

PORTLAND OBSERVER

Volume XVI, Number 41

August 20, 1986

25¢

USPS 985-000-000
Circle Publishing Co., Inc. 1984



Cleveland Williams . . . "The Portland parks are in better condition than most."

Photo by Richard J. Brown

New Park Superintendent Gives City Parks High Marks

by Jerry Garner

"The Portland parks are in better condition than most; I would rank them in the top ten in the country. Furthermore, Portland's park system is unique because of their size and the level of maintenance they receive. The parks are well-kept, and the people who use the parks (even the homeless) seem to have respect for them."

The above quotes were made by Cleveland "Cleve" Williams, the new superintendent of Portland's Bureau of Parks and Recreation. Williams, 48, was Senior Executive Recreation Policy Administrator for the city of Oakland, California, before taking over the Portland Parks Bureau. He replaced William V. Owens who retired August 1st after serving 30 years with the Bureau. Williams, who holds a M.S. degree in Parks and Recreation Administration and a B.A. in psychology from San Jose State University, San Jose, California, is well qualified for his new position as parks superintendent.

Besides serving as recreation services manager for the Parks and Recreation Department in Oakland, Williams formerly had jobs as assistant to the city manager in Seaside,

California, acting city manager of Seaside and director of Parks and Recreation for Seaside.

He has worked as a project director for the California Youth Authority, managing an 18-month research project to incorporate recreation into the state penal institutions for youth.

Williams said another area in which Portland parks differ from others is in trash volume. He said in other cities, the parks bureaus have trouble with trash. "In Oakland we had problems with keeping trash out of the parks. The standards of maintenance wasn't as high as here."

According to Williams the reason for the difference is the higher standard of living in Portland than in Oakland. "In what we might term as low-income areas in Portland, the parks are still maintained at a high level. In my opinion, they seem to be maintained as well as the ones downtown and in the wealthier communities. Usually one doesn't see this."

As superintendent of the Park Bureau, Williams is responsible for 300 full-time employees, 160 parks, and administers a \$20 million bud-

get. He said it's important that an administrator keep in touch with his employees. I see myself as the facilitator of all the different functions within the Park Bureau. In addition, I must make sure the employees have the resources and tools to do their job," said Williams.

Williams said the role of the Park Bureau will be different in the future. He envisions the Bureau as a visitors' service attraction. "Our park system can be used to bring in tourism and have a direct impact on economic development in the community. This will create new jobs." "Myself and Commissioner Mike Lindberg are looking at the park system and preparing to do a need-analysis for the future."

Williams said they will be looking to see how development and parks can compliment each other. "A good example of this concept is the Riverfront Park, with the condominiums, restaurants, etc., along with the park. Such attractions will bring your downtown community alive on the weekends, not just during the week when you've got all the people living in the suburbs coming into the city working and taking their money back out. We want these people to stay here in the city."

Another area Williams sees the Park Bureau playing a greater role in the future is providing child care service. He said the whole child care issue is booming nationally. "The Oakland Park and Recreation Bureau had an after-school child program from 2:30 to 5:00. Before I resigned, I had proposed to Oakland city officials to expand this program until 7:00 in the evening and pick it up early in the morning." Williams was asked whether he would implement such a plan here in Portland. Williams replied, "I haven't recommended the program to city officials yet, but may do so in the future."

Williams' administrative style, along with his qualifications, make him an excellent choice to head the city Park Bureau. "Administratively, my style is to work with the community and be a representative of the community, to listen to the concerns of the community, and to try to solve any problems that may occur. Rather than say "No," I prefer to say "Yes, we can," unless it can't be done."

"If you're in government and aren't willing to share the office with the public, that individual should be in the private sector," said Williams.

"Precious Mother Justice" Promoting Candidacy

The home of Madeline Nosbush was the scene of a "Coming Out" party for "Precious Mother Justice", promoting her candidacy for the Honorary Mayor's Race for the Historic "City of Albina".

The Albina Council For Historical Preservation and Tourism is sponsored by the N./N.E. Business Boosters for the purpose



Wortha Justice (L), candidate for "Mayor of Albina," and Madeline Nosbush (R) join Ed Mitchell in a song during a party to promote Justice's candidacy. Mary Sauter plays for the trio.

Photo by Richard J. Brown

of revitalizing this area known in the 1870's as "The City of Albina". The Council's two leading candidates are Mrs. Wortha Justice, whose campaign managers are Bill Green and Madeline Nosbush; and Sam Brooks, whose campaign manager is his daughter Marion.

"Precious Mother Justice" announced her platform, part of which reads: Purchase a Victorian Home in the "City of Albina" (from Justice Reality); Furnish your Victorian Home with Chandeliers from Juvenation House on Skidmore and Albina; Get Rid of All Cars Within Albina and Bring Back the Horse and Buggy; Have more Potluck Picnics at Peninsula Park.

Fun and entertainment filled the afternoon. Mr. Emmett Justice, an Irish Ballad singer, entertained guests from 4 p.m. until 6 p.m., then our own Ed Mitchell, well know singer, entertained from 6 p.m., inviting all to join him in a "Mitch Miller" sing-a-long. "Precious Mother Justice" and the Hostess were serenaded. Refreshments were plentiful, and the Silver Bowl was brimming with donations. Votes for the "Mayor, Mother Justice" were bought for one dollar each. The candidate turning in the most money will win the Mayor's Race.

More parties will ensue toward this cause, culminating with a Mayor's Ball in October at the Portland Meadows Racetrack. All donations are tax deductible, and will go toward the promoting of tourism, a good image, and jobs for the area.

Register Now For Overlook Preschool Classes

Three- and four-year-olds can learn social skills at preschool classes held at Overlook Community Center, 3839 N. Melrose Drive. Registration is now open for the classes that meet Mondays and Wednesdays, September 7-October 22, from 10:15-11:45 a.m.

Through music, movies, stories, games, cooking, and craft activities, children will experience a wide variety of concepts. Focus will be on colors, shapes, letters, and numbers. Children must be three years old by September 1. The fee is \$30.



Of the many activities made available during the Black United Front's annual Community Unity Day, the rappers attracted the youngsters in the crowd. Other activities were live bands, recorded music, bar-b-que, picnic and speakers from the community. There

were also trophies awarded for track events and a Black history quiz for the kids. The event was held Saturday at Peninsular Park.

Photo by Richard J. Brown