



**UMATILLA PARKS AND RECREATION ADVISORY
COMMITTEE MEETING**

AGENDA

UMATILLA CITY HALL, 700 6TH ST., UMATILLA, OR 97882

Thursday, February 1, 2024

6:00 PM

Page

1. **MEETING CALLED TO ORDER**

2. **ROLL CALL**

3. **APPROVAL OF MINUTES**

3.1. Meeting Minutes

Approve minutes

[Agenda Bill - Pdf](#)

[Agenda Bill - Html](#)

[Parks and Recreation Advisory Committee Meeting](#)

2 - 9

4. **PUBLIC COMMENT**

Public Comment is an opportunity for citizens to express opinions, raise issues, and provide information to the City Council. Comments presented during this segment should be on city-related issues and not on items that are scheduled for a Public Hearing on the same evening's agenda. If you wish to speak, please provide the requested information on the Sign-Up Sheet, being sure to note the topic on which you will speak. When called to the podium, begin by stating your name and address. You will have five minutes to speak, unless otherwise instructed.

5. **NEW BUSINESS**

5.1. Committee Appointments

Appoint committee members to serve as Chair and Secretary

5.2. Semi Annual Report Presentation

[2023 Annual Report \(compressed\)](#)

10 - 27

6. **DISCUSSION ITEMS**

7. **ADJOURN**



CITY OF UMATILLA, OREGON

AGENDA BILL

<u>Agenda Title:</u> Meeting Minutes		<u>Meeting Date:</u> January 18, 2024	
<u>Department:</u> Parks & Recreation	<u>Director:</u> Chris Waite	<u>Contact Person:</u>	<u>Estimated Time:</u>
<u>Cost of Proposal:</u> <u>Amount Budgeted:</u>		<u>Fund(s) Name and Number(s):</u>	
<u>Reviewed by Finance Department:</u> <input type="checkbox"/>		<u>Previously Presented:</u>	
<u>Attachments:</u> Parks and Recreation Advisory Committee Meeting			
<u>Summary Statement:</u> Review minutes from previous meeting			
<u>Suggested Action:</u> Approve minutes			



**CITY OF UMATILLA
COUNCIL MEETING
November 16, 2023**

1. Zoom Information

- 1.1 <https://us02web.zoom.us/j/86150239942?pwd=Ym9xMmJEd1BNOUtCa1MxSXp2ZHlFdz09>

2. MEETING CALLED TO ORDER

- 2.1. 6:02pm by Kristina Ridings

3. ROLL CALL

- 3.1. PRESENT: None
Kristina Ridings
Joel Barajas
Lisa Dahlin
Rebecca Greiner via Zoom
Maximo Bedolla arrived at 6:30pm
ABSENT: None
Alexandria Capers

4. APPROVAL OF AGENDA

- 4.1. Kristina called for approval of agenda. Joel seconded the motion to accept.

5. PUBLIC COMMENT

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- 5.1. Sid & Lauryn Britt - 2796 High Dessert Loop
Connor Journot - 168 Rio Senda St.
Melody Journot - 168 Rio Senda St.
Conner Journot - Went to marina and spoke with an employee about adding bait and tackle to be sold there as well as RV parts. Made the suggestion to also purchase an ice machine and to sell our own ice rather than paying a company to provide us with it. Gave the committee a written list of suggested items to sell - bottom walkers, plugs, spinners, hooks, weights, power bait, jigs, worn harnesses, plastic grubs, bobbers and bobber stoppers, and fishing line. For RV parts, Conner suggested the following - leveling blocks, sewage hoses, batteries, water hoses, propane canisters, 30 & 50 amp plugs, and phone chargers.
Melody Journot - Stated that she just to manage the RV park & marina. Suggested to keep the items listed in a binder to present to guests to keep theft to a minimum and store the items in the backroom. She commented on adding specific tackle/bait based on our area and fishing trends.
Lauryn Britt - Affirmed the above comments made by the other speakers. Also added that there seems to be a gap between the school district and Parks & Rec activities. Need to get the info on the calendars. Asked about the Ice Skating rink for the winter season.

6. NEW BUSINESS

Director Chris Waite presented the following Division Reports to the committee. See attached items for specific reports.

- 6.1. Marina and RV Park Division Report
- 6.2. Big River Golf Course Division Report
- 6.3. Recreation Division Report
- 6.4. Director's Report

7. DISCUSSION ITEMS

- 7.1. Parks & Rec Soccer League meeting will take place on Thursday December 7th. Maximo Bedolla & Joel Barajas to help start the league.

8. ADJOURN

- 8.1. Meeting adjourned at 7:55pm

November 16, 2023

9. Zoom Information

DRAFT



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City of Umatilla Parks and Recreation 2024 SEMI-ANNUAL REPORT



Annual Report

Jan-Dec 2023

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Director's Message

Dear Mayor and Council,

It is my pleasure to present to you the Parks and Recreation Department's Semi-Annual Report. It is a joy to work in such an incredible and supportive community. 2023 was a year of tremendous learning, challenge and growth for our department. I am very proud of the success our staff experienced and the obstacles they were able to work through. Behind each event, program and service lies hours of staff time. I can't speak highly enough of the effort, dedication and passion they put into making the City of Umatilla a better place.

I also acknowledge the wonderfully collaborative spirit here at the City. Our department couldn't succeed without the support we receive from all our colleagues. Our work requires collaboration with each of the other departments and I appreciate their help, professionalism and support.

Lastly, I thank you, Mayor and Council, for your support of the Parks and Recreation Department. Thank you for giving us the tools and resources to create places, events and programs that improve the quality of life for our residents.

Sincerely,
Chris Waite

Our Team

Staff of the Umatilla Parks and Recreation Department consists of three divisions. They are: Recreation, Marina/RV Park, and Golf Course. Below is an introduction to our team.

New Staff



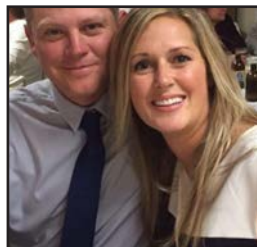
Tonia Ruebsamen

My name is Tonia Ruebsamen and I was recently promoted to a full time Recreation Coordinator. I've worked for the city since December of 2022 when I found out about the position at adult bingo. Prior to this position, I was an Office Manager for a member centric travel and tourism organization. I've also worked many years in Retail Management. My hobbies include traveling, camping, and hanging out with my dogs.

Department Introduction



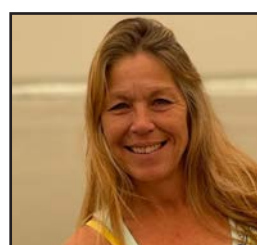
Chris Waite,
Director



Megan
Olsen, Golf Course
Administrative
Supervisor



Luke Romero,
Recreation
Coordinator



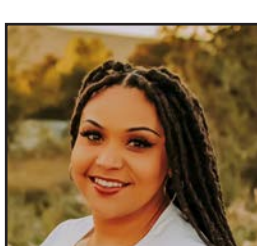
Denise
Lawson, Pro
Shop/Marina
RV Park



Salud
Campos,
Marina/RV
Park Office
Clerk



Noemy Vega,
Recreation
Coordinator



Vanessa
Thomas,
Pro Shop

Awards & Recognition

Below are a highlights of the department's 2023 awards and recognition.



National Parks & Recreation Association Certified Park and Recreation Executive (CPRE)

CPRE establishes a national standard for managerial, administrative, and executive parks and recreation professionals and was awarded to Chris Waite. He is one of only six professionals within Oregon to have attained this level of certification.

Oregon State Marine Board (OSMB) Facility Grants

Through a multi-department effort, the City received two grants from OSMB totalling just under \$600,000. These funds will be used at Nugent Park for improvements to the boat launch and parking. Additionally, they will be used to begin studies for the Umatilla Marina's future renovation.

Local Grant - Walmart Giving

In May of 2023, the Parks and Recreation Department received a \$1,500 grant to support recreation programs through Walmart Giving. Luke Romero was responsible for submitting the application.



Arbor Month Booster Grant

Due to a successful application submitted by Noemy Vega, the Parks & Recreation Department received a grant to fund the planting of trees during Arbor Day.



Our Progress



Registrations

Over 1,000 registrations processed online amongst 62 program days



Average Age

The average age of account holders on CivicRec (registration software) is 33 years old!



6

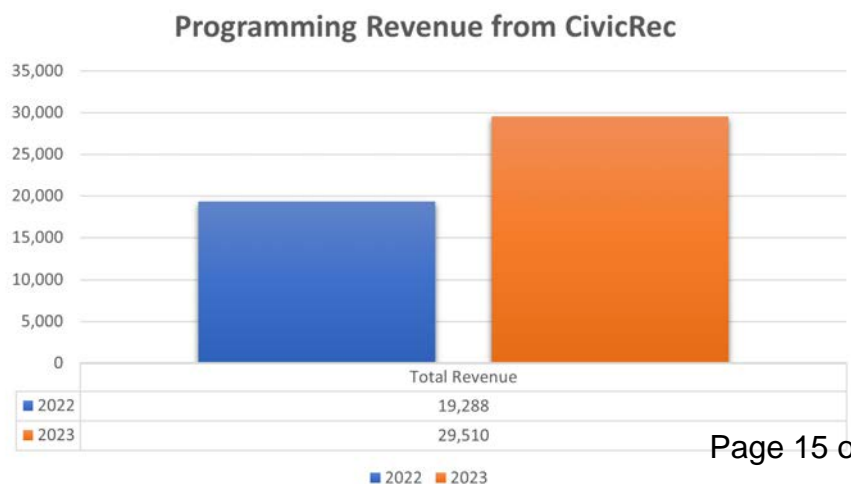
Events

The majority of these events were free and open to the community, with Landing Days being one of our most successful events in Umatilla this year having the greatest turnout in the event's history.

44

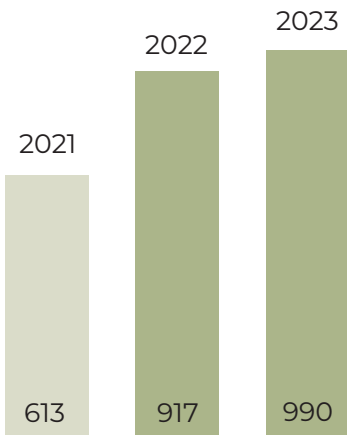
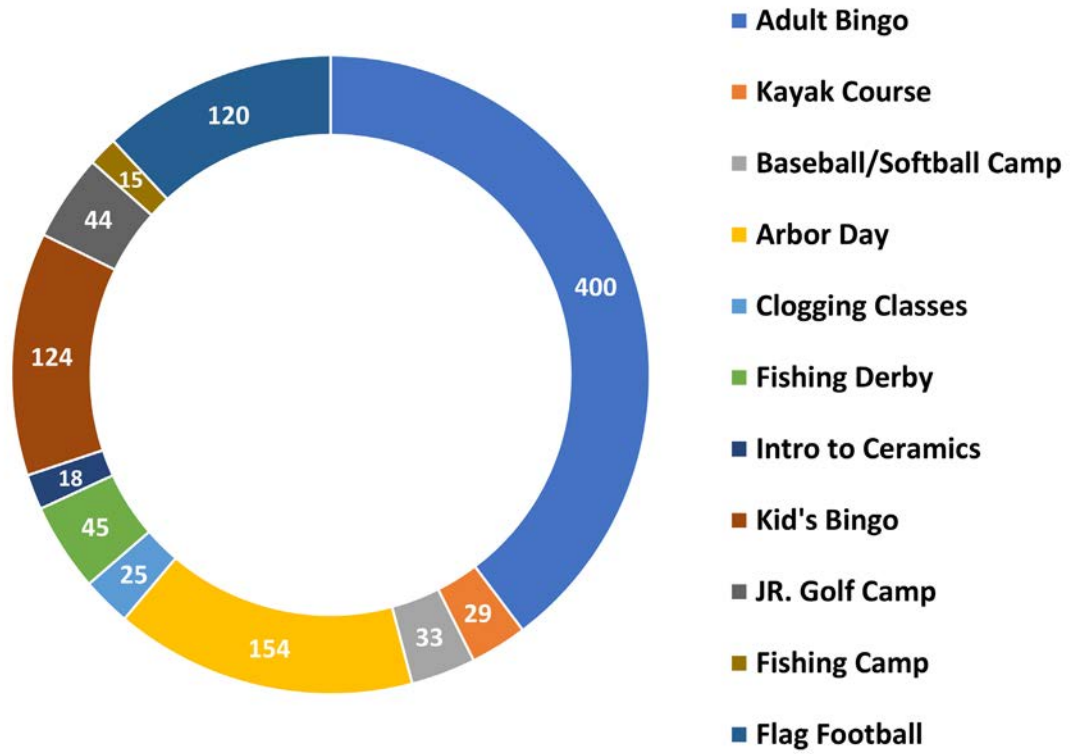
Equipment and Facility Rentals

In 2023, we received a total of 13 kayak rentals, 10 paddle board rentals, and 21 facility rentals. Totaling these numbers together 44 rentals were issued through CivicRec.





Program Participation



Stats from CivicRec

Currently, we have 2,821 individual accounts in our recreation registration software. The chart above breaks down new accounts by year. 917 new accounts were created in 2022 and 990 new accounts were created in 2023



Recreation Divison

The 2023 year was full of many adventures for the Parks and Recreation Department. This was our first full year as a stand alone department, and we have had many successes and opportunities for growth along the way. As a department, we had over 25 programs/classes/special events planned within this past year. Among these, we have several that have become very popular like adult bingo as well as special events that hold a “special” place in the hearts of our community members like our Trick-or-Treat on 6th Street.

Rock the Locks was a huge undertaking for the City and our department this year. Our staff focused on making the event as safe and enjoyable as possible while maintaining the quality of our other programs and services. Through this process, our department gained many new skills. As with every new event, there are things we learned and will improve on. However, we are proud of the product we produced. Beyond Rock the Locks, the Recreation Division saw growth in participation in many other the events and program.

Below is a summary of programs and events that took place this past year.

2023 Programs and Classes

Water Palooza

Water Palooza was a free event for the community that was held in July. We setup an inflatable obstacle course, waterslide and a giant slip and slide. The day ended with a free raffle for everyone in attendance. The event brought in roughly 600 participants and was a huge success as was last year.

Junior Golf Camp

This year the Parks and Recreation team collaborated with Hermiston Parks and Recreation to put on a Jr. golf camp at The Big River Golf Course. The golf camp was a four-day event where we taught the junior golfers all three hitting techniques (driver, irons and putting). The camp brought in 44 participants which maxed out our registration, we also had participants placed on a waiting list.

NFL Flag Football

This year’s season of Flag Football was a huge success. The season began in April and ran through June 3rd. There were 13 teams with games played on Saturdays. The teams were coached by volunteers and the games were officiated by seasonal recreation employees. We had a very successful year with no games cancelled. The league increase to 120 participants.

Flashlight Egg Hunt

This year’s egg hunt had a great turn out, so much so, that it blew past our expected attendance levels. Despite the rain the day of the event, we had over 150 children participate. Staff is considering changing the format next year to better accommodate the program growth.



Arbor Day

For Arbor Day we had the 5th grade class of MHES come out and participate in 5 different educational and activity stations. Thanks to volunteers and the assistance of the Public Works and Golf Course staff the event went smoothly. The 5th grade classes were able to choose a representative from each class to join the City Administrator in planting Lulu the Linden tree at Hash Park. The name was selected by the students during the event. We now have an additional 19 trees within the McNary area due to Arbor Day.

Fishing Derby

For this wonderful one-day event, Parks & Rec staff set up at the McNary Fishing Pond. Thanks to the help of Oregon Department of Fish and Wildlife, we were able to tag 150 fish that participating children could turn into the City's tent to claim a prize. A total of 700 fish were stocked in the ponds. Roger's Toyota sponsored the event as in years past and came out to hand out free hot dogs.

Intro to Kayaking

Earlier this year all Parks and Recreation Coordinators became certified as official ACA (American Canoe Association) kayak instructors. This allowed us to host a three-series introduction to kayaking course. The first 2 classes were designed to be instructional courses that taught kayak entry, basic strokes and maneuvers, and self-rescues. The third class was a group excursion where we took participants from Warehouse Beach to Hat Rock State Park that focused on navigating water ways using skills learned in the previous classes. We had ten participants for the first two classes and a total of fifteen participants on the final trip.

Scavenger Hunt

We revamped the scavenger this year by involving businesses as part of the scavenger hunt. Over the 5 weeks, we engaged with participating businesses to solicit ideas changes and improvements to future events. Overall, we had a total of 13 winners!

Baseball/Softball Camp

Staff ran the camp teaching basic skills to participants of both baseball and softball. Additional support was provided by coaches from the surrounding area.

Spring Break Expo

This was a five-day event geared towards children that were off on vacation during Spring Break. The program offered scavenger hunts as well as planned tournament activities. The event will be restructured next year to improve quality by concentrating activities in a shorter time frame.

Special Events Major Festivals



Landing Days

Thanks to the combined effort of a vast majority of City staff and the careful planning, Landing Days 2023 was a major success. This event blew past our expected attendance with the parking lot filling in the later half of Saturday. Staff did a tremendous job enacting parking contingency plans. Quiet Riot was the headliner on Saturday and drew a large crowd, that required some mid-event alterations to accommodate the large participation.

As this event will only continue to grow, we have been making plans to increase capacity in areas ranging from food vendors and parking to security.



Landing Days Quick Facts:

- 120 cars in the car show
- Estimated 3,000 in attendance during the Saturday night headliner
 - 11 Food Vendors
 - 33 craft vendors
 - 2 activity vendors
 - 5 live performances



2023 incorporated local latino bands on Friday night to embrace our community and support local artists.





Rock the Locks

Rock the Locks was one of our greatest learning experiences this year. Planning and preparation took place over the course of the entire year. Department staff worked collaboratively with other City departments and community partners to bring this festival together. It exemplified what can be achieved when group works together. In addition to directly planning the festival, department staff designated time to study other festivals in similar venues.

Staff is excited to take the lessons learned from the success and challenges of the first year to make 2024 an incredible event.

RTL Fun Facts:

- **Made 176 visits to businesses seeking sponsors for both LD's & RTL's**
- **Collected 77 different business cards**
- **Went on air at 106.5 Eagle 8 times promoting RTL's**

Professional Development

Since many of our department staff are new to the field, we have prioritized training and development as a department to ensure we grow our skills to better serve the community. Staff has participated in Parks and Recreation conferences and training at the state and national level during 2023. In addition to these trainings, four staff members are attending a Special Event Management school to gain more insights into how to run large events.

In addition to training, staff are volunteering on several state grant review committees and on the board of the Oregon Recreation and Parks Association.



Marina & RV Park Divison

2023 was a very productive year for the Marina, RV Park and Boyd's Place. The new contract changes implemented at the marina are making the docks safer and cleaner for all to enjoy. The RV Park was booked at max capacity most of the summer. Boyd's house has been a great addition to our facilities expanding service offerings.

Marina

In January of 2023, new Marina Lease Agreement and slip prices were implemented. In addition to this change, we have also made marina work order forms available to all our moorage holders. These work order forms give our moorage holders a way to request work done at their slip or dock. These changes have been accompanied by the removal of derelict vessels from our facility and removal of RVs from dry storage.

May 12th and 13th marked the first Seaworthy/Safety Vessel inspection with Umatilla County Senior Marine Deputy Hayes. This gave our moorage holders and the public the opportunity to have their vessels inspected and brought up to code with our lease agreement and Coast Guard and Marine Board regulations. Following the inspections, staff worked with moorage holders to get vessels into compliance with the regulations.

The boat pump station was inspected and closed for the winter. We have received new signs to be installed on the fuel dock.

**Over 700 bundles
of wood sold**



288 bags of ice sold

Events at the Marina:



Columbia River Walleye Tournament

March 25-26th

Largest Walleye caught was 13.36 lbs!

Walleye Average Growth Rates at a Glance: Size Chart

Age/Life Stage	Average Length	Average Weight
<6 months (Hatchling/Fry)	0.2" to 0.5"	N/A
6 months - 1 Year (Juvenile)	4" to 5"	0.2 to 0.4 pounds
2-3 Years (Sub-Adult)	6" to 10"	0.5 to 1 pound
3-5 Years (Fully Mature Adult)	8" to 12"	1 to 5 pounds
5+ Years	10" to 20"+	3 to 10+ pounds

Fish'n the Brave

Ran by Tony Fisher of
Fisher's Catch Outfitters

32 captains in the area took out
120 veterans to fish.



RV Park

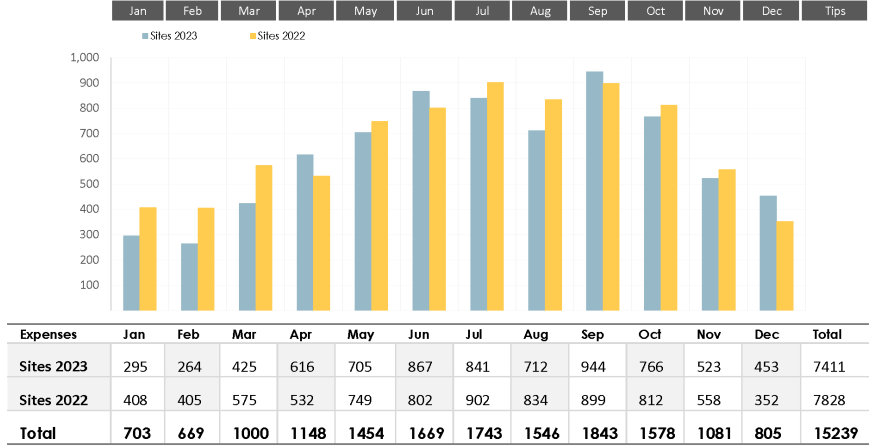
During the Winter long-term stay periods in 2022-23 and 2023-24, we filled up the RV Park to 50% capacity. Half of the 14 sites available were reserved for long-term stays and were booked the entire winter.

RV campsites rates were increased on July 1st, changing from \$40 to \$46. Every weekend in May through October we were sold out of RV campsites and occasionally we sold out of dry camping as well.

**Total Stays:
2023 - 7,411**

Months with the highest number of stays were September, June and July in that order.

RV Park Reservation

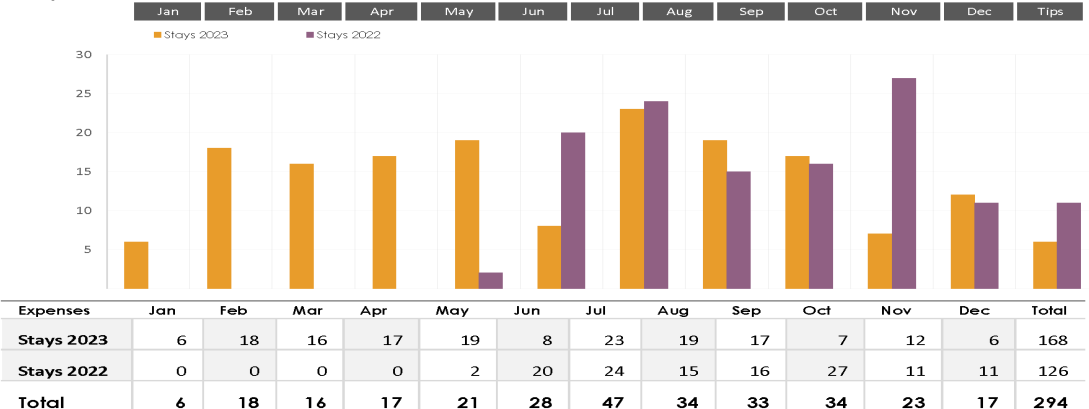


Boyd's Place

Boyd's House is being utilized more each year. In 2023, Boyd's house was reserved for 168 nights, 42 more than in 2022. Graph A shows the number of nights sold per month. July was the busiest month of 2023.

Boyd's at-a-glance (Graph A)

Boyd's Reservation



Big River Golf Divison



Tournaments/Events:

We hosted a week-long junior golf camp, three company outings, three leagues ranging between six and thirty weeks long, as well as the first annual Rock the Locks Music Festival. Moving into the 2024 season, we will be looking to move smaller events to weekday tournaments or eliminate them completely if they are not of an adequate size. This will allow more open weekends for annual members to maximize the course as well as walk-traffic to maximize revenue.

Annual Membership/Customer Appreciation Meeting:

On Wednesday evening, November 8th, we hosted our annual Customer Appreciation Evening at the City Hall. Approximately 10 members/customers showed up for the event to give feedback as well as listen to what is in store in the coming year(s). The course received a lot of positive feedback for the work done on the course in general. Customers noticed and appreciated all the work being done by the staff as well as the monetary City contributions to secure proper equipment and irrigation needs.



Feedback from Appreciation Meeting:

Members hope for:

- A new pro-shop
- Additional new carts
- Course re-route
- Pond enhancement
- Permanent flushing bathrooms
- New food items
- Adding water on the course
- New scoreboard
- And tree trimming

Rock the Locks Music Festival:

The first annual RTL music festival was hosted at Big River Golf Course October 6-8th. Getting the course ready for the festival was a year-long project for the maintenance crew, City staff, and the prison workers who came in to help with manual labor. The golf course involvement mainly consisted of infrastructure for the event, not planning, and easing concerns of members and guests that frequent the course. Initially, the event was met with much hesitation and resistance. Members eventually resigned to the idea of the festival and then waited on the outcome before judging. The overwhelming response from golfers was that the course held up much better than expected and the event went smoother than anticipated. However, with more preparation time and knowledge moving forward, the course will continue to be even more prepared to host the event. The maintenance staff did an incredible job prepping the ground for the event. The irrigation and seeding came in perfectly, resisted damage, and looked amazing. Members and guests appreciate the roughs no longer being “rough” and realize that the concert prep also benefits them year-round.

Revenue Statistics	2022	2023	
Greens fees	\$ 184,000	\$ 212,000	+\$ 28,000
Equipment/Acc.	\$ 68,000	\$80,000	+\$ 12,000
Cart Rentals	\$ 78,000	\$ 82,000	+\$ 4,000
Food	\$ 8,000	\$ 12,000	+\$ 4,000
Sub-Total	\$338,000	\$386,000	+\$48,000



25 Tournaments Held in 2023
2 more than were held in 2022



189 Members in 2023
198 members as of the start of 2024

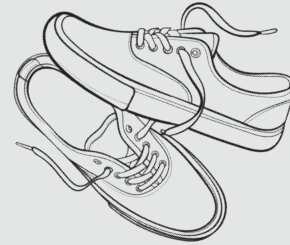
8 new golf carts purchased



Pricing Changes:

The golf course grounds crew has remained hard at work and is doing an incredible job. They are watering full time and seeing a lot of visual improvement in the rough areas after installing the additional water lines this winter and spring. The upgraded water has drastically improved the previously barren ground. The putting green going in by hole #9 green has been designed, shaped, and stripped of grass and is just now awaiting the needed sod. There are an additional twelve new cart sheds being installed and the first one just arrived. These twelve sheds will make quite an impact on our waiting list and leave it at a much more reasonable size.

**Fun Fact:
The oddest item in the golf courses lost and found is a pair of shoes!**



Membership Drive:

We currently have 198 members for 2024, which is up from the 189 we had in 2023. We had 55 new members this year so far, 20 of which came in on the new member referral program we implemented. Our goal is to have an approximate 25-35 member increase in 2024 compared to 2023.





Upcoming in 2024:

In early 2024, we will solidify the 2024 Event Calendar and publish this information on Facebook, Instagram and the golf course webpage. The calendar will also be sent out to our subscribed members. 2024 will also bring the opportunity to offer tee times both through call in and online booking. Members will have increased time frames within which they can book for, and guests will have a smaller window. GPS units will be added to all of our carts (excluding rental carts brought in for large events) and this will allow the pro shop to marshal from inside the pro shop. This will further allow the pro shop to track pace of play, people skipping holes, people keeping carts, people leaving the property, people playing extra holes etc. The other significant benefits include the ability to know when carts are expected back so as new customers arrive we can give accurate wait times and we will be able to communicate with carts as needed. We will also be bringing in more product with our logo this year as well. We will get some crested gear directly from our golf vendors as well as generic product we can add our logo to and sell at a lower price point. There is a demand for this type of product and we will be carrying a wider variety of hats, shirts, and jackets with the Big River logo.



Thank You

