



Board Meeting  
October 13, 2022, 2:00 – 4:00 p.m.

### Minutes

#### Attending

- Lisa Christy – Portland Japanese Garden (PJG)
- Steve Cole – at large
- Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)
- Anna Goldrich – Hoyt Arboretum Friends (“HAF”)
- Sarah Horton – World Forestry Center (“WFC”)
- Jani Iverson – Explore Washington Park (“EWP”)
- Adena Long – Portland Parks & Recreation (“PPR”)
- Dave Malcolm – Sylvan Highlands Neighborhood Association (“SHNA”)
- Billie Moser – Travel Portland (“TP”)
- Heidi Rahn – Oregon Zoo (“OZ”)
- JC Vannatta – TriMet (“TM”)

#### Guests

- Keith Baich – EWP
- Danny Dunn – PPR
- Deputy Passi – OZ
- Ivan Ratcliff – OZ
- Victor Sanders – PPR
- Gwen Sullivan – Sparks + Sullivan (“SS”)
- Ryan Sullivan – (“SS”)
- Krista Swan – OZ
- Hallie Wilkerson – EWP

#### Updates

- Kathy Goeddel (AHNA): Gave a big thank you to PPR for repairing the Chiming Fountain; it is working and glorious. The neighborhood is enjoying the fall weather.
- Heidi Rahn (OZ): There was a successful Squishing of the Squash event this morning, which is a tradition that has not taken place since 2019. It is where the elephants get 600-pound pumpkins to squash and play with. The Zoo has many events coming up for Halloween, especially for kids and families. Tickets are on sale for ZooLights, and the drive-through model will continue this year. Revenue is not as high on these drive through ZooLights days, but it is very popular for individuals with mobility issues and little kids.
- JC Vannatta (TM): President Biden is in town tomorrow, causing TriMet service and traffic in general to be chaotic. TriMet is still hiring for roughly 400 positions for both operators and professional positions. We have officially launched the public engagement program “Forward Together”. It is a comprehensive service analysis and concept that allows for more equitable service. It has meant changes in some bus routes, such as elimination and rerouting. It will take about two years to fully implement as hiring may take longer than desired.
- Adena Long (PPR): PPR received City Council approval to request bids for the South Entry Project. Construction is expected to begin mid-January and is anticipated to go through Spring of 2024. Once the contract is signed with the lowest responsible bidder, there will be a better sense of traffic impacts. Danny will make sure to follow-up when there is a clear timeline. Many thanks to the partners for their assistance in getting information out to guests on the Pay-by-Plate transition, which was finalized last month.
- Sarah Horton (WFC): The WFC recently wrapped up the first in-person Timberland Investment Conference since the pandemic. It was well attended and received, as the venue reached capacity. Visitors throughout the museum have been consistent throughout the summer into the fall and have reached anticipated

numbers. Virtual programs are in the works for issues of wildfires with public health, and mass timber with affordable housing. These will be launched later this fall.

- Lisa Christy (PJG): The summer months of July and August were slower than expected in terms of attendance. However, the nice weather has brought higher than usual attendance for September and October. A new art exhibition is on display in the Garden with statues placed throughout the venue. If you drive by on Kingston Avenue, you will see a giant statue near the cascading fountains which is one of many. Looking ahead, next year is the 60<sup>th</sup> anniversary of the garden so 2023 will be a big year to celebrate. The 60<sup>th</sup> birthday is the most significant birthday in Japanese culture and is seen as a second childhood or a time of rebirth.
- Billie Moser (TP): A partner survey was sent out in the spring of 2022 and inquired about opportunities of education and networking. In response, a Travel Portland Partner Summit will be held October 26 with two main topics – business development and EDI (equity, diversity, inclusion). There is still time to register. Another community engagement objective is to reopen the visitor center that closed March 2020. It is being looked at again with hopes to open a space in May 2023.
- Dave Malcolm (SHNA): Sylvan Highlands held their elections recently. All is good in the neighborhood.
- Steve Cole (at-large): Things are good. There are no Park related updates.
- Jani Iverson (EWP): The team is gearing up for transportation planning and hiring of staff in preparation for ZooLights. Heather will be returning to EWP on November 1<sup>st</sup> and there are plans to support her reentry. This includes discussion about staffing after the departure of the communication staff members. It has been a delight to work with this team and within the Park.
- Anna (HAF): Fall is feeling busier than summer and Hoyt is bustling with lots of programs and visitors. The peak leaf color is about a week away, so it is a great time to take a walk. A milestone was hit earlier this week to update the education program – field trips were delivered to a Spanish immersion school and were spoken all in Spanish for the first time.

#### **Agenda, Minutes, and Financial Reports**

Steve acknowledged there was an error in the financials regarding the recording of parking permit income for July and August. It was applied to June 2022 income and listed in the previous fiscal year, putting the revenue off by \$9,200. It has since been corrected in the financials of both fiscal years.

Dave submitted updates to the minutes after they were circulated to the board. It was agreed that the edits were not substantial enough to resend out. The distributed minutes will be voted on.

**Motion:** Steve moved to approve the consent agenda, including the August 2022 Board minutes, and the June and July 2022 financial reports, Heidi seconded, and the motion passed unanimously.

#### **Brand and Wayfinding Plan Final Presentation**

Gwen Sullivan begins the presentation with the acknowledgement of the project timeline. The first meeting with the Board occurred in April and the work progressed, meeting each deadline and staying on budget. A big thank you to the project contacts Heather and Jani, as well as everyone who helped lead the design as a human-centered design process. The Advisory Committee's feedback and involvement was greatly appreciated throughout the project. Thank you to the EWP Board for their trust and support which helped build consensus throughout the process.

The Brand Identity is communicated through the Brand Toolkit document which consists of background information, details such as logos, color specifications, pictograms, etc., and how the brand identity can be applied.

This document will likely be used by EWP, PP&R, and/or individual contractors who are part of implementing this work.

The Wayfinding Toolkit consists of the sign family and has extensive details regarding materials, specifications, locations, and how these designs can be adjusted when relevant. Entry markers include gateway signs and the Park icon which will be used at the main entry points of the Park. There is a suite of directional signs for vehicular guests and banners to assist with placemaking and identifying zones within the Park.

The orientation stations are a critical part of the wayfinding system to help visitors find their way throughout the Park while emphasizing there are multiple destinations to visit. These will be located at each primary destination in the Park and a few other locations suggested by the Advisory Committee.

Parking signs would replace what is seen in the Park today. Some have provisions for a digital component to alert visitors when parking lots are full, specifically in the south end of the Park. There is a rotating sign option that will help manage overflow parking which is programmable and can be used to direct people to a different lot.

The cost estimate for the project is \$2.1 million. This covers sign fabrication, engineering stamps, trade permits, installation, site survey, and samples to show materials and craft. It does not include concrete footers where they are necessary, demolition of existing signs, and running electricity to digital signs.

It is recommended that next steps include moving forward with the permitting process. A project manager from EWP and/or PPR could support moving this process forward, as many of the signs will require land use adjustments. It is anticipated the permitting process can take about nine months. The project would then likely go out to bid again, which could impact the cost and amount of signs within the project. It is unlikely all signs will be installed at once due to budget and logistical reasons, so a phased implementation is anticipated.

Dave asked if parts of the presentation are available to share with the neighborhood. Adena has concerns around sharing conceptual, unfunded plans and timelines in a public manner. It was agreed that it is too early to share out in order to manage expectations.

**Motion:** Kathy moved to approve the logo designs and sign family hierarchy as presented by S&S, Billie seconded and the motion passed unanimously.

#### **Peak Season Highlights:**

Peak season for the Park is from Memorial Day through Labor Day. Keith Baich shares that EWP staffs two main visitor service booths located at TriMet plaza and the Rose Garden. The number of days these were staffed was 5% less than last year due to wet weather in June. Visitor interactions remained stable even with the decline in days staffed. English and Spanish maps distributed to venues, partners, shuttles, and hotels was higher than usual. Top visitor inquiries include gardens/amphitheater, free shuttle, Japanese Garden, restrooms, and Hoyt Trails.

Bus usage for off-site parking is still below pre-pandemic levels. However, numbers are up +50% from the previous year due to the return of many events and the reopening of the WFC Discovery Museum. The timed ticketing system offered by the venues has helped manage the need for off-site activation. The free shuttle numbers remain down 47% from 2019, but up 6% from 2021.

A few marketing points to note include TriMet Bus/Max Wraps, "Let's Get Out There" Bill Walton campaign focusing on public transit, Parkwide event calendar, social media, and giveaways. JC Vannatta suggested the exploration of seeking sponsorships of the Park map to help pay for or defer the printing costs. He offers his help and connections if this is something EWP wants to pursue.

#### **Seasonal Parking Fee**

Danny Dunn presents parking fee updates that will occur during ZooLights, which take place November 18 – January 7. Goals for the event rate parking are to encourage transit use, increase use of Parking Kitty, and reduce

demand on meters. The rates will remain the same from last year which will be \$3.60 per hour with a \$10.80 maximum at meters, and \$3.20 per hour with a \$9.60 maximum when paying with Parking Kitty.

Concerns were expressed regarding individuals who do not use Parking Kitty having to pay more and how this could cause equity issues. Danny will take this into consideration moving forward and will work with EWP to help highlight and communicate the most economical way to get to the Park.

#### **ZooLights Transportation Plan**

Keith shared an update on the transportation plan for ZooLights, including EWP's plan for support, traffic management, and off-site service. The goals are to maintain a safe environment, have a positive visitor experience, and continue open communication with partners about impacts at the Park. Keith and Erin Bird are in the midst of the hiring process for temporary staff and are updating the staff trainings for onboarding.

Anna gave one last thank you to Jani for her time with EWP. The meeting adjourned at 3:35 pm.