Explore Washington Park Board Meeting  
Thursday, June 11, 2020  
via Zoom  

Minutes

Present:  
Steve Cole – at large  
Joe Furia – World Forestry Center (“WFC”)  
Kathy Goeddel – Arlington Heights Neighborhood Association  
Anna Goldrich – Hoyt Arboretum Friends (“HAF”)  
Cynthia Haruyama – Portland Japanese Garden (“PJG”)  
Heather McCarey – Explore Washington Park (“EWP”)  
Don Moore – Oregon Zoo (“OZ”)  
Billie Moser – Travel Portland (“TP”)  
Ruth Shelly – Portland Children’s Museum (“PCM”)  
JC Vannatta – TriMet

Absent:  
Adena Long – Portland Parks & Recreation (“PPR”)  
Dave Malcolm – Sylvan Highlands Neighborhood Association

Guests:  
LeiLani Barney – EWP  
Travis Beaver – 2 Ink Studio  
Danny Dunn – EWP  
Angie Linderman – EWP  
Antonina Pattiz – PPR  
Travis Ruybal – PPR  
Victor Sanders – PPR

The meeting commenced at 2:04 PM. Don Moore chaired the meeting with a quorum present via Zoom.

Don Moore (OZ) introduced Billie Moser from Travel Portland as the newest member of the Board and the new TP representative. Billie expressed her excitement to be joining the Board and the direction of a holistic visitor experience throughout the Park that the Board is working to create.

Updates:

- Cynthia Haruyama (PJG) updated the Board that PJG is currently using timed ticketing for visitors providing 110 tickets per 30-minute window. PJG opened for members only Wednesday June 10, and opened to the public on Thursday June 11. The garden is selling tickets limited to seven days in advance in case protocols and operations need to be modified. A one-way route is in place, forcing visitors to use the service road, which is narrow but allows for better social distancing. The PJG is currently operating with summer hours. This is problematic as 30% of positions were cut in response to COVID and normally summer hours would add 15 seasonal hires.

- Ruth Shelly (PCM) shared frustrations with the guidance coming from the Governor’s office. PCM currently has a lobbyist working on their behalf in Salem. PCM is still working towards a September 1 re-open date for the museum, preschool and school. Summer camps plan to start July 6; most spots are filled. PCM applied for a grant to assist with re-opening costs. Current re-opening guidance for museums, preschools, schools and summer camps; in guidance documents do not fully align.
• Victor Sanders (PPR) represented PPR in Adena Long’s absence. PPR responds to COVID and continued protests throughout the City. Phase 1 allows for picnics and weddings in the parks with up to 25 people. PPR plans to keep recreation centers, pools and splash pads closed for the summer and has not been able to bring on seasonal staff. Park rangers in the Park may see some impact on hours (likely minimal), as there are city wide mandated furloughs.

• Joe Furia (WFC) shared that WFC’s revised 2020 budget was approved by the WFC Board. WFC is working to pivot large events from in-person to digital.

• Anna Goldrich (HAF) shared that there has been back and forth concerning policies and practices with PPR. Volunteers and visitor service will hopefully continue to be able to do more in the next few weeks. Anna pointed out that this time has helped show some long term issues and will hopefully allow for solutions to be found.

• Don Moore (OZ) shared that OZ has a lobbyist in Salem working on their behalf specifically looking at the current limit of 250 people in a space, as that is a roadblock for the zoo opening. OZ has applied for a grant to help with re-opening costs.

• JC Vannatta (TriMet) shared that TriMet is currently achieving their four-hour cleaning cycles and are hiring 130-140 new full time employees to clean busses and trains. Mask dispensers are in place on all busses and trains and riders are required to wear a mask while onboard. Hand sanitizer has been installed on all buses, but not trains as there are concerns that hand sanitizer could be lit on fire or consumed. With the newly implemented cleaning protocols, TriMet hopes they can move to three-foot spacing possibly mid-July which would greatly help with increasing capacity. TriMet is working on an extended marketing campaign with different phases focused on reassuring riders that busses and trains are safe and clean.

• Billie Moser (TP) shared that TP is currently reviewing marketing and creating a campaign directed at locals and planning to make the campaign available to be shared with external partners. TP is working to help visitors and residents alike through outreach and marketing.

Motion: JC Vannatta moved to approve a consent agenda including April Board Minutes, March and April financials, executive director report, and 990 report. Ruth Shelly seconded and the motion passed.

DEI Discussion
Heather McCarey (EWP) expressed a need to touch base across institutions concerning Diversity, Equity, and Inclusion (“DEI”) work. EWP wishes to pull together statements from all institutions related to DEI for visitors to find easily. EWP is planning on hiring a part time equity staff member using the Metro Regional Transportation Options (“RTO”) grant funds for this position, which will help increase access in the Park. The EWP deputy director had a lot of work in their portfolio, including DEI, and it is now EWP’s belief that the work should be a standalone position. The new role will manage the DEI committee, work with TriMet on the low fair program, and other existing programs, as well as manage the Metro RTO Grant. The position is included in the draft budget, a description was written, and EWP is looking to move forward as quickly as possible.

The Board discussed the possibility of hiring an outside DEI consultant, the length of time for the position in relation to the grant, and other possible changes institutions are looking at focusing on DEI. The Board was in favor of creating this new role.

Washington Park Strategic Operations Plan
Heather updated the Board on the Washington Park Strategic Operations Plan (“WPSOP”) that started earlier this year. Initially $400,000 was set aside for WPSOP throughout two phases; phase one had $100,000 budgeted to hire a consultant who would create a plan and phase two had $300,000 budgeted to implement the plan created in phase 1. A RFP was created during phase one and the consulting firm Sparks & Sullivan was hired.

There are four key tasks for WPSOP:

1. Align plans and goals of Park institutions; research existing plans and interview partner;
2. Inform the Park vision; design user research, utilize global best practices;
3. Define the vision; and
4. Prepare for phase 2; write scope of work for technical plans to fulfill the vision.

Moving forward and looking to restart the project, with possible changes and the ability to build out programs and planning concerning DEI and resiliency Park-wide.

There are three key questions:
1. Do the tasks still feel relevant to you?
2. Can you support an October start date? The goal to be completed by February
3. Can you commit to 3 days total (between October and January)?

After speaking with Sparks & Sullivan there is a desire to create a lighter load for the Board by having EWP do more of the project’s heavy lifting and not over burden the Board.

Anna asked how much the goals will change as an organization in the next coming year and if the existing WPSOP still makes sense in the current landscape. Ruth shared that an October start may be difficult as too much may still be in flux and believes that January may be a better start as many will still be in recovery in October. Cynthia shared reservations about how the Board would be able to complete three, full-day workshops, as many members may not be able to meet in person and all day Zoom calls do not feel feasible. Ruth shared the idea to start in January instead, as is it traditionally a slower season. Victor wondered if there is work around racial justice that can be done now, to help frame the work moving forward, not stopping work from happening but helping to build a new foundation, perhaps in conjunction with the RTO Grant work.

Heather shared that: she will get the DEI role off the ground; EWP is working on a marketing plan; work on way-finding seems stalled; and PPR is interested in pulling together a parking tool kit that they feel is necessary no matter the plan.

Heather asked if the Board felt comfortable moving forward with: DEI plan; marketing plan; way-finding plan and parking management tool kit. Much of the work for these tasks would be accomplished in committees over the next few years and EWP hopes to begin soon.

Ruth believes DEI is foundational and provides a lens to be used for marketing and way-finding. Victor clarified that the parking management toolkit would be more technical, using data to solve old parking problems and hopefully show what new parking problems there may be. JC shared that marketing may be difficult to do now until there is a better understanding of what the new normal is. Heather concluded that it may be helpful for next steps to have an advisory committee meeting and speak with Sparks & Sullivan.

**South Entry Design**

Travis Ruybal (PPR) shared that after the last meeting with the Board they meet again with the TAC and worked offline on concerns that were shared. Travis shared three main goals for the project:

- Storm water management
- Creation of a grand entry
- Improved pedestrian and cyclist mobility

The design team has accomplished these goals by installing a large storm water line, a grand entrance and improved sidewalks and bicycle lanes. Heading into the construction documentation phase currently, that will likely go through fall. Next PPR will have to submit for permits which often takes two months, next the project will need to go out to bid. After selecting an acceptable bid, the design will need to go in front of Portland City Council to ask for approval and hopefully begin construction summer or fall of 2021. Construction will take 200 days,
putting the grand opening sometime in spring or summer 2022, due to COVID there may be delays but this timetable feels reasonable to PPR.

Jonathan Beaver from the design firm 2 Ink Studio, who has created the design, took the board through a digital rendering fly over of the project highlighting; a new sidewalk on the West side, an entry monument that shows the entrance to the Park, five foot bike lanes and a bus queuing area. The design looks to utilize local material including an ADA accessible pedestrian path that follows a wall to direct visitors to keep moving ahead and help to provide a focal point for the entry. There are designated areas where way-finding signs will go, information to be displayed on the signs will be decided separately. The road will be realigned to make a smoother entrance into the Park.

The Board spoke about the funding for the project and if there has been any impact due to COVID and fewer parring transactions. Travis clarified that there has been no impact to the funding for the project currently.

The Board and the design team talked through a few concerns and solutions including:

- The possibility of the wall getting tagged with graffiti;
  - The stone can be sanded down easily and still retain its appearance;
- The heat coming off the wall on pedestrians using the walking path;
  - The path gets some late afternoon sun and this particular path is not heavily trafficked;
- The impact of the project on visitors to the Park as the timeline at 200 days will impact either summer peak season months or ZooLights;
  - Possibility to stop work during a high visitor season if needed such as ZooLights;
- The height of the wall blocking the Oregon Zoo’s Education Center from view;
  - Ongoing conversation and frustration about the height of the wall, currently as planned it would be 13 feet at its highest point which is viewed as too high by some Board members.

The Board and design talked more about the revisions and rounds of feedback that have already been provided and if there is still time and money for additional revisions. Ongoing conversations and concerns related to the height of the entry wall, the entry point to Lot B, and that the South Entry design should be viewed as the design that will be used at other entry points and consideration should be made for that point.

Draft FY20/21 Budget
Steve Cole (at large) presented the FY20/21 Budget to the Board. Heather restated that EWP did receive the Paycheck Protection Program (PPP) loan and with the newly stated extension EWP expects to have all $84,000 forgiven. Conversation with Board about shifting workload and how it is easier for EWP to adapt and make changes since it is just five people and adjustments can be made much easier.

Motion: Steve Cole moved to approve the FY 20/21 draft budget. JC Vannatta seconded and the motion passed.

Meeting Adjourned at 3:53 PM.