

ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Mike Gardiner
Joel Heller
Rick Landt
Jim Lewis
Matt Miller



Michael A. Black, AICP
Director

541.488.5340
AshlandParksandRec.org
parksinfo@ashland.or.us

PARKS COMMISSION STAFF REPORT

Date: September 20, 2017

To: Ashland Parks and Recreation Commissioners

From: Michael Black, APRC Director

Subject: Creation of the Ad Hoc Senior Program Advisory Committee

BACKGROUND

For the past several years, the Senior Program (the “*Program*”) of the Ashland Parks and Recreation Commission (“*APRC*”) has been under review through several means, including the 2016 APRC Performance Audit Report performed by Matrix Consulting Group and the Senior Program Subcommittee (the “*Subcommittee*”) which was formed on October 24, 2016. The Subcommittee was formed “*to review the programs and activities of the Senior Program, to determine best practices for the center based on the desired outcomes of the Commissioners of APRC and to create goals and objectives for implementing those outcomes.*”

The Subcommittee began its evaluation of the Senior Program by establishing the following goals for its efforts:

1. *Through the gathering of information, gain a greater understanding of the senior program and the function it serves for the citizens of Ashland;*
2. *Explore new ways of marketing and program innovation to ensure that the greatest number of citizens are benefited by the senior program;*
3. *Evaluate the organizational structure of the program and ensure that the organization of the senior program and the goals for innovation are aligned for efficiency and service delivery;*
4. *Seek advocates of the senior program and new ways to increase community involvement through volunteerism; and,*
5. *Evaluate the current senior program policies and create an official subcommittee of the Ashland Parks and Recreation Commission reporting directly the Commissioners to ensure collaboration and governance.*

The Subcommittee met on the following dates to review information related to the Program and the aforementioned goals:

1. January 24, 2017
2. March 28, 2017
3. April 17, 2017
4. May 3, 2017
5. May 17, 2017
6. August 8, 2017

At the final meeting (August 8, 2017), recommendations for action from the APRC Director was presented to the Subcommittee, which was adopted and sent to the full Parks Commission for review.

The Parks Commissioners reviewed the recommendations of the Subcommittee on the 9th of August, 2017, in a public meeting. The following recommendations were adopted by a unanimous vote of the Ashland Parks and Recreation Commissioners:

- *Form an official Subcommittee of the Ashland Parks and Recreation Commission to provide oversight and guidance to the Senior Program.*
- *Switch operational oversight and management of the Ashland Senior Program back to the Recreation Division.*
- *For a period of three or so months, focus on re-designing the Senior Program to make it more robust and more inclusive:*
 - *Ensure that throughout the transition, core services are preserved and the Center is open and accessible for seniors for scheduled appointments and classes and for drop-in visits.*
 - *During the transition period, develop a plan for invigorating and expanding the Senior Program and present it to the Commissioners for review.*
 - *Perform multiple open house events and conduct a survey of the Ashland citizens covering all aspects of the Senior Program.*
 - *Create an ad hoc Senior Advisory Committee selected from program participants and related professional field experts.*
 - *To accomplish transition to a new Senior Program, lay off current staff (1.7 FTE) and temporarily reassign duties among other APRC employees to maintain core services.*
- *Implement the plan for increasing recreation and other program offerings to better serve the senior population, and revise Senior Center functions, staffing and job descriptions accordingly.*
- *Throughout the process of reorganization and review, explore options to increase revenue to offset some of the costs associated with the expense of running the Senior Program*

In order to move forward with the progress of the reorganization of the senior program, it is time to create the ad hoc Senior Program Advisory Committee as mentioned above. The following document details the makeup and charge of the committee and provides the basic guidance for the committee.

The committee, which will be created by a motion of the Commissioners, will hold public meetings that will be noticed as necessary by legal requirements and meeting minutes/recordings will be kept.

REQUESTED ACTION

Create the ad hoc Senior Advisory Committee and adopt the accompanying bylaws by motion.

SUGGESTED MOTION

I move to approve the creation of the ad hoc Senior Advisory Committee as outlined in the accompanying bylaws.