



**Parks, Recreation
& Cultural Services**

PARKS AND RECREATION ADVISORY COMMISSION MEETING MINUTES

Angilo Fletcher · Jaynee Haygood, Chair · Jeremy Robbins · Mathew Kuntz · AJ Panter, VPS · Cale Piland, EPS · Syble Crow, Parks Foundation

Minutes from September 20, 2023

Item 1: Call to Order

Chair Haygood called the Parks and Recreation Advisory Commission (PRAC) meeting to order at 4:30 p.m. in Aspen Room at Vancouver City Hall and online via Microsoft Teams. Kuntz, Panter and Piland were absent.

Staff Present:

Dave Perlick, Interim Director
Katherine Stokke, Management Analyst
Stephanie Obotette, Administrative Assistant
Andy Meade, Marshall Center Director
Angela Brosius, Firstenburg Center Director
Monica Tubberville, Senior Planner
Terry Snyder, Senior Park Developer
Julie Hannon, Parks Manager
Chelsea White, Volunteer Program Assistant
Melody Burton, Senior Communications Specialist
Kirsten Hull, Senior Support Specialist
Hailey Heath, Volunteer Coordinator
Stacey Donovan, Cultural Services Manager

Item 2: Approval of Minutes

PRAC approved the July 19 meeting minutes by consensus.

Item 3: Public Comment

None presented.

Item 4: Recreation Cost of Service Study Update

Perlick and Stokke presented the Recreation Cost of Service Assessment. Perlick described the policy origins of the cost recovery model and its connection to the City's Biennial Budget. The cost recovery target of 72% in the 2021-2022 budget was not met. This prompted staff to plan a comprehensive review of the cost recovery model which balances an analysis of program context, equity and inclusion values, and financial analysis.

Stokke stated that cost recovery is a vital component of resource allocation decisions as it seeks to ensure responsible stewardship of public resources and optimize community impact. Facility and staffing capacity impacts cost recovery as well. Stokke presented the GreenPlay Cost Recovery

Pyramid which forms the basis for PRCS's recovery model, and she highlighted the importance of elevating social equity in addition to finances.

Stokke presented the data used for this year's analysis, including waitlists, resident/non-resident splits, scholarships, memberships, and facility rentals. There is tremendous demand for youth orientated programming. In 2022 the number of potential participants on swimming lesson waitlists nearly eclipsed the number of enrolled participants. In addition, residents living outside of city limits constitute 44% of enrollments which impacts cost recovery decisions related to the roll of taxpayers.

Crow asked if staff compares our rates to others in the market and Stokke indicated yes, both Meade and Brosius conduct frequent research on comparable programs. Robbins asked where the non-resident participants resided. Stokke stated that a new data analysis tool is in place to answer that question, but analysis is not yet complete. Perlick added that participants generally come from areas with fewer local options for recreation like northern Clark County and Cowlitz County rather than Portland.

Perlick identified further challenges including staffing availability and cost, limits on part time staffing arrangements, and the immense demand for recreational programming. Some entry level jobs like lifeguarding come with a significant training requirement and reduced flexibility that makes those jobs less desirable in a competitive employment market. Haygood suggested recruiting for lifeguards through high school swim teams.

Haygood asked how staff decides if a registration fee is 'affordable'. Stokke explained that the cost recovery model helps staff determine if their goal is to recover the entire cost of a program or to subsidize that cost based on its balance of personal benefit to community impact. The scholarship program is another way to increase access by reducing financial barriers to enrollment.

Perlick identified the next steps for the Cost of Service Study including refinement of part-time staff deployment, updating the cost recovery policy target, seeking funding to support staffing changes, and to implement fee updates including refinement of the resident/non-resident fee structure. Perlick encouraged the commission to help guide these policy decisions in future meetings.

Item 5: Park Plan Amendments

Tubberville presented proposed PRCS Comprehensive Plan amendments associated with the 2023 Annual Review. If approved by PRAC, these amendments will be adopted into the Vancouver Comprehensive Plan by reference during its annual review process managed by the Planning Commission and approved by City Council. Proposed changes were described in detail in the memo titled 2023 Amendments to the Parks, Recreation and Cultural Services Comprehensive Plan, dated September 1, 2023.

- Amendments to the 2023-2032 Capital Facilities Plan Summary include routine amendments to remove completed projects, reflect known current project schedules and costs, the addition of new acquisition and development opportunities, and modifications as needed regarding funding sources.
- The amendment to the Community Park Service Area consists of a reduction of this service area definition from 3-miles to 1.5-miles based on demographic and development pattern changes. This modification significantly improves the responsiveness of park planning to the evolving community need.

The Planning Commission hearing for these amendments is scheduled for October 10 and the City Council hearing is scheduled for November 27th.

Motion by Robbins and approved unanimously to recommend that City Council approve the proposed text and map amendments to update the Community Park Service Area and Capital Facilities Plan in the PRCS Comprehensive Plan, and the relevant components adopted by reference into the Vancouver Comprehensive Plan.

Item 6: Director's Report

Perlick shared a short video documenting the grand opening of the Chelsea Anderson Memorial Play Station at Marshall Park and announced the grand opening of Fourth Plain Commons.

Item 7: Chair Report

Haygood announced a blood drive at City Hall scheduled for the following day.

Item 8: Evergreen School District Report

None presented.

Item 9: Vancouver Public School Report

None presented.

Item 10: Parks Foundation Report

Crow announced that Alex S. Earl was selected as the new executive director of the Parks Foundation of Clark County. Crow's final meeting will be December 2023 but she noted she is looking forward to other volunteer opportunities with Vancouver PRCS.

Item 11: Open Discussion

Robbins commended staff on their efforts to advertise the Chelsea Anderson playground grand opening.

ADJOURNED

This meeting adjourned at 5:42 p.m.



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