



Washington County Parks & Recreation Advisory Board Meeting

Date: Thursday, May 19, 2022

Time: 7:00 p.m.

Place: Zoom meeting <https://us02web.zoom.us/j/87824584160>

Agenda

Item 1: Call to Order, Introductions

Item 2: Public Comments

Item 3: Approval of Minutes

- March 2022 minutes

Item 4: Operations Report

Item 5: Old Business

- Campground discussion
- PRAB meetings remain on-line
- Scoggins Valley Park annual pass

Item 6: New business

- Recreation program presentation

Item 7: PRAB Issues/Discussion

Item 8: Adjournment

Next Meeting: July 21, 2022



Washington County Parks & Recreation Advisory Board Minutes

Date: Thursday, March 17, 2022

Time: 7:00 p.m.

Place: Online Zoom meeting

Members Present: Megan McMillan, Jeff Moxie, Kim Janssen, Tyler McKean, Melissa Helmick, Kevin Zuercher

Members Absent: Mahesh Udata, Brad Bittel

Public Present: None

Staff Present: Carl Switzer

Item 1: Call to Order, Introductions, Sign-in

- Meeting called to order at 7:02 p.m. PRAB and staff introductions followed.

Item 2: Public Comments

- None

Item 3: Approval of Minutes

- January 2022 minutes approved

Item 4: Operations Report

- PRAB members received an update on parks recent and upcoming hires, a project to bring electricity to Bobcat Cove area of Scoggins Valley Park and an update on Covid-19 practices.

Item 5: Old business

- 2019 Metro Parks and Nature Local Share
 - PRAB received a status update for planning/capital projects including the campground at Scoggins Valley Park. Additional conversation on this topic will be help at future meetings as the projects progress.

Item 6: New Business

- PRAB review applications for prospective new members and made recommendations to the Board of County Commissioners. Commissioner date for appointment is to be determined.

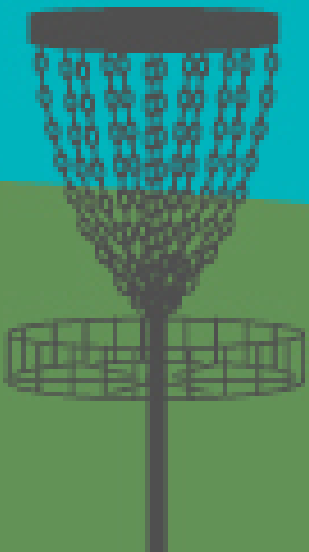
Item 7: PRAB Issues/Discussion

- PRAB requested a recreation program update at their May meeting.

Item 8: Meeting adjourned at 8:18 p.m.

Next Meeting: May 19, 2022

adventure awaits at Hagg Lake



RECREATION & COMMUNICATIONS REPORT

washcoparks.org

May 19, 2022

Karine Kadyan, Parks Management Analyst

BIG PICTURE OVERVIEW: FIRST SIX MONTHS

- On board September 2021
- Recreation Coordinator left end of September
- Position filled mid-January 2022
- Website overhaul
- 22-23 Budget
- FB and Instagram evaluation and revamp
- Debrief and prep for 2nd SVO rental season





Experience

WASHINGTON COUNTY PARKS

WEBSITE

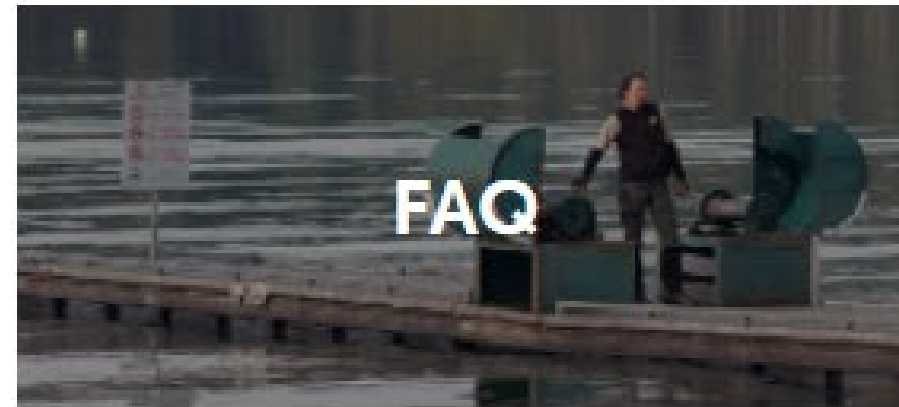
EXPLORE WASHINGTON COUNTY PARKS

Three parks. Over 2,500 acres of parkland.

Paddle the Tualatin River, fish and explore the trails at Hagg Lake, play tennis and basketball at Metzger Park.

Connect with nature, wildlife and your community.

- Soft launch
March 2022
- Promotion
spring 2022
- 24 webform
submission to-date








CONNECT WITH US



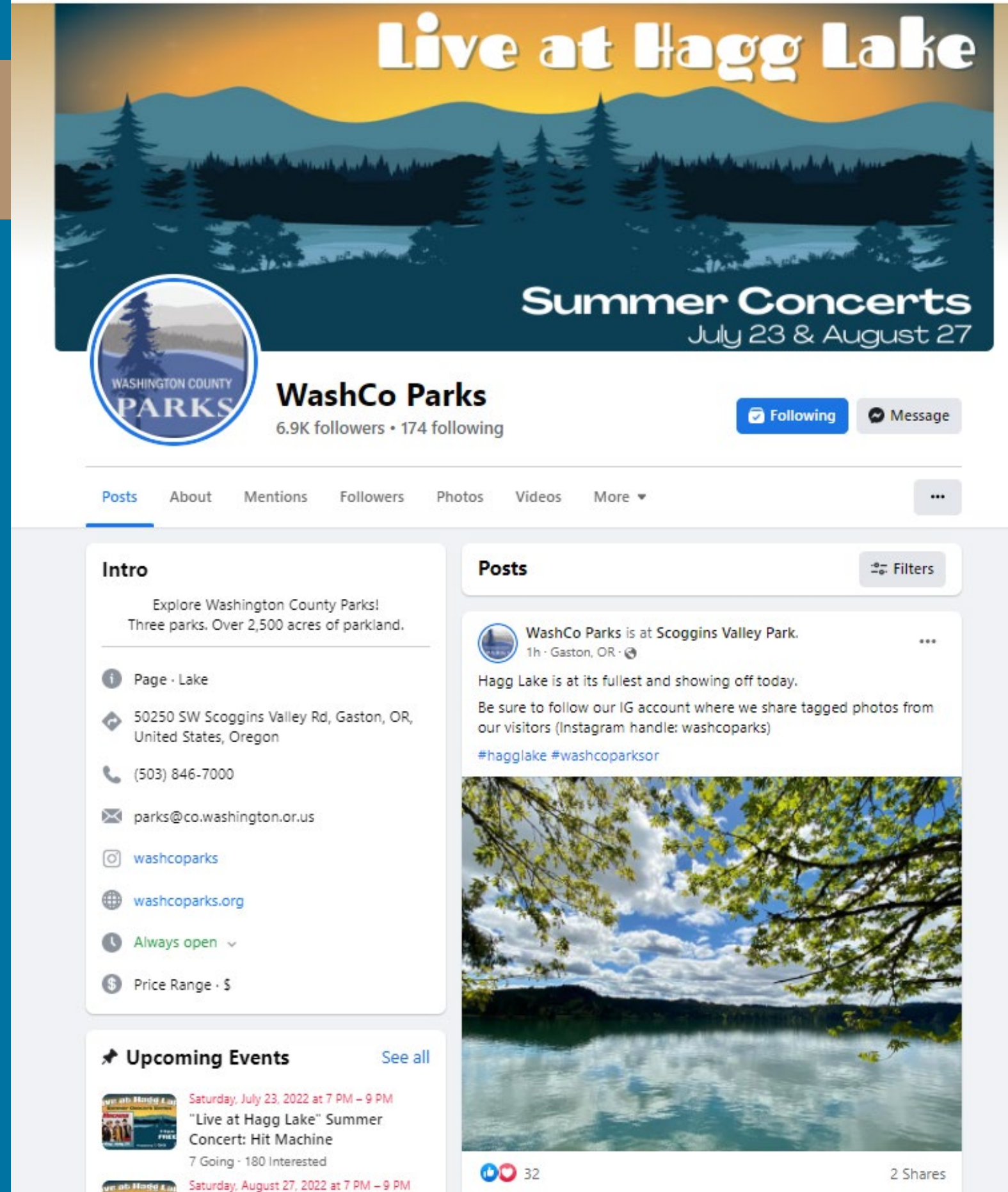
TOP 10 WEBSITE PAGES

Page title and screen class ▾	+	↓ Views	Users
Totals		20,779 100% of total	6,446 100% of total
1 Home Washington County Parks		7,852	5,144
2 Scoggins Valley Park Washington County Parks		1,372	940
3 Contact Us Washington County Parks		1,066	304
4 FAQ Washington County Parks		1,045	731
5 Park Reservations Washington County Parks		957	569
6 Call for Local Artists – Mural Project Washington County Parks		840	591
7 Metzger Park Washington County Parks		563	402
8 Patricia D. Whiting Hall Washington County Parks		506	225
9 Recreation Area Rentals Washington County Parks		481	251
10 Gather at Metzger Park for Your Event Washington County Parks		472	296

FACEBOOK

Posts	Last 90 Days	Engagement
	We are seeking an artist for an exciting mural project at Hagg Lake! Check out our website for... Wed, Mar 2	Post Reach: 24726 Engagement: 1914
	Our Rangers came across ODFW restocking the lake yesterday with Roaring River Hatchery trout.... Thu, Mar 3	Post Reach: 3583 Engagement: 674
	This morning we were excited to welcome 2nd graders from Banks Elementary as they participated ... Fri, Feb 11	Post Reach: 5638 Engagement: 420
	Come and work lakeside with Washington County Parks! This weekends only opportunity will... Mon, Mar 7	Post Reach: 6807 Engagement: 278
	The Parks crew worked to remove debris from Eagle Point boat ramp this morning. Thank you for... Tue, Mar 15	Post Reach: 1556 Engagement: 275

- New username
- Consistent growth and engagement
 - 6,200 → 6,975
 - 13%↑
- Ask A Ranger Campaign



The image shows the Facebook profile for WashCo Parks. The cover photo features a scenic view of Hagg Lake with the text "Live at Hagg Lake" and "Summer Concerts July 23 & August 27". The profile picture is the Washington County Parks logo. The page name is "WashCo Parks" with 6.9K followers and 174 following. The navigation menu includes Posts, About, Mentions, Followers, Photos, Videos, and More. The "Intro" section provides details about the parks, including the address (50250 SW Scoggins Valley Rd, Gaston, OR), phone number ((503) 846-7000), email (parks@co.washington.or.us), website (washcoparks.org), and social media handles (Instagram: washcoparks). The "Upcoming Events" section lists two concerts: "Live at Hagg Lake" Summer Concert: Hit Machine on Saturday, July 23, 2022 at 7 PM - 9 PM (7 Going, 180 Interested) and another on Saturday, August 27, 2022 at 7 PM - 9 PM. A recent post shows a photo of Hagg Lake with the caption "WashCo Parks is at Scoggins Valley Park. Hagg Lake is at its fullest and showing off today. Be sure to follow our IG account where we share tagged photos from our visitors (Instagram handle: washcoparks) #hagglake #washcoparksor". The post has 32 likes and 2 shares.

Insights (i)

Last 90 Days ▾ Feb 8 - May 8

Accounts reached	841 +77%
Accounts engaged	193 +94.9%
Total followers	350 +90.2%

Content You Shared

50 Posts >



197 Stories >



INSTAGRAM

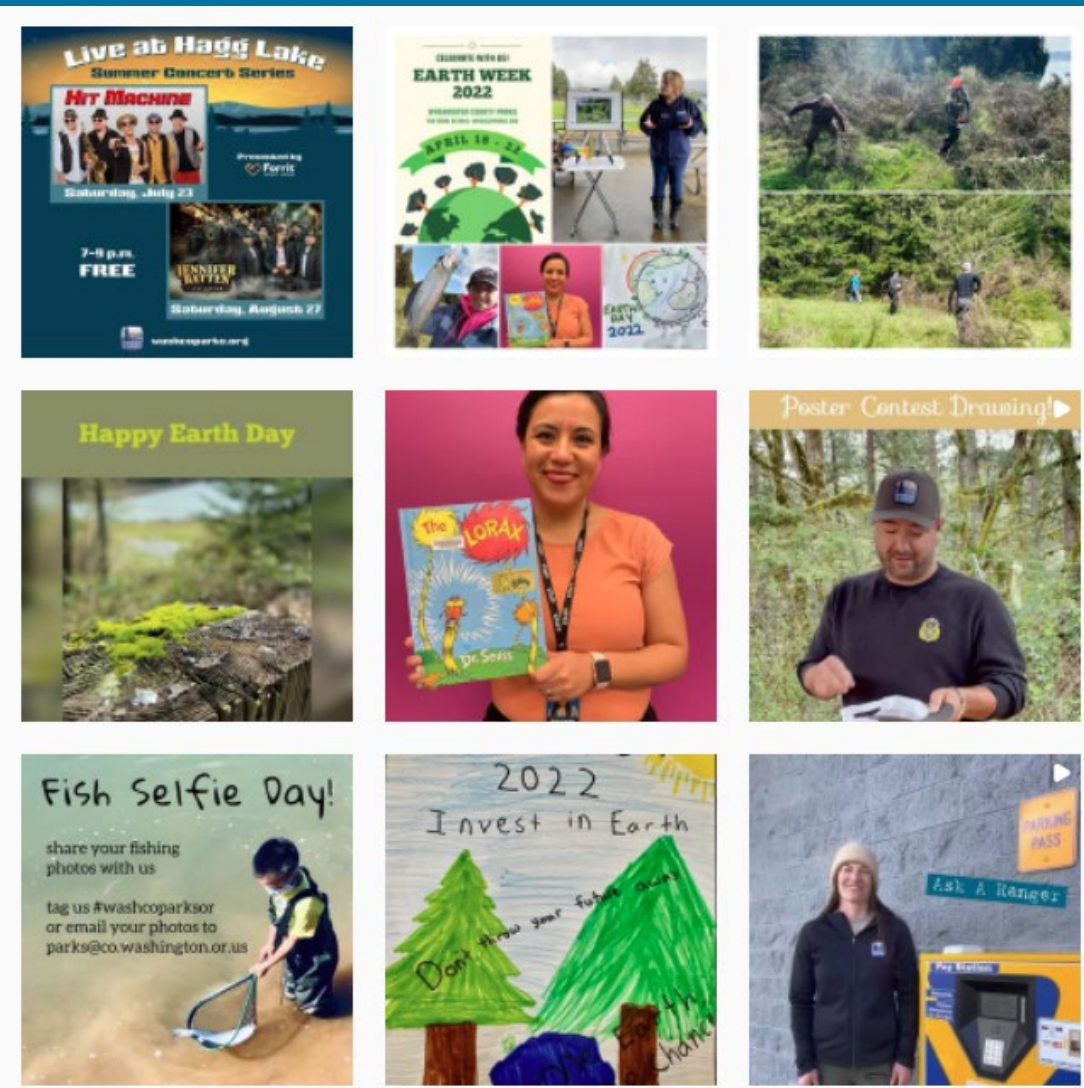
- Dynamic Growth
 - 89 → 350
 - 293%↑
- Reciprocal relationships with community accounts:
 - Centro Cultural
 - Tualatin Valley Creates
 - PDX_Parent
 - Momwhatsnextpdx
 - Justcreatecommunity
 - Tualatinriverkeepers
 - rowboxers
 - Washington County



washcoparks Message (User Icon)

109 posts 349 followers 115 following

Washington County Parks
Park
Three parks with over 2,500 acres of parkland. S
LAKE | METZGER PARK | EAGLE LANDING
washcoparks.org



RECREATION PROGRAM

- New Rec Coordinator – Elizabeth Higgins
- Earth Week Celebration
- Summer Concerts
 - July 23 + August 27
 - 2 sponsorships = \$11,000
- Summer Food Trucks at the Lake
 - 2 in the works
- Summer Classes
 - 2 instructors
- SVO Opening – May 28

Live at Haqq Lake Summer Concert Series

HIT MACHINE



Saturday, July 23

Presented by
 Forrit
CREDIT UNION

7-9 p.m.
FREE



Saturday, August 27



washcoparks.org

adventure awaits at Hagg Lake



washcoparks.org

OUTREACH STRATEGY

- Multi-channel with reinforced messaging
- Billboards along Canyon
- Print ads
 - Tigard Life
 - Discover Guide
- Digital ads and sponsored giveaway
 - PDX Parent
 - FB & IG ads
- Tualatin Valley Created Partnership
- Events
 - I'm Hooked
 - Summer Concerts

MURAL PROJECT

- First Public Art Project at Hagg Lake
- 11 Submissions
- 11 Reviewers
- Selected Artist
 - Liam McLaughlin
- Painting Dates – June 9-12
- Possible dedication at 1st Summer Concert



THANK YOU.
Questions? Comments?

FOLLOW US

IG: washcoparks

FB: WashCo Parks