



## AGENDA

WEDNESDAY, AUGUST 6, 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 [JMirabile@venetaoregon.gov](mailto:JMirabile@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.

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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 July 2, 2025 Meeting (pgs.1-6)
  - b. Action Items
    - (1) Veneta Park Run – August 9<sup>th</sup> (pgs.7-8)
  - c. Event Planning
    - (1) Movies in the Park – Cancelled
    - (2) Harvest Festival (Budget: \$250) – September 13<sup>th</sup>
      - i. Pre-Tabling Report – TBD
    - (3) Veneta Haunts (Budget: \$1,800) – October 25<sup>th</sup>
      - i. Organizing Meeting TBD – Alexa
4. STAFF REPORTS
  - a. Community Development Director..... Kevin Urban
    - (1) Park Board Levels of Engagements (pg 9)
    - (2) Financials Update (pg.11-12)
    - (3) Questions from the Board
  - b. Management Analyst..... Jacob Thode
    - (1) Event Planning Guidelines (pgs.13-15)
5. BOARD REPORTS
  - a. National Night Out - Jacob (verbal)
  - b. Board Member Updates
    - (1) Park Evaluations by Board Members (verbal)
    - (2) Other updates

6. OTHER

- a. Next 1<sup>st</sup> Wednesday Meeting: September 3rd at 4:30 PM

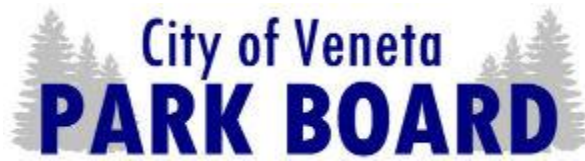
7. ADJOURN

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 [JMirabile@venetaoregon.gov](mailto:JMirabile@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 necesitan 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:



## 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 RICH  
KENDALL MOELLAR (STUDENT)  
AUBREE ROGERS (STUDENT)

### MINUTES

Park Board Meeting  
Wednesday, July 2, 2025 4:30 PM  
Veneta City Hall — J.W. "Bill" Smigley Room 88184 8<sup>TH</sup> Street, Veneta, Oregon

#### **I. CALL TO ORDER & REVIEW AGENDA**

Vice-Chair Donagan called the meeting to order at 4:33 p.m. and reviewed the agenda.

CDD Urban requested agenda topic 6a. Other be moved to Park Board Business.

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#### **II. ROLL CALL**

**Present:**, Vice-Chair Crystal Donagan, Members: Craig Soderberg, Rebecca Cox, John Tribolet, Joanna Richa, Student Members: Aubree Rogers, Kendal Moeller; Council Liaison: Alexa Benson,

**Absent:** Chair Tressa Miller, Member Bob Reeves, Member Tory Macklin, Member Darlene Harris

**Staff Present:**

Community Development Director (CDD) Kevin Urban, Management Analyst (MA) Jacob Thode, City Recorder (CR) Jennifer Mirabile

**Guests:**

Heather Blake, Fern Ridge Events

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### III. PUBLIC COMMENTS

None.

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### IV. BOARD BUSINESS & REPORTS

#### a. Approval of June 2, 2025, Minutes

**Moved to approve the June 2, 2025 meeting minutes as presented.**

**Motion:** Member Tribolet

**Second:** Member Soderberg

**Result:** Motion passed unanimously (6-0)

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#### b. Action Items

##### 1. Community Building Grant Program

MA Thode outlined the Community Building Grant Program and shared it was previously called the Livability Marketing and Community Grant.

MA Thode stated the grant was funded by the economic development fund and the Economic Development Committee and City Council agreed that staff propose the program be managed by the Park Board.

MA Thode reviewed the options for the board.

Member Richa entered the meeting at 4:37 p.m.

Member Soderberg asked about the program's funding.

CDD Urban responded the Park Board would receive an additional \$5,000 for this program and would award monies to support community events that were not their own.

MA Thode stated the grant was created to help with placemaking and its purpose fits more within what the Park Board supports and works on in the community.

**Moved to host the program, given that the City Council allocates additional money to the Park Board for this program and to award grants on a case-by-case basis.**

**Moved by Member Soderberg. Second by Member Tribolet**  
**The motion was approved unanimously (7-0)**

## 2. Music in the Park (4 events in August)

Ms. Blake provided the group with a handout which outlined the dates and expenses for the Music in the Park program; she further stated the amount was increased to \$1,600

Liaison Benson asked if Ms. Blake rented the sound equipment.

Ms. Blake confirmed she hired a sound technician for the events.

**Moved to award a Community Building Grant for Music in the Park in the amount of \$1,600 for four events scheduled on Thursdays in August .**

**Moved by Member Tribolet. Second by Member Cox**  
**The motion was approved unanimously (7-0)**

Ms. Blake asked if the program was a reimbursement program.

MA Thode responded that Ms. Blake would need to submit her receipts or invoices to the City to be paid by the grant.

Member Soderberg stated he would work with Ms. Blake on these events.

## 3. Veneta Park Run Updates

MA Thode shared the following Veneta Park Run information:

- Event posters were printed and available for pick up
- Please work with Administration Supervisor Haxby on social media needs
- Bags and banner needs were in process
- Pins and bibs were shipped to Eclectic Edge
- Registration was done through Eclectic Edge
- Trophies were ordered and lanyards were on AS Haxby's desk

Discussion ensued regarding sponsors and when the donor list will change.

Member Soderberg stated the sponsorship signs will change after the Veneta Park Run this year; the June deadline was too late to manage all the request and it put printing back about a month into August.

CDD Urban stated a copy of last year's parade permit was provided in the meeting agenda packet and a new one would need to be completed by the Veneta Park Run subcommittee.

MA Thode provided a new map of the parade route and pointed out it would now run by the Bark and Whistle Dog Park.

**Moved to approve the new Veneta Park Run parade route and directed staff to complete the Veneta Park Run Parade Permit.**

**Moved by Member Cox.** Second by Member Richa.  
**The motion was approved unanimously (7-0)**

#### 4. Park Board Purchasing and Event Planning Memorandum

MA Thode stated he and AS Haxby created a quick guide to help board members understand the time needed to notify staff of event needs including communication, promotion, social media etc.

MA Thode asked all member to copy CDD Urban on all event needs so he can be kept updated of event progress.

MA Thode reiterated that a subcommittee should be created for each event and to copy CDD Urban on event progress and needs.

MA Thode recommended forming the subcommittee six months in advance to consider the logistics and needs for the event.

MA Thode also stated any City event must be communicated through City channels for record keeping requirements.

Discussion ensued about requirements for Park Board members to volunteer for at least two Park Board events.

**Vice-Chair Donagan asked staff to add this agenda item to next meeting agenda.**

MA Thode shared he could provide members with a resource to help them develop their event procedure manual.

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### **c. Event Planning**

#### 1. Veneta 4ths

Board-Liaison Benson updated the group on the help she needed for the July 4<sup>th</sup> event.

Discussion ensued about meeting at the Community Center at 12:00 noon to 1:00 p.m. tomorrow, July 3rd; Grocery Outlet is donating water and ice for the event.

Board-Liaison Benson asked if someone could man the Park Board table at the event. Member Richa volunteered.

Member Soderberg stated PWD Schauer has the banner and he would follow-up with him.

Board-Liaison shared she needed everyone to help clean up the Community Room on Saturday, July 5<sup>th</sup>; members agreed to meet at 10:00 a.m. on that morning.

Member Soderberg recommended these kinds of “asks” be assigned by the subcommittee.

## 2. Movies in the Park

Board-Liaison Benson asked for members to volunteer for the Movies in the Park subcommittee to help with the events on Saturdays, July 26<sup>th</sup> and August 16<sup>th</sup>

Board-Liaison Benson also asked for help putting up the sponsorship signs and breaking down the event at 11:00 p.m. for the July 26<sup>th</sup> and August 16<sup>th</sup> date.

## 3. National Night Out

MA Thode stated National Night Out was scheduled for Tuesday, August 5<sup>th</sup> and vendors could set up as early as 4:00 p.m.

Member Soderberg stated the Park Board will have a table at this event.

Ms. Blake stated the Park Board could use one of the Grange’s tents.

Member Soderberg stated he would send an email to members about tabling for this event.

## 4. Veneta Park Run

### a. Committee Report

Member Soderberg asked everyone to post posters around town.

Member Soderberg planned to send an email to all members about the next scheduled meeting.

## VI. OTHER

CDD Urban stated business must be accomplished in the beginning of the meeting and he reorganized the agenda for Board Business to be discussed first.

The next Park Board meeting is scheduled for **Wednesday, August 6, 2025, at 4:30 p.m.**

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## VII. ADJOURNMENT

Vice-Chair Donagan adjourned the meeting at 5:34 p.m.

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Tressa Miller, Chair

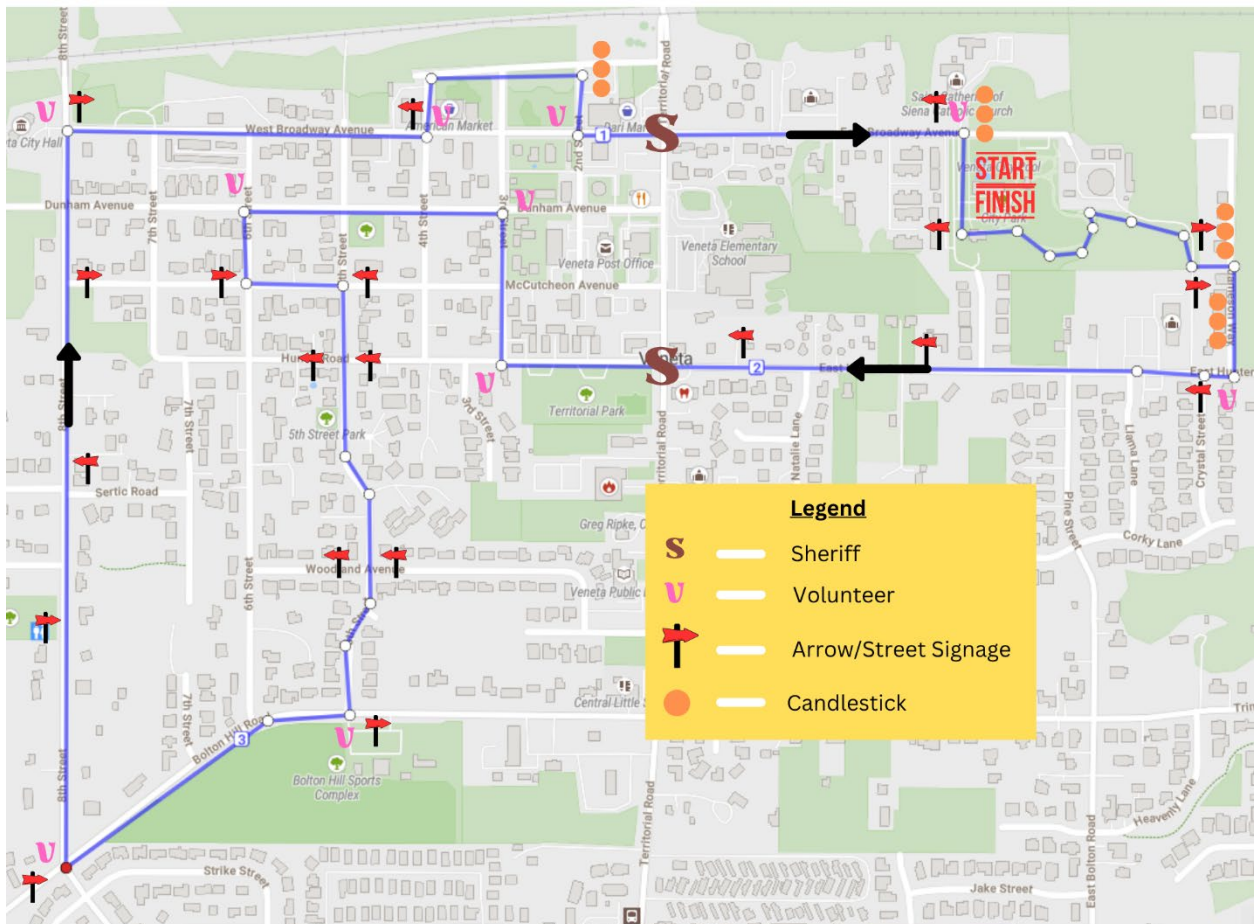
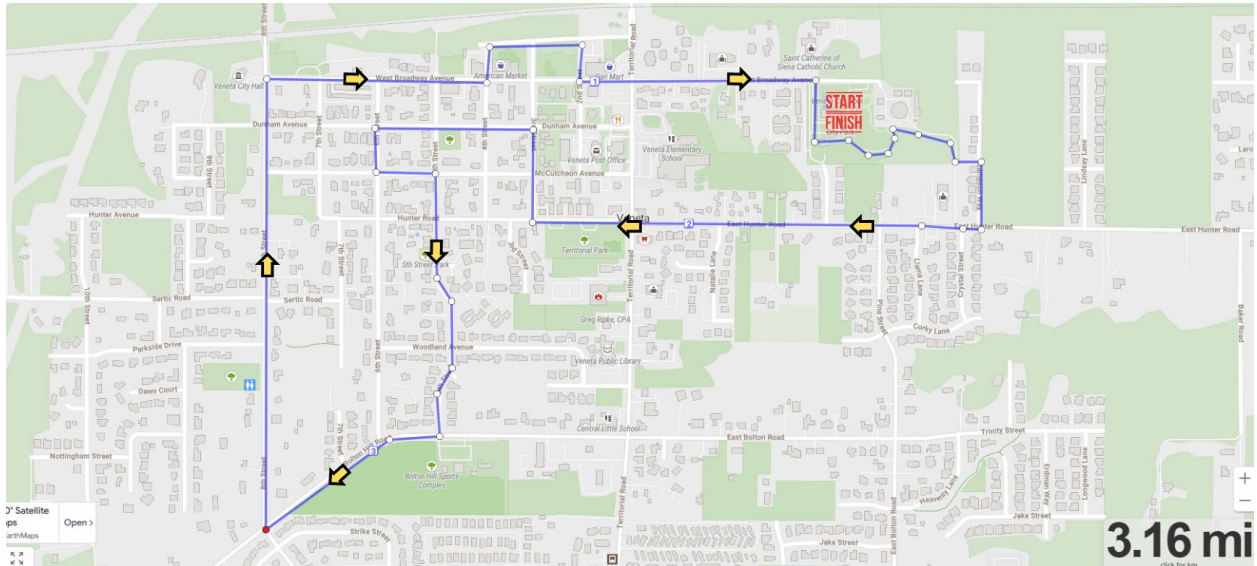
ATTEST:

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Jennifer Mirabile, City Recorder



# Veneta Park Run Maps





# Event Attendance Roster

PO Box 458 \* Veneta, OR 97487 \* 541-935-2191 \* Fax 541-935-1838 \* [www.venetaoregon.gov](http://www.venetaoregon.gov)

Please complete the information below, have volunteers sign in, and return this form to the City of Veneta Administrative Center after the event/activity.

Name of Event:	Date:
Contact Person:	Cell/Phone #:

NAME AND ADDRESS OF VOLUNTEER	TIME IN	TIME OUT	TOTAL HOURS
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
GROUP TOTAL HOURS			

## 2025 Veneta Park Board Event Timeline January 1 - December 31

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

### Event Resource Demands:



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# AGENDA ITEM SUMMARY



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## **Title/Topic: Monthly Financial Update**

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Meeting Date: August 6, 2025  
Department: Parks

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

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### 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.

### 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

Year end report

Park Board Fundraising					Park Board Events & Activities		
130-000-46115					130-130-54620		
06/25	6/30/2025	CR	2025 - Pape Automotive	1000.0000	06/25	Benson, Alexa	15.5800
06/25	6/30/2025	CR	VPR Run 2025 - Waste Connections	1000.0000	06/25	Banner Bank-CC	367.5000
06/25	6/25/2025	CR	Park Run 2025 - C&K Market	500.0000	06/25	Banner Bank-CC	421.0000
06/25	6/20/2025	CR	Park Board Fundraising - Three Rivers Casino	250.0000	05/25	April's Credit Expenses	28.4800
06/25	6/17/2025	CR	2025 - Integrity Home Heating	500.0000	05/25	Corr Bi-Mart Invoice 930412 4/25	-104.9600
06/25	6/9/2025	CR	VPR 2025 - Veneta Chiropractic	1000.0000	05/25	Thode, Jacob	49.3700
05/25	5/27/2025	CR	VPR 2025 - Bradshaw, Todd	222.0000	05/25	Miller, Tressa	47.3700
05/25	5/27/2025	CR	VPR 2025 - Duvall,Mark	250.0000	04/25	Bi-Mart Corporation	947.0400
05/25	5/20/2025	CR	Veneta Run 2025 - Oregon Country Fair	1000.0000	02/25	Banner Bank-CC	39.2400
05/25	5/19/2025	CR	Park Board Fundraising - Dog Park event	34.0000	11/24	Benson, Alexa	123.1900
05/25	5/19/2025	CR	Park Board Fundraising - Dairy Queen	1000.0000	11/24	Bi-Mart Corporation	9.9800
05/25	5/9/2025	CR	Veneta Run 2025 - Spay Inc	35.0500	11/24	Benson, Alexa	1397.7500
10/24	10/3/2024	CR	2024 - Orchid Health Clinic	300.0000	11/24	Banner Bank-CC	510.0000
09/24	9/25/2024	CR	VCR 2024 -	100.0000	08/24	Benson, Alexa	133.0000
09/24	9/13/2024	CR	VCR Regs. 2024 - Stack Sports	1416.8500	08/24	Eclectic Edge Events, LLC	180.0000
08/24	8/23/2024	CR	Online Payment - Stephanie Freeman	70.0000	08/24	Bi-Mart Corporation	149.9900
08/24	8/21/2024	CR	Park Board Fundraising - VCR entrance fees	120.0000	08/24	Banner Bank-CC	276.0200
08/24	8/19/2024	CR	VCR Registration fees Aug 24 - Get Me Registered	240.3000	08/24	Eclectic Edge Events, LLC	695.0000
08/24	8/16/2024	CR	Park Board 2024 - West Lane Dairy Queen	1000.0000	08/24	Bourland Printing	31.5000
08/24	8/2/2024	CR	Sponsorship 2024 - Sierra Pacific	1500.0000	08/24	Thompson, Christina	252.0000
07/24	7/31/2024	CR	Park Board Fundraising 2024 - The Big Shot	375.0000	07/24	Grateful Graffix	57.5000
07/24	7/31/2024	CR	Park Board Fundraising 2024 - Freebrat Labs LLC	375.0000	07/24	Grateful Graffix	772.5000
07/24	7/31/2024	CR	Park Board Fundraising 2024 - The Attic Group	50.0000	07/24	Swank Motion Pictures	950.0000
07/24	7/31/2024	CR	Park Board Fundraising 2024 - Honest Gyms	50.0000	07/24	Banner Bank-CC	22.9500
07/24	7/31/2024	CR	Park Board Fundraising 2024 - Ixtapa	750.0000	07/24	Banner Bank-CC	100.2600
07/24	7/30/2024	CR	Parks donation 2024 - Oregon Country Fair	500.0000	07/24	Swank Motion Pictures	500.0000
07/24	7/24/2024	CR	Park Board Fundraising - Harmony with Hands	100.0000	07/24	Swank Motion Pictures	500.0000
07/24	7/23/2024	CR	Park Board Fundraising 2024 - Pape Automotive	750.0000			8,472.26
07/24	7/19/2024	CR	Park Board Fundraising VCR - Crazy Al's	250.0000		24-25 Budget	5000.00
07/24	7/19/2024	CR	Park Board Fundraising VCR - Honest Gyms	325.0000		Amount over 24-25 Budget	(-3472.26)
07/24	7/19/2024	CR	Park Board Fundraising VCR 2024 - Smitty Food Trucks	325.0000			
07/24	7/10/2024	CR	2024 - Todd Davis Drywall	425.0000			
07/24	7/9/2024	CR	VCR 2024-Registration - Get Me Registered	285.3000			
07/24	7/5/2024	CR	VCR 2024 - Sierra Pacific	500.0000			
07/24	7/2/2024	CR	VCR 2024 - LD Financial	200.0000			
Total Donations				16,798.50			
Park Board Use of Fundraising							
130-130-54650							
11/24	11/7/2024	AP	Kings River Casting Inc	5782.00			
10/24	10/1/2024	AP	Nation's Mini-Mix Inc	1425.00			
				7,207.00			
				</			

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.