

AUGUST 2022

# BOARD PACKET

# AGENDA

## Board Meeting

August 11, 2022 | 2-3:30 p.m.

ZOOM <https://us06web.zoom.us/j/95361381932?pwd=amN5bmNBbVVoefJzL29BWklMQmdUZz09>

AGENDA ITEM	ACTION	LEAD	DURATION	TIME
<b>Welcome and partner updates</b>		Anna Goldrich	25	2:00
<b>Consent Agenda</b> <i>May and June Financial Reports</i> <i>June Minutes</i>	Vote	Anna Goldrich	5	2:25
<b>Brand and Wayfinding Plan Update</b>	Info	sparks+sullivan	30	2:30
<b>Financial Updates from PP&amp;R</b>	Info	Danny Dunn, PP&R	15	3:00
<b>Safety &amp; Security Committee</b>	Info	Keith Baich, EWP	15	3:15
<b>Adjourn</b>		Anna Goldrich		3:30

### Attachments

- 1 May and June Financials
- 2 June Minutes
- 3 ED Report

**Next Board Meeting: October 13, 2022**

# EWP FINANCIAL REPORT

May 2022

Explore Washington Park  
Statement of Financial Position  
5/31/2022

Prepared by Susan Matlack Jones & Associates  
From EWP Records / For EWP Use Only  
Unaudited

	5/31/2022	6/30/2021	Change
<b>Assets:</b>			
Bank of the Cascades Checking	148,199	199,421	(51,222)
Bank of the Cascades Savings	-	709,601	(709,601)
Repo Account	804,506	-	804,506
Accounts & Grants Receivable	0	162,269	(162,269)
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Upgrades	125,905	125,905	-
Accumulated Depreciation	(63,622)	(58,177)	(5,445)
<b>Total Assets</b>	<b>1,018,223</b>	<b>1,142,254</b>	<b>(124,031)</b>
<b>Liabilities:</b>			
Accounts Payable	72,104	103,926	(31,822)
Accrued Payroll	23,862	17,626	6,236
Deferred Revenue	-	76,552	(76,552)
<b>Total Liabilities</b>	<b>95,966</b>	<b>198,104</b>	<b>(102,138)</b>
<b>Net Assets:</b>			
Without Donor Restrictions	922,257	944,150	(21,893)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
<b>Total Net Assets</b>	<b>922,257</b>	<b>944,150</b>	<b>(21,893)</b>
<b>Total Liabilities and Net Assets</b>	<b>1,018,223</b>	<b>1,142,254</b>	<b>(124,031)</b>

Explore Washington Park  
Actual Compared to Budget  
11 Months Ending May 31, 2022

Prepared by Susan Matlack Jones & Associates  
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Unaudited

	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 92%)	Notes	
<b>Revenue:</b>							
1	Parking Permits	250	34,456	30,000	(4,456)	115%	
2	Grants	2,240	6,892	110,000	103,108	6%	Grant extended to 2023
3	Meter Revenue	-	560,250	747,000	186,750	75%	
4	Shuttle Reimbursement	-	415,169	555,000	139,831	75%	
5	Other Reimbursements	-	32,000	180,000	148,000	18%	WPSOP Payment
6	Interest Income	7	53	-	(53)		
7	Other Revenue	-	77,433	-	(77,433)		PPP Loan
<b>Total Revenue</b>		<b>2,497</b>	<b>1,126,252</b>	<b>1,622,000</b>	<b>495,748</b>	<b>69%</b>	
<b>Expenses:</b>							
<b>Personnel</b>							
8	Salaries and Wages	40,473	386,847	588,382	201,535	66%	
9	Payroll Taxes	4,396	41,031	64,722	23,691	63%	
10	Employee Benefits	3,079	37,357	64,827	27,470	58%	
11	Workers' Comp Insurance	-	(367)	2,832	3,199	-13%	Credit with SAIF
<b>Total Personnel</b>		<b>47,948</b>	<b>464,867</b>	<b>720,763</b>	<b>255,896</b>	<b>64%</b>	
<b>Contract Services</b>							
12	Misc. Contract Services	10,855	85,297	275,000	189,703	31%	Metro RTO / WPSOP
13	Contract Database & Survey	-	105	-	(105)		
14	Contract ED Support	7,945	9,145	5,000	(4,145)	183%	
15	Temporary Staff	642	6,748	10,000	3,252	67%	
16	Contract IT Support	270	520	5,000	4,480	10%	
17	Payroll Services	178	2,725	3,000	275	91%	
18	Accounting Fees	-	5,595	4,000	(1,595)	140%	
19	Bookkeeping	814	9,401	10,000	599	94%	
20	Contract Marketing Support	3,409	21,289	120,000	98,711	18%	
21	Contract Services Ad Buys	19,905	31,591	38,000	6,409	83%	
22	Radios	-	1,439	3,100	1,662	46%	
<b>Shuttle</b>							
23	Traffic Management Intrapark Shuttle	45,269	340,980	405,000	64,020	84%	
24	Traffic Management Off Site Shuttle	5,057	37,648	85,000	47,352	44%	
25	Traffic Management Traffic Staff	-	8	6,000	5,992	0%	
<b>Subtotal Shuttle</b>		<b>50,326</b>	<b>378,636</b>	<b>496,000</b>	<b>117,364</b>	<b>76%</b>	
<b>Total Contract Services</b>		<b>94,344</b>	<b>552,489</b>	<b>969,100</b>	<b>416,611</b>	<b>57%</b>	
<b>Occupancy</b>							
26	Occupancy Rent	1,800	19,800	21,600	1,800	92%	
27	Occupancy Other	58	760	600	(160)	127%	
<b>Total Occupancy</b>		<b>1,858</b>	<b>20,560</b>	<b>22,200</b>	<b>1,640</b>	<b>93%</b>	
<b>Materials and Supplies</b>							
28	Telecommunications Internet	132	1,430	2,000	570	71%	Jet pack expenses for VSS; phone data overages
29	Telecommunications Phone	275	3,982	2,400	(1,582)	166%	

Explore Washington Park  
Actual Compared to Budget  
11 Months Ending May 31, 2022

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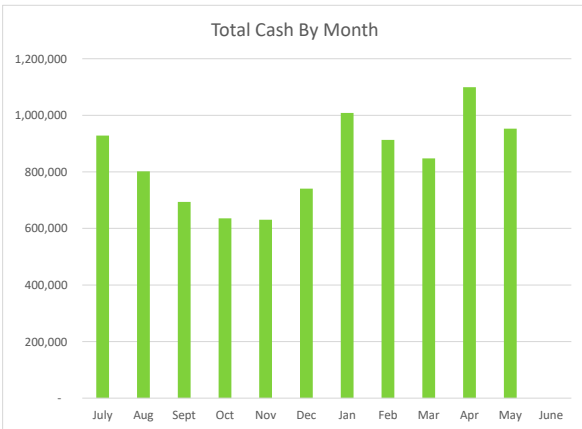
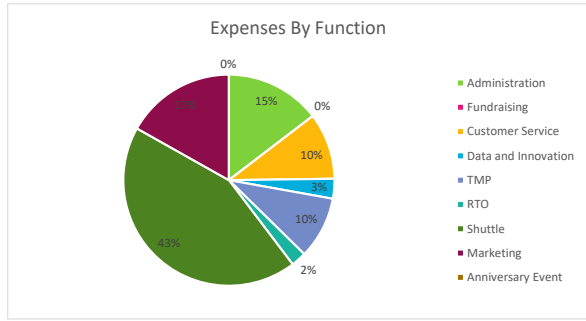
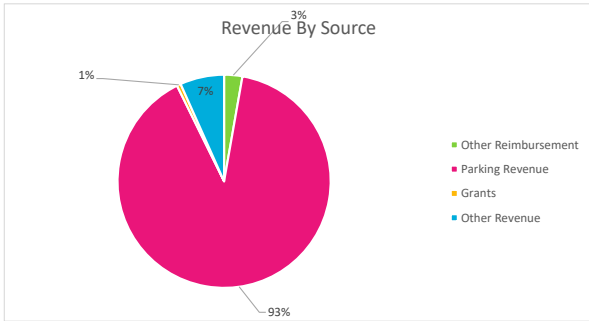
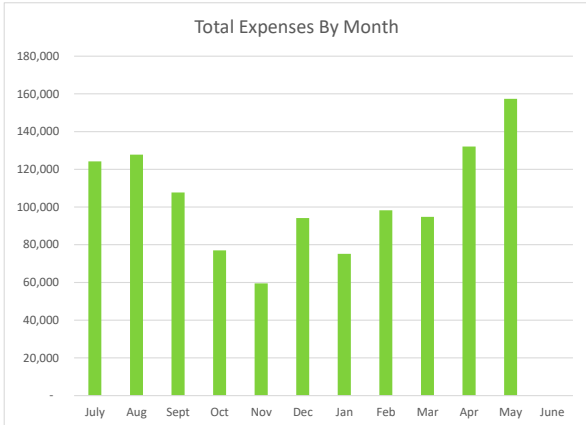
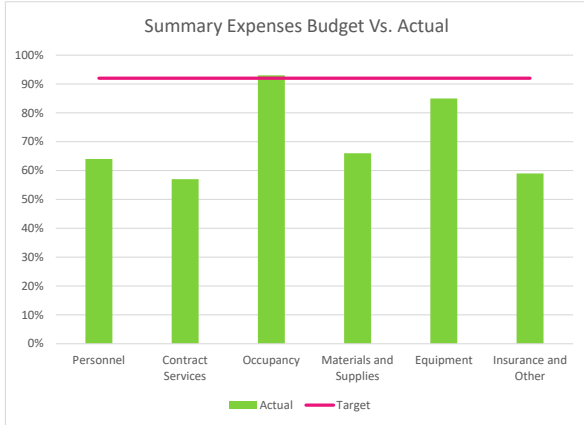
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 92%)	Notes
30 Copier Lease	119	1,280	1,200	(80)	107%	
31 Printing & Copying	11,206	19,088	24,000	4,912	80%	Visitor Map Printing
32 Office Supplies	364	2,182	3,000	818	73%	
33 Misc. Materials & Supplies	8,485	9,958	26,500	16,542	38%	One Park Events; Kiosk update
34 Postage	44	567	3,000	2,433	19%	
35 Software	1,596	9,713	11,000	1,287	88%	
36 Uniforms	401	1,772	2,200	428	81%	
<b>Total Materials and Supplies</b>	<b>22,621</b>	<b>49,972</b>	<b>75,300</b>	<b>25,328</b>	<b>66%</b>	
<b>Equipment</b>						
37 Computer System	-	1,828	6,000	4,172	30%	
38 Furniture	2,347	2,692	3,000	308	90%	
39 Traffic Management & Supplies	(6,820)	26,762	28,000	1,238	96%	VMS Sign Repair; Off-site Nexus Church Repair
40 Capitalized Office Computer	(0)	0	-	(0)		
<b>Total Equipment</b>	<b>(4,472)</b>	<b>31,283</b>	<b>37,000</b>	<b>5,717</b>	<b>85%</b>	
<b>Insurance and Other</b>						
41 Insurance	554	5,644	5,500	(144)	103%	
42 Bank Fees	47	582	100	(482)	582%	FIB REPO monthly fees
43 Staff Development	(6,700)	5,704	14,000	8,296	41%	
44 Board Development	390	1,441	5,000	3,559	29%	
45 Travel	-	1,081	7,000	5,919	15%	
46 Vehicle Fuel & Maintenance	50	368	2,000	1,632	18%	
47 Public Notice	247	3,712	700	(3,012)	530%	
Other Professional Fees &						
48 Licenses	-	2,852	3,000	148	95%	
49 Miscellaneous Expenses	43	2,145	2,000	(145)	107%	Holiday Tumblers
<b>Total Insurance and Other</b>	<b>(5,369)</b>	<b>23,528</b>	<b>39,300</b>	<b>15,772</b>	<b>60%</b>	
50 Depreciation Expense	495	5,445	10,000	4,555	54%	
<b>Total Expenses</b>	<b>157,426</b>	<b>1,148,145</b>	<b>1,873,663</b>	<b>725,518</b>	<b>61%</b>	
Change in Budgeted Accounts	(154,928)	(21,893)	(251,663)	(229,770)		
Remove Capitalized Assets	0	(0)				
<b>Change in Net Assets per GAAP</b>	<b>(154,928)</b>	<b>(21,893)</b>	<b>(251,663)</b>	<b>(229,770)</b>		

Explore Washington Park  
Actual Compared to Budget - Summary  
11 Months Ending May 31, 2022

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Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 92%)
<b>Revenue:</b>					
Parking Permits	250	34,456	30,000	(4,456)	115%
Metro RTO	2,240	6,892	110,000	103,108	6%
Meter Revenue	-	560,250	747,000	186,750	75%
Shuttle Reimbursement	-	415,169	555,000	139,831	75%
Other Revenue	7	77,486	-	(77,486)	
<b>Total Revenue</b>	<b>2,497</b>	<b>1,126,252</b>	<b>1,622,000</b>	<b>495,748</b>	<b>69%</b>
<b>Expenses:</b>					
Personnel	47,948	464,867	720,763	255,896	64%
Contract Services	94,344	552,489	969,100	416,611	57%
Occupancy	1,858	20,560	22,200	1,640	93%
Materials & Supplies	22,621	49,972	75,300	25,328	66%
Equipment	(4,472)	31,283	37,000	5,717	85%
Insurance and Other	(4,874)	28,974	49,300	20,326	59%
<b>Total Expenses</b>	<b>157,426</b>	<b>1,148,145</b>	<b>1,873,663</b>	<b>725,518</b>	<b>61%</b>
<b>Change in Net Assets</b>	<b>(154,928)</b>	<b>(21,893)</b>	<b>(251,663)</b>	<b>(229,770)</b>	

Explore Washington Park  
11 Months Ended 05/31/2022





# EWP FINANCIAL REPORT

June 2022

Explore Washington Park  
Statement of Financial Position  
6/30/2022

Prepared by Susan Matlack Jones & Associates  
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Unaudited

	6/30/2022	6/30/2021	Change
<b>Assets:</b>			
Bank of the Cascades Checking	223,306	199,421	23,885
Bank of the Cascades Savings	-	709,601	(709,601)
Repo Account	535,288	-	535,288
Accounts & Grants Receivable	377,755	162,269	215,486
Prepaid Expenses	3,235	3,235	-
Prepaid Insurance	-	-	-
Furniture, Equipment, & Office Improvements	153,544	125,905	27,639
Accumulated Depreciation	(64,117)	(58,177)	(5,940)
<b>Total Assets</b>	<b>1,229,011</b>	<b>1,142,254</b>	<b>86,757</b>
<b>Liabilities:</b>			
Accounts Payable	118,031	103,926	14,105
Accrued Payroll	32,195	17,626	14,569
Deferred Revenue	-	76,552	(76,552)
<b>Total Liabilities</b>	<b>150,226</b>	<b>198,104</b>	<b>(47,878)</b>
<b>Net Assets:</b>			
Without Donor Restrictions	1,078,785	944,150	134,635
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
<b>Total Net Assets</b>	<b>1,078,785</b>	<b>944,150</b>	<b>134,635</b>
<b>Total Liabilities and Net Assets</b>	<b>1,229,011</b>	<b>1,142,254</b>	<b>86,757</b>

Explore Washington Park  
Actual Compared to Budget  
12 Months Ending June 30, 2022

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Unaudited

	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected)	Notes
<b>Revenue:</b>						
1 Parking Permits	13,250	47,706	30,000	(17,706)	159%	
2 Grants	4,241	11,132	110,000	98,868	10%	Metro Grant extended to 2023
3 Meter Revenue	186,750	747,000	747,000	-	100%	
4 Shuttle Reimbursement	130,660	545,829	555,000	9,171	98%	
5 Other Reimbursements	45,000	77,000	180,000	103,000	43%	WPSOP Payment
6 Interest Income	5	58	-	(58)		
7 Other Revenue	-	77,433	-	(77,433)		PPP Loan
<b>Total Revenue</b>	<b>379,906</b>	<b>1,506,158</b>	<b>1,622,000</b>	<b>115,842</b>	<b>93%</b>	
<b>Expenses:</b>						
<b>Personnel</b>						
8 Salaries and Wages	50,846	437,692	588,382	150,690	74%	
9 Payroll Taxes	5,415	46,446	64,722	18,276	72%	
10 Employee Benefits	4,139	41,496	64,827	23,331	64%	
11 Workers' Comp Insurance	-	(367)	2,832	3,199	-13%	Credit with SAIF
<b>Total Personnel</b>	<b>60,400</b>	<b>525,267</b>	<b>720,763</b>	<b>195,496</b>	<b>73%</b>	
<b>Contract Services</b>						
12 Misc. Contract Services	46,598	131,895	275,000	143,105	48%	Metro RTO / WPSOP, Transit Van Purchase
13 Contract Database & Survey	-	105	-	(105)		
14 Contract ED Support	-	9,145	5,000	(4,145)	183%	
15 Temporary Staff	2,119	8,867	10,000	1,133	89%	
16 Contract IT Support	-	520	5,000	4,480	10%	
17 Payroll Services	298	3,023	3,000	(23)	101%	
18 Accounting Fees	-	5,595	4,000	(1,595)	140%	Financial Review was unbudgeted
19 Bookkeeping	814	10,214	10,000	(214)	102%	
20 Contract Marketing Support	4,961	26,250	120,000	93,750	22%	
21 Contract Services Ad Buys	472	32,063	38,000	5,937	84%	
22 Radios	147	1,586	3,100	1,515	51%	
<b>Shuttle</b>						
23 Traffic Management Intrapark Shuttle	75,554	416,534	405,000	(11,534)	103%	
24 Traffic Management Off Site Shuttle	-	37,648	85,000	47,352	44%	
25 Traffic Management Traffic Staff	-	8	6,000	5,992	0%	
<b>Subtotal Shuttle</b>	<b>75,554</b>	<b>454,190</b>	<b>496,000</b>	<b>41,810</b>	<b>92%</b>	
<b>Total Contract Services</b>	<b>130,963</b>	<b>683,452</b>	<b>969,100</b>	<b>285,648</b>	<b>71%</b>	
<b>Occupancy</b>						
26 Occupancy Rent	1,800	21,600	21,600	-	100%	
27 Occupancy Other	58	818	600	(218)	136%	
<b>Total Occupancy</b>	<b>1,858</b>	<b>22,418</b>	<b>22,200</b>	<b>(218)</b>	<b>101%</b>	
<b>Materials and Supplies</b>						
28 Telecommunications Internet	760	2,190	2,000	(190)	110%	Jet pack expenses for VSS; phone data overages
29 Telecommunications Phone	575	4,557	2,400	(2,157)	190%	
30 Copier Lease	138	1,418	1,200	(218)	118%	

Explore Washington Park  
Actual Compared to Budget  
12 Months Ending June 30, 2022

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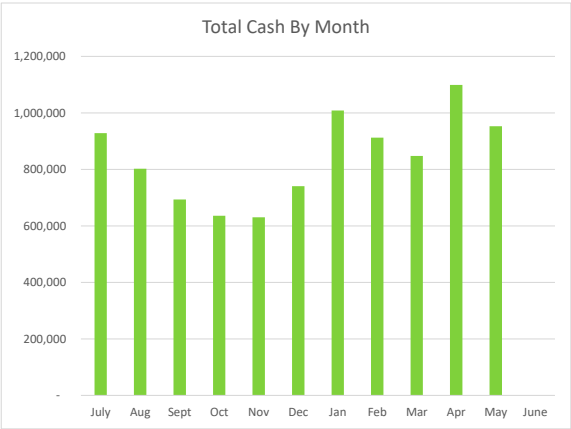
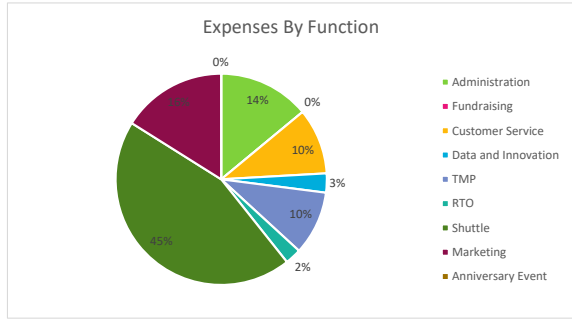
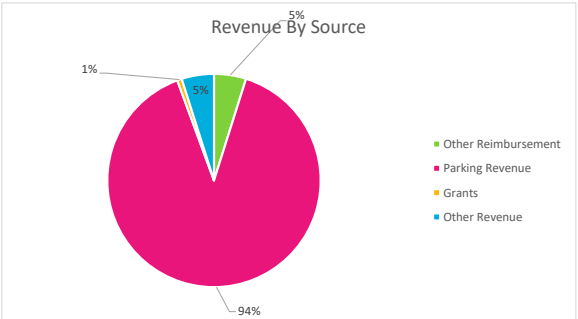
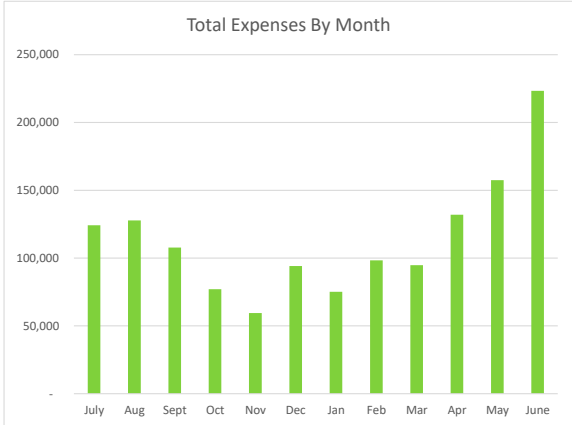
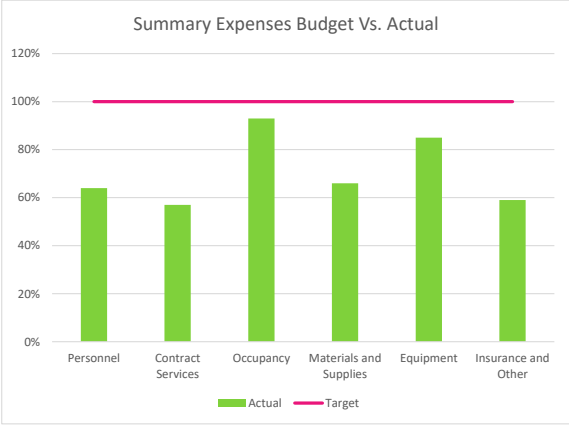
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected:	Notes
31 Printing & Copying	5,350	24,439	24,000	(439)	102%	Visitor Map Printing
32 Office Supplies	582	2,764	3,000	236	92%	
33 Misc. Materials & Supplies	6,277	16,234	26,500	10,266	61%	One Park Events; Kiosk update
34 Postage	24	590	3,000	2,410	20%	
35 Software	177	9,890	11,000	1,110	90%	
36 Uniforms	662	2,434	2,200	(234)	111%	
<b>Total Materials and Supplies</b>	<b>14,545</b>	<b>64,517</b>	<b>75,300</b>	<b>10,783</b>	<b>86%</b>	
<b>Equipment</b>						
37 Computer System	-	1,828	6,000	4,172	30%	
38 Furniture	42	2,734	3,000	266	91%	
39 Traffic Management & Supplies	3,340	30,102	28,000	(2,102)	108%	VMS Sign Repair; Off-site Nexus Church Repair
40 Capitalized Office Computer	0	0	-	(0)		
<b>Total Equipment</b>	<b>3,382</b>	<b>34,665</b>	<b>37,000</b>	<b>2,335</b>	<b>94%</b>	
<b>Insurance and Other</b>						
41 Insurance	554	6,197	5,500	(697)	113%	
42 Bank Fees	47	629	100	(529)	629%	FIB REPO monthly fees
43 Staff Development	9,134	14,838	14,000	(838)	106%	
44 Board Development	322	1,763	5,000	3,237	35%	
45 Travel	1,490	2,571	7,000	4,429	37%	
46 Vehicle Fuel & Maintenance	140	508	2,000	1,492	25%	
47 Public Notice	-	3,712	700	(3,012)	530%	Job postings
48 Other Professional Fees & Licenses	-	2,852	3,000	148	95%	
49 Miscellaneous Expenses	50	2,195	2,000	(195)	110%	Holiday Tumblers
<b>Total Insurance and Other</b>	<b>11,736</b>	<b>35,264</b>	<b>39,300</b>	<b>4,036</b>	<b>90%</b>	
50 Depreciation Expense	495	5,940	10,000	4,060	59%	
<b>Total Expenses</b>	<b>223,378</b>	<b>1,371,523</b>	<b>1,873,663</b>	<b>502,140</b>	<b>73%</b>	
Change in Budgeted Accounts	156,528	134,635	(251,663)	(386,298)		
Remove Capitalized Assets	(0)	(0)				
Change in Net Assets per GAAP	156,528	134,635	(251,663)	(386,298)		

Explore Washington Park  
Actual Compared to Budget - Summary  
12 Months Ending June 30, 2022

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	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 100%)
<b>Revenue:</b>					
Parking Permits	13,250	47,706	30,000	(17,706)	159%
Metro RTO	4,241	11,132	110,000	98,868	10%
Meter Revenue	186,750	747,000	747,000	-	100%
Shuttle Reimbursement	130,660	545,829	555,000	9,171	98%
Other Revenue	5	77,491	-	(77,491)	
<b>Total Revenue</b>	<b>379,906</b>	<b>1,506,158</b>	<b>1,622,000</b>	<b>115,842</b>	<b>93%</b>
<b>Expenses:</b>					
Personnel	60,400	525,267	720,763	195,496	73%
Contract Services	130,963	683,452	969,100	285,648	71%
Occupancy	1,858	22,418	22,200	(218)	101%
Materials & Supplies	14,545	64,517	75,300	10,783	86%
Equipment	3,382	34,665	37,000	2,335	94%
Insurance and Other	12,231	41,205	49,300	8,095	84%
<b>Total Expenses</b>	<b>223,378</b>	<b>1,371,523</b>	<b>1,873,663</b>	<b>502,140</b>	<b>73%</b>
<b>Change in Net Assets</b>	<b>156,528</b>	<b>134,635</b>	<b>(251,663)</b>	<b>(386,298)</b>	

Explore Washington Park  
12 Months Ended 6/30/2022



# MINUTES

June 2022



Board Meeting  
Thursday June 9, 2022  
Orgon Zoo, Sunset Room

## Minutes

### Attending

Lisa Christy – Portland Japanese Garden (“PJG”)  
Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)  
Anna Goldrich – Hoyt Arboretum Friends (“HAF”)  
Joe Furia – World Forestry Center (“WFC”)  
Adena Long – Portland Parks & Recreation (“PPR”)  
Heather McCarey – Explore Washington Park (“EWP”)  
Heidi Rahn – Oregon Zoo (“OZ”)

### Absent

Steve Cole – at large  
JC Vannatta – TriMet  
Billie Moser – Travel Portland  
Dave Malcolm – Sylvan Highlands Neighborhood Association

### Guests

Keith Baich – EWP  
Erin Bird – EWP  
Danny Dunn – PPR  
Victor Sanders – PPR  
Gwen Sullivan – sparks + sullivan (SS)  
Ryan Sullivan – SS  
Ivan Ratcliff – OZ

### Welcome & Partner Updates

- Joe (WFC): WFC is reopening on June 15th, this will include new exhibits, and a popup exhibit on the future of forestry. There will be a reopening reception event on June 16th for invited guests. Exhibit developers will be there for this event. Additionally, rethinking fire exhibit will show at the museum; this exhibit focuses on using modern art as a way to explore wildfires. WFC is reopening to the public. There are potential plans for campus improvement, still in the design process
- Heidi (OZ): New chimpanzees and new rhinos arrived at the Zoo; they will be residing in new bond funded habitats. OZ updated campus planning, and is rethinking future campus development. This summer, OZ will bring back evening events, not full concerts. There will be five “Zoo Nights” on Friday evenings throughout the summer. They will include local bands, animal interactions, food and drinks.
- Adena (PPR): Summer Free for All is back city wide with 46 events all over the city. In the Park, the Washington Park Festival at Rose Garden Amphitheater will return August 5-7 with different bands and performances. OZ requested \$600k for the Park’s south entry. PPR continues to gear up for the summer season. PPR has a difficult time recruiting staff; Staffing is currently at ⅓ capacity with staffing at all levels and areas (full, part, seasonal).



- Kathy (AHNA): Change in Line 63 bus and shuttle service, early days of the change but excited for how this might work. It's been quiet overall.
- Lisa (PJG): CEO is in London currently. JPG will participate in a September peace symposiums in Japan. This will be some of the first programming as a part of the Japanese Institute. Partnering and visiting with Kew Gardens in London. New campus and property is a 3.5 acre space, near Forest Park. It is a special place. American Public Gardens Association will have their June conference in Portland. On June 24th there will be a big reception at JPG for this event, the conference goers will be able to explore all of Washington Park as well. PJG staffing issues continue as well; 54% of PJG staff have been there for less than a year.
- Anna (HAF): Continuing to clean up from the April storm damage. There is a lot of debris and the staffing/volunteer numbers are low. There is a good amount of work getting ready for the American Public Garden Association conference visit as well. There are three new Hoyt Arboretum friends. HAF is training new staff and getting them up to speed and is part way through a strategic plan process.
- Heather (EWP): The first One Park Event on June 17; it's a picnic for all Park staff. EWP onboarding and training new staff and summer field representatives. EWP and TriMet are working to push transit use and the new Line 63 route. On June 18 there will be a band playing at the TriMet Plaza. EWP is partnering with Viva NW to reach out to the Spanish speaking community in Portland. EWP is looking into buying a new, larger vehicle better suited for sign hauling. The church that we use for offsite parking was sold, Ivan Ratcliff (OZ) and Keith Baich (EWP) drove over to the church and the person that they needed to speak with was out. They will try again in the next few weeks. ADA improvements at Archery range shuttle stop will be evaluated. MTR has concerns about how the ADA improvements might impact driver and road safety.

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

The Board discussed the agenda and the previous minutes, and the financial reports. There were some corrections to the April minutes:

- Heidi (OZ): OZ has over 50% of the leadership team that started employment in the last 8 (not 18) months.
- Adena (PPR): Include Danny Dunn as an Advisory Committee member.

**Motion:** Joe moved to approve the agenda, financial reports and April Minutes as amended, Kathy seconded, and the motion passed unanimously.

### **Sparks and Sullivan: Wayfinding Update**

The focus of the development of the wayfinding plan is on improving access and the visitor experience at the Park.

- Process Update
- Brand Identity Update
- Sign Type Design
- Workshop - June 27th 10am - 12pm (with EWP board and advisory committee)

Centering the idea of One Park, and a community of destinations. Kickoff and design reviews. There are upcoming workshops that SS is excited about. The people involved in the workshops are a good and fun group.

The Advisory committee had its first meeting. It focused on background and contextual information, and completing audit, permit requirements, and case studies. The committee looked at the master plan and the technical report. Setting objectives for the goals ahead. To be successful, we must:

1. Welcome and guide people;
2. Express the unique nature of the Park; and
3. Build a One Park mental model.

The following meeting looked at the 3 concept ideas. The Community of Destinations was the one idea that was explored further. There was a lot of good feedback, what worked and what didn't. Symbols are good for communication, yet can get out of control so, the focus is on making a few well understood symbols.

Brand Identity - One Park: One Logo. Focus on using the map pictograms, along with the 4 other pictograms to show the different communities that exist within the Park. And the diverse experience that you have with nature. Possibly using the logo to improve access and movement into and throughout the Park.

Sign Types: changing nature of the Park. Want to make all signs consistent with one another, visitors will feel this as a form of support. There are some prototypes on paper. Signage focusing on the boundaries into the Park, as this is an area for improvement Park wide.

Next Steps: Workshop on June 27th with EWP board and advisory committee and others.

Heidi: Who are the other people that are coming in?

Ryan: Internal groups but also people we spoke to in the beginning with the SOP and invited them back.

**EWP One Park Marketing Plan** (presented by Heather and created by LeiLani):

Heather shared the Marketing plan that LeiLani is developing for EWP. The plan's purpose is to provide a unified strategy to guide cohesive parkwide marking and communication through a One Park lens over the next five years. With the understanding that this plan will need to be updated and adjusted yearly.

The plan is informed by Washington Parks' purpose to connect people with the culture, diversity, and wonder of nature. Along with these principles, the plan is influenced by the Marketing committee, Washington Park Strategic Operations Plan ("WPSOP"), Washington Park Transportation and Parking Management Agreement ("WPTPMA") amendment (a.k.a. 6-party agreement), the EWP-PPR agreement, EWP annual surveys, and transportation access plan.

Within the plan are diversity, equity, inclusion ("DEI") efforts. Discussions about the Park plans audiences, local non-visitor, infrequent visitor, frequent visitors, tourists. Underrepresented groups in all audience categories. Focus on engaging communities.

The plan goals are dynamic and will change over time. Other plans interact with the marketing plan. Reviewing it annually, making this a living plan/document. Will also review it on the completion of other plans.

Adena has concerns about lack of details on the metrics. How are we going to measure? More specific on metrics. The plan was nicely organized and easy to read.

Joe: Is this the first Park wide marketing plan?

Heather: Yes

Joe: There is currently not a metric to measure if this plan is working, because it is the first one. We will need numbers and metrics at the one-year point.

Adena: EWP and Heather are good about data collection. Understands Joe's point, but there is data available to look at, in regards to metrics.

Lisa: Is there a budget that goes with this?

Heather: Yes and no. We do have a budget associated with the marketing program, but do not have a comprehensive cost for this.

Lisa: How much budget do we have? Because it can help us know how much is possible, and what needs to be prioritized.

Heather: \$100k, \$120k, total.

Lisa: What is realistic to expect with the budget that we have?

Joe: No resolution really, just a vote to approve, place holder in the budget to implement? When does the next review of this plan take place?

Heather: Look for outside funding, and look for bigger dollars. \$120k for next fiscal year. Annually coming back to check on the plan. The plan cannot be completed with just EWP funds. Don't want to tie up marketing plans tied with EWP budgets. More money to do bigger things.

**Motion:** Joe moved to approve the Marketing Plan as proposed with the understanding that by next budget cycle the Marketing Plan will be updated with the following key pieces: integration of a DEI plan, metrics/data, prioritization, funding. Adena seconded and the motion passed unanimously.

**Service Delivery Plan** (presented by Danny Dunn)

Danny gave an overview update of the Service Deliver Plan. This included details on major maintenance plans and updates to current plans/projects. General fund contributes to capital projects, PPR budgets have not been finalized. Some of this was also presented at the prior TAC meeting.

Completed Projects are:

- SW Kingston Drive repaving;
- Upgrade and installed new LED lighting along SW Kingston Avenue and SW Sherwood Boulevard;
- Remove Invasive plants on SW Kingston Avenue; and
- Installed curb ramp at Cloud Forest trailhead.

Carryover Projects are:

- Sealcoating parking lots A, B and C;
- Installing a crosswalk across SW Sacajawea Boulevard; and
- Invasive species removal on retaining wall in Stearns Canyon

New Projects

- Repave Kingston Ave (north end), repair crosswalk
- Sidewalk by Veteran's Memorial (south)
- Speedbumps (park wide)
- Replace signage (park wide)

Danny is the lead on these projects and the plan.

Danny gave some other information focused on Ranger Service levels and updates about the TriMet restrooms. Ranger service until 10pm, this has helped abate some nuisance activity. Rangers start at 7:00am but as Ranger HQ is up in St. Johns now there is a commute, so they may not be onsite in the park until 7:30am or later. TriMet and PPR signed a contract to get the TriMet restrooms open and ready for the public. Should hopefully be open soon.

**Motion:** Heidi moved to approve the Service Delivery Plan, Adena and Joe seconded (concurrently) And the motion passed unanimously.

Danny provided updates about the Park's parking meter upgrades that will occur later this summer (September ±). Pay by (license) plate is the new system, already being used up at Pittock Mansion. There will be no need for space numbers, and there will be less issues with people paying for the wrong space. Cars can change spaces, for example moving from OZ down to PJG. This should cost less to enforce. Victor projects there will be increased revenue with the change.

Kathy: Change the section from just 400 to possibly multiple zone system.

Lisa: Training on new meters? And how are they installing these meters? Based on who uses parking kitty app? More parking kitty at OZ likely, compared PJG. When PPR sees problems, troubleshooting would be super helpful.

Danny gave information on the South Entry project. This project will start after Zoo-Lights early next year. Estimated 2023-2024, there will be impacts on visitors and some events. Heather asked about staging for this construction project and Danny said that they do not know yet where the staging will be located.

Meeting Adjourned at approximately 3:45pm.

The next Board meeting is scheduled for August 11, 2022.

# EXECUTIVE DIRECTOR REPORT

June - July

# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022

## UPDATE FROM JANI IVERSON, INTERIM ED

During these first few weeks of stepping into Heather's shoes, I've been focusing on getting to know the staff, their roles and the overall work of EWP. It has been a delight to learn about the gifts and strengths of the team. I'm just starting to dig into the WPSOP and am looking forward to supporting the efforts of the team to operationalize this long term plan. I'm also trying to get out and explore Washington Park as much as I can with my reduced schedule of 20 hours per week. I've done a few walks on the trails, rode the Free Shuttle, checked out the offsite parking areas, walked through the Int'l Rose Test Garden, stopped at the archery range, contemplated at the Holocaust and Vietnam Veteran memorials and hung out on TriMet Plaza.

Much of my current exploration has been through the lens of noticing the signage and wayfinding throughout the Park as a way to support our continuing efforts in the branding and wayfinding work. I still have many more highlights to visit – and am looking forward to discovering the many delightful facets of the Park! I'm also reaching out to each of the board members to set up times to connect – and hope that those opportunities may provide another chance to expand my experience in the Park.

For this ED Report, we are reporting our progress based on the WPSOP project categories – Identity, Marketing & Communications, Access & Circulation, Visitor Services, and Internal Organization.

## IDENTITY

Sparks+Sullivan will present a full project update on all of the efforts going into the Brand & Wayfinding Plan at the Aug. 11 board meeting.

A big thank you to all who turned out for the Brand & Wayfinding Workshop as well as those who attended the latest advisory committee meeting. Your continued participation and feedback have been invaluable and are making a direct impact on how this process is evolving. Thank you!!



# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022

## Sign Prototype Test Plan Reminder

- We are hoping to have prototypes of the Park icon, orientation station, and pedestrian wayfinding in the TriMet Plaza to get public feedback for approx. three weeks (estimated to be August 26 – September 12). You and your teams are encouraged to come check them out and let us know what you think.

## MARKETING & COMMUNICATIONS

### Line 63 Peak Season Ad Takeover

- Look for new ads promoting Washington Park destinations and transportation options inside the two Washington Park-wrapped Line 63 buses.
- The EWP effort highlights what the Park offers to riders and visitors coming from downtown.
- Staff collaborated with committee members on ad content and then designed the creative content.



### Bill Walton Transit Awareness Campaign

- EWP partnered with Bill Walton – former Trail Blazer, NBA All-Star, Portland and public transportation fan – to create two videos promoting transit options to and around Washington Park. View them via this [\*\*DropBox link.\*\*](#)
- Staff are working on a plan to release these videos via various channels. Stay tuned!

### Vive NW Partnership

- EWP is working with Vive NW – an organization focused on connecting diverse communities to the outdoors – to help highlight transit as a way to access nature.



# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022

- They'll be creating short videos about a recent outing to the Park they organized that included rides on TriMet & the Free Shuttle, a hike, and a picnic.
- The videos will be in Spanish with English subtitles and be released on EWP's social channels as well as shared with partners on the marketing committee.

## Marketing Committee

- July 20 meeting - the group discussed peak season marketing campaigns, PP&R pay-by-plate transition & timeline, One Park Marketing Plan next steps, Brand + Wayfinding Plan update & involvement.

## ACCESS AND CIRCULATION



Nathan Kossnar: GIS Mapping Intern

Please welcome Nathan to the EWP team!

- He began his seasonal position in late June and will be mapping Washington Park's signage for the One Park Brand & Wayfinding plan. Nathan has already configured both hardware and software for the task and is quickly mapping the Park's existent signage.
- This information has already proved to be helpful to the work of Sparks + Sullivan as they work to identify signage needs in the wayfinding process.

## VISITOR SERVICES

- Visitor Service team members are currently out in the field 10 a.m. - 4 p.m. daily through Labor Day.
- They provide services at the Rose Garden and TriMet plazas, and "pop up" services near PJG on high-traffic days as well as run the offsite parking on the majority of summer weekends.





# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022

- Between Memorial Day and July 27, 2022, our field representatives had 21,119 visitor interactions. The most common feedback shared was:
  - TriMet restrooms not being open
  - TriMet elevators not working
  - lack of food options within the Park
  - lack of gender-neutral restrooms



## Washington Park Summer Festival Support

- Aug. 5-7 events at the IRTG amphitheater are expected to draw 1,200 - 2,200 people per evening.
- EWP is offering extended services, including running the Free Shuttle later in the evenings (note; waiting to hear from MTR via Erin for update on exact extended hours) as well as adjusting field staff schedules to last through the start of each event to help with visitor inquiries.

## American Public Garden Association

- The APGA conference visited Washington Park on Friday, June 24.
- Approximately 250 visitors from the conference attended a number of lectures and events hosted at different Park venues.

# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022



- EWP Visitor Services staff provided information and transportation options to attendees, interacting with almost 1,000 individuals on June 24 (conference guests + general public).
- EWP accommodated the increased afternoon traffic by shifting some Free Shuttle service to later in the day.

## Additional Water Resources

- In anticipation of the hotter summer months, EWP planned to offer visitors additional water resources by ordering two portable fill stations in the spring. However, due to global shipping and supply chain delays, the units have not yet arrived.
- We're monitoring updates and anticipating their arrival soon.

## INTERNAL ORGANIZATION

### Safety & Security Committee

- With peak season in full swing and more people in the Park, reports of car break-ins and other disruptive activities are more prevalent. The safety of our visitors and staff continues to be important to all of the Park's partners.
- To increase communication and coordination within the Park, EWP will re-establish the Safety & Security Committee in the coming weeks.

### Annual Intercept Survey

- EWP is conducting its 2022 annual survey on the following Fridays & Saturdays:
  - Aug.12-13, Aug. 19-20, Aug. 26-27
- Staff will be at the following locations:
  - Hoyt Arboretum, Oregon Zoo, World Forestry Center Discovery Museum, Portland Japanese Garden, International Rose Test Garden

# EXECUTIVE DIRECTOR REPORT

JUNE - JULY 2022

## One Park Picnic

- Explore Washington Park hosted its first ever One Park event on June 17. The outdoor luncheon was well attended, and included opportunities for parkwide staff to connect.
- Congrats to Erin Bird and Elisa "E" Holloway for running a successful event.
- Staff are planning for the next One Park gathering to take place this fall. Date TBD.

## Parkwide Event Calendar

- In June, EWP published an interactive parkwide events calendar that shows public offerings on EWP's website as well as provides a backend resource for partners to reference public & private events holistically, access resources, parking demand, etc.
- EWP Programs and Marketing/Communication departments will work in tandem to maintain and publish the calendar.

## DEI Trainings for EWP Staff and Committee Members

- Explore Washington Park staff and some partner staff attended the first of a series of workshops on June 10 with Nathan Baptiste, founder of EDI Mindfulness, to offer a Racial Equity, Diversity, & Inclusion Foundations Training Series. It was well received by those who attended.
- The next workshops will be scheduled after Heather returns. EWP will reach out to EWP committee members with scheduling information this fall.

July 28 @ 5:00 pm - 7:00 pm

### **MEMBER EVENING EXTENDED HOURS**

Oregon Zoo 4001 SW Canyon Rd, Portland, OR

The Oregon Zoo is staying open late for members! Online pre-resignation required

Free



July 29 @ 10:00 am - 12:00 pm

### **POP-UP NATURE: BIRDS**

Hoyt Arboretum 4000 SW Fairview Blvd, Portland, OR

Stop by the Hoyt Arboretum Visitor Center courtyard from 10 AM - 12 PM to explore Pop-Up Nature displays and pick-up your own Nature Passport. Collect stamps of discovery for each weekly display you visit. After collecting 6 stamps, you earn a nature-based surprise!

Free



July 29 @ 5:30 pm - 8:00 pm

### **ZOO NIGHTS: FEATURING THE CALEB KLAUDER AND REEB WILLMS COUNTRY BAND**

Oregon Zoo 4001 SW Canyon Rd, Portland, OR

Summer nights in Portland are magical - and even more so in the lush gardens of the zoo, surrounded by wildlife!

Free

