

City of Veneta PARK BOARD

AGENDA

WEDNESDAY, JULY 2, 2025 – 4:30 P.M.

Veneta Administrative Center – J.W. “Bill” Smigley Room
88184 8th Street, Veneta, Oregon

City of Veneta meetings can be accessed via telephone. To listen or participate call 541-935-2192 (Participant Code 793738#). To submit public comments electronically, email comments to JMirable@venetaoregon.gov by 3:00 p.m. Monday of the preceding Board meetings. All public comments must include your name and address. This meeting will be digitally recorded.

1. CALL TO ORDER
 - a. Agenda Check
2. PUBLIC COMMENT - Maximum time 20 minutes. Speakers will be limited to 3 minutes each. The Board will not engage in any discussion at this time; however, they may take comments under advisement.
3. BOARD BUSINESS
 - a. Business
 - (1) Minutes for June 4, 2025 Meeting (pgs. 1-4)
 - b. Action Items
 - (1) Community Building Grant Program (pg. 5)
 - (2) Music in the Park (pg. 7)
 - (3) Veneta Park Run (pgs. 9-18)
 - i. New Banner
 - ii. Parade Permit
 - c. Event Planning
 - (1) Event Planning Guidelines - Jacob Thode (pgs. 19-21)
 - (2) Veneta Fourths (Budget: \$2,350) – July 4th
 - i. Committee Report – Alexa (verbal)
 - (3) Movies in the Park (Budget: \$750) – July through September
 - i. Committee Report – Alexa (verbal)
 - (4) National Night Out (Budget: \$50) – August 5th
 - i. Pre-Tabling Report - TBD (verbal)
 - (5) Veneta Celebration Run (Budget: \$5,000) – August 9th
 - i. Committee Report – Craig & Alexa (verbal)
 - ii. ~~2024 Budget (pg: 23)~~
 - (6) Harvest Festival (Budget: \$250) – September 13th
 - i. Tabling Report – TBD
 - (7) Veneta Haunts (Budget: \$1,800) – October 25th
 - i. Organizing Meeting in May – Alexa

4. STAFF REPORTS

- a. Community Development Director..... Kevin Urban
 - (1) Park Board Levels of Engagements (pg. 25)
 - (2) Financials Update (pg. 27)
 - (3) Questions from the Board

5. BOARD REPORTS

- a. Events
 - (1) No May Events
- b. Board Member Updates (verbal)
 - (1) Park Evaluations by Board Members (verbal)
 - (2) Other updates

6. OTHER

- a. Next 1st Wednesday Meeting: August 6th at 4:30 PM

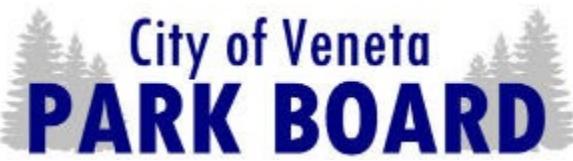
7. ADJOURN

Access Park Board meeting material at <http://www.venetaoregon.gov/agendacenter>

Times are approximate. Location is wheelchair accessible. Individuals needing special accommodations, such as sign language or foreign language interpreters, should contact the City Recorder at 541-935-2191(voice) or by e-mail at JMirable@venetaoregon.gov

Requests made after 10:00 a.m. two working days prior to a meeting may not be accommodated.

Los tiempos son aproximados. La ubicación es accesible para sillas de ruedas. Las personas que necesiten un alojamiento especial, tales como lenguaje de señas o intérpretes de idiomas extranjeros, deben hacer tales peticiones poniéndose en contacto con el registrador de la ciudad en 541-935-2191 (voz) o por correo electrónico a:



City of Veneta PARK BOARD

Meeting Minutes

TRESSA MILLER (CHAIR)
CRYSTAL DONAGAN (VICE-CHAIR)
REBECCA COX
DARLENE HARRIS
CRAIG SODERBERG
COUNCILOR ALEXA BENSON
(COUNCIL LIAISON, NON-VOTING MEMBER)

TORY MACKLIN
JOHN TRIBOLET
BOB REEVES
JOANNA RICHA
KENDALL MOELLAR (STUDENT)
AUBREE ROGERS (STUDENT)

MINUTES

Park Board Meeting
Wednesday, June 4, 2025 4:30 PM

Veneta City Hall — J.W. "Bill" Smigley Room 88184 8TH Street, Veneta, Oregon

I. CALL TO ORDER & REVIEW AGENDA

Chair Tressa Miller called the meeting to order at 4:30 p.m. and reviewed the agenda.

II. ROLL CALL

Present:

Chair Tressa Miller, Vice Chair Crystal Donagan, Members: Craig Soderberg, Rebecca Cox, Bob Reeves, Tory Macklin, Joanna Richa, Darlene Harris; Student Members: Aubree Rogers, Kendal Moeller; Council Liaison: Alexa Benson

Absent:

Member John Tribolet

Staff Present:

Community Development Director (CDD) Kevin Urban, Management Analyst (MA) Jacob Thode

Guests:

Heather Blake, Fern Ridge Events

III. PUBLIC COMMENTS

No public comments were made.

IV. BOARD BUSINESS & REPORTS

a. Approval of May 7, 2025, Minutes

Motion: Member Soderberg

Second: Member Macklin

Result: Motion passed unanimously (10-0)

b. Board Member Updates

- **Chair Miller** reported that the Dog Park looks very nice.
- **Member Reeves** noted that the Dog Park water fountain runs continuously.
→ Chair Miller agreed to follow up with Public Works Director Schauer.

c. Ongoing Items and Discussions

1. Park Board Evaluations

No additional discussion.

2. Bark and Whistle Dog Park Grand Opening

- Chair Miller noted the grand opening was a success.
- **Member Reeves** inquired about a pergola or shelter.
- **MA Thode** clarified a pavilion would be built, and the City is seeking funding for an additional gazebo.
- **CDD Urban** is currently working on a grant for the gazebo.
- **Liaison Benson** shared that *Veneta Serves* was promoting a fundraising effort for the gazebo and asked whether the City supported this.
→ **CDD Urban** responded he would verify but believed it was a positive initiative.
- **MA Thode** estimated the cost of a second gazebo would be under \$10,000.
- Chair Miller said they were in conversation with a vendor and hoped for a discount.
- **Member Soderberg** raised questions about Park Board fundraising and referenced a change in protocol last year.
→ **MA Thode** clarified that only the Dog Park project solicited donations.
- **Member Richa** suggested individual (non-business) donors could contribute.
→ **CDD Urban** responded that more fundraising efforts are welcome.

Additional Concerns:

- **Member Reeves** raised concerns about the gates at the Dog Park.
→ **CDD Urban** agreed to follow up with PWD Schauer.

d. Event Reports

1. Veneta 4ths – July 4, 2025

- **Liaison Benson** requested a budget increase and noted that over 20 volunteers would be needed.
- **CDD Urban** said an additional \$1,000 would cover the inflatable slide.
- Members discussed volunteer scheduling and potential business promotion through shirts.
- **Member Soderberg** volunteered to install/remove signs.
- **Member Reeves** volunteered to deploy the music cart at 2:00 p.m.
- **MA Thode** reported the Park Board had exceeded its \$5,000 budget but could draw from fundraising funds.
- **CDD Urban** explained the Park Board's fiscal year budget cycle.
- **Chair Miller** noted the *Veneta Park Run* justified a shift to annual sponsorships due to its visibility for the City's parks.

Funding Motions:

- **Motion** to transfer \$750 from *Movies in the Park* to *Veneta 4ths*:
→ **Motion**: Member Soderberg | **Second**: Member Harris | **Result**: Unanimous approval (10-0)
- **Motion** to increase *Veneta 4ths* budget by \$500 from fundraising funds:
→ **Motion**: Member Soderberg | **Second**: Member Reeves | **Result**: Unanimous approval (10-0)

2. Event Advertising & Social Media Policy

- Chair Miller invited CDD Urban to review policies.
- **CDD Urban** emphasized that City-sponsored Park Board events must be promoted through official City channels.
→ Events cannot be dual-branded as both Park Board and *Veneta Serves* events.
- Discussion included record retention obligations and the need to avoid personal social media promotion of City events.
- **CDD Urban** requested that all events establish a three-person subcommittee responsible for pre-planning, day-of execution, and clean-up.
- Subcommittees should document event procedures for annual updates.
- **MA Thode** confirmed that all posters and social media materials must be submitted to either him or Ann Haxby.

V. ITEMS NOT COVERED (Due to Loss of Quorum at 5:32 PM)

- **Movies in the Park**
- **National Night Out**
- **Veneta Park Run – August 9**
- **Harvest Festival – September 13**
- **Veneta Haunts – October 25**

VI. STAFF REPORTS (Not Discussed)

- a. Park Board Level of Engagement
- b. Community Building Grant Program
- c. Park Board Purchasing
- d. Financial Update
- e. Questions from the Board

VII. OTHER BUSINESS

- The next Park Board meeting is scheduled for **Wednesday, July 3, 2025, at 4:30 p.m.**

VIII. ADJOURNMENT

With a quorum no longer present, Chair Miller adjourned the meeting at **5:32 p.m.**

Tressa Miller, Chair

ATTEST:

Jennifer Mirabile, City Recorder



GRANT PROGRAM

Purpose: This program, initially called the Livability Marketing and Community Grant, began in 2019 as a part of the Pop-up Retail initiative in 2019. Up until 2024, this program funded a variety of programs aimed at promoting placemaking activities and engagement in the City's downtown. Notably, this program has historically funded Music in the Park, Movies in the Park, VenetaHaunts, Veneta 4th's and Way of the Donkey.

In 2024, the City adopted the program as the Community Building Grant Program, establishing awards up to \$1,000 for small projects and \$3,000 in matching funds for larger projects. See Attachment 1. Staff created an application packet, along with scoring criteria for the awarding committee, the Business Assistance Committee. See Attachment 2.

Problem: In March of 2025, the EDC and City Council decided to discontinue funding the Community Building Grant Program. This decision was made, in part, not to increase general fund spending in the general fund for economic initiatives, while maintaining other grant programs would no longer receive funding through Veneta's Urban Renewal Agency. Prior to this, the CBGP was funded through the Economic Development portion of the general fund. City Council decided to allocate the funding from the general fund to support grants that would have otherwise been eliminated, including the Urban Renewal Agencies Signage, Facade, and Streetscape Improvement programs.

Ask: While funding for the Community Building Program was not allocated in the City's general fund, the EDC and City Council agreed that staff propose that the program be hosted through the Veneta Park Board, which now oversees a number of programs that were once funded through the CBGP. Notably, VenetaHaunts and Movies in the Park

Possible Avenues:

Staff proposes the following options to the Park Board:

1. Decide to host the program. Awards will be determined on a case-by-case basis, with a limit on how much funding will be allocated each year. Funding for grant programming will be allocated from the Park Board's Fundraising account
2. Decide to host the program, given that the City Council allocates additional money to award and oversee it in its current form.
3. Decide not to host the program.

This page left intentionally blank.

MUSIC IN THE PARK

Presented by Fern Ridge Events

The purpose is to provide **FREE Community Events** in Downtown Veneta. These events support local artists and musicians, and bring the community together!

2023 was the kick-off with 5 events featuring local music groups once a month June to October, on the second Thursday evening. Attendance was between 50 and 100 people per event. October was a little too cold and dark for outdoor concerts. These events were funded by the "Community Building Grant" under the Economic Development Committee [EDC] of \$1,000.00 which covered paying \$100 per music group, printing flyers, and insurance.

2024 saw 8 events, also featuring local music groups, twice a month from June to September on the second and fourth Thursday evenings. Attendance was lower than the previous season, but drew in new people traveling through the area. These were funded by a "Matching Grant" of \$1200 under the EDC, as well as Sponsorships from local businesses. This covered paying \$200 per music group, a sound technician, and other expenses.

This year I would like to host **EVERY Thursday** of each month
Starting **July 10th through August 28th** totalling 8 events.

I am seeking funding to pay the Musicians and Coordinator services.

Music stipend is \$200 per Music group.

Coordinator Services are a flat \$100 per event.

Total for all 8 events is **\$2,400**

I will also be seeking Sponsorships from local businesses in the Fern Ridge Community.

Marketing & Advertising Plan:

Flyers will be posted around town

PSA's will be aired on KOCF.

Dairy Queen will be asked to display on their Reader Board on Hwy 126.

Facebook Events will be created and SHARED on various group sites.

Fern Ridge
Events

Thank you for your consideration.

Heather Blake
Event Coordinator
Fern Ridge Events

This page left intentionally blank.



This page left intentionally blank.



Parade Permit

PO Box 458 * Veneta, OR 97487 * 541-935-2191 * 541-935-1838 * www.VenetaOregon.gov

ORGANIZATION: City of Veneta

APPLICANT: Jacob Thode

DATE OF PARADE: August 17 START TIME: 9:00 AM ENDING TIME: 11:00 AM

PURPOSE OF PARADE: Veneta Celebration Run

I/We agree to comply with all rules, regulations and special conditions governing this parade permit for the use of City of Veneta streets, parks, and/or city facilities.

THIS PERMIT DOES NOT AUTHORIZE USE OF STATE HIGHWAYS OR NON-CITY PROPERTIES.

PERMITS FROM OREGON DEPT. OF TRANSPORTATION (ODOT) AND/OR LANE COUNTY ARE REQUIRED IF YOUR PARADE ROUTE INCLUDES STATE OR COUNTY ROADS AND/OR HIGHWAYS.

I/We agree to be responsible for all application clean-up, any additional charges for law enforcement personnel, and compliance with all applicable governmental and/or law enforcement rules, regulations, and approvals.

IN ADDITION I/WE WILL PROVIDE THE CITY WITH A CERTIFICATE OF INSURANCE NAMING THE CITY AS AN ADDITIONAL INSURED.

In the event that I/We do not comply with the City's rules, regulations and special conditions, I/We understand that the City of Veneta may immediately revoke and terminate this parade permit. (See reverse side for applicable special conditions).

07/11/24

Date

541935-2191

Home Phone

Cell Phone

Work Phone

Alternate Contact Person

Home Phone

Cell Phone

PARADE PERMIT

It appearing from the above application that the proposed parade is not to be held for any unlawful purpose and will not in any manner tend to a breach of the peace, cause damage or unreasonably interfere with the public use of the streets, or the peace and quiet of the inhabitants of this City.

This permit is issued in accordance with Veneta Municipal Code 10.05.090 and is only valid for the use of City streets or facilities.

NOW, THEREFORE, the above-named Jacob Thode is hereby granted a permit for a parade at the time and date specified for the use of City streets, parks and facilities as shown on the attached parade permit.

City Administrator

7/24/24

Date

SPECIAL CONDITIONS FOR PARADE PERMIT

THE PERMIT HOLDER SHALL COMPLY WITH EACH SPECIAL CONDITIONS BY INITIALING ALL CONDITIONS LISTED BELOW. FAILURE TO COMPLY WITH ANY ONE OF THE SPECIAL CONDITIONS OR REQUIREMENTS SHALL BE SUFFICIENT FOR THE CITY OF VENETA TO REVOKE OR TERMINATE THIS PARADE PERMIT.

	SPECIAL CONDITIONS	INITIALS
1.	This permit holder shall hold the City of Veneta harmless from all liability, expense, cost or damages which may be claimed against, incurred or suffered by the City of Veneta as a result of the actions of any individual, member, officer, agent, invitee or other participant in conjunction with the parade or any detour of traffic.	J.T
2.	Lane County Public Works, Lane County Sheriff's Office (LCSO), & Lane Fire Authority have been provided with a copy of this permit and the current parade route seven (7) days prior to the parade taking place.	J.T
	REQUIREMENTS	J.T
3.	Traffic Controls and signs shall be installed as follows: <i>NO ORS regulated signs will be used</i>	J.T
4.	Uniform sheriff's deputies or reserve deputies shall direct traffic at the following intersections: <i>See attached map @ locations (A)+(B)</i>	J.T
5.	Parade marshals shall be provided to direct traffic at the following intersections: <i>See attached map - "Volunteer" locations</i>	J.T
6.	Describe the Parade Route (attach route) <i>See attached map</i>	J.T

SIGNATURE REQUIRED FROM THE DEPARTMENT CONDUCING THE TRAFFIC CONTROL. SIGNATURE REPRESENTS AWARENESS OF THE EVENT AND ASSURANCE/AGREEMENT POLICE WILL BE MONITORING THE EVENT. POLICE INFORMATION AND SIGNATURE HERE.

PRINT NAME: C.Parker DEPARTMENT: Lane County S.O.
 SIGNATURE: CC 7/17/24/51672 DATE: 7/17/24
 PHONE NUMBER: 541-510-4367

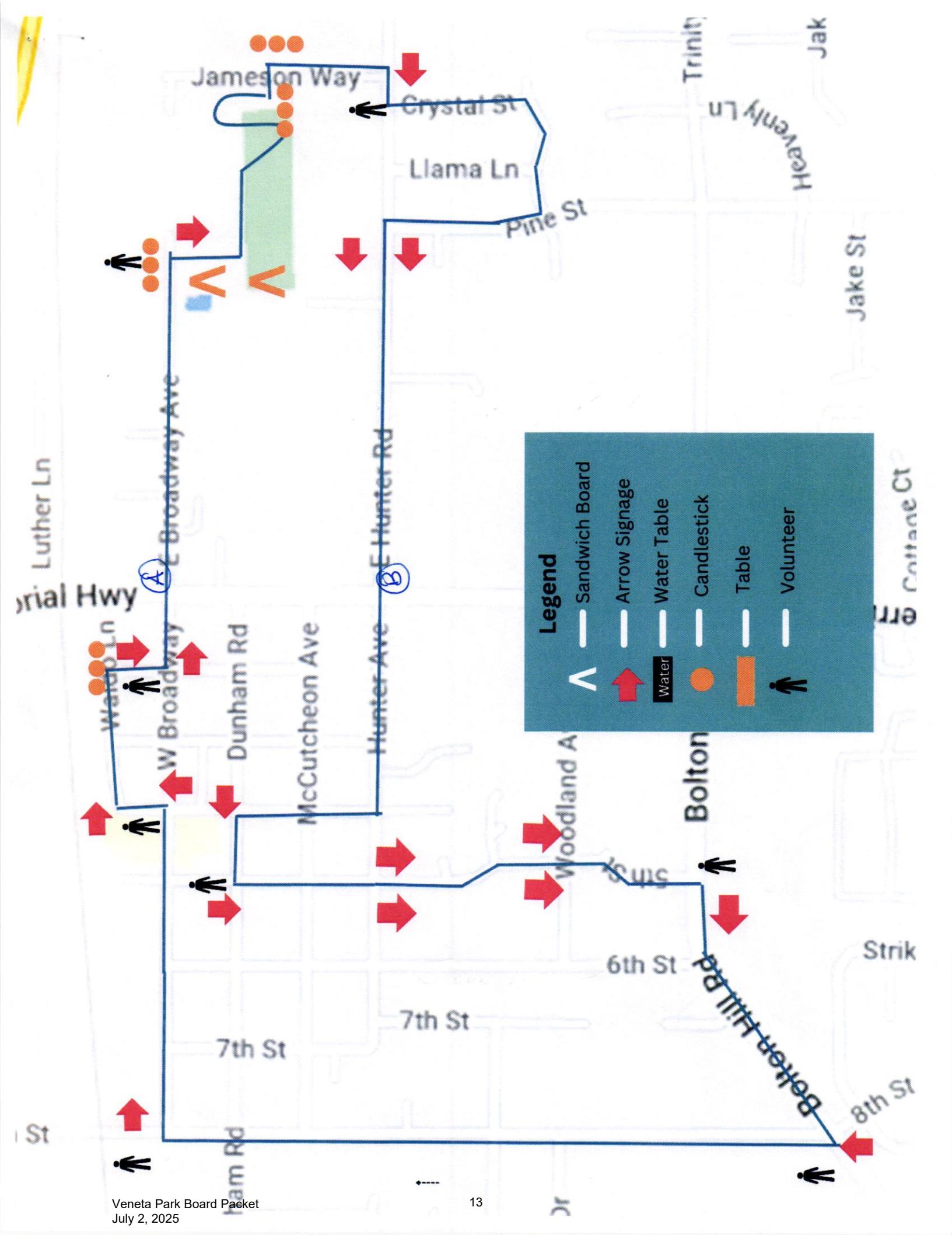
PRIOR TO ISSUING A PARADE PERMIT, THE FOLLOWING MUST BE PROVIDED:

- Certificate of Insurance
- Approval from Oregon Dept. of Transportation (ODOT) must be obtained for the use of Highway 126.
- Approval from the Lane County Public Works Department shall be obtained for the use of all County roads. Contact Lane County Public Works at 541-582-6902 for a permit application. Permit approval can take a minimum of 6 weeks.

I, Jacal Thad, hereby certify that I will comply with City of Veneta ordinances pertaining to this permit. I also understand this permit is not valid without the necessary permits from the above mentioned agencies and a Certificate of Insurance.


Signature of Applicant or Authorized Agent,

Date





CERTIFICATE OF COVERAGE

Agent Wilson Heirgood Associates 2930 Chad Drive Eugene, OR974087382	This certificate is issued as a matter of information only and confers no rights upon the certificate holder other than those provided in the coverage document. This certificate does not amend, extend or alter the coverage afforded by the coverage documents listed herein.	 citycounty insurance services cisoregon.org
--	--	--

Named Member or Participant City of Veneta PO Box 458 Veneta, OR 97487	Companies Affording Coverage COMPANY A - CIS COMPANY B - National Union Fire Insurance Company of Pitts, PA COMPANY C - RSUI Indemnity COMPANY D - Federal Insurance Company
--	---

LINES OF COVERAGE

This is to certify that coverage documents listed herein have been issued to the Named Member herein for the Coverage period indicated. Notwithstanding any requirement, term or condition of any contract or other document with respect to which the certificate may be issued or may pertain, the coverage afforded by the coverage documents listed herein is subject to all the terms, conditions and exclusions of such coverage documents.

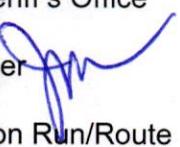
Type of Coverage	Company Letter	Certificate Number	Effective Date	Termination Date	Coverage	Limit
General Liability X Commercial General Liability X Public Officials Liability X Employment Practices X Occurrence	A	24LVEN	7/1/2024	7/1/2025	General Aggregate: Each Occurrence:	\$30,000,000 \$10,000,000
Auto Liability X Scheduled Autos X Hired Autos X Non-Owned Autos	A	24LVEN	7/1/2024	7/1/2025	General Aggregate: Each Occurrence:	None \$10,000,000
Auto Physical Damage X Scheduled Autos X Hired Autos X Non-Owned Autos	A / C	24APDVEN	7/1/2024	7/1/2025		
Property	A / C	24PVEN	7/1/2024	7/1/2025		Per Filed Values
Boiler and Machinery	D	24BVEN	7/1/2024	7/1/2025		Per Filed Values
Excess Liability						
Excess Crime	B	24ECVEN	7/1/2024	7/1/2025	Per Loss:	\$750,000
Excess Earthquake						
Excess Flood						
Cyber Security	A	24CYBVEN	7/1/2024	7/1/2025	Claims-Made/Aggregate:	\$50,000
Difference in Conditions						

Description:

Veneta Celebration Run - August 17, 2024

Certificate Holder: City of Veneta 88184 8th Street Veneta, OR 97487	CANCELLATION: Should any of the coverage documents herein be cancelled before the expiration date thereof, CIS will provide 30 days written notice to the certificate holder named herein, but failure to mail such notice shall impose no obligation or liability of any kind upon CIS, its agents or representatives, or the issuer of this certificate.
	By: Matt Michel City Administrator Date: 07/23/2024

MEMORANDUM

TO: Sgt. Parker, Lane County Sheriff's Office
FROM: Jennifer Mirabile, City Recorder 
SUBJECT: Approval of Veneta Celebration Run/Route
DATE: July 23, 2024

Attached is a Parade Permit from Jacob Thode, the City's Management Analyst, for the Veneta Celebration Run scheduled for Saturday August 17, 2024 starting at 9 a.m. to 11 a.m.

Please review the application and if you approve, ***initial and date*** below, sign the application where indicated, and return both documents to me at your earliest convenience.

If you feel the application should be conditionally approved or denied, please provide additional information.

JM 7-24-24

UNCONDITIONAL APPROVAL

APPROVAL WITH CONDITIONS (complete reverse side of this memorandum)

DENIAL (complete reverse side of this memorandum)



Parade Permit

PO Box 458 * Veneta, OR 97487 * 541-935-2191 * 541-935-1838 * www.VenetaOregon.gov

ORGANIZATION: _____

APPLICANT: _____

DATE OF PARADE: _____ START TIME: _____ ENDING TIME: _____

PURPOSE OF PARADE: _____

I/We agree to comply with all rules, regulations and special conditions governing this parade permit for the use of City of Veneta streets, parks, and/or city facilities.

THIS PERMIT DOES NOT AUTHORIZE USE OF STATE HIGHWAYS OR NON-CITY PROPERTIES.

PERMITS FROM OREGON DEPT. OF TRANSPORTATION (ODOT) AND/OR LANE COUNTY ARE REQUIRED IF YOUR PARADE ROUTE INCLUDES STATE OR COUNTY ROADS AND/OR HIGHWAYS.

I/We agree to be responsible for all application clean-up, any additional charges for law enforcement personnel, and compliance with all applicable governmental and/or law enforcement rules, regulations, and approvals.

IN ADDITION I/WE WILL PROVIDE THE CITY WITH A CERTIFICATE OF INSURANCE NAMING THE CITY AS AN ADDITIONAL INSURED.

In the event that I/We do not comply with the City's rules, regulations and special conditions, I/We understand that the City of Veneta may immediately revoke and terminate this parade permit. (See reverse side for applicable special conditions).

Signature of Applicant or Authorized Agent

Cell Phone

Work Phone

Home Phone

Cell Phone

Alternate Contact Person

Home Phone

Cell Phone

PARADE PERMIT

It appearing from the above application that the proposed parade is not to be held for any unlawful purpose and will not in any manner tend to a breach of the peace, cause damage or unreasonably interfere with the public use of the streets, or the peace and quiet of the inhabitants of this City. This permit is issued in accordance with Veneta Municipal Code 10.05.090 and is only valid for the use of City streets or facilities.

NOW, THEREFORE, the above-named _____ is hereby granted a permit for a parade at the time and date specified for the use of City streets, parks and facilities as shown on the attached parade permit.

Date

SPECIAL CONDITIONS FOR PARADE PERMIT

THE PERMIT HOLDER SHALL COMPLY WITH EACH SPECIAL CONDITIONS BY INITIALING ALL CONDITIONS LISTED BELOW. FAILURE TO COMPLY WITH ANY ONE OF THE SPECIAL CONDITIONS OR REQUIREMENTS SHALL BE SUFFICIENT FOR THE CITY OF VENETA TO REVOKE OR TERMINATE THIS PARADE PERMIT.

SPECIAL CONDITIONS		INITIALS
1.	This permit holder shall hold the City of Veneta harmless from all liability, expense, cost or damages which may be claimed against, incurred or suffered by the City of Veneta as a result of the actions of any individual, member, officer, agent, invitee or other participant in conjunction with the parade or any detour of traffic.	
2.	Lane County Public Works, Lane County Sheriff's Office (LCSO), & Lane Fire Authority have been provided with a copy of this permit and the current parade route seven (7) days prior to the parade taking place.	
REQUIREMENTS		
3.	Traffic Controls and signs shall be installed as follows:	
4.	Uniform sheriff's deputies or reserve deputies shall direct traffic at the following intersections:	
5.	Parade marshals shall be provided to direct traffic at the following intersections:	
6.	Describe the Parade Route (attach route)	

SIGNATURE REQUIRED FROM THE DEPARTMENT CONDUCING THE TRAFFIC CONTROL. SIGNATURE REPRESENTS AWARENESS OF THE EVENT AND ASSURANCE/AGREEMENT POLICE WILL BE MONITORING THE EVENT. POLICE INFORMATION AND SIGNATURE HERE.

PRINT NAME: _____ **DEPARTMENT:** _____

SIGNATURE: _____ **DATE:** _____

PHONE NUMBER: _____

PRIOR TO ISSUING A PARADE PERMIT, THE FOLLOWING MUST BE PROVIDED:

- Certificate of Insurance
- Approval from Oregon Dept. of Transportation (ODOT) must be obtained for the use of Highway 126.
- Approval from the Lane County Public Works Department shall be obtained for the use of all County roads. Contact Lane County Public Works at 541-582-6902 for a permit application. Permit approval can take a minimum of 6 weeks.

I, _____, hereby certify that I will comply with City of Veneta ordinances pertaining to this permit. I also understand this permit is not valid without the necessary permits from the above mentioned agencies and a Certificate of Insurance.

Signature of Applicant or Authorized Agent,

Date

The purpose of this memo is to inform members of the Veneta Park Board about effective event planning and best practices in coordinating their efforts with City staff. As the Park Board continues to expand its programming with new events throughout the year, it's important that the Park Board communicate regularly and work alongside City staff to promote successful and engaging community events. This memo outlines the City's expectation for event planning and communication to support smooth coordination and event success.

Content Approval, Communication and Staff Support

All Park Board event content must be reviewed and approved by the City's Community Development Director (CDD), and Communication Team. While staff are happy to assist with purchasing, sponsorships, marketing, and other preparation efforts, please understand that staff may be unable to respond to immediate requests. All requests from the Park Board should be submitted via email, with the expectation that it may take 3–5 business days, or in some cases up to two weeks, to receive a response from staff.

All requests should be submitted to the CDD and include as much detail as possible. When asking staff to make a purchase on behalf of Park Board, a single email with all of the event's expected purchases should be directed to staff. The email must contain the following:

- Item to be purchased or rented including the inventory number and total price.
- Vendor of the item, including a web or physical address
- Where the item will be delivered if not City Hall
- A ledger for the event showing purchase are within the budget set by the Park Board

We understand there will be some last-minute items, but these must be kept to a minimum. Item lists should given to staff well in advance of the event to allow staff time for ordering, and manufacturer shipping or delivery.

When requesting that staff publish any event content (e.g., social media posts, event pages, flyers), each request must include a detailed message and all relevant information for that event. Staff will only create content for an event once a request is received from an event subcommittee. If a request lacks sufficient detail, staff may request additional information and delay posting until all required details are provided.

Subcommittee Requirements

Each Park Board event must create a subcommittee that will plan and organize an event outside of the monthly Veneta Park Meeting. Subcommittees should be formed six months in advance of an event, and should designate a subcommittee Chair, Vice Chair, and at least two additional volunteers who are willing to help put the event together. The Chair and Vice Chair are responsible for assigning volunteers their roles, along with tasks to be completed and a detailed timeline.

Event Planning Guide/Best Practices

Each event will require a varying level of planning and organization. Below is a list of questions that a subcommittee should review ahead organizing an even, along with some tips of best practices for working and communicating with City staff.

1. Event Logistics

- What materials, services, or equipment will be needed?
- What is the budget, and what are the anticipated costs?
- What is the type of event, and what logistics must be coordinated ahead of time? (e.g., setup, securing venues, parking, vendors, maps, permits, in-kind donations)?
 - City Venues, such as the Community Center and City Park, must be reserved in advance. Staff will not reserve a public facility until directed to do so.
- How far in advance do you need to secure venue, vendors, or other important details?
 - Venues, parking, and vendors often need to be contacted well in advance of an event. Note that staff typically contacts and books Eclectic Edge's services 6-9 months ahead of the Veneta Park Run.
 - Banner Permits, Street Closures Permits, and all other relevant event permit need to be submitted months in advance as well.

2. Marketing

- When should marketing efforts begin?
 - Staff recommends starting at least 4–6 weeks before the event, if not sooner.
- Who is responsible for creating content and coordinating marketing efforts with staff?
- What channels will be used? (Posters, social media, radio announcements, event boards, etc.)
 - A subcommittee needs to plan and communicate with staff how they intend to advertise for each event.

3. Staff Support and Content Approval

- Who do I need to contact?
 - All communication should first be directed to the CDD. The CDD will handle most event logistics, such as securing venues, making purchases, handling sponsorships. etc.
 - All other event logistics, such as marketing, should be directed to the CDD. The CDD will personally reach out to City staff, if needed, or in some instances, may connect a Park Board volunteer directly with staff. The CDD shall remained cc'd and informed of all communications/requests to staff.
- When should I reach out to the CDD to make a request for an event?
 - Subcommittees should contact the City's CDD as early as possible in the planning process.
- Can I make my own content? (ie, poster, social media posts, etc)
 - Yes, with one important caveat. All content must first be reviewed and approved by City staff before being shared and distributed to the public. Communicate with

staff if you plan on creating your own content. Some events may already have their own branding/content created.

- After review, staff will either approve the content, suggest edits, or provide feedback to the subcommittee as needed.
- Any promotion for Park Board events, such as social media and PSA's, **must be posted through the City's official channels**. Volunteers may share City posts, but should not post independently on behalf of the Park Board.
- When can I expect to receive a response from staff?
 - Staff are available to support your efforts, but adequate planning time is essential to ensure a smooth and successful event. Staff should respond to a request within 3-5 days, or otherwise complete that task within 1-2 weeks after the request was made.

This page left intentionally blank.

VCR expenditures		
Race Bibs & Safety Pins	\$ 123.21	
Trophys	\$ 252.00	
Grateful Graffix	\$ 262.50	Cinch bags
Grateful Graffix	\$ 90.00	Stickers
Cash & Carry	\$ 276.02	Snacks for bags
Eclectic Edge	\$ 180.00	These are for refunds of Tshirts that were listed for sale, but we didn't have any tshirts
Eclectic Edge	\$ 695.00	
	\$ 1,878.73	Total Expenditures
VCR Revenue		
Get me registered	\$ 35.00	June
Get me registered	\$ 285.30	July
Get me registered	\$ 240.30	August
Get me registered	\$ 1,416.85	pending
Day of event entries	\$ 190.00	
	\$ 2,167.45	Total Revenue

This page left intentionally blank.

2025 Veneta Park Board Event Timeline

January 1 - December 31

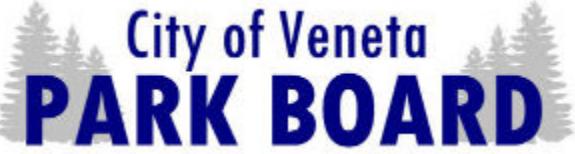
Date	Event	Event Responsibility	Budget
April 19 th	Easter Egg Hunt	Level 1: Primary Organizer	\$1,000
April 22 nd	Earth Day	Level 3: Tabling	\$50
April 25 th	Arbor Day	Level 1: Primary Organizer	\$250
May 10th	Bark N Whistle Dog Parade	Level 1: Primary Organizer	Unknown
July 26th	Pickleball Tournament	Level 4: Volunteering	\$0
July 4 th	Veneta Fourths	Level 1: Primary Organizer	\$1,100
July-September	Movies in the Park	Level 1: Primary Organizer	\$2,000
1 st Tuesday of August	National Night Out	Level 3: Tabling	\$50
August 16 th	Veneta Celebration Run	Level 1: Primary Organizer	\$5,000
2 nd Saturday of September	Harvest Festival	Level 3: Tabling	\$250
October 25 th	Veneta Haunts	Level 1: Primary Organizer	\$1,800
1 st Week with December date	Tree Lighting	Level 4: Volunteering	\$0
One Week After Tree Lighting	Light Parade	Level 4: Volunteering	\$0

Event Resource Demands:



This page left intentionally blank.

AGENDA ITEM SUMMARY



Title/Topic: Monthly Financial Update

Meeting Date: July 2, 2025
Department: Parks

Staff Contact: Kevin Urban - Community Development Director
Email: kurban@venetaoregon.gov
Telephone Number: 541-935-2191

ISSUE STATEMENT

Information only. Monthly update on the budget, revenues, and expenditures for the Park Board.

BACKGROUND

Below is a snapshot of the operating and capital accounts that the Park Board advises Staff on for expending funds for City park and recreation purposes. A more detailed report is available on request.

"CHECKING ACCOUNT" (from City Council)	
Beginning July 1st	\$ 5,000.00
Expenses to date:	\$ (7,668.18)
Approved costs not yet incurred:	\$ -
SUB-TOTAL:	\$ (2,668.18)
"SAVINGS ACCOUNT" (Fundraising)	
Funds Raised as of July 1st (Historical):	\$ 11,377.00
Funds Raised after July 1st (Current):	\$ 12,548.50
Expenses to date:	\$ (7,207.00)
Approved costs not yet paid:	\$ (1,222.81)
SUB-TOTAL:	\$ 4,118.19

RELATED CITY POLICIES

Resolution No. 1407 (2024) - A Resolution Adopting City Financial Policies, And Repealing Resolution No. 1385

BOARD OPTIONS

Information only

COMMUNITY DEVELOPMENT DIRECTOR'S RECOMMENDATION

N/A

SUGGESTED MOTION

N/A

ATTACHMENTS

None