



Board Meeting  
Thursday, April 14, 2022  
Zoom Meeting

## Minutes

### Attending

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

### Guests

Keith Baich – EWP  
LeiLani Barney – EWP  
Lisa Christy – PJG  
Danny Dunn – PPR  
Vicente Harrison – PPR  
Victor Sanders – PPR  
Colleen Shoemaker – AHNA  
Gwen Sullivan – sparks + sullivan (SS)  
Ryan Sullivan – SS

### Welcome & Partner Updates

- Billie (TP): Employees are now working in the office 3 days a week. TP hired an administrative coordinator. TP is sponsoring an exhibit at Pioneer Place celebrating the Oregon22 World Championships of Track and Field.
- Cynthia (PJG): Cynthia will start a “working Sabbatical” on May 1, 2022 for 3 months. She will not be in office but will stay involved with EWP responsibilities. PJG finalized the purchase of their educational center campus. PJG visitation is back to 2019 levels.
- Joe (WFC): Joe highlighted the need for coordination regarding emergency situations. Chuck Wiley (WFC Facilities Manager) handled the past week’s snow event very well. Rental events are on pace with the 2019 level. The Discovery Museum is reopening in June 2022.
- Heidi (OZ): The Hop into Spring event is this weekend. Spring break visitors to OZ numbered over 50,000. Todd Moore joined the zoo as an Assistant Guest Services Manager; this reflects that more than 50% of their leadership team started employment in the last 18 months.

- Adena (PPR): There were over 700 tree incidents from the recent weather. PPR continues to fill staffing needs and are gearing up for its summer programs.
- Anna (HAF): Anna observed the most damage she has seen at the Arboretum in at least the past 6 years. HAF hired two new staff members
- Heather (EWP): EWP hired a Programs Coordinator and Weekend Visitor Services Supervisor and will hire an Office Manager.

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

The Board discussed the consent agenda, February 2022 Board minutes, and the January 2022, and February 2022 financial reports.

**Motion:** Cynthia moved to approve the January and February 2022 financial reports, and February 2022 Board minutes, Steve (at large) seconded and the motion passed unanimously.

### **Brand and Wayfinding Plan Update**

Gwen (SS) and Ryan (SS) presented an update on the Brand and Wayfinding Plan. They appreciated meeting with and gaining feedback from Board members. The goals are to develop a brand and wayfinding plan to improve access, circulation, and visitor experience at the Park as well as to implement a One Park process of participation, collaboration and trust.

Roles and responsibilities include project lead, design lead, Advisory Committee, and the EWP Board. Heather is the single point of contact for the project. Design leads are sparks + sullivan (Gwen and Ryan). The Advisory Committee consists of Heather, Anna, JC (TM), Kathy (AHNA), Lisa (PJG), Becky (HAF), and Krista Swan (OZ). Danny (PPR) provides design review feedback. The committee works collaboratively with the project lead. Each committee member is responsible to ensure their internal teams and processes are managed and that information is shared in a timely manner. Joe requested that Tyler Quinn (WFC) be included on the Advisory Committee. The EWP Board is to champion the work and approve the final deliverables. The first Advisory Committee meeting is scheduled for April 25, 2022.

Adena expressed her appreciation for Heather taking on the role as contact for the project and working with PPR's requests for timeline and approval. Heather and Lisa expressed gratitude for the work and vision of Gwen and Ryan (SS)

### **EWP Service Delivery Plan**

Heather shared a high-level overview of the Service Delivery Plan that the Executive Committee previously submitted and reviewed.

### **EWP FY2223 Budget**

Heather shared the FY2223 Explore Washington Park Budget that the Executive Committee previously reviewed. Discussion concerning the budget included the following: Cynthia expressed concerns about the cost-of-living allowance for staff and if this is sufficient to keep staffing wages competitive. MTR Western (Intrapark Shuttle contractor) requested additional funding due to rising fuel costs. Heather expressed confidence that additional funds for staff and other expenses can be covered by financial reserves. Adena requested a cost benefit analysis per ride, type of vehicle, time of day and additional metrics be completed. Heather shared that currently a cost analysis is being done per rider. Victor (PPR) suggested that there are other metrics to consider. Dave (SHNA) asked if the budget includes funds for the TriMet Plaza restrooms. Heather confirmed that the budget does not.

**Motion:** Joe moved to approve the EWP Service Delivery Plan, Heidi seconded and the motion passed unanimously.

**Motion:** Steve moved to approve the EWP FY2223 budget, Heidi seconded and the motion passed unanimously.

The Board discussed the upcoming arrival of Heather's baby, happily referred to as the "One Park" baby. JC confirmed that Heather can use her accrued vacation and sick leave. Heather shared she was working with Page Two Partners, Leadership Services to find an interim director during her leave. The estimated cost for the interim director is \$40,000. Board approval is required for expenditures over \$10,000.

**Motion:** JC moved to approve a four-month parental unpaid leave for Heather, Billie seconded and the motion passed unanimously.

**Motion:** Billie moved to approve a four-month interim director for EWP and contract with Page Two Partners, Leadership Services to identify and retain said interim director, Kathy seconded and the motion passed unanimously.

#### **Restrooms at TriMet Plaza**

Danny shared a summary of restroom maintenance responsibility and contract history. The PPR contract to clean the TriMet Plaza restrooms on April 30, 2022. EWP reached out to TriMet to create a new contract and will have the contract for the next five years. The issue for discussion arises from deciding where the funds should come from to pay for the continued maintenance of these restrooms.

Anna confirmed that these maintenance expenses would be an added expense to the EWP budget. Dave asked if PPR has reserves in their budget. Victor explained that PPR's reserves are in the Trust Fund. Kathy asked if there's precedent to allocate funds from the Washington Park Transportation and Parking Management Agreement ("WPTPMA") amendment (a.k.a. 6-party agreement) without amending the WPTPMA. Victor said that the exact process would need to be confirmed. Heather expressed that there was a Director's meeting immediately following the conclusion of this Board meeting and that could be an opportunity to take a vote. Cynthia suggested that we allocate funds out of the reserves for a one-time process or vote to amend the agreement. Billie appreciated the thoughtfulness and work of Danny and all others involved. Anna confirmed that all present were willing to vote for the funding and where the funding was coming from at the following Director's Meeting.

Meeting adjourned at 3:18 p.m.

Next Board Meeting is scheduled for June 9, 2022 and will be in person at OZ.