

Council Present:

Mike Anderson
Bob Hooker
Jean McKittrick
Jane Vincent

Jack Gradle
Bill McCoy
A.J. O'Connell

Staff Present:

Mark Shrives
Roberta Tharp
Layli Nichols
Roy Sprout
Shelley Humble
Ross Williamson
Steven Dobrinich

City Administrator
City Recorder
Finance Director
Public Works Director
Airport Manager
City Attorney
RARE Intern

School District Board Members Present:

Tony Marquess
David Eusted
Kathy Thompson
Lacy Risdal

Barbara Jenkins
Gary Clark
Jacki Pruitt

Council Absent:: 0

Press: Creswell Chronicle & KEZI News

Audience: 40

The Joint Creswell City Council and Creswell School District Board of Directors meeting was called to order by Mayor Bob Hooker and Board Chair Kathy Thompson at 7:00 PM and the pledge of allegiance given. Mayor Hooker turned the meeting over to Kathy Thompson to chair and she thanked the Council for the opportunity to meet jointly and introduced Jason Genck.

1. Jason Genck – Willamalane Survey Results

Jason Genck Deputy Superintendant of Willamalane addressed the Council and the School Board of Directors to present the Recreation Survey results conducted earlier this year in Creswell.

Mr. Genck began his presentation with some background on Willamalane. Willamalane was created in 1944 as a special recreation district in Springfield and is built on partnerships. The partnerships that form Team Springfield include the City of Springfield, Willamalane, Springfield School District and Springfield Utility Board and they work together as leaders in the community. Willamalane and Springfield School District regularly apply for 21st Century Learning Grants together. Since the commencement in 2006 of the Wildish Theatre, Willamalane has successfully managed that facility. The City of Veneta and Food for Lane County have also partnered with Willamalane to begin a Summer Playground Program in that community. Willamalane currently see approximately 1.2 million visitors to their facilities per year.

Mr. Genck said Willamalane has a presence at every Springfield school along with full access to their facilities that allows them to provide affordable after school and evening programs. They have team based solutions and look for sustainable programs such as the middle school sports program in Springfield. The School District provides limited funding to underwrite some of the cost and provide scholarships. This program is run for about one third of the cost of what the School District ran it for and participation has increased significantly. They run a fee based program and also develop schools and facilities that will benefit the community overall by balancing educational and recreational enrichment for the programs and services they provide.

Mr. Genck said Willamalane was approached a couple years ago by Mark Shrives looking for recreation opportunities for Creswell and possibly the opportunity of forming a partnership. He said he sees many key elements in Creswell similar to those in other partnerships with Willamalane. Tax support for recreation opportunities in Creswell are at a minimum and he sees similarities in existing partnerships and of those that could be formed with Creswell. The operating policies and procedures adopted for Willamalane allows them to support and develop partnership opportunities.

Mr. Genck said the results he is presenting this evening is information gathered not only from the recreational survey but also from the Cobalt Building Survey completed in December 2009, the Creswell Youth Advisory Council Survey done in April of 2011, a needs assessment completed by Willamalane and also unsolicited feedback from residents within the community.

The recreational survey was created to help the city gauge the demand for programs that Willamalane could provide Creswell residents. Four hundred two residents or eight percent of Creswell's population participated in the month long survey. The results show that of those residents taking the survey seventy seven percent would like to see more recreational opportunities in Creswell. Mr. Genck said the results of the 2009 Cobalt Building Survey reveal the identical percentage to the same type of question asked in that survey.

Residents were asked to rate programs on importance to their household and the following seven topped the list: Swim lessons for youth, summer playground programs, outdoor concerts, youth sports, summer camps for youth, after school programs and fitness programs. Participants were also asked to include any additional programs or services they would like to see offered and among those listed were a skate park, teen center, city swimming pool, adult activity center, daycare program and a ride source to Eugene for disabled and seniors. The survey then went on to ask participants how likely it was for a member of their household to pay for services they rated as important. The results revealed sixty four percent said they would pay for services where the 2009 Cobalt Building survey reflects eighty-five percent were willing to pay for memberships.

Mr. Genck made the following recommendations to the Council and School Board:

- Explore opportunities while focusing on the top areas of interest – Begin small to develop an interest base and then expand by adding additional programs.
- Meet with local recreation providers to avoid duplication of services within the community – Implement a summit to discuss opportunities on how we can better service our patrons.
- Collaborate with the business community and link strong support of recreation programs to a strong future for Creswell.

Mr. Genck presented a Menu of Options he recommends for Creswell that would provide a joint partnership between the City Staff, Creswell School District and Willamalane Staff.

- Collaborate with Creswell recreation and service providers to implement a Summit
- Collaborate with Food for Lane County to run a summer playground program – expanding the partnership with Creswell Public Schools and United Way to implement some literacy programs in conjunction with the summer playground program.
- Implement a swim lesson program
- Implement nature based and sports based summer camps for youth ran by the Willamalane Parks and Recreation District
- Continue the Summer Movie in the Park program and consider adding a concert series
- Collaborate with Creswell Public Schools to create a youth center with Willamalane providing programming and staff
- Joint collaborative effort on youth enrichment and/or wellness grants

Mr. Genck presented his suggestions for the Cobalt Building.

- Pursue grants and outside funding
- Consider a phasing in process for facility improvement with the key focus on a youth center
- Partner with local service providers seeking facility space to provide funding in exchange for long term pre-paid lease

Councilor O'Connell asked if we could be seeing Willamalane's presence at the Cobalt building within the next year. Mr. Genck said yes but we would need to continue to grow community support around the facility if that is the desire of the Council.

School Board Chair Kathy Thompson asked what programs he would recommend offering for the Creswell's youth for the different age groups. Mr. Genck said based on the survey information and what Willamalane already has to offer, he would recommend the following programs:

- Elementary School age group - afterschool programs, swim lessons and literacy enhancements through a Summer Playground program.
- Middle School age group - role modeling and mentoring kids through a youth center, to provide social opportunities, and after school programs, homework enrichment, and summer camp.

- High School level – Apply for Safe Grants with the School District to offer classes such as cardio fitness boxing, to create and develop their own recording studio, Graffiti Artist program for designing signs and tee-shirts, co-ed sports, and High School Night on Fridays to provide movies, music and video games.

School Board Chair Kathy Thompson asked if community members are brought in to help run these programs. Mr. Genck said they have partners such as Food for Lane County, Springfield Public Schools, United Way, they work with Universities to acquire interns and they have a large volunteer base.

School Board member Gary Clark asked about the Sports Program offered at Middle School age level. Mr. Genck said they offer a fee based sports program offset by some scholarships provided by Springfield School District that includes basketball, volleyball, soccer, flag football and track. Willamalane has approximately thirteen hundred Springfield participants in this program, up from nine hundred the School District had when they were offering it for free. Willamalane is able to run the sports program at a third of the cost the school district ran it for.

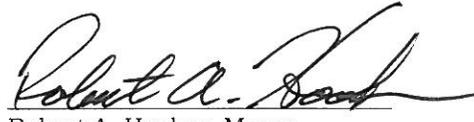
Kathy Thompson thanked Mr. Genck for presenting the Willamalane Program information to the Board and the City Council and thanked the City Council for inviting the School Board to join in on this meeting.

City Administrator Mark Shrives said the Council and the School District should discuss the opportunity of forming a summit in order to look at developing a partnership and funding opportunities. Mr. Shrives said he has been contacted by the Cottage Grove Relief Nursery who is also interested in participating in the partnership of the Cobalt Building. Currently one third of the Cottage Grove Relief Nursery participants are Creswell residents and they would like to expand and move some of their services into the Cobalt Building to better serve Creswell. Mr. Shrives also pointed out the more partners you have the opportunities are better when applying for foundation grants.

2. Adjournment

There being no further business School Board Chair, Kathy Thompson adjourned the School Board Meeting and Mayor Bob Hooker adjourned the City Council meeting at 7: 29 PM.


Roberta J Tharp, City Recorder


Robert A. Hooker, Mayor