



Parks & Recreation Commission
MINUTES
Thursday, February 25, 2021, 6:00 pm
Virtual ZOOM Meeting



1. CALL TO ORDER

- a. Commissioner Ken Hahn called the meeting to order at 5:59 p.m. Recorder Lange completed a roll call.
- b. Commissioner Robb Heston led the Pledge of Allegiance.

Parks and Recreation Commissioners, City Council Liaison, and Staff Present:

Commission Chair Ken Hahn	Jim Millbauer, City Council Liaison
Commission Vice Chair Linda Stroben	Emily Estes-Cross, Parks & Recreation Director
Commissioner Dean Aeling	Greg Duffy, Parks & Facilities Deputy Director
Commissioner Jack Anderson	Ian Dezember, Parks & Facilities Manager
Commissioner Ty Fischer	Brandon Lange, Recorder
Commissioner Robb Heston	

2. HONORS & RECOGNITION – None

3. APPROVAL OF AGENDA

Commission Vice Chair Linda Stroben moved to approve the agenda as presented. Seconded by Commissioner Robb Heston, the motion carried unanimously.

4. APPROVAL OF MINUTES

Commissioner Robb Heston made a motion to approve the January 28, 2021 regular meeting minutes. With a second from Commission Vice Chair Linda Stroben, the motion carried unanimously.

5. VISITORS –This meeting, held online thru Zoom, had no visitors in attendance.

6. NEW BUSINESS

- a. Park & Recreation Marketing Plan Update
Mr. Lange provided a presentation on the 2021-2022 Biennial Marketing Plan. Target market is still women 25-45 years old based on the age range of the parks and recreation participants, children 2-12 years old. Staff has done a great job leveraging sponsorships and grants and that will continue to remain a focus. Keewaydin Community Center still serves the Baby Boomer generation, however will diversify its target marketing to a broader demographic when it reopens. Participation in the Financial Assistance Program has dropped off the past few years and will be a focus in 2021. While COVID uncertainty delays the return of events and programs, once people feel safe, it's projected pre-pandemic participation levels will quickly return. Social media is the most effective use of marketing dollars. ROI now more than ever will be based on supporting events and programs for our community to gather, connect, and

socialize to improve mental health. Capital improvements, park impact and grant projects will be promoted.

b. Concessionaire Recommendation

- Columbia Park –Smooovies, Neel Deals, and Snowie of West Richland were under contract last year but never **opened because of COVID**. All three wish to return this year, so their 2020 agreements will be honored for 2021.
- Southridge HUB – Neels Deals is under contract for this year and will open for the first baseball competition series on March 6th.
- Pool - Due to a combination of COVID uncertainty and past challenges with pool concessions, instead, vending machines will be stocked with beverages and snacks.
- Columbia River Landing - Bite at the Landing will return to operate the golf course restaurant. Due to the uncertainty of COVID, the term is from March 1 to October 31, 2021. The agreement includes a monthly fee plus promotional value that aligns with our marketing plan.
- Vendors Market, which allows vendors to set up in public parks on weekends, will operate as normal once demand returns.

c. Park Hills Park Assessment Plan

Public outreach campaign will commence in March, to assess Park Hills neighborhood use and support for the future direction of their private park. The former Parks Hills agreement to maintain the park has been terminated. A letter will be mailed to neighbors notifying them of the assessment and public input opportunities, details will be available on KennewickRecreation.com, and a sign will be posted at the park advertising the website and neighborhood meeting date. A meeting at the park will be scheduled for late spring. It was suggested Commissioners sign up for shifts to observe park usage. As an alternative, staff will look into setting up a camera to record park usage. Staff will check on the number of years a Local Improvement District can assess the cost of an improvement, such as for the playground or basketball court improvement.

7. UNFINISHED BUSINESS

a. Park Mitigation Fees

While current park impact fees collected from home development are split into two zones, previously collected park mitigation dollars are still dedicated to one of the 13 zones in which they were collected. An overview or priorities for funding in the zones with balances was provided, including primarily park signs, lighting and potential trail/pathway connections.

6. POLL OF COMMISSION MEMBERS AND STAFF

- Commission Chair Hahn – Complimented staff on timely snow removal and clearing of the Southridge walking path. The new security fence at the Grange WSU Master Garden looks good.
- Commissioner Aeling– Cleanup at Hansen Park looks good. Offered to show parks staff smaller trees where he noticed cross-branching.
- Commissioner Fischer – Mr. Lange’s message on marketing and getting kids in programs was good.
- Commission Vice Chair Stroben – Noticed Zintel Canyon looks great and saw many

people using the trail.

- Commissioner Anderson – Thanked Mr. Lange for a wonderful job.
- Mr. Duffy – Provided an update on the Columbia Park dock rehabilitation application to RCO, of which preliminary reports indicate ranked high. Columbia Park shoreline stabilization Phase 1 is complete.
- Ms. Estes-Cross– Columbia Park Highway 240 main entrance sign application was submitted to the US Army Corps of Engineers. Columbia Park decommissioned campground has receive two inquires about the possibility of a sublease for a privately run campground. Information on the failed septic tank and hookup to city sewer was provided. Avid tennis player provided input on prioritizing resurfacing of tennis courts. Horse Heaven Hills will most likely be the top priority when funds are available. Richland has requested a discussion on a regional micromobility pilot program. Staff tournament coordinator loaned to Fire Prevention earlier in the pandemic is transitioning back to recreation 3 days a week in preparation for baseball/softball competitions (start March 6). The department is excited to fill 4 M&C positions that remained vacant during pandemic uncertainty, in preparation for reopening restrooms, mowing and increasing weather-related park use.

7. ADJOURNMENT

The meeting adjourned at 7:31 p.m.

Respectfully submitted,
Brandon Lange, Recorder