
- The Statewide Comprehensive Outdoor Recreation Plan
- The Strategic Interpretive Plan

New Strategic Marketing Plan Assumptions

The ultimate objective of the strategic marketing plan is to connect people, literally and figuratively, with OPRD and our services. We want people to connect OPRD with "quality of life" principles that we believe Oregonians value:

- Outdoor recreation
- Natural resource stewardship
- Environmental education and interpretation
- Cultural and heritage understanding
- Good management of public funds

Priority Marketing Messages

We based the following message themes on customer and SCORP research findings, meetings with OPRD line staff and managers, and synthesis of priority messages from other OPRD reports and plans.

- Repairing Oregon State Parks
- Opening New Oregon State Parks
- Leadership & Outreach through Grant Programs and Community Assistance
- Seeking New Customers and Park Supporters
- Traditional Markets
- Resource Protection

Budget and the State of Marketing Technologies

OPRD has allocated approximately \$140,000 this biennium to execute the elements of this strategic plan. Traditional campaigns are expensive to fund from our current budget, so there is a need to find other innovative (and inexpensive) ways to reach our target audiences. Looking at word of mouth sources such as internet webpages, blogs, my space/facebook pages, YouTube, iPod broadcasts, etc. There are opportunities for us in this internet arena, but we are only just beginning to understand how best to reach people through these channels. We do know that our first important task will be to renovate our web capacity to better meet people's needs.

Top Workplan Priorities

- Improving and revamping OPRD's internet presence;
- Connecting with children and families, especially those who have never/rarely camped or visited a park;
- Showing OPRD's achievements in repairing, acquiring, building & opening new parks; and
- Grassroots awareness of grants, particularly local government grants.

Comments and Discussion

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Commissioner Graves asked about the goal of 1996, it was to get more people to facilities in the off season, did that work? Kyleen responded that the off season numbers have increased.

14. Information Services Overview and Strategic Planning (Information)

Lisa Van Laanen, Assistant Director of Administration

The immediate and most pressing need which was addressed is connectivity to network resources across all OPRD locations. Initial estimates are for a one time expenditure of \$65,000 and increased operating costs over each biennium of \$418,000. This connects every park location, including the booths, and leverages current secure networking principles.

The IT section currently includes support for:

- Distributed computing (workstations and networks in field locations)
- Central network architecture and operations
- Server and email hosting for web applications, development, business continuity and Internet connectivity
- Application development for web and traditional applications such as the HUB application and FMS
- Reservations Northwest for reservations coordination, call center support, and information services to the public
- GIS in support of all areas in geospatial analysis and data management

15. Scenic Waterways Landowner Notification (Information)

Richard Walkoski, Recreation Programs Manager

Richard Walkoski explained that since the last Commission meeting staff developed the following actions to inform landowners and others affected by scenic waterway designations. Update the Scenic Waterway web page – Each scenic waterway will have a live link to its specific rules, OPRD contact person, Notification and Timber Harvest forms and map.

- News article placed in the Oregon Real Estate News-Journal – A quarterly bulletin sent to all Realtors licensed in the state of Oregon. Working in conjunction with the Journal editorial staff, OPRD will provide a description of the scenic waterway program and a link to the OPRD website.
- Constructive Notice to Landowners – This legal recording, in each county containing a state scenic waterway, will state that properties within certain Townships, Ranges, and Sections may be subject to scenic waterway regulations; contact OPRD.
- Mapping – Maps for each scenic waterway showing the length and boundary for each river or lake. Maps will be available to the public as a link on the scenic waterway web page.
- Link at city and county planning department websites – Direct link to OPRD from planning department websites to provide information to those searching for all land use regulations pertaining to their properties.
- Direct mailing to land owners – Provide a friendly reminder about the program and OPRD contact information.

16. Commission Planning Calendar (Information)

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July Commission Meeting, July 15, 16 & 17, 2008

Baker City

Geiser Grand Hotel

July 15 Tour

Murtha Ranch

July 16 Tour

Sumpter Dredge

Historic Downtown Baker City

Work sessions

Centennial Horizon Work session

Contracts Workshop

ATV Policy Workshop

Final Comments

Marr Ranch information (July), Master Plan adoption (September)

HCP Snowy Plover, July

Centennial Plan adoption, September

May 23, sign unveiling at State Capitol State Park

Meeting Adjourned

Dave Wright, Assistant Director of Operations, adjourned the meeting per Chair Parr's request at 1:30 p.m.

The services, programs and activities of the Oregon Parks and Recreation Department (OPRD) are covered by the Americans with Disabilities Act (ADA). If you need special accommodations to participate in this meeting, please contact the OPRD ADA Coordinator at (503) 986-0748 at least 72 hours prior to the start of the meeting.