

Explore

WASHINGTON PARK

Board Meeting
Thursday, October 14th, 2021
2:00 p.m. – 4:00 p.m.

<https://zoom.us/j/95361381932?pwd=amN5bmNBbVVoeFJzL29BWklMOmdUZz09>

Minutes

Attending

Steve Cole – at large

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

Anna Goldrich – Hoyt Arboretum Friends (“HAF”)

Cynthia Haruyama – Portland Japanese Garden (“PJG”)

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

Heather McCarey – Explore Washington Park (“EWP”)

Billie Moser – Travel Portland (“TP”)

Heidi Rahn – Oregon Zoo (“OZ”)

JC Vannatta – TriMet

Absent:

Joe Furia – World Forestry Center (“WFC”)

Dave Malcolm – Sylvan Highlands Neighborhood Association

Guests:

Keith Baich – EWP

LeiLani Barney – EWP

Danny Dunn – PPR

Dana Garrett – EWP

Steve Halasz – Blue Room Consulting (“BRC”)

Andrew Hoan – Portland Business Alliance (“PBA”)

Sarah Horton – WFC

Colleen Shoemaker – AHNA

President Anna Goldrich (HAF) called the meeting to order at 2:06 PM and began with a round of introductions and individual updates.

- Heidi Rahn OZ Executive Director and Keith Baich EWP Senior Program Manager were welcomed to their first meeting.
- PJG will host the 2022 American Public Garden Association Annual Conference.
- TriMet plans to add ten stations to the blue line towards Hillsboro.
- OZ is planning for ZooLights and is working on the process of become accredited.

- PPR's vaccine mandate becomes effective October 18 and as of the 14th, 92% of all employees are vaccinated.

Agenda, Minutes and Financial Reports

The Board discussed the consent agenda, August 12, 2021 Board minutes, July 2021 and August 2021 financial reports, 2020 Form 990, and the Independent Financial Report of Explore Washington Park (September 13, 2021 by Richard K. Gonzales).

Motion: JC Vannatta moved to approve the July and August 2021 financial reports, 990 form and independent financial report. A Board member seconded and the motion passed unanimously.

Portland Quarterly National Consumer Sentiment

Steve Halasz (BRC), Director of Strategic Research & Analysis, shared information regarding the visitor state of Portland. Planned conventions are down 60% from 2019 and only a handful of conventions have been planned for December 2021, with none planned for January 2022.

Downtown hotel occupancy is currently at about 45%. An "Americana" sampling was taken (crossing all economic, social, racial boundaries) with a double sample of West Coast residents. This revealed a negative view of Portland from 58% - 69%. The most concerning aspect of the sampling was that friends and visitors are no longer supporting our region.

Portland Business Alliance – State of Downtown

Andrew Hoan (PBA), President & CEO, shared information that the downtown area is challenged and that homelessness is the clear, top issue in the negative view of Portland. He also shared that the continuation of hybrid work will affect the leasing availability of downtown in a negative manner. Umpqua Bank is leaving the downtown area to relocate due to taxation issues. Many people are now concerned about crime within the city, and this is the first time this has been a factor in polling data.

Andrew recommends that the downtown needs to supply basic services of clean streets, safe dry places for homeless residents, relief for the high cost of housing and public safety. PBA is focusing on two upcoming County Chair election races to encourage the city's efforts in these areas of basic services. Washington Park venue directors are encouraged to use their influence to bring attention to these issues. The rangers who serve in Washington Park were recognized for the extraordinary grace they display in their interaction with all Park visitors.

Washington Park Trust Fund Financial Report

Danny Dunn (PPR) [shared a presentation](#) on the status of the Washington Park Trust Fund. Q1 Washington Park Trust Fund revenue was \$1,056,203; expenses were \$558,101 and the was \$498,193.

Event Parking Rates: ZooLights

Danny presented the motion that rates be increased for the upcoming ZooLights events. The reasons for the increase are to incentivize the use of transit and to pay for transportation demand management operations. It was recommended that during ZooLights events from 4 p.m. to 10 p.m. the parking meter rates would be \$3.60 per hour with a \$10.80 maximum charge. The parking rates using the Parking Kitty app would be \$3.20 per hour with a \$9.60 maximum charge. JC Vannatta wondered if this was equitable to all Park visitors, especially to those who did not own a smartphone and it was shared that a visitor can also use a telephone call to access

the Parking Kitty application. Kathy Goeddel wondered how visitors would know of the increase in parking rates. Danny shared that there would be increased marketing to the public and because visitors will need to purchase tickets via the OZ website, the parking rate increase information will be available. He noted that EWP has a robust social media outlet and would also share the information.

Motion: Steve Cole moved to recommend the increased ZooLights parking rates (during 4:00 PM – 10:00 PM. \$3.60/hour with \$10.80 maximum or Parking Kitty app at \$3.20/hour with \$9.60 maximum), Billie Moser seconded and the motion passed unanimously.

Washington Park Strategic Operations Plan Phase 2

Anna Goldrich (HAF) and Heather McCarey (EWP) presented the Request For Proposal (RFP) process for the Brand and Wayfinding Plan. A committee of three to five people will be formed to guide the RFP process. Their purpose will be to review all received applications and recommend a proposal to the Board for acceptance. Adena Long (PPR) shared the importance of having a PPR representative on the committee and that she will provide a member. Kathy, Steve Cole and Sarah Horton (WFC) volunteered to serve on the RFP committee.

May – June 2021 Peak Season Recap

Heather shared information regarding the prior peak season. There were 40,042 visitors greeted, 11,400 English and 2,400 Spanish Park maps distributed, 27 days the PJG pop-up booth operated, 12 days the Hoyt Arboretum pop-up booth operated, 2,001 Hoyt Arboretum trail inquires, 2,224 PJG inquiries, and 739 OZ inquiries. Even though monthly attendance and free shuttle ridership was down, it was greatly improved over the 2020 peak season. The “150th Anniversary – Discovery Points” campaign was well received with 4,600 visitors to the webpage and 69,881 impressions on social media.

The meeting adjourned at 3:51 p.m.

The next Board Meeting is December 9, 2021 from 2:00 - 4:00 PM.