



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.