

**Sunset Empire Park & Recreation District: Board Meeting Agenda**  
**Tuesday, August 22, 2023**

**Bob Chisholm Community Center, 1225 Avenue A, Seaside, OR 97138**

*The SEPRD Board will meet in person. For those that do not prefer to attend in person, the Board will accept written public comment to [info@sunsetempire.com](mailto:info@sunsetempire.com). The Board Meeting will be available via the District's YouTube page at: <https://youtu.be/AbmFwDqsYuc>*

1. Call to Order
2. Pledge of Allegiance
3. Board Business: Election of Board Officers (President, Vice-President [optional], Secretary; Review Board Member List; Review Board Meeting Schedule for 2023-2024
4. Declaration of Potential Conflict of Interest
5. Recognition of SEPRD Employee of the Month, August: Angelina Alcalá
6. Public Comment
7. Correspondence
8. Approval of Board Meeting Minutes: July 25, 2023
9. Review Financials: July 2023
10. Staff Presentation: Chris Duffy, Senior Mealsite Coordinator
11. Old Business
  - A. Occupancy Update
    1. Fire Suppression System RFP
      - Not printed but available here:  
<https://www.sunsetempire.com/notices>
  - B. Broadway Field Update
    1. IGA (new)
    2. Termination of Existing IGA
    3. Construction Update
  - C. Strategic Plan Update
    1. Survey
12. New Business
  - A. Proposal for Services
  - B. Foundation Board Member
13. Executive Director Report
  - A. Legislative Update including: New Requirements for Elected Officials
  - B. District Goals 2023
  - C. Special Events Recap/Meetings & Events Upcoming
    1. Chalk Art Contest: July 29 & Run for Change: August 19
    2. Farmers Market: Wednesdays through September
    3. Special Board Meeting: August 31 (Tentative)
    4. September Board Meeting: September 26
    5. SDAO Board & Management Staff Training Opportunities
      - Board Member Duties, Liabilities and Responsibilities:
        - i. Salem- August 23
      - Board Member Relations, Expectations and Ethics
        - i. Astoria- September 26
        - ii. Salem- September 27

14. Executive Session: Board of Directors will go to Executive Session for the purpose of "conducting deliberations with persons designated by the governing body to negotiate real property transactions" pursuant to ORS 192.660 (1)(e).
15. Executive Session: Board of Directors will go to Executive Session for the purpose of "review and evaluate the employment related performance of the chief executive officer of any public body, a public officer, employee or staff member who does not request an open hearing" pursuant to ORS 192.660 (1)(i).
16. Board Comment
17. Adjournment

Accessibility: This meeting is handicapped accessible.  
Please let us know at 503-738- 3311 x 0,  
if you will need any special accommodation to participate in this meeting.

**ORS 192.670** requires public bodies to provide members of the general public an opportunity to access and attend the meeting via virtual means and provide an opportunity for oral testimony to be provided via technology. For SEPRD, individuals that would like to offer public comment virtually can do so by accessing the meeting using the Zoom information here:

**SEPRD is inviting you to a scheduled Zoom meeting.**

**Topic: SEPRD Board Meeting (Public Comment & Virtual Guests)**

**Time: Aug 22, 2023 05:15 PM Pacific Time (US and Canada)**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/83697235504?pwd=K0xma0Q1ZE1YWVkwK2VEUWhJU2grQT09>

Meeting ID: 836 9723 5504

Passcode: 207461

Find your local number: <https://us02web.zoom.us/j/kbxlfYea3V>

August 22, 2023

To: SEPRD Board of Directors  
From: Skyler Archibald, SEPRD Executive Director  
Re: SEPRD Board Meetings & Officers, 2023-2024 Fiscal Year

Directors,

Thank you for serving the Sunset Empire Park & Recreation District and giving of your time and talents to our community. Staff recognizes that Board service is often a thankless responsibility.

As you know, the Board typically reviews the officers of the Board after the election cycle has concluded. Change is not required but it may behoove the board to consider their individual capacity. Required positions by the State of Oregon are Board President and Board Secretary. Board Vice-President is optional. Those positions are filled by Katharine Parker (President), Su (Secretary) and Celeste (Vice-President) currently.


To begin preparing for the upcoming fiscal year, Staff would like to finalize our meeting times. Based on our current schedule, the Board Meeting schedule for the year upcoming is:

July 25, 2023	August 22, 2023	September 26, 2023
October 24, 2023	November 28, 2023	December 26, 2023**
January 23, 2024	February 27, 2024	March 26, 2024**
April 23, 2024	May 28, 2024	June 25, 2024

*\*\*Possibly consider moving these meetings for Christmas holiday and Oregon Spring Break.*

As a reminder, the Board has an internal goal of all Directors attending at least 75% of the meetings.

Thank you for your service to the District,



Skyler Archibald  
Executive Director, SEPRD

## District Update Information Form

### Contact Information - update as needed

Phone 503 (738) 331-1103  
Fax  
Email SARCHIBALD@SUNSETEMPIRE.COM

**SUNSET EMPIRE PARK AND RECREATION DISTRICT**  
ATTN: SKYLAR ARCHIBALD  
1140 BROADWAY ST  
SEASIDE, OR 97138

**Very Important! If a vacancy has occurred the position will appear at the next election.**

**Next Election :** \*\*\*CORRECTED DISTRICT UPDATE FORM\*\*\*

**This form must be received by the election officer by :** \_\_\_\_\_

**Send completed, signed form to :** CLATSOP COUNTY ELECTIONS  
820 EXCHANGE ST STE 220  
ASTORIA, OR 97103

PHONE (503) 325-8511  
FAX 503-325-9307

The information below is correct as given

Additions or corrections to the information below should be made as indicated

All appointments have been verified as qualified to hold the office

**Signature & Title of Contact Person** \_\_\_\_\_ **Date** \_\_\_\_\_

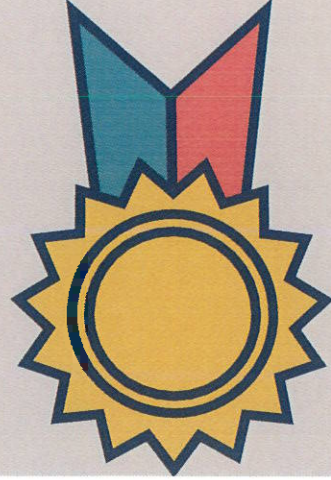
CORRECTED DISTRICT UPDATE FORM - KEEP FOR YOUR RECORDS

### Part I: Current Position Holder

Position	Name	Start Date	Status	Term Expires	Next Election
SUNSET EMPIRE PARK AND RECREATION DISTRICT, DIRECTOR, POSITION 1	SUSAN (SU) CODDINGTON 2152 CEDAR ST SEASIDE, OR 97138-7714	07/01/2021	E	06/30/2025	2025
SUNSET EMPIRE PARK AND RECREATION DISTRICT, DIRECTOR, POSITION 2	CELESTE TUHY BODNER 145 N WAHANNA RD SEASIDE, OR 97138	07/01/2021	E	06/30/2025	2025
SUNSET EMPIRE PARK AND RECREATION DISTRICT, DIRECTOR, POSITION 3	MICHAEL ANDREW HINTON 1015 S IRVINE PL SEASIDE, OR 97138-7413 (503) 738-5748	07/01/2021	E	06/30/2025	2025
SUNSET EMPIRE PARK AND RECREATION DISTRICT, DIRECTOR, POSITION 4	KYLE GORMAN 2249 S EDGEWOOD ST SEASIDE, OR 97138	07/01/2023	E	06/30/2027	2027
SUNSET EMPIRE PARK AND RECREATION DISTRICT, DIRECTOR, POSITION 5	KATHARINE PARKER PO BOX 368 SEASIDE, OR 97138-0368	07/01/2023	E	06/30/2027	2027

### Part II: Complete the following for appointments or vacancies only

Name of Replaced Position Holder and/or Position Number	Name of Appointee	Appointment Date
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PAUSE FOR APPLAUSE

# AUGUST 2023 WINNER

AWARDED TO:

## ANGELINA ALCALA

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In recognition of superior service to the  
District, its patrons, and  
colleagues.

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**Skyler Archibald**  
EXECUTIVE DIRECTOR

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**Katharine Parker**  
BOARD PRESIDENT



August 1, 2023

BOARD OF DIRECTORS  
SUNSET EMPIRE PARKS & REC  
1140 BROADWAY ST  
SEASIDE, OR 97138

The May election is complete and some of you are new to your official positions. Welcome! And many more of you are returning officials who have been serving your local government for quite some time. Thank you.

We are providing this letter to remind you of your responsibilities as a fiduciary of your local government.

As a governing official, you are a trustee of the local government and must exercise due diligence and oversight to ensure the local government is well-managed and its financial situation remains sound. As a trustee, you also carry some responsibility to ensure compliance with certain laws, rules, and grant or loan covenants.

Municipal Audit Law provides instructions for reports local governments are required to submit annually to the Secretary of State. Annual reporting is important for ensuring local governments are transparent and accountable to the public.

Under Municipal Audit Law (ORS 297.405-297.990), financial reports **must be filed each year** with the Oregon Audits Division. These annual filings must be filed either 90 or 180 days after fiscal year end and require a response to any findings reported by the independent auditor within 30 days of filing. Failure to file annual reports could result in dissolution.

Other areas of responsibility include the following:

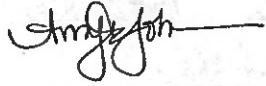
1. Government Ethics for Public Officials – ORS 244<sup>1</sup>
2. Public meetings and public records law – ORS 192
3. Local budget law – ORS 294
4. Procurement and contracting – ORS Chapters 279A-C
5. Deposit and Investment of public funds – ORS Chapters 294 and 295

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<sup>1</sup> ORS – Oregon Revised Statutes

More information and resources to help you understand and comply with these statutes can be found on our website: [sos.oregon.gov/muniofficial](https://sos.oregon.gov/muniofficial)

Please contact our office if you have questions or wish to discuss any of the responsibilities or requirements outlined in this letter or on the linked site. Your role as a government official is an important one to ensure needed services are available and we appreciate your willingness to serve in this capacity.

A handwritten signature in black ink, appearing to read "Amy John", with a horizontal line extending to the right.

Amy John, CPA  
Municipal Program Manager  
Oregon Audits Division



MUNICIPAL AUDIT LAW CHANGES effective January 1, 2024

You are receiving this letter because you are currently registered as a local government subject to Municipal Audit Law (ORS 297.405 - 297.990). Changes to Municipal Audit Law were enacted during the 2023 legislative session and impact all local governments.

House Bill 2110 A amended Municipal Audit Law; these changes become effective January 1, 2024. You can find more details on HB 2110 A online at

<https://olis.oregonlegislature.gov/liz/2023R1/Measures/Overview/HB2110>. Key changes are listed below.

1. Updated thresholds: Audits are required for counties and school districts and are now required for entities spending more than \$1 million annually — an increase from \$500,000. All other entities may be eligible for an audit exemption. Entities spending less than \$250,000 may be eligible to file a self-prepared report in lieu of audit.

Report Type	Thresholds as of 1/1/24
Audit	> \$1,000,000
AUP	\$250,001 - \$1,000,000
Self-Prepared	≤ \$250,000

2. Agreed Upon Procedures (AUP) reporting: Replacing review reports, AUP reporting directs auditors to perform and report results of procedures specified in the Oregon Minimum Standards (OAR 162-040). The procedures will address certain components of financial reporting, operations, and compliance.
3. Filing fees: As determined by entity spending, increased fees will range from \$40 to \$500.

Spending over	Spending Not Over	Annual Fee
\$0	\$50,000	\$40
\$50,000	\$150,000	\$80
\$150,000	\$250,000	\$150
\$250,000	\$500,000	\$250
\$500,000	\$1,000,000	\$300
\$1,000,000	\$5,000,000	\$350
\$5,000,000	\$10,000,000	\$400
\$10,000,000	\$50,000,000	\$450
\$50,000,000	-	\$500

## Next Steps

The Oregon Administrative Rules and Minimum Standards for Audits and Reviews will be revised to reflect these changes in law. Specifically, the rules will be revised to (1) include a definition of expenditures that will be consistently used to determine the filing threshold and fee, and (2) replace review report guidance with AUP guidance.

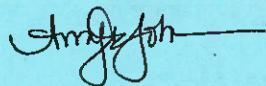
Rules will be developed in cooperation with the municipalities, CPAs, and membership organizations. I encourage you to participate in the rulemaking process or provide feedback to our office directly.

## Effective January 1, 2024

Changes to Municipal Audit Law are effective for fiscal years ending on or after January 1, 2024. You'll want to plan and ensure you're prepared for these changes. You can find more information on our website at [sos.oregon.gov/hb2110](https://sos.oregon.gov/hb2110). For timely information and notices related to rulemaking and other Municipal Audit Law topics sent directly to your email, look for the "Stay Connected" heading on the right side of our web page.

Please contact our office at 503-986-2255 if you have questions about the changes or have suggestions for revising the rules.

Thank you,



Amy John

Municipal Audit Manager  
Secretary of State, Audits Division

**BOARD MEETING MINUTES**  
**SUNSET EMPIRE PARK & RECREATION DISTRICT**  
**JULY 25, 2023, 5:15PM**

*This meeting was held in person at the Bob Chisholm Community Center.  
Staff & Board participating were either in person or participated via Zoom®*

<b>CALL TO ORDER</b>	The Regular meeting of the Sunset Empire Park & Recreation District Board was called to order at 5:15pm by Board President Katharine Parker
<b>ATTENDANCE</b>	<b>Present:</b> Katharine Parker, Board President; Su Coddington, Board Secretary; Michael Hinton; Kyle Gorman (via Zoom®) <b>Absent:</b> Celeste Bodner, Board Vice-President <b>Also Present:</b> Skyler Archibald, Darren Gooch, Chris McCollister (SEPRD Staff)
<b>PLEDGE OF ALLEGIANCE</b>	Led by Parker.
<b>DECLARATION OF POTENTIAL CONFLICT OF INTEREST</b>	No Directors declared a potential conflict of interest.
<b>SWEARING IN OF ELECTED BOARD MEMBERS: KATHARINE PARKER &amp; KYLE GORMAN</b>	The newly elected Board Members were sworn in for their four-year terms of service from July 1, 2023, to June 30, 2027.
<b>BOARD BUSINESS: ELECTION OF OFFICERS</b>	The Board had a brief discussion on this but decided to table this action until their next meeting.
<b>RECOGNITION OF SEPRD EMPLOYEE OF THE MONTH – JULY: JENNIFER SOPRANO</b>	The Board recognized the work of Jennifer Soprano, a valued and long-tenured employee of the District who works in various roles including fitness instructor and patron relations specialist.
<b>PUBLIC COMMENT</b>	Marti Wajc offered public comment regarding the District using space in the pool for swimming lessons/coaching which use one of the available lanes for lap swimmers. She shared a recap of an email that she sent to Mr. Archibald in June where a member of the aquatics team visited with other staff during their time on the stand and that there is a conflict of interest within the Aquatics department and supervision of staff.
<b>CORRESPONDENCE</b>	There was no correspondence this month.

**APPROVAL OF  
BOARD MEETING  
MINUTES**

The Board reviewed the meeting minutes from the Board Meeting held on June 27, 2023. *After review, the Board unanimously approved the June 27, 2023, Meeting Minutes (Hinton/Coddington).*

**REVIEW OF  
FINANCIALS**

The Board reviewed the Financial Reports from June 2023, which included the new reports created by staff to ease the review of the financials by the Board. This financial report was the final report for the 2022-2023 fiscal year. *After review the Board unanimously approved the financials for May 2023 (Hinton/Coddington).*

**OLD BUSINESS**

OCCUPANCY UPDATE: Brandon Dole (SEA) and Chris Mastrandrea (Klosh Group) joined the meeting and shared an update on the occupancy process. They have met with City staff and submitted plans for approval for the change of use which includes some immediate improvements. The plans were included in the Board Packet The Board asked questions and Mr. Dole and Mr. Mastrandrea provided answers.

The Board also reviewed the RFP for the Fire Alarm Contractor, to be issued in the coming days and *authorized Mr. Archibald to accept the materials submitted and publish the RFP in accordance with laws, regulations, and best practices (Hinton/Gorman).*

BROADWAY FIELD UPDATE: Mr. Archibald shared an update on Broadway Field. The new IGA is not yet completed but close and is awaiting one more review from District Counsel. The process will also include a termination of the existing IGA, to be done by the City, SEPRD and SSD, respectively. Mr. Archibald also shared that there has been no construction action regarding the softball field and that he was unsure of when that construction would start.

STRATEGIC PLAN UPDATE: Mr. Archibald, Mr. Dole and Mr. Mastrandrea provided an update. The survey closed with 419 responses and now SFA is working to measure the responses and will present those findings back to the Board. The group is also working on coordinating a site visit to a THPRD facility.

PATRON INCIDENT REPORT: The Board reviewed the report and forms developed by staff and had a healthy dialogue about the process and how best to move forward. Following that discussion, *the Board unanimously approved the Patron Incident Policy and Reports (Hinton/Gorman).*

**NEW BUSINESS**

EXECUTIVE DIRECTOR REVIEW: Board President Parker shared a timeline for the Executive Director review and the process for doing so. The review would include a staff survey and an Executive Session to come at the August Board Meeting.

FOUNDATION BOARD ADDITION: Mr. Archibald presented the names of four potential Sunset Park & Rec Foundation Board Members: Kegan Wallis, Jennifer Gooch, Jennifer Travis & Carly Baltazar. *After review, the Board unanimously approved the additions to the Foundation Board (Hinton/Coddington).*

**EXECUTIVE  
DIRECTOR REPORT**

Mr. Archibald provided an update on the following items:

- Mr. Archibald shared an update on the District Goals 2023.
- Lots of opportunities for Board & Management Staff Training through SDAO upcoming.

**BOARD COMMENT**

**Director Gorman** shared that he recognized that there is much work going on outside of the 10 goals established by the Board, particularly the things going on outside of the ballfield and that he appreciated what Mr. Archibald was doing.

**Director Coddington** shared perspective and appreciate for Mr. Archibald. She also shared that there are 5 of Coach Carolyn's swimming athletes that are going to a zone (regional) swim competition between the ages of 11-14. That work is to be commended and she shared her gratitude for the caliber of staff. She shared that she is sad to see that Sandy Klimke is going to retire at the end of the year. She shared an experience watching Coach Carolyn work with a young swimmer and she was impressed at how well she taught the young swimmer and made them feel comfortable in the water.

**Director Hinton** shared that he was happy to be able to attend the meeting and that he had wanted to go to the pool but was unsure how his hearing aids would react. He thanked Mr. Archibald for his work.

**Board President Parker** congratulated Jennifer Soprano on her award today and that she was happy to see the progress on the occupancy process and the fire suppression system work.

**ADJOURNMENT**

*The meeting was adjourned at 7:25pm by Board President Parker.*

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Skyler Archibald, Exec. Director

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Katharine Parker, Board President





# Sunset Empire Park & Recreation District

## Revenue and Expense Report

AD= Administration AQ= Aquatics BF= Building Fund BRF= Broadway Field Fund CC= Community Center  
 MNT= Maintenance RC= Recreation SE= Special Events SRC= Sunset Recreation Center YC= Youth Center

Current percentage of the fiscal year: **8.49%**

Through July 31, 2023	FY-to-Date	Annual Budget	Used	% Used
<b>REVENUES--</b>				
Aquatics	17,318.59	166,000.00	148,681.41	10.43%
Building Fund	0.00	156,000.00	156,000.00	0.00%
Broadway Field Fund	785.95	60,000.00	59,214.05	1.31%
Community Center	10,701.27	93,800.00	83,098.73	11.41%
Recreation	5,722.70	101,500.00	95,777.30	5.64%
Special Events	13,737.32	41,950.00	28,212.68	32.75%
Sunset Recreation Center	7,800.00	895,000.00	887,200.00	0.87%
Youth Center	33,365.50	445,000.00	411,634.50	7.50%
Taxes & Other	24,466.64	1,971,360.00	1,946,893.36	1.24%
<b>Total Revenues</b>	<b>113,897.97</b>	<b>3,930,610.00</b>	<b>3,816,712.03</b>	<b>2.90%</b>
<b>EXPENSES--</b>				
AD Staffing	27,104.51	378,500.00	351,395.49	7.16%
AD PR Taxes and Benefits	7,158.01	109,000.00	101,841.99	6.57%
AD Materials, Supplies, and Services	25,759.76	255,000.00	229,240.24	10.10%
<i>Sub-total AD Expenses</i>	<i>60,022.28</i>	<i>742,500.00</i>	<i>682,477.72</i>	<i>8.08%</i>
AQ Staffing	40,911.33	486,375.00	445,463.67	8.41%
AQ PR Taxes and Benefits	5,366.50	84,900.00	79,533.50	6.32%
AQ Materials, Supplies, and Services	5,167.13	127,000.00	121,832.87	4.07%
<i>Sub-total AQ Expenses</i>	<i>51,444.96</i>	<i>698,275.00</i>	<i>646,830.04</i>	<i>7.37%</i>
BF Capital Expense	0.00	250,000.00	250,000.00	
<i>Sub-total BF Expenses</i>	<i>0.00</i>	<i>250,000.00</i>	<i>250,000.00</i>	<i>0.00%</i>
BRF Staffing	0.00	30,000.00	30,000.00	0.00%
BRF PR Taxes and Benefits	0.00	2,750.00	2,750.00	0.00%
BRF Materials, Supplies, and Services	0.00	23,750.00	23,750.00	0.00%
<i>Sub-total BRF Expenses</i>	<i>0.00</i>	<i>56,500.00</i>	<i>56,500.00</i>	<i>0.00%</i>
CC Staffing	7,268.24	119,300.00	112,031.76	6.09%
CC PR Taxes and Benefits	775.94	16,600.00	15,824.06	4.67%
CC Material, Supplies, and Services	1,579.78	30,000.00	28,420.22	5.27%
<i>Sub-total CC Expenses</i>	<i>9,623.96</i>	<i>165,900.00</i>	<i>156,276.04</i>	<i>5.80%</i>
MNT Staffing	14,235.59	196,000.00	181,764.41	7.26%
MNT PR Taxes and Benefits	4,099.60	61,500.00	57,400.40	6.67%
MNT Materials, Supplies, and Services	31,927.82	195,250.00	163,322.18	16.35%
<i>Sub-total MNT Expenses</i>	<i>50,263.01</i>	<i>452,750.00</i>	<i>402,486.99</i>	<i>11.10%</i>
RC Staffing	8,224.32	83,505.00	75,280.68	9.85%
RC PR Taxes and Benefits	1,426.93	22,000.00	20,573.07	6.49%
RC Materials, Supplies, and Services	3,750.00	69,550.00	65,800.00	5.39%
<i>Sub-total RC Expenses</i>	<i>13,401.25</i>	<i>175,055.00</i>	<i>161,653.75</i>	<i>7.66%</i>
SE Staffing	2,954.73	39,350.00	36,395.27	7.51%
SE PR Taxes and Benefits	1,133.80	22,700.00	21,566.20	4.99%
SE Materials, Supplies, and Services	4,342.47	29,150.00	24,807.53	14.90%
<i>Sub-total SE Expenses</i>	<i>8,431.00</i>	<i>91,200.00</i>	<i>82,769.00</i>	<i>9.24%</i>
SRC Staffing	3,863.06	30,000.00	26,136.94	12.88%
SRC PR Taxes and Benefits	297.07	4,200.00	3,902.93	7.07%
SRC Materials, Supplies, and Services	8,265.77	704,800.00	696,534.23	1.17%
<i>Sub-total SRC Expenses</i>	<i>12,425.90</i>	<i>739,000.00</i>	<i>726,574.10</i>	<i>1.68%</i>
YC Staffing	44,647.64	576,350.00	531,702.36	7.75%
YC PR Taxes	5,584.87	83,500.00	77,915.13	6.69%
YC Materials, Supplies, and Services	554.86	72,500.00	71,945.14	0.77%
<i>Sub-total YC Expenses</i>	<i>50,787.37</i>	<i>732,350.00</i>	<i>681,562.63</i>	<i>6.93%</i>
<b>Total Expenses</b>	<b>256,399.73</b>	<b>4,103,530.00</b>	<b>3,847,130.27</b>	<b>6.25%</b>
<b>Revenues Plus Net Working Capital</b>	<b>618,066.97</b>	<b>4,434,779.00</b>	<b>3,816,712.03</b>	<b>13.94%</b>

## July 2022 Personnel Services Breakdown

	FTE's	Wages	PR Taxes	Benefits	Longevity Pa	Total
<b>ADMINISTRATION</b>						
Exempt Staff	4.30	\$ 17,380.27	\$ 1,725.41	\$ 5,100.86	\$ -	\$ 24,206.54
Non-exempt Staff	1.50	\$ 5,205.48	\$ 331.74	\$ -	\$ -	\$ 5,537.22
Sub-total	<b>5.80</b>	<b>\$ 22,585.75</b>	<b>\$ 2,057.15</b>	<b>\$ 5,100.86</b>	<b>\$ -</b>	<b>\$ 29,743.76</b>
<b>MAINTENANCE</b>						
Exempt Staff	0.00	\$ -	\$ -	\$ -	\$ -	\$ -
Non-exempt Staff	3.87	\$ 14,235.59	\$ 1,097.00	\$ 3,002.60	\$ -	\$ 18,335.19
Sub-total	<b>3.87</b>	<b>\$ 14,235.59</b>	<b>\$ 1,097.00</b>	<b>\$ 3,002.60</b>	<b>\$ -</b>	<b>\$ 18,335.19</b>
<b>AQUATICS</b>						
Exempt Staff	1.40	\$ 6,565.78	\$ 569.03	\$ 2,228.78	\$ -	\$ 9,363.59
Non-exempt Staff	12.67	\$ 34,106.99	\$ 2,568.69	\$ -	\$ -	\$ 36,675.68
Sub-total	<b>14.07</b>	<b>\$ 40,672.77</b>	<b>\$ 3,137.72</b>	<b>\$ 2,228.78</b>	<b>\$ -</b>	<b>\$ 46,039.27</b>
<b>RECREATION</b>						
Exempt Staff	0.20	\$ 1,242.35	\$ 186.57	\$ 801.73	\$ -	\$ 2,230.65
Non-exempt Staff	0.85	\$ 4,958.97	\$ 438.63	\$ -	\$ -	\$ 5,397.60
Sub-total	<b>1.05</b>	<b>\$ 6,201.32</b>	<b>\$ 625.20</b>	<b>\$ 801.73</b>	<b>\$ -</b>	<b>\$ 7,628.25</b>
<b>YOUTH PROGRAMS</b>						
Exempt Staff	1.30	\$ 6,293.75	\$ -	\$ 2,180.45	\$ -	\$ 8,474.20
Non-exempt Staff	11.80	\$ 38,353.89	\$ -	\$ -	\$ -	\$ 38,353.89
Sub-total	<b>13.10</b>	<b>\$ 44,647.64</b>		<b>\$ 2,180.45</b>	<b>\$ -</b>	<b>\$ 46,828.09</b>
<b>COMMUNITY CENTER</b>						
Exempt Staff	0.15	\$ 969.80	\$ 56.30	\$ 223.13	\$ -	\$ 1,249.23
Non-exempt Staff	2.70	\$ 6,298.44	\$ 496.51	\$ -	\$ -	\$ 6,794.95
Sub-total	<b>2.85</b>	<b>\$ 7,268.24</b>	<b>\$ 552.81</b>	<b>\$ 223.13</b>	<b>\$ -</b>	<b>\$ 8,044.18</b>
<b>SPECIAL EVENTS</b>						
Exempt Staff	0.65	\$ 2,954.73	\$ 308.31	\$ 671.79	\$ -	\$ 3,934.83
Non-exempt Staff	0.50	\$ 3,099.34	\$ 153.70	\$ -	\$ -	\$ 3,253.04
Sub-total	<b>1.15</b>	<b>\$ 6,054.07</b>	<b>\$ 462.01</b>	<b>\$ 671.79</b>	<b>\$ -</b>	<b>\$ 7,187.87</b>
<b>BROADWAY FIELD FUND</b>						
Exempt Staff	0.00	\$ -	\$ -	\$ -	\$ -	\$ -
Non-exempt Staff	0.37	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-total	<b>0.37</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>SRC FUND</b>						
Exempt Staff	0.00	\$ -	\$ -	\$ -	\$ -	\$ -
Non-exempt Staff	4.20	\$ 3,863.06	\$ 297.07	\$ -	\$ -	\$ 4,160.13
Sub-total	<b>4.20</b>	<b>\$ 3,863.06</b>	<b>\$ 297.07</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 4,160.13</b>
<b>TOTAL</b>	<b>46.46</b>	<b>\$ 145,528.44</b>	<b>\$ 8,228.96</b>	<b>\$ 14,209.34</b>	<b>\$ -</b>	<b>\$ 167,966.74</b>





# Check Report

By Check Number

Date Range: 07/01/2023 - 07/31/2023

Vendor Number	Vendor Name	Payment Date	Payment Type	Discount Amount	Payment Amount	Number
<b>Bank Code: General-General</b>						
VEN01234	Bethany Workman	07/05/2023	Regular	0.00	50.00	47179
VEN01071	Jacobs Radio	07/05/2023	Regular	0.00	498.00	47180
00141	MESHER SUPPLY	07/05/2023	Regular	0.00	39.90	47181
00150	NORTHWEST NATURAL	07/05/2023	Regular	0.00	3,799.43	47182
00157	P&L JOHNSON	07/05/2023	Regular	0.00	786.16	47183
00161	PACIFIC POWER	07/05/2023	Regular	0.00	5,692.72	47184
01040	RECOLOGY WESTERN OREGON	07/05/2023	Regular	0.00	653.93	47185
00434	RICOH USA	07/05/2023	Regular	0.00	31.34	47186
VEN01190	Scott Edwards Architecture	07/05/2023	Regular	0.00	18,660.00	47187
VEN01121	Segrid Coleman	07/05/2023	Regular	0.00	200.00	47188
00543	ANDERSON POOLWORKS	07/10/2023	Regular	0.00	804.56	47189
00549	BUILDERS FIRSTSOURCE	07/10/2023	Regular	0.00	54.05	47190
01758	COLUMBIA LOCKSMITH LLC	07/10/2023	Regular	0.00	160.00	47191
00187	DMT Auto Parts	07/10/2023	Regular	0.00	8.78	47192
00788	ELIZABETH MACDONALD	07/10/2023	Regular	0.00	45.98	47193
00951	EO MEDIA GROUP	07/10/2023	Regular	0.00	257.00	47194
01756	Northwest Local Government Legal Advisor	07/10/2023	Regular	0.00	660.00	47195
00743	Randall Weese	07/10/2023	Regular	0.00	200.00	47196
00192	ROTARY CLUB OF SEASIDE	07/10/2023	Regular	0.00	262.85	47197
01133	SDIS	07/10/2023	Regular	0.00	15,075.62	47198
VEN01195	Tuff Puffin	07/10/2023	Regular	0.00	1,385.60	47199
00454	WALTER NELSON CO.	07/10/2023	Regular	0.00	555.86	47200
01726	Wilcox & Flegel	07/10/2023	Regular	0.00	251.18	47201
00829	ACE HARDWARE - SEASIDE	07/12/2023	Regular	0.00	65.96	47202
VEN01048	Carolyn Heymann	07/12/2023	Regular	0.00	40.00	47203
01510	COASTCOM	07/12/2023	Regular	0.00	1,234.06	47204
01223	Jeane Jensen	07/12/2023	Regular	0.00	1,215.00	47205
01079	OHANA MEDIA GROUP, LLC	07/12/2023	Regular	0.00	420.00	47206
VEN01235	Seaside High School Drama	07/12/2023	Regular	0.00	250.00	47207
00225	Water Gear Inc.	07/12/2023	Regular	0.00	199.26	47208
00052	Clatsop County Clerk & Elections Divisio	07/14/2023	Regular	0.00	1,020.99	47209
VEN01237	Pride in Seaside	07/14/2023	Regular	0.00	250.00	47210
VEN01016	Ronnie Carrier Music	07/14/2023	Regular	0.00	250.00	47211
00454	WALTER NELSON CO.	07/14/2023	Regular	0.00	48.68	47212
00297	CASH	07/14/2023	Regular	0.00	263.00	47213
01761	HD Suppplly Facilities Maintenance Ltd	07/14/2023	Regular	0.00	358.26	47214
01758	COLUMBIA LOCKSMITH LLC	07/19/2023	Regular	0.00	480.00	47215
VEN01226	Coral Sadler	07/19/2023	Regular	0.00	210.00	47216
00398	FINIS	07/19/2023	Regular	0.00	288.04	47217
01492	LEVI CONNER	07/19/2023	Regular	0.00	185.79	47218
00454	WALTER NELSON CO.	07/19/2023	Regular	0.00	559.56	47219
00312	AIRGAS USA, LLC	07/25/2023	Regular	0.00	1,380.45	47220
VEN01140	CBM Systems, LLC	07/25/2023	Regular	0.00	2,832.81	47221
01010	Skyler Archibald	07/25/2023	Regular	0.00	108.73	47222
00900	STAPLES	07/25/2023	Regular	0.00	407.93	47223
VEN01207	State of Washington	07/25/2023	Regular	0.00	123.69	47224
00495	THE FREEDOM SHOP	07/25/2023	Regular	0.00	2,152.40	47225
01602	TYR SPORT INC	07/25/2023	Regular	0.00	173.49	47226
00454	WALTER NELSON CO.	07/25/2023	Regular	0.00	413.10	47227
00297	CASH	07/26/2023	Regular	0.00	1,500.00	47228
00080	DIAMOND HEATING	07/27/2023	Regular	0.00	28,505.00	47229
VEN01238	Ashley Sterling	07/27/2023	Regular	0.00	450.00	47230
01025	BIO-MEDTesting Services, Inc.	07/27/2023	Regular	0.00	116.00	47231
VEN01239	Brenda Baker	07/27/2023	Regular	0.00	50.00	47232

Check Report

Date Range: 07/01/2023 - 07/31/2023

Vendor Number	Vendor Name	Payment Date	Payment Type	Discount Amount	Payment Amount	Number
01567	JJ ELECTRIC SERVICE	07/27/2023	Regular	0.00	3,750.00	47233
00434	RICOH USA	07/27/2023	Regular	0.00	79.65	47234
VEN01240	Robin Montero	07/27/2023	Regular	0.00	500.00	47235
00454	WALTER NELSON CO.	07/27/2023	Regular	0.00	164.60	47236

Bank Code General Summary

Payment Type	Payable Count	Payment Count	Discount	Payment
Regular Checks	61	58	0.00	100,179.41
Manual Checks	0	0	0.00	0.00
Voided Checks	0	0	0.00	0.00
Bank Drafts	0	0	0.00	0.00
EFT's	0	0	0.00	0.00
	<b>61</b>	<b>58</b>	<b>0.00</b>	<b>100,179.41</b>

Check Report

Date Range: 07/01/2023 - 07/31/2023

Vendor Number	Vendor Name	Payment Date	Payment Type	Discount Amount	Payment Amount	Number
<b>Bank Code: Payroll-Payroll</b>						
01793	US Treasury	07/31/2023	Bank Draft	0.00	2,166.98	DFT0000977
01793	US Treasury	07/31/2023	Bank Draft	0.00	9,265.52	DFT0000978
01734	Oregon Department of Revenue	07/31/2023	Bank Draft	0.00	4,952.32	DFT0000979
01793	US Treasury	07/31/2023	Bank Draft	0.00	5,755.27	DFT0000980
01793	US Treasury	07/31/2023	Bank Draft	0.00	3.56	DFT0000996
01793	US Treasury	07/31/2023	Bank Draft	0.00	15.22	DFT0000997
01734	Oregon Department of Revenue	07/31/2023	Bank Draft	0.00	10.15	DFT0000998
01793	US Treasury	07/31/2023	Bank Draft	0.00	2,197.44	DFT0000999
01793	US Treasury	07/31/2023	Bank Draft	0.00	9,396.02	DFT0001000
01734	Oregon Department of Revenue	07/31/2023	Bank Draft	0.00	5,020.66	DFT0001001
01793	US Treasury	07/31/2023	Bank Draft	0.00	5,758.19	DFT0001002
01793	US Treasury	07/31/2023	Bank Draft	0.00	7.04	DFT0001016
01793	US Treasury	07/31/2023	Bank Draft	0.00	30.14	DFT0001017
01734	Oregon Department of Revenue	07/31/2023	Bank Draft	0.00	15.86	DFT0001018

Bank Code Payroll Summary

Payment Type	Payable Count	Payment Count	Discount	Payment
Regular Checks	0	0	0.00	0.00
Manual Checks	0	0	0.00	0.00
Voided Checks	0	0	0.00	0.00
Bank Drafts	14	14	0.00	44,594.37
EFT's	0	0	0.00	0.00
	<b>14</b>	<b>14</b>	<b>0.00</b>	<b>44,594.37</b>

### All Bank Codes Check Summary

Payment Type	Payable Count	Payment Count	Discount	Payment
Regular Checks	61	58	0.00	100,179.41
Manual Checks	0	0	0.00	0.00
Voided Checks	0	0	0.00	0.00
Bank Drafts	14	14	0.00	44,594.37
EFT's	0	0	0.00	0.00
	<b>75</b>	<b>72</b>	<b>0.00</b>	<b>144,773.78</b>

### Fund Summary

Fund	Name	Period	Amount
999	Pooled Cash	7/2023	144,773.78
			<b>144,773.78</b>

August 22, 2023

To: SEPRD Board of Directors  
From: Skyler Archibald, SEPRD Executive Director  
Re: Expansion Services

Directors,

One of the District goals for 2023 is to initiate a conversation with out-of-district communities for a possible expansion to the District boundaries. This has been a topic of conversation for several years with hopes to bring those areas of the "district service area" into the actual District boundaries, and provide those communities with more services, programs and access to the great things that we are doing at SEPRD.

On this journey, we have explored some of those options for doing so. Staff and Board have shared information with elected officials in those communities and, at times, worked to provide what we hoped would be compelling information. During this time we have received somewhat incongruent information regarding what the process would be for accomplishing this.

In consideration of staff knowledge and time, staff have approached multiple sources of expertise for assistance. We have met multiple times with Strategies 360 of Oregon and are pleased to share their proposal for assistance in this area. Their team comes highly regarded after having worked with numerous other municipalities on successful strategies, including colleagues at THPRD (Tualatin Hills Park & Rec District).

Thank you for your consideration of this proposal as we seek to accomplish this goal.

Sincerely,



Skyler Archibald | Executive Director | Sunset Empire Park & Recreation District

1140 Broadway | Seaside, Oregon 97138

503-738-3311 | [sarchibald@sunsetempire.com](mailto:sarchibald@sunsetempire.com) | [sunsetempire.com](http://sunsetempire.com)





August 14, 2023

A wide-angle photograph of a cityscape at sunset. The sky is a mix of orange, red, and blue. In the foreground, the city lights are glowing, and a prominent mountain peak is visible in the distance.

# Sunset Empire Park & Recreation District

## Pre-Referral Proposal

**STRATEGIES 360 OREGON**

240 North Broadway, Suite 215  
Portland, OR 97227

Bobby Schueller  
Director, Strategic Communications  
C: 541-990-3446  
bobbys@strategies360.com

/// STRATEGIES360.COM

# The Challenge

## **A Winning Approach.**

Strategies 360 is delighted to present our proposal to assist you in achieving a significant milestone for your district: the successful passage of a 2024 ballot measure that expands the district's boundaries, and allows SEPRD to better serve the entire community. Our aim is to work closely with your team to identify a path, and develop a comprehensive strategy that resonates with voters, addresses their concerns, and secures the necessary support for this crucial initiative.

Building on our expertise in strategic communication, public engagement, and community outreach, this proposal outlines a phased approach, with an initial focus on identifying the options for changing a district's boundaries, and recommending the best path for SEPRD to ask for voter approval of new boundaries.

In this proposal we also outline our typical approach to the pre-referral work we frequently engage in with various jurisdictions. Once SEPRD identifies a preferred path, this phase two covers everything related to crafting ballot language and placing a measure on the ballot—including bolstering internal communications, drafting ballot titles, summaries, and explanatory statements, coordinating citizen oversight and advisory groups, mapping out a community engagement strategy, and building early support amongst opinion leaders. Should SEPRD also wish to conduct public opinion research, we can provide a supplemental proposal from our research team, or work with the district's preferred opinion research team.

We look forward to further discussion, and would be honored to help SEPRD move in this exciting direction.

# Our Approach

## **Collaborative. Thoughtful. Effective.**

Strategies 360 has built a reputation for running smart, effective, and efficient ballot measure campaigns, particularly bond, levy, and other local funding campaigns. Below, we outline our recommended phased approach for assisting SEPRD.



Our team has extensive experience working with local jurisdictions to craft successful local funding measures, to ensure that your needs are well-understood by the community (and vice versa), and a measure that lands on the ballot is clear to voters and starts with solid support.

We also recognize that your team is likely already at capacity with the important work of running Sunset Empire PRD. Strategies 360 is ready to step in and coordinate with staff and provide support for the entire team — keeping all of the moving pieces coordinated from now through the referral vote(s) and filing of paperwork with the county elections office.

## Scope of Work

### Phase One: Identifying a Path

Changing a special district's boundaries is relatively uncommon, and there are at least two paths to accomplish such a change—dual annexation votes (voters within the district weigh in, as well as voters who would be annexed in), or a “replacement district” vote that creates a new district with updated boundaries and retires the current district's boundaries.

In this first phase, Strategies 360 will do research and analysis to fully outline all potential paths to change SEPRD's boundaries, including the opportunities and challenges associated with each path.

The resulting memo will include:

- Technical information about each path, including which bodies would be responsible for referring a measure or measures to the ballot and any associated procedures/processes and timelines
- Electoral analysis — including a look at the current electorates as well as historic voting patterns — to inform the viability of each path
- Political analysis based on conversations with key stakeholders (list to be reviewed/approved by SEPRD), such as elected officials who would need to be partners in referring measures to the ballot
- Our recommendation on the preferred path

The goal of this memo is to provide SEPRD decision makers with all of the information they need to make an informed and strategic decision on how to proceed. We would endeavor to

complete this analysis in eight weeks, with a short possible extension based on the availability of stakeholders we've identified as high priority interview targets.

## **Phase Two: Referring a Measure (or Measures)**

Following SEPRD's decision on which path to take for boundary changes, Strategies 360 would utilize our project approach to developing and referring a measure (or measure) to voters.

### ***Pre-Referral Planning***

Following a kick-off meeting, we will develop a pre-referral plan that includes:

- > **Guidance on which ballot to target**, if the earlier analysis considers multiple options.
- > **An electoral landscape scan**, outlining other races and/or measures we anticipate will also appear on the ballot.
- > **A timeline outlining key milestones from now through Election Day**, including:
  - o SEPRD finalization of a ballot measure (or measures) and any related opinion research or other community engagement
  - o Legal counsel and finance review of a draft ballot measure
  - o Drafting and finalizing a ballot title, caption, summary, and explanatory statement
  - o Referral vote(s)
  - o County elections office filing deadlines
  - o Where applicable, Tax Supervising and Conservation Commission (TSCC) review and notice requirements
- > **A high-level community engagement strategy**, designed to build trust and galvanize support for the boundary changes.

- > **A high-level communications plan**, outlining tactics and timelines for putting SEPRD's communications tools to work on this effort, as well as content ideas—such as public education on the district's current funding needs and the services provided to the broader community.
- > **Clear roles and responsibilities** for everyone working on the ballot measure in this pre-referral phase, to keep us all in sync and on track.

This plan will be an ongoing reference tool for everyone at SEPRD working on this effort.

### ***Pre-Referral Plan Implementation***

The Strategies 360 team will work with your team to implement the pre-referral plan. Typically, we take the lead on the following items, working closely with your team to ensure we are all on the same page every step of the way. We are also flexible, and can pivot into a support and strategic advice role on items where your team would prefer to take the lead.

Our team's primary roles in this phase include:

- **Advising on opinion research:** Opinion research plays a valuable role in the pre-referral phase, and we almost always recommend budgeting for a poll of likely voters, particularly when introducing a new concept or a new or increased tax. Whether we end up working with our in-house team (see below) or another opinion research firm selected by the district, we will advise on how to get the most out of research, ensure the questions voters are asked will deliver actionable insights, and help interpret results as a measure is finalized.
  - Strategies 360 has an in-house opinion research team that has built a winning reputation in Oregon and across the West, with extensive experience polling likely voters regarding ballot measures, levies, and other tax measures; we can provide a quote for their services. We have also advised districts who opt to solicit several opinion research proposals.
- **Advise on framing the boundary change proposal:** We will work closely with you to build messages that clearly explain to voters why SEPRD is pursuing a boundary change, and what the changes would mean for community members. This framing would be informed by any opinion research and other community engagement.
- **Advise on ballot title and measure language:** We will help the district craft a ballot title and related measure language (ie, explanatory statement) that meets word count and other legal requirements, accurately conveys the districts' needs, incorporates advice from legal counsel, and is clear and compelling for voters.

- **Develop a message framework:** We will develop a succinct and compelling message framework that explains the issue, the background, the district’s needs and what a boundary change would mean for community members, utilizing research-based messages as appropriate. This message framework will include key messages, an “elevator pitch” and talking points, and be the basis for other communications materials.
- **Build out an engagement strategy:** We will work with SEPRD’s team to outline constituencies—including district facility and program users, staff, community members, elected officials, business leaders and the many diverse communities in SEPRD’s jurisdiction and surrounding areas—and opportunities for effective outreach and engagement through the referral vote. This can also include developing a workplan and agendas for any advisory bodies that will weigh in on the ballot measure.
- **Brief or present to SEPRD Board and/or other stakeholders as needed:** Our team can take the lead or support SEPRD staff on briefings or presentations to key decision makers, including any advisory groups convened specific to a referral process. On previous referral projects, we have walked through pre-referral timelines and milestones, presented opinion research or community engagement findings, and worked with decisionmakers to discuss and find consensus on what will be referred to voters.
- **Develop additional communications content:**
  - **Website:** We will work with your team to develop a measure-specific page on your website, advising on overall content, and drafting content where needed.
  - **One-pager, newsletters, social media:** Using the communications plan as our guide, we will draft or advise on pre-referral content for SEPRD’s team to utilize in existing communications channels, including a measure one-pager, social media content, newsletter blurbs, and a presentation deck.
  - **As needed, post-referral paid communications content:** If SEPRD’s budget allows allow for post-referral communications tools—such as direct mail or paid social media—Strategies 360 can also draft or advise on content that is compliant with ORS 260.432 (Restrictions on Political Advocacy by Public Employees). We can also advise on or manage the Secretary of State’s Safe Harbor process to secure a disclaimer for post-referral content that indicates the content is compliant with state law.

- This proposal assumes the district's communications staff will lead on related design and production and will push out content. If the district needs support in these areas, Strategies 360 can outline a supplemental scope.

## Post-Referral

Following a referral vote, our team typically stays on board through the final elections filing deadline, and takes the lead on:

- **Managing elections forms and filings:** We will ensure the County elections office is aware of a pending referral, and will submit required filings (ie, SEL 801/802/803/805) in accordance with deadlines.

Often, we part ways with a district at this point, and transition into working with elected officials and/or community members who form a PAC to support a measure. However, some districts prefer to keep us on board through the election to directly manage the Safe Harbor process for communications materials, manage production of paid communications, and/or support the district with any emergent communication needs, in accordance with restrictions on political advocacy (for example, preparing to appropriately participate in an editorial board meeting or respond to a media inquiry). We can provide a supplemental scope tailored to your needs, as requested.

## A Record of Success

Strategies 360's Oregon team has secured voter approval of more than \$10 billion<sup>1</sup> in local investments for cities, counties, school districts, community colleges, special districts, and other jurisdictions. For most of these measures, we led both the pre-referral work and acted as general consultant for the PAC campaign; in a few, we focused on campaign strategic communications, delivering both paid and earned media as part of a larger team. We're proud of all of these wins, which include:

- **Back-to-back approvals of a bond and a levy for Beaverton School District in 2022.** In May 2022, Strategies 360 helped the Beaverton School District refer—and a PAC campaign pass—a \$723 million bond measure package to repair, rebuild, and modernize schools and facilities. Voters were asked to increase their tax rate by approximately \$0.25 per \$1,000, and they approved the measure with more than 54%

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<sup>1</sup> For measures with a permanent tax mechanism, this total includes only the first 10 years of revenue.

support. That November, Strategies 360 helped the district ask voters to renew an operating levy that raises approximately \$205 million over five years to fund more than 280 teaching positions across the district. Voters said yes again, with more than 72% voting to renew the levy—up from 56.6% support in 2014, and the strongest-ever showing for a Beaverton School District measure.

- **Portland Parks Levy:** In fall of 2020, COVID-19 parks facilities closures and a related loss in revenue had compounded Portland Parks & Recreation's existing structural funding challenges. The City of Portland asked voters to step in and approve a new levy that would raise approximately \$239 million over five years, providing crucial operating funding for the parks system that also expanded recreation opportunities for lower-income households and helped conserve parks, nature, and clean water. Strategies 360 worked with both the Parks & Recreation team and community parks advocates to navigate the challenges of an ongoing pandemic—which impacted everything from the measure's content and message, to voter engagement—and secure nearly 64% approval from voters that November.
- **Preschool for All Multnomah County:** Strategies 360 worked closely with then-Commissioner Jessica Vega Pederson to turn a set of task force recommendations for a universal preschool program into a ballot measure. Utilizing polling, economic research into revenue options, and the guidance of an advisory group, Strategies 360 helped shape a tiered, marginal income tax on higher-income earners to fund what the New York Times called "one of the most progressive universal preschool policies in the nation" after voters approved it in November 2020 with more than 64% support. The effort required neutralizing opposition to a new tax, and negotiating with proponents of a parallel universal preschool initiative petition campaign to consolidate into a single measure—while continuously centering a vision for high-quality and affordable preschool that prioritized families and children who had historically lacked access.

## Budget

In our experience, pre-referral work for a ballot measure or levy can be compressed into a three-to-four-month sprint (though we don't recommend it!) or stretched out for more than a year. However, the amount of work we do tends to be consistent from referral to referral, regardless of the pace. Rather than propose a standard monthly retainer that quickly adds up for ballot measure or levy referrals on a longer timeline, we structure our ballot measure and levy pre-referral work with package pricing.

Whether we work together for three months or a year and a half, our standard rate for the Phase Two consulting scope outlined above is \$30,000.

For SEPRD, we propose not exceeding that rate for both phases. Our recommendation would be to begin with Phase One research and analysis, which we would complete for a project fee of \$5,000. Should SEPRD opt to continue engaging Strategies 360 for Phase Two, the subsequent work laid out in the referral would reflect the remaining \$25,000.

We are flexible in how this is invoiced. For example, we can break the Phase Two retainer into equal monthly invoices or an alternative installment schedule.

## Our Team

Strategies 360 Oregon offers the best qualities of both a large firm and a boutique agency. With any of our state offices, we can provide the attention, accessibility, and personalized service of a small shop. Our team of more than 160 professionals outside our Oregon office allows us to tap a range of experience and resources befitting of a national firm.

The scope of work outlined in this proposal will be led by Amy Ruiz, with support from Bobby Schueller and Alex Blosser.

### Amy Ruiz

*Senior Vice President, Oregon*



Amy brings the experience and leadership of a 20-year career in journalism, communications, campaign direction, and public policy to Strategies 360's team, offering strong tactical and strategic messaging counsel.

In her time at Strategies 360, Amy has led Oregon's ballot measure practice, including the campaign to create Preschool for All in Multnomah County, the statewide effort to defend funding and access to reproductive healthcare for lower income Oregonians, and bond, levy, and other tax measures that have collectively secured voter approval for more than \$10 billion in local investments.

Previously, she served as chief of staff and communications director to Portland Mayor Sam Adams, and deputy campaign manager and communications director for the Oregon United for Marriage Campaign. Her strong working relationships with Pacific Northwest reporters and editors stem from her experience as a news editor and reporter in Portland and Seattle.

## **Bobby Schueller**

*Director of Strategic Communications and Government Affairs, Oregon*



Bobby serves as the Director of Strategic Communications and Government Relations in the Strategies 360 Oregon office. With a background in legislative affairs, education and entrepreneurship, Bobby provides clients and team members across Oregon with distinct insights that can only come from working with lawmakers and directly in public

education. Bobby brings a rich set of skills including communications, strategy, and government affairs to deliver a host of solutions for client's projects.

Prior to becoming a member of the S360 team, Bobby served in various roles with Oregon state Senator Sara Gelser, including Deputy Field Director for her Senate campaign, Legislative Assistant, and then as Chief of Staff, where he specialized in advising on Education and Workforce policy. Prior, he served as Legislative Assistant for Sara Gelser when she was State Representative and the House Chair of the Education Committee.

Most recently, Bobby taught High School in the Salem Keizer Public Schools District. Bobby's experience in public education developed his skills and knowledge of K-12 education practices and policies. He has distinct experience advising school board campaigns and policy, campaign and messaging strategy, and campaign field strategy for public institutions. His blended experience as an educator and in the halls of the Capitol in Salem means clients will get a patient, knowledgeable strategist with the ability to understand the complex issues facing Oregon and, importantly, the skills to bring people together to help solve those issues.

Bobby received his Bachelor of Science in Education from Western Oregon University. In 2015, Bobby and his wife joined together with another family to form The ALS Shootout, an annual charity golf tournament created to raise money for the ALS Association to help fund research to find a cure.

In Bobby's words, he has "yet to find a better place in the world than the PNW!" and finds himself spending time in his absolute favorite places – Neskowin and Bend.



## Alex Blosser

Associate, Oregon



Alex serves as an Associate in Strategies 360's Oregon office, supporting the team's various projects and ensuring the office runs smoothly day-to-day. With a background in Oregon politics starting as a youth campaign volunteer, Alex developed expertise in records management, research, and data analysis and statistics. In Oregon, Alex supports clients with bill tracking, research, and scheduling.

Prior to S360, Alex worked as a legal assistant, providing administrative support for civil proceedings. During the 2022 midterm elections, Alex worked for the Democratic Party of Oregon recruiting and managing volunteers for state and local races. Alex's team canvassed hundreds of doors and made thousands of calls weekly, building and maintaining relationships across Oregon neighborhoods.

Alex is a graduate of Oberlin College with a B.A in Psychology and Economics, with a focus on statistical analysis. While in college, Alex led the Oberlin Forensics Team.

Alex is a lifelong Portland resident with a passion for the environment, who loves the climate and natural beauty of Oregon.

## Next Steps

Thank you for your consideration of this proposal. Please feel free to contact Bobby at 541-990-3446 or [bobbys@strategies360.com](mailto:bobbys@strategies360.com) with any questions or concerns.

# About Strategies 360

## Our Calling is to Drive Lasting Positive Change.

At Strategies 360 we shape business, politics, and culture through collaboration, innovation, and an entrepreneurial spirit. Our full-service model offers public affairs, communications, research, marketing and strategy all under one roof. We provide an integrated and collaborative approach for our clients' most important projects bringing together local expertise with top tier creative and strategic talent. No matter where we're working, we get the win.

With 22 offices in 13 states, Washington D.C., and British Columbia, Canada, our Strategies 360 team of 170+ professionals bring decades of experience and results that help clients advance their goals. With experts drawn from the worlds of government, politics, the news media, quantitative and qualitative research, advertising, marketing, and design, we provide a wide range of services and sharp strategic thinking that gets results.

- **Government Relations:** State, Federal, and Local Strategy, Policy and Lobbying
- **Communications:** Strategic communications, media relations, crisis communications, spokesperson training
- **Public Affairs & Advocacy:** Initiatives & campaigns, coalition building, ballot measures & levies, siting & permitting
- **Marketing & Advertising:** Brand & creative strategy, advertising and marketing, videography, graphic design, copywriting, media buying
- **Web & Digital:** Website design & development, digital marketing, social media, online reputation management
- **Multicultural Engagement:** Diversity, equity and inclusion (DEI) community outreach, strategy, communications and implementation, Spanish translation, and contextual research

Learn more about our work and teams at [www.strategies360.com](http://www.strategies360.com)

August 22, 2023

To: SEPRD Board of Directors  
Re: Sunset Park & Rec Foundation Board

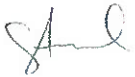
Directors,

The Sunset Park & Recreation Foundation is tasked with assisting the District's efforts to fundraise for projects, scholarships and other initiatives. We are grateful to have their support and recognize the giving nature of those volunteers. In our July meeting the Board approved 4 Foundation Board Members but we come today with an additional proposed member for consideration:

- Brooke English

If the Board approves Brooke, staff will work with the potential 9 (!) Foundation Board Members, which is very exciting, to begin meeting, planning and fundraising for the initiatives of the District.

Sincerely,



Skyler Archibald | Executive Director | Sunset Empire Park & Recreation District

1140 Broadway | Seaside, Oregon 97138

503-738-3311 | [sarchibald@sunsetempire.com](mailto:sarchibald@sunsetempire.com) | [sunsetempire.com](http://sunsetempire.com)



August 22, 2023

To: SEPRD Board of Directors

Re: Legislative Update including New Requirements/information for Elected Officials

Directors,

In various trainings, workshops, and professional development I have been privy to some of the recent changes in legislature that have relevance or direct application to elected officials. Most of these changes were reviewed in a recent training I attended provided by SDAO for Elected Officials and Staff.

- **HB 2805 and SB 207:** These two bills provide the Oregon Ethics Commission with oversight authority over violations of public meetings laws generally, not just executive sessions (which was the case previously)
- **HB 2805:** This bill also clarifies what "deliberations" are in regard to public meetings. Deliberations between or among members of a governing body are permissible include:
  - Purely factual or educational in nature and that convey no deliberation or decision on any matter that might reasonably come before the governing body
  - Not related to any matter that, at any time, could reasonably be foreseen to come before the governing body for deliberation and decision
  - Non-substantive in nature, such as communication relating to scheduling, leaves of absence and other similar matters.
- This bill also clarifies what "convening a public meeting means":
  - Gathering in a physical location
  - Using electronic video or telephone to be able to communicate contemporaneously among participants
  - Using serial electronic written communication among participants
  - Using an intermediary to communicate among participants
- The bill also states that the Oregon Government Ethics Commission is required to conduct training on public meetings laws and that every board member of a district with total expenditures for a fiscal year of \$1 million or more is required to attend or view the training provided at least once during their term.
- The bill also states: Anyone who believes a governing body has violated public meetings laws may, within 30 days of the alleged violation, file a written grievance with the board, setting forth the specific facts and circumstances of the alleged violation. The Board must provide a written response within 21 days acknowledging receipt, denying the claim, and setting out corrected facts and circumstances; admitting to them and explaining why they are not a violation; or admitting the violation happened and setting out a plan to address it. The written grievance must be filed with the Oregon Ethics Commission. The Ethics Commission will investigate the claim and may assess penalties if a violation is found.
- The Bill also states that the Ethics Commission may investigate claims of violations of executive session laws on its own without necessarily receiving a complaint.

- **HB 2560:** This bill requires governing body to provide remote or telephone access to public meetings, to the extent reasonably possible and to allow testimony to be given orally or in writing
- **HB 2004:** This bill requires the Secretary of State to allow candidates to check a box indicating that they do not want their residence address to be publicly disclosed except in response to written public records request
- **SB 442:** Allows contracting agency to give preference when procuring goods to those that are fabricated or processed, or services that are performed entirely within Oregon if certain requirements are met
- **SB 168:** Prohibits public employees while on the job during working hours or while otherwise working in an official capacity from promoting or opposing appointment, nomination or election of public officials
- **SCR 3:** Designates the potato as the official vegetable of Oregon 😊.

It is imperative that Board members are aware of these changes. We are so thankful for your service to the District.

Sincerely,



Skyler Archibald | Executive Director | Sunset Empire Park & Recreation District

1140 Broadway | Seaside, Oregon 97138

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August 22, 2023

To: SEPRD Board of Directors  
Re: District Goals 2023, August Update

Hi Directors,

Here are the goals established and agreed upon by the Board and an update on those goals as of August 2023 (end of July), (58% of 2023 completed).

**1. Explore and learn more about Systems Development Charges (SDC's) and bring information back to the Board**

Identified a consulting firm (FCS Group) that could come and inform the Board on this topic. Attended the ORPA Admin Retreat where staff from FCS Group presented information. Direction from the Board at the March meeting indicated that they would like to revisit this in early Fall.

**2. Start conversation with out-of-District communities for possible District expansion**

Update provided earlier this meeting.

**3. Return Sunset Pool to pre-pandemic hours of operation, offering more weekend hours and open swims**

We have continued operation on Saturdays with a full catalog of programs, open swims and even some rentals also.

**4. Create more opportunities for patrons to get to know staff, particularly the Executive Director**

Staff hosted the first Meet & Greet opportunity on June 2 and had 15 participants. We are hosting the second Meet & Greet on Friday, September 1 at the SRC. This will give patrons/community members an opportunity to see some of the SRC (we'll provide information and tours) as well as get to know some of our key staff.

**5. Enhance utilization**

Staff have hired two bilingual individuals for help in translating marketing materials as well as translating for Seaside Farmers Market attendees. Retained those individuals for duties outside of the SFM.

**6. Obtain full occupancy for the Sunset Recreation Center and begin the process of utilizing the building spaces, providing more recreation and community space.**

Update provided earlier in the meeting.

- Hire a grantwriter to fundraise for phased improvements at the Sunset Recreation Center, in coordination with the Sunset Park & Rec Foundation. Utilize the position to develop a strategy aimed to increase programming and capacity at the SRC.**

Grantwriter has been hired and begun their work. Grants have been applied for!

- Edit or recreate the IGA between the City, SSD, and SEPRD regarding Broadway Field**

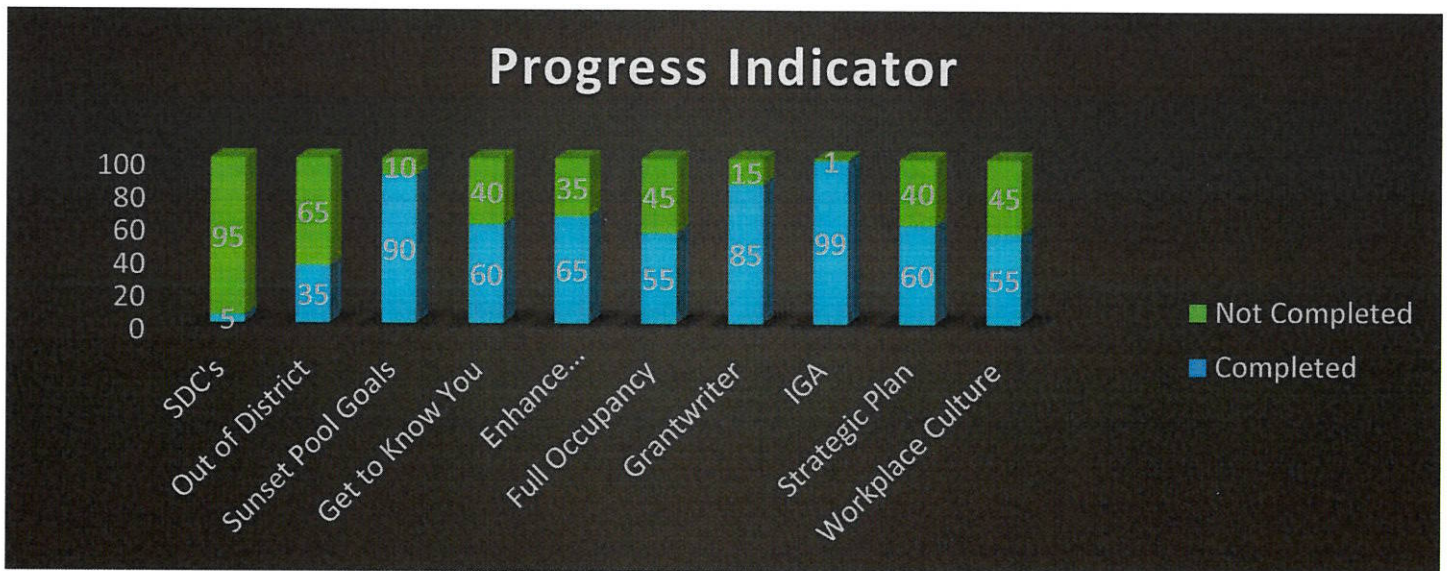
Update provided earlier in the meeting.

- Complete the Strategic Plan, in conjunction with consultants from SEA and SFA**

Update provided earlier in the meeting.

- Align recruitment and retention goals to ensure a healthy workplace culture while meeting program needs.**

Recognized professional staff on National Park & Rec Professionals Day (July 21) and planning on continuing to recognize staff thru creative efforts and trainings moving forward.



Sincerely,



Skyler Archibald | Executive Director | Sunset Empire Park & Recreation District

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