

**URBAN RENEWAL AGENCY BOARD OF DIRECTORS  
REGULAR MEETING AGENDA**

**Tuesday, August 21, 2007**

Following the Regular City Council Meeting

City of Sherwood City Hall  
22560 SW Pine Street  
Sherwood, Oregon

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. CONSENT AGENDA**

A. Approval of Minutes from 06.19.07 URA Board Meeting

**4. NEW BUSINESS**

**A. URA Resolution 2007-009 Authorizing the URD Manager to sign an agreement with Greenplay LLC for a Scope of Work for a Community Arts Center (Jenni Lipscomb, Senior Project Manager)**

**5. ADJOURN**

**URBAN RENEWAL AGENCY BOARD OF DIRECTORS  
REGULAR MEETING MINUTES**

**June 19, 2007**

- 1. CALL TO ORDER:** Chair Keith Mays called the meeting to order at 8:41 p.m.
- 2. ROLL CALL:** Chair Keith Mays, Vice Chair Dave Grant, Mr. Dave Heironimus, Ms. Linda Henderson, Mr. Dan King and Mr. Lee Weislogel. Mr. Dave Luman was absent
- 3. STAFF PRESENT:** City Manager Ross Schultz, Assistant City Manager Jim Patterson, Community Development Director Rob Dixon, Public Works Director Craig Sheldon, Finance Director Christina Shearer and Board Recorder Sylvia Murphy.

**Note:** Sylvia Murphy the Board Recorder informed the District Board: During the regular City Council meeting held prior to the URA Board meeting this evening, there was an error on the agenda. Item B Resolution 2007-005 should be removed as this was not URA business.

**4. CONSENT AGENDA**

- A. Approve minutes from the May 15, 2007 URA Board of Directors meeting.

**MOTION: FROM MR. HEIRONIMUS, SECONDED BY MR. WEISLOGEL TO APPROVE THE AMENDED CONSENT AGENDA. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

**5. NEW BUSINESS**

- A. **URA Resolution 2007-006 Approved URA Budget for Fiscal year 2007-08**

Chair Mays called Christina Shearer, Finance Director forward to answer Council questions. With none heard, Chairs Mays asked for a motion.

**MOTION: FROM MR. KING, SECONDED BY MR. GRANT TO ADOPT URA RESOLUTION 2007-006. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

City Manager Schultz called for a point of order, stating he believes the title of the resolution should read Adopted Budget as opposed to Approved Budget. Finance Director Christina Shearer replied "No, they actually adopt the approved budget, resulting in the adopted budget".

Chair Mays addressed the next agenda item.

**B. URA Resolution 2007-007 Supplemental Budget for 2006-07**

Chair Mays asked for board member questions, with none heard, he asked for a motion.

**MOTION: FROM MR. WEISLOGEL, SECONDED BY MR. KING TO ADOPT URA RESOLUTION 2007-007. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

**C. URA Resolution 2007-008 Approval of Façade Grant for Bridges Financial**

Mr. Heironimus asked if this was the lime green house on Second street UR District Manager Jim Patterson replied, he did not believe it was lime green, but the house has a brick façade and stated it's the building behind Nottingham's that has been approved for the Morgan & Realty Company.

Ms. Henderson asked how long has Bridges Financial been doing business in town. Mr. Patterson replied they are moving their business from Tualatin into this new facility and they will be employing between 10-12 people.

Ms. Henderson asked where will the employees park. Mr. Henderson then stated, never mind, this is another issue. Mr. Patterson replied, this was a great question.

Ms. Henderson asked if anyone else has applied for a Façade Grant that is currently in Sherwood or that has been here for a while. And stated she thought the Façade Grant had been exhausted. Mr. Patterson replied, he bring the grant requests forward as he receives them and there is about \$40,000 remaining from the original \$150,000.

Mr. Patterson informed Council, SURPAC would be recommending to the District Board whether or not the Façade Grant should be recharged.

Mr. Patterson stated the original request on this Façade Grant was for well above \$15,000 and as it went through the process, SURPAC determined this part was eligible and met the criteria (see record for Façade Application).

Chair Mays asked for other questions, with none heard, he asked for a motion.

**DRAFT**

**MOTION: FROM MR. WEISLOGEL, SECONDED BY MR. KING TO APPROVE URA RESOLUTION 2007-008. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

**6. ADJOURN:** With no further URA business, Chair Mays adjourned at 8:45pm and reconvened to the City Council work session.

**TO:** Sherwood Urban Renewal Agency Board of Directors  
**FROM:** Jenni Lipscomb, Senior Project Manager  
**SUBJECT:** URA Resolution 2007-009 GreenPlay Scope of Work for Community Arts Center

## Staff Report

**Summary:** Staff reviewed the work GreenPlay LLC did for the City on the Parks and Recreation Master Plan. GreenPlay's community survey resulted in the inclusion in the master plan of a project for a cultural arts facility. Since GreenPlay has already completed some preliminary work on a cultural arts facility staff determined that it would best serve the City to hire them to develop a needs assessment, market analysis, project budget and a business plan for a Cultural Arts Community Center.

Staff met with the project sponsors; Councilors, Lee Weislogel and Council President Dave Grant to discuss the project scope and our recommendation to hire GreenPlay. The Councilors agreed with our recommendation.

Staff reviewed the Statement of Work with SURPAC who recommended against funding the work at this time.

Staff contacted GreenPlay and discussed a scope of work. The following is a summary of their proposal. The proposal is designed so the work can be stopped at the end of task A, B or C if the Board desires.

**Previous Action:** The City Council reviewed the Statement of work and SURPAC's recommendation at a Council Work Session, August 7, 2007, and Council recommended approval of the work, but asked staff to prepare an item for the Urban Renewal Agency Board of Directors' approval.

**Alternatives:** Not accepting GreenPlay' proposal and Scope of Work

**Financial Implications: GreenPlay Proposed Scope and Fees:**

**Task A. Needs Assessment - \$11,400 plus survey costs - 3 months duration**

Includes 2-day trip with two GreenPlay consultants to conduct meetings with the Project Oversight Committee, City Council or URA Board (if desired) stakeholders, users and the public, review potential sites, develop the survey instrument and implement the survey, provide analysis and recommendations for facility components priorities

**Survey costs are anticipated to be an additional \$12,000**

**Task B. Market Analysis - \$5,625 - 1 month duration (can be concurrent with Task A or following Task A)**

Included with the Task A trip and utilizing previous planning efforts, demographic analysis, and needs assessment identified from Task A, GreenPlay will establish alternative providers for a

cultural arts and community center facility, fee benchmarking, program development, and potential renters, users, and partners

**Task C. Capital Costs and Operational Budget Projections and Business Plan - \$15,150 - 2 months duration**

In collaboration with the preferred architect, validate the facility design with desired components and two alternative sites. Architect will develop capital construction costs and construction timeline. GreenPlay will develop the operational pro-forma from the approved operating assumptions, market analysis (Task B) and needs assessment (Task A). Includes 2 trips, consultants to approve draft assumptions, facility components, facility concepts, and operational pro-forma, and present final recommendations and operational business plan.

Separate and additional architect and fees TBD depending on client preferences.

City of Sherwood staff costs and expenses for the consultant travel are in addition to the above estimates.

**Recommendation:** Approval of URA Resolution 2007-009.



**URA RESOLUTION 2007-009**

**A RESOLUTION AUTHORIZING THE DISTRICT MANAGER TO PROCEED WITH THE STATEMENT OF WORK PROVIDED BY GREENPLAY LLC FOR A NEEDS ASSESSMENT, MARKET ANALYSIS AND BUSINESS PLAN FOR A CULTURAL ARTS COMMUNITY CENTER**

**WHEREAS**, The Sherwood City Council at their August 7, 2007 meeting held a work session and received information and cost estimates pertaining to a Needs Assessment, Market Analysis and Business Plan for a Cultural Arts Community Center; and

**WHEREAS**, staff informed the City Council that SURPAC was not in support of spending URD funds for this statement of work; and

**WHEREAS**, The City Council directed staff to hire GreenPlay and proceed with the Statement of Work as outlined in the work session staff proposal; and

**WHEREAS**, The City Council indicated they would consider utilizing URD funds for the work at their next Urban Renewal Agency Board of Directors Meeting.

**NOW, THEREFORE, THE URA BOARD OF DIRECTORS RESOLVE AS FOLLOWS:**

**Section 1:** The URD Manager is authorized to utilize URD funds not originally allocated in the URD budget for 2007-08 and to proceed with the Greenplay LLC statement of work, Exhibit A.

**Section 2:** This URA Resolution is and shall be effective upon its approval and adoption by the Urban Renewal Agency Board of Directors.

**Duly passed by the Board this 21<sup>st</sup> day of August 2007.**

\_\_\_\_\_  
Keith S. Mays, Board Chair

ATTEST:

\_\_\_\_\_  
Sylvia Murphy, District Recorder

Attachment A



## Professional Services Cultural Arts & Community Center Feasibility Study

July 26, 2007

Ms. Kristen Switzer, Community Services Director  
Jenni Lipscomb, Project Manager  
City of Sherwood  
Community Services Department  
22560 SW Pine Street  
Sherwood, OR 97140

Dear Kristen and Jenni:

**GreenPlay, LLC**, is honored to respond to your request for assistance regarding a cultural arts and community center feasibility study, market analysis, construction estimates and operating projections and the amphitheater improvements study in relation to the priorities from the current Master Plan.

We have prepared this menu of potential items which we can assist you with based on our preliminary understanding of your needs. If for some reason something listed does not appear to match your expectations, we are flexible.

- ✓ Needs Assessment
  - Conduct public and stakeholder meetings to determine user needs and priorities
  - Develop and conduct a user survey to determine facility component priorities for a cultural arts and community center (*recommended*)
  - Compare and contrast needs assessment and survey results in relation to the priorities from the current master plan
  - Develop recommendations for facility amenities and rationale for the master plan priorities not considered or included at this time, opportunities and constraints
- ✓ Market Analysis
  - Analyze market segmentation and service radius
  - Identify partner opportunities and alternative providers
  - Develop fee comparison and niche or target market penetration
- ✓ Capital Costs, Operational Budget Projections and Business Plan
  - Provide facility concepts for two sites with desired components
  - Develop construction budget and timeline
  - Provide operational assumptions based on needs assessment and market analysis
  - Establish fees and program opportunities
  - Develop one year operational pro-forma
  - Develop Operational Business Plan
- ✓ Formal presentations to City Council

# Proposed Team

For this project **Karon Badalamenti**, CPRP and Principal with GreenPlay, LLC, will act as Principal-in-Charge; will assist with project oversight, public process management, administration, facility-planning expertise, and review and editing of all documents. Karon will help ensure that all information is valid and useful from an operational and administrative standpoint.

Karon is a Certified Parks and Recreation Professional who brings over twenty-two years senior management experience in Recreation, Parks, Planning, Marketing, Operations, Maintenance and Construction Development and Project Management. Karon focuses on visioning and comprehensive strategic planning to ensure the Client receives a functional and implementable plan, delivering successful project management, and ensuring that client objectives are met. She excels at program and needs assessment, market analysis and strategies, revenue planning and cost recovery, preventative and predictive maintenance analysis, facility management and operational planning. Her emphasis on maintaining a forward focus ties your vision to action through careful analysis and experience.

Karon was the previous project manager for the City of Sherwood's current Master Plan and has worked with the Community Services Department, Planning Department, Parks Advisory Committee, and City Council for plan adoption.

**Karen Grannan** will act a Project Manager and be responsible for all day to day project needs and coordination with other sub-consultants or team members.

Karen has a distinctive and well-rounded background. She has a wide array of experiences from the federal government, state and federal lobbying organizations, recreation-based nonprofits, local parks and recreation, and environmental policy and natural resource management. Karen possesses experience with local, state, and federal parks and recreation programs and policies, alternative funding and grant-writing, strategic fund development planning, parks and recreation foundations, program evaluation, needs assessment, community outreach and partnerships, and sponsorship recruitment. These experiences have provided her with the capability to assess organizational needs, provide multilateral insights, and to establish resourceful solutions that bring about tangible results.

Karen also has vast experience with community input, analysis of cost-recovery levels, and evaluation of the pricing and subsidy levels for programming and feasibility studies.

For projects like this where the needs of the client and our scope of work are somewhat uncertain, we typically offer our services as a menu of tasks. As we determine how this scope meets your needs we can select all three tasks or modify the timing.

## **Architects and Survey Firms**

GreenPlay recommends RRC Associates out of Boulder, CO - [www.rrcasoc.com](http://www.rrcasoc.com) as the survey firm and would be happy to coordinate services for their scope of work under a separate contract with the City or as a sub-consultant to us. For architectural services,

# Proposed Scope and Fees

we will be happy to work with a firm of the client's choice with their scope of work under a separate contract with the City.

## **Proposed Scope and Fees:**

### **A. Needs Assessment - \$11,400 plus survey costs - 3 months duration**

Includes 2-day trip with two GreenPlay consultants to conduct meetings with the Project Oversight Committee, City Council (if desired) stakeholders, users and the public, review potential sites, develop the survey instrument and implement the survey, provide analysis and recommendations for facility components priorities  
**Survey costs are anticipated to be an additional \$12,000**

### **B. Market Analysis - \$5,625 - 1 month duration (can be concurrent with Task A or following Task A)**

Included with the Task A trip and utilizing previous planning efforts, demographic analysis, and needs assessment identified from Task A, GreenPlay will establish alternative providers for a cultural arts and community center facility, fee benchmarking, program development, and potential renters, users, and partners

### **C. Capital Costs and Operational Budget Projections and Business Plan - \$15,150 - 2 months duration**

In collaboration with the preferred architect, validate the facility design with desired components and two alternative sites. Architect will develop capital construction costs and construction timeline. GreenPlay will develop the operational pro-forma from the approved operating assumptions, market analysis (Task B) and needs assessment (Task A). Includes 2 trips consultants to approve draft assumptions, facility components, facility concepts, and operational pro-forma, and present final recommendations and operational business plan

**Separate and additional architect and fees TBD depending on client preferences**

*We recommend that Tasks A, B and C be done sequentially. The City could opt to cease work at the conclusion of any single or concurrent Task*

**Total Proposed GreenPlay Scope of Work: \$32,175 plus costs for survey firm and architect firm costs TBD**

## **Proposed Costs**

### **Our rates include:**

- Professional staff, sub-consultant, and administrative salaries
- All office overhead, equipment, utilities, and insurances
- Taxes, employee benefits, and Worker's Compensation
- Administrative support staff and supplies, and local travel
- Work Products and meetings as outlined in this document
- Travel costs

# Terms and Conditions

**Rates may not include (unless specified in the Scope of Work):**

- Materials and services outside of the pre-specified Scope of Work (may include extra meetings, requested copies and printing of work products)

**As a baseline:**

GreenPlay's hourly rate is \$125 per hour for all contracted professional consulting services. Our other team member's hourly rates range between \$68 - \$150 per hour. While the hourly rates may sound high relative to typical public agency staff pay rates, when considering the costs for implementing additional experienced and professional full-time staff, benefits, insurances, office space, computers and equipment, support staff, utilities, etc., we find that this rate is usually comparable to or lower than what an agency would spend for in-house staff. An additional benefit is that when the project is finished, the expense ends.

GreenPlay typically submits an invoice for payment to the project manager or primary contact person on a monthly basis. Each invoice includes a brief description of the services provided and percentage of Scope completed to date. Invoices past due over 60 days will accrue 1.5% interest per month. Other structures for compensation and payment can be negotiable prior to contract award.

In summary, we will expeditiously respond to your unique project needs, and partner with you to help achieve your goals. We look forward to further discussions with you.

Sincerely,



**Chris Dropinski, CPRP**

Senior Principal and Managing Member

Direct Line: (303) 870-8674

Email: [ChrisD@GreenPlayLLC.com](mailto:ChrisD@GreenPlayLLC.com)

# Approved Minutes

**URBAN RENEWAL AGENCY BOARD OF DIRECTORS  
REGULAR MEETING MINUTES**

**August 21, 2007**

- 1. CALL TO ORDER:** Chair Keith Mays called the meeting to order at 8:55 p.m.
- 2. ROLL CALL:** Chair Keith Mays, Vice Chair Dave Grant, Mr. Dave Heironimus, Ms. Linda Henderson, Mr. Dan King, Mr. Dave Luman and Mr. Lee Weislogel.
- 3. STAFF PRESENT:** City Manager Ross Schultz, Senior Project Manager Jenni Lipscomb and Board Recorder Sylvia Murphy.

**4. CONSENT AGENDA**

A. Approve minutes from the June 19, 2007 URA Board of Directors meeting

**MOTION: FROM MS. HENDERSON, SECONDED BY MR. WEISLOGEL TO APPROVE THE CONSENT AGENDA. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

**5. NEW BUSINESS**

**A. URA Resolution 2007-009 Authorizing the URD Manager to sign an agreement with Greenplay LLC for Scope of Work for a Community Arts Center**

Jenni Lipscomb Senior Project Manager came forward to answer questions.

Mr. Heironimus mentioned he heard rumors about the Nottingham's site being a possible location for the facility and he doesn't think talking about this location as an option prior to Greenplay completing the study is a good idea.

Mr. Luman commented their proposal doesn't mention anything about previous experience with this type of project and recalls being informed they had experience in this area.

Jenni Lipscomb replied they are considered recreational consultants and they consider a Cultural Arts Center as recreation.

Ms. Henderson suggested having Greenplay in town during the Arts Festival to conduct their meetings as noted in the proposal and possibly having a booth at the festival to answer questions and conduct surveys. The Arts

Festival is an opportunity to collect data. Ms. Henderson commented in regards to their plan, she found it difficult to believe they could accomplish all the stakeholder meetings, meetings with Council and public and collect survey data in a two day trip.

City Manager Schultz replied maybe there's some way we can work with Greenplay long distance.

Jenni replied Greenplay is very conscious that we are conscious of funds and offered to speak with them on their availability and to find out what staff can do to collect information.

Mr. Weislogel agreed with Ms. Henderson and thought it was a good idea to try and collect data early.

Chair Mays asked for other questions, with none heard he asked for a motion.

**MOTION: FROM MR. WEISLOGEL TO ADOPT URA RESOLUTION 2007-009 SECONDED BY MR. GRANT. UNANIMOUSLY APPROVED BY ALL MEMBERS PRESENT**

**6. ADJOURN:** Chair Mays adjourned at 8:59pm.