

EWP Board Meeting

Minutes

August 11th, 2022

2:00 – 4:00 p.m.

<https://us06web.zoom.us/j/95361381932?pwd=amN5bmNBbVVoeFJzL29BWklMQmdUZz09>

Attending

Anna Goldrich – Hoyt Arboretum Friends (“HA”)

Jani Iverson – Explore Washington Park (“EWP”)

Joe Furia – World Forestry Center (“WFC”)

Adena Long – Portland Parks & Recreation (“PPR”)

Billie Moser – Travel Portland (“TP”)

Heidi Rahn – Oregon Zoo (“OZ”)

JC Vannatta – TriMet (“TM”)

Cynthia Haruyama – Portland Japanese Gardens (“PJG”)

Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)

Dave Malcolm – Sylvan Highlands Neighborhood Associations (“SHNA”)

Steve Cole: at large

Guests

Keith Baich – EWP

LeiLani Barney – EWP

Hallie Wilkerson – EWP

Colleen Shoemaker - AHNA

Danny Dunn – PPR

Victor Sanders – PPR

Vicente Harrison – PPR

Lisa Christy – PJG

Ryan Sullivan – Sparks + Sullivan (SS)

Deputy Passi - OZ

Welcome & Partner Updates

Billie Moser (TP): If any information is needed regarding occupancies, feel free to reach out. Leisure travel on weekends is up, while business travel throughout the midweek is down. Event strategy that PPR has been putting out seems to be revitalizing downtown Portland through feedback from retailers, as well as information provided on the occupancy site.

JC Vannatta (TM): Still hiring and tackling current employee shortages. Full service requires 350 drivers and many lines have been cut due to lack of operators. Focus has gone towards improving safety and security along buses and trains. A new bus wrap and transit line called FX2 division line will launch September 18th and will run from Downtown Portland to Gresham.

Dave Malcolm (SHNA): Sylvan Highlands does not have any updates.

Adena Long (PPR): Awarded a \$700,000 grant for the South Entry project that will help cover increase in construction costs. The Park had its first concert series since 2019 and found that EWP's extended transportation service and communication was very helpful for this event. There have been issues regarding the request made by ADA's Technical Advisory Committee regarding the archery range shuttle stop. One of PPR's civil engineers advise the shuttle stops closer to the range and stays on the street. However, MTR Western, the shuttle vendor, has expressed safety concerns and EWP has been asked to elevate the concern.

Heidi Rahn (OZ): Last Zoo Night of the summer series that includes music, food and beverage vendors, and animal interactions. This series was a pilot-pivot from the large concert series to connect with the community and manage financial risk. Campus updates have begun which includes upgrades to office buildings to allow more flexibility for drop-ins.

Colleen Shoemaker (AHNA): A residents committee has been set up to pursue Firewise community status for Arlington Heights. This group will work with Portland Fire & Rescue and the Department of Forestry.

Joe Furia (WFC): Reopening of the museum has happened and included two new exhibits around rethinking wildfire and the future of our forests. An event was held last Saturday with Bryan David Griffith and Dr. Paul Hessburg and virtual content will be made for those who missed it. More events to come in the Fall that will focus on wildfire health, as well as affordable housing and innovative wood products. The largest Timberline Investment Conference in the world will be hosted here on September 20-23.

Jani Iverson (EWP): Introducing Hallie Wilkerson who will be attending these meetings moving forward. Annual intercept survey will be starting this week and eight temporary staff members were hired to assist with getting these surveys completed. The goal is 1200 surveys, and a report will follow. The Temple parking lot, formally known as the church parking lot, has been secured for overflow parking with a signed agreement in place. Feedback on the Wayfinding project is appreciated, and preparation of the prototype deployment is in progress.

Steve Cole (at large): Check signing and working with the budget has gone smoothly.

Anna Goldrich (HA): Been a busy summer with Portland Parks and Recreation camps, a series of Family Forest days, and pop-up nature tables. Successful summer fundraising event occurred before the heat wave and the event has not been held in two years. Wrapping up the strategic planning process which focuses on pulling the board together for a common vision and tackling long term planning. The Park is looking rough after weather extremes and there is a hole in staffing as the Nursery Manager was lost.

Agenda, Minutes and Financial Reports

The board discussed the consent agenda, June 2022 Board minutes, and the May 2022 and June 2022 financial reports.

Motion: JC Vannatta (TM) moved to approve the discussed documents, Steve Cole (at large) seconded and the motion passed unanimously.

Brand and Wayfinding Plan Update

Ryan Sullivan (SS) presented an update for the Brand and Wayfinding Plan. The project is more than half-way completed and is moving into the prototype phase. The design work will be presented to the advisory committee in September for the near-final draft. The final draft will be presented to the Board in October. A workshop was held in June to receive feedback from staff, rangers, and the public.

After extensive feedback for the Brand Identity, the Washington Park logo was simplified. However, there is still work to do to integrate the Portland Japanese Garden into the logo mark as the characteristics between the Rose Garden and the Portland Japanese Garden differ. They will continue to work with Lisa Christy to find a resolution.

Three pieces of feedback were received in terms of Wayfinding. One institution does not want the orientation station in front of their entrance. Sparks + Sullivan advocates the position of the stations stay near entrances to increase visitor awareness of other locations. Site surveys will be conducted for all signs that require a foundation; therefore, site locations may change. All signs will look the same except the South Entry sign, as PPR has worked on this location and other gateway entrances into the park. Three types of materials were presented to the advisory committee with similar costs but differences in maintenance. More feedback on this topic is welcomed.

A point was made regarding the intensive maintenance mass timber would take. There are concerns behind the cost of maintenance and the City of Portland keeping up with these requirements. The World Forestry Center is in favor of mass timber due to the reduction in carbon-intensive products.

The advisory committee has chosen the TriMet Plaza as the best location for the prototype signs including the Park Icon, Orientation Station, and Wayfinding Sign. Each sign will have a QR code to invite visitors to fill out a survey to share thoughts on the graphic identity. Prototypes are planned to be installed on August 26 and will stay out through September 12.

It was brought to question how much the overall project will cost as the dollar amounts have not been presented. Ryan Sullivan (SS) reiterated that the cost will be roughly the same for all material options. However, overall cost is difficult to calculate as we are currently working with 2022 dollars and the

implementation is anticipated in the next 1-2 years. He estimates that the production of signage to cost more than 1.5 – 2 million dollars.

Lisa Christy (PJG) has concerns regarding the lack of signage/prototyping in the North end of the park between the Rose Garden and the Portland Japanese Garden. There are not clear markings for entrances or public transportation, which causes a lot of confusion, especially for visitors who are from out of town. Ryan Sullivan (SS) expressed that there are budget restrictions, as well as challenges with the park permitting process. However, there are opportunities to explore more prototype testing in other areas of the park as this project progresses.

Kathy Goeddel (AHNA) expressed her concerns with the entrances proposed by PP&R as the design was not approved through the Board. Arlington Heights feels the architecture is brutalist and inconsistent with the rest of the park. Victor Sanders (PPR) mentioned that a part of the Master Plan recommendation was to make entrances to the park more apparent. A conclusion has not been made regarding what the designs will be. This is a good opportunity to start finalizing the ideas that are still up for consideration.

Trust Fund Financial Report

Danny Dunn (PPR) began his presentation for Washington Park Parking Trust Fund Financials for fiscal year 2021 – 2022. Revenue exceeded projections and expenses are consistent with the budgeted amount. Credit card fees are lower than average which is likely influenced by different charges at the parking meter and Parking Kitty. Per the 6-Party agreement, unspent Major Maintenance funds will carry into the next fiscal year, which includes \$439,406.

The Trust Fund Report includes a \$1.1 million increase for this fiscal year, yet Q4 revenue decreased when compared to 2021. Some observations for our upcoming year include construction impacting parking revenue, normalization of events in the park, and PPR is completing a Parking Management Toolkit. Parking revenue is projected at \$3.4 million for 2022 – 2023.

Danny Dunn (PPR) wrapped up his presentation and Adena Long (PPR) opened the conversation to the carryover of unused funds, which is governed by the 6-party agreement. It was agreed that this conversation should wait until Heather McCarey's return.

Safety & Security Committee

Keith Baich (EWP) and the EWP team will be restarting the Safety & Security Committee that has existed in the past but had multiple disruptions such as COVID and staff departures. The need to communicate amongst stakeholders and create a Park-Wide Emergency Plan has become apparent in this most recent peak-season. This will allow for updates and coordination between venues, as well and the Park Rangers who handle safety and security throughout The Park. Stakeholders were invited to let Keith Baich know who should be on this committee.

Anna Goldrich (HA) revisited the ADA issue at the Archery Range. A meeting with MTR is scheduled for the following week. The issue is that MTR has safety concerns regarding the position of the new shuttle stop not providing space to pull out of the road where there are curves and potential blind spots where vehicle may try to pass. EWP will continue to work with MTR to find a suitable resolution.