



Tualatin Hills Park & Recreation District

ADVISORY COMMITTEE MEETING MINUTES

Advisory Committee Meeting

Date: April 25, 2017

Time: 7:35 pm

Location: Fanno Creek Service Center

In Attendance

Committee Members: Bill Kanable, Ralph Becker, Holly Thompson, Amy Werner, Linda Sneddon, Kim Wirtz

Staff: Sharon Hoffmeister, Deb Schoen

Board Liaison: Ali Kavianian

I. Call to Order

Meeting was called to order at 7:35 pm.

II. Approval of Minutes

Minutes were reviewed, and a motion to approve by Ralph Becker, second by Amy Werner. Minutes approved.

III. Old Business

1. Community surveys:

- Young adults are underserved, and will be a target of the survey.
- Deb Schoen reported the work being done on summer events. Survey can be done at events, asking what patrons want to see, including non-traditional sports opportunities, and general customer service questions. When asking about special events, response will likely be mundane, so surveys should include a list giving a checklist or ranking option.
- Bill asked about sports, would like to know what additional sports should be included, and what are target audience members interested in?
- Deb indicated that the survey could be a clipboard survey with brief questions;
- Holly suggested using large visuals, such as panels that show 1) Existing THPRD statistics, 2) What is already available, and 3) A selection of emerging options. Patrons would then be given three dots to stick on the visuals as their answer.
- The group agreed that the graphic idea is a great way to engage those who might not otherwise think of options, such as emerging sports like pickleball;
- It was pointed out that if the survey is reaching for a specific target audience, remind and clarify to survey participants that they should answer for themselves, not based on activities for their children;
- Holly suggested that the survey be tested on the THPRD part-time staff, a largely millennial audience.
- A question asked what social media site might best reach the target millennials.
- The issue of fees and dues being a problem for many was raised, based on prior discussion of the same topic, with a recommendation that the survey include questions such as "is the fee structure prohibiting your use and/or participation in THPRD programs and events?"
- Sharon replied that THPRD continually consider how to provide the services the community expects without changes to the fee structure.

2. City of Beaverton Community Plan

- Holly provided copies of Beaverton Community Vision Plan
- Bill suggests that THPRD programs and events need a vision of what THPRD should do for their customers, and should get that input through community events. Staff and committee members know what is available today, but need to use community input to look forward.

- A question was asked about moving exercise programs outdoors, with Deb responding that they are trying some exercise programs in the park, but have to overcome safety concerns.
- Concern that target millennial audience are more engaged in technology than programs or events, and are not as interested in community engagement. Deb reported she is encouraged by the new park, but has heard that patrons want the park to have wi-fi available.

3. Bond Measures:

- What does it takes to get them passed?
- City of Beaverton Vision brochure is great guide for what THPRD can do with programs, working within fee structure until they were forced to implement increases;
- We need to know:
 - What the community wants
 - How do we get there
 - Understand that the journey never ends;
 - Know that the THPRD activities are the primary public face of THPRD.

4. Next steps/To Do:

Deb will pull together a THPRD millennial group and create a rough survey draft.

IV. New Business
None

V. Other
None

VI. Next Meeting will be held on:
May 23, 2017 at 6:30 pm

Meeting adjourned at 8:30 p.m.

Respectfully submitted,

Kim Wirtz, Recording Secretary