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**Board of Directors Meeting**

Thursday October 13, 2016

Oregon Zoo – Sunset Room

**MINUTES**

**Attendees:**

Mike Abbaté – Portland Parks and Recreation (PP&R)  
Steve Cole – at large  
Allison Duncan – Arlington Heights Neighborhood Association (AHNA)  
Cynthia Haruyama – Portland Japanese Garden (PJG)  
Dave Malcolm – Sylvan Highlands Neighborhood Association  
Don Moore – Oregon Zoo  
Peggie Schwarz – Hoyt Arboretum Friends  
Ruth Shelly – Portland Children's Museum  
Craig Stroud – Oregon Zoo  
Eric Vines – World Forestry Center  
Inessa Vitko – TriMet

**Visitors:**

Victor Sanders – PP&R  
Lewis Kelly – Explore Washington Park (EWP)  
Jessica Van Raden – EWP

**Absent:**

Heather McCarey – EWP

The meeting started at 8:07 a.m. Eric Vines chaired the meeting.

**ANNOUNCEMENTS**

- Eric announced that Heather missed today's Board meeting today due to illness.
- Cynthia announced that PJG will be closed for road work October 17-21. If weather continues to be poor, it may be rescheduled. Cynthia will notify the Board if there are any schedule changes. The PJG entry gate will be closed, so travelers will have to come up through Rose Garden Way.
- Don announced Nora the polar bear will be displayed to the media on October 20. Display to the public is tentatively scheduled for October 22. Nora is currently trending at number 11 over all social media. Very large crowds expected and additional traffic support will be needed. A new giraffe will come to the Zoo at the same time, but will not be displayed the weekend of October 21. The Zoo expects heavier than usual crowds for the next few months due to Nora.
- Ruth announced the Eric Carle exhibit is on display at the Children's Museum. He is a children's book illustrator. There will be heavy media coverage at the PCM for this exhibit.

**Transportation Management Plan (TMP)**

Heather requested the Board review the finalized TMP and vote on approval. Eric and the Board acknowledged Heather's exceptional skillset and commended her for her work on the TMP.

Motion Eric moved to approve the TMP, Ruth seconded and the motion passed unanimously.

### **PP&R Parking Program**

Victor Sanders of PP&R presented the Board with results of Washington Park's Parking Program for fiscal year 2015-16. The parking program is now 33 months old. Victor distributed informational packets to the Board that showed revenue for the last three fiscal years, with each year showing growth. Parking revenue decreases during the off peak season between October and March, yet parking revenues continue to grow. The south side of the Park shows people are purchasing longer and staying longer, while the north side is purchasing for shorter periods and not staying as long. Average time is 1 to 1 ½ hours on the north side, while the south side is an average of 2½ hours and up. A single space is purchased up to five times per day in high peak months like August.

Ruth asked if the growth numbers were due to increase in visitors in the Park, or if people were just using the system better. Victor explained that there is far more compliance this year with the pay-to-park system and people are more willing to pay for the full day rate.

Ruth pointed out that if we are trying to move towards a more public transit related experience, it may be possible that revenue decreases as less people drive.

Cynthia noted the shuttle has helped tremendously with parking, as visitors park at the south end and travel to the gardens via the intrapark shuttle.

Victor explained that time of day occupancy varies; there is 95% occupancy between 11:00 a.m. and 12:00 p.m. Pay-to-park hours vary from north to south, so the occupancy number is slightly skewed as people stop paying to park in the north end around 4 p.m. Space number 1918 is the highest grossing parking space. It is located right across from the PCM. Average revenue per space/per month is \$1,905.

PP&R collected \$235,000 in citations, which feeds into the overall revenue package. This is an anomaly that we won't see again. PP&R receives half of the parking revenue from citations and the court system receives the rest. Total resources available are \$3,700,000. Dave asked how there was carry over. Victor explained that whatever is not spent during the previous fiscal year is carried over to the next.

Victor gave an overview of FY15-16 expenses. Credit card fees are a significant cost for the pay-to-park system. There are three priorities within the parking system.

Rangers and enforcement are considered priority one. This includes overall cost to operate the Ranger program and parking enforcement. Items include labor, radios, equipment, supplies and vehicles.

Daily Maintenance of the roads and lots are also considered priority one. Dave asked how many Rangers are reflected. Victor stated one Ranger seven days a week and one citation officer. There are currently two FTE Rangers and the Ranger Supervisor. The Washington Park program is budgeted for three but currently have two and backfill with seasonal rangers.

While reviewing the graph in the PowerPoint, Ruth asked if parking enforcement goes down, would number of rangers increase. Victor explained that the graph showed only bundled expenses and the number of Rangers will not change. Rangers and citation officers do not correlate or impact each other. Mike noted that PP&R is well over budget for rangers, like parking revenue which offsets the cost.

The next point in the presentation was daily maintenance, which is also priority one. We have a new maintenance supervisor for the Park. Victor will work closely with this supervisor, refocusing daily maintenance in the parking lots, facilities and grounds. We have grown four fold in maintenance in the

Park. The last piece of the pie is Explore Washington Park. The graph is inflated this FY due to a correction payout grant from last fiscal year.

Major maintenance was discussed next, and is considered priority three. This category covers enhanced improvements of the transportation network in Washington Park. Repaving, striping, potholes, ODOT signage, lot landscape to standards, sign upgrades, crosswalks and space numbering. The program only spent \$100,000 of the \$200,000 for last FY. Victor is working with Mike to reallocate funds to other major and deferred maintenance in the Park next fiscal year.

Mike announced there was a culvert failure last FY on Kingston Drive, and PP&R chose to pay for this repair out of general funds, instead of the Major Maintenance Fund.

Ruth asked if the carryover goes into a trust and Victor stated it does. Dave asked if the carryover is being used towards the master plan for the Park. Victor explained that it is not yet reflected in the pie chart, but that the carryover feeds into the code required improvements as those expenses come in.

Upcoming obligations include code required improvements:

1. First of the mandated completions, is the master plan. Cost is projected at \$400,000, with completion in 2017.
2. The next priority is Lot A storm water improvements. \$21,000 has been spent so far, with completion in 2018.
3. Third priority is a storm water pipe for highway 26, with a mandated completion of 2018.
4. Next is the loan repayment due 2021.
5. The south entry phase 1 has an expected completion in 2022. South entry phase 2 has no mandated completion date.

The Master Plan is not on the funding pie chart, as funds have not been used so far. Part of the carryover discussed earlier is intended for the Master Plan. Victor noted that in upcoming obligations, PP&R foresees a deficiency in 2022 for things such as the intrapark shuttle and will have to look at rates, etc. as we get near that date.

The current carryover is \$1,500,000. Dave requested that Victor share the PowerPoint with the Board.

The next major update will be provided in 6-8 months. Lot A, storm water and the Master Plan are the only projects going on currently. Parking rate review is on deck and will be discussed later this year. Eric asked if there were any items or red flags to be aware of, Victor stated there was not.

Mike noted that Washington Park is better off now that we have a relatively stable funding source. The Park has assets and it's in a great financial state and should be really proud.

Peggie announced that there was a rumor of parking rates increasing to \$2.00 per hour, which is false. This was mentioned by AHNA, so Peggie wanted to address the issue and lay it to rest. There has been no discussion of rate increases in the pay-to-park system and nothing on the table at this time. Rates are reviewed annually. Mike explained that the TMA does not have responsibility for changing parking rates. It is PPR and Metro.

### **Executive Director Report**

Eric announced Heather's executive report. Zoolights will be the focus in the upcoming months. Craig added that there will be no changes this year as they are continuing last year's model. The Zoolights season is slightly longer this year at 39 days. Survey results from last year show a significant growth in ridesharing (8%). Cynthia asked about the Rose Garden TriMet buildout and Centennial improvements that may occur in April-May 2017, as PJG is anticipating their grand opening. Mike confirmed the construction process will likely overlap with the PJG grand opening and that a May completion would be a best case scenario, more likely ending in June of 2017.

Don announced that he and Heather will present to Metro Council. He expressed concern with the loss of nearly 200 parking spaces with the reservoir project. Discussion at Council will include transportation changes, as there will be an impact on attendance if visitors don't change modes of travel.

### **Financial Reports and Meeting Minutes**

The Board next turned to approval of September 2016 meeting minutes. Inessa called for correction on the 2<sup>nd</sup> bullet in the 4<sup>th</sup> paragraph. Allison called for recording of her absence at the previous meeting.

Motion Dave moved to approve September meeting minutes as amended, Peggie seconded and the motion passed unanimously.

The Board discussed the August 2016 financial reports. Dave said the financial statement is good in his view yet he had not yet received the detailed data that's summarized in the financial reports. Eric noted it was unusual for the Treasurer to review every line item in financials. Dave supports seeing the detailed data, as it is a second set of eyes reviewing EWP's financials.

Motion Mike moved to accept September 2016 financial reports, Steve seconded and the motion passed unanimously.

Dave reported that he, Heather and bookkeeper Phyllis met to discuss developing a dashboard summary of the financial reports for Board review. Mike stated that PP&R's finance manager created a quarterly financial dashboard. He suggested bringing Jeff Schaffer into the conversation to determine key financial items that the Board wants to see. The Board showed interest in a dashboard that could be customized to fit EWP's needs. Mike would like to devote some time to reviewing the dashboard together so that the group can determine what key items would be and what they would like that to look like. This could possibly be an agenda item for a different board meeting, the Board was in favor. Dave asked Board members to share their organizations' financial dashboards to help develop EWP's dashboard.

The meeting adjourned at 9:20 am.