



Hood River Valley Parks and Recreation District Special Meeting

Wednesday, August 16, 2017

Minutes

5:00pm

In attendance: Board Members, Mike McCarthy, Anna Cavaleri, Nan Noteboom, Glenna Mahurin, Art Carroll, Staff: District Director, Mark Hickok, Interim Assistant Director Marcie Wily, and Members from the Public: Victoria Hubler, Sandy Bielan; Steering Committee Members: Bill Summerfield, Mike Schend,

Special Meeting – Pool Enclosure Steering Committee and HRVPRD Board

Mahurin called the meeting to order at 5:11pm.

1. Brief Recap

Hickok thanked steering committee members for their attendance at the last meeting and overview of options for the pool enclosure study. Conversation at that previous meeting, Hickok recounted, centered around various avenues that would bolster a bond measure. Hickok said that it would be important to get feedback from the public on the possible avenues for support of a bond option, like fields and a park on the westside or in the mid valley. Hickok stated that the multi-jurisdictional master plan would be a good place to do some polling, and that the polling could be done in the front end of the master planning process in the fall.

2. Communication strategy

At the last meeting, the committee asked that a one-page informational sheet be created so that we could present the pool conditions to the public. Hickok presented the informational sheet, which he indicated would be a template for future communication strategy, and he asked for feedback. Suggestions were made to improve the template. Hickok said that another measure that staff has started doing by increasing the social media presence, posting more updates on Facebook and creating an Instagram account. In addition, an email list has been created from our current interested patrons so that emails can be sent with updates.

Conversation ensued about the proper methods for communicating, how much is said before decisions are made and controlling the message. It was decided that the phased approach would be to have the Hood River News come and do a tour of the pool about the deteriorating conditions, shortly followed up by the Parks District's message of knowledge and preparedness through the feasibility study, and upcoming measures to gain feedback from public about other options they'd like to see in our community, such as field improvements at Wy'East Middle School or a park in the Westside area. In addition, it was suggested that a FAQ list be created about the pool that stakeholder members could use when the public asks questions. In addition, Hickok stated that if people ask questions about the pool, that questions can be directed towards him and he'd be happy to answer those questions.

3. Timeline

The goal has been to get a bond for the pool on the 2018 ballot. Hickok stated that he will meet with school district staff to talk about their timeline strategy on their most recent strategy. Members discussed the timeline, stating that the next six months should be about publicizing and documenting

the problem, as well as seeking the public input. After that, committees will need to be formed, such as an outreach and marketing committee, organizational committee, and a committee dedicated to seeking donations. The Parks District is not allowed to use District money to pay for the marketing for the elections.

4. Identify and form committees

Various committees might include outreach committees, marketing committee, an organizational committee. It was suggested that various user groups be involved in some of the process. It was also suggested that the Parks District staff meet with the school district to talk about fields being included in a bond measure. Other suggestions were to vet various groups, like soccer and lacrosse coaches, for turf field support, or for a public space on the Westside, engaging groups like Aging in the Gorge, the Residents Committee, the Booster Club, and CORD. It was also suggested that each member note the various questions are posing, so that they can be addressed collectively.

The group decided to have a special meeting for the pool enclosure before each board meeting.

Sandy Bielen asked if there were other avenues for funding other than a bond, like grants or alternate use spaces that various groups could use to qualify for funding. Schend said that he would ask various agencies about avenues for grant opportunities.

The meeting was adjourned in preparation for the Regular Board Meeting.