

JULY 2023

# BOARD PACKET

## JULY 2023

- 2 - 4 p.m.
- Portland Japanese Garden
- Provide your name at the Welcome Center
- Leave ten minutes to walk up to the garden, or to take the shuttle up
- We are in the Yanai Classroom, located across from the restrooms in the Learning Center ([MAP](#))

# AGENDA

## Board Meeting

July 20, 2023 | 2-4 p.m.

Portland Japanese Garden

Item	Board Action	5 Party Action	Lead	Time (min)
Welcome			Cynthia Haruyama	10
Partner Updates			Anna Goldrich	20
Equity Consultant Report: Research and findings	Info		Four Forces Inc	20
DEI Access Plan	Vote		Keith Baich	20
State of Portland Tourism	Info		Billie Moser	20
Additional Expense Approval	Vote		Heather McCarey	5
Consent Agenda: May Minutes April / May Financials	Vote		Anna Goldrich	-
PPR Service Delivery Plan	Info	Vote	Victor Sanders	15
ED / Program Report Washington Park Trust Fund Financial Report	Questions Only		Anna Goldrich	-
Adjourn			Anna Goldrich	

**NOTE:**

We've added a "5-Party" Column to the agenda to clarify the items that the 5-Parties vote on vs the items the EWP Board votes on. This is outlined in the "[5-Party Agreement](#)."

## Attachments

- 1 DEI Access Plan
- 2 Additional Expense Approval
- 3 May Minutes
- 4 April Financials
- 5 May Financials
- 6 PPR Service Delivery Plan - to be provided by PPR separately
- 7 Washington Park Trust Fund Report - [LINK](#)
- 8 ED and Program Report

## Next Board Meeting

September 14

2-4 pm

Zoom

Draft Agenda (items may be added or removed)

Lesely Hoforth, Forest Park - St. Louis

Transportation Action Plan: draft scope

Reserve Investments

Updates: EWP / PPR Contract

One Park Marketing Plan

## ADDITIONAL EXPENSE APPROVAL

EWP staff is asking the board for the approval of two additional expense items. These funds will be taken from the reserve.

### Data Management Tool

What: The development of a tool to store data from 2014-present. Tool will allow for easier cross-tabulation reporting and sets EWP for future data collection efforts.

Amount: \$35,000

Budgeted in FY24: \$0

Budgeted in FY23: \$18,000

Explanation: This is both a timing and budgeting issue.

- We completed our RFP for a vendor at the end of FY23.
- We want to use the funds that were allocated for FY23, in FY24.
- In addition, after posting the RFP we learned that building the tool will cost an additional \$17,000 for a total of \$35,000

### Economic Impact Study

What: A report of the social and economic impact of Washington Park.

Amount: Up to \$70,000

Budgeted in FY23: \$10,000

Explanation: This is a budgeting issue.

- We included \$10,000 in the current budget for this.
- This was a guess. Since then we have spoken to a firm who said we should allocated \$30,000 - \$70,000 for this study.
- We are seeking approval for up to an additional \$60,000 for this report.
- We will seek board input in developing the scope.

## MAY MINUTES

# EWP FINANCIAL REPORT

April 2022

# EWP FINANCIAL REPORT

May 2022



## PPR SERVICE DELIVERY PLAN

PPR will email this to the board.

# WASHINGTON PARK TRUST FUND FINANCIAL REPORT

[LINK](#)

# EXECUTIVE DIRECTOR AND PROGRAM REPORT

May- June

# PROGRAM REPORT

MAY - JUNE 2022

## VISITOR SERVICES SCHEDULE AND STATS

Free Shuttle	Daily 9:30 am - 7 pm
Offsite Parking	As needed Thursday - Monday (June - August)
On-site Visitor Service Staff	Memorial Day - Labor Day 10 am - 4 pm

	Time period	2022	2023	% Increase
Free Shuttle Ridership	January - June	29,343	46,318	58%
Offsite Parking Ridership	January - June	11,677	20,069	72%
Visitor Service Interactions	May - June	6,368	15,802	148%

# PROGRAM REPORT

MAY - JUNE 2022

## ONE PARK MARKETING PLAN UPDATE

### Background

- The Board approved the One Park Marketing Plan in June 2022.
- The Board requested staff add details to the plan that outline the integration of a DEI plan, metrics/data, and a proposed budget.
- EWP's Senior Communication Manager resigned in October; EWP posted for the position, but did not find a good fit.
- To keep work efforts going, EWP chose to hire a consultant to update the marketing plan in lieu of doing the work in-house.
- EWP posted an RFP; a committee reviewed proposals and supported awarding the contract to sparks+sullivan.
- The approved FY24 budget supports this work.

### Marketing Committee

- The Marketing Committee is involved in the following way:
  - a one-on-one meeting with sparks+sullivan and the sharing of marketing calendars to get a better understanding of partners' audience, channels, and high level messaging
  - a workshop
  - a follow-up meeting to review the updated plan.

### EWP Board

EWP will share the updated plan with the board in January.

## DATA MANAGEMENT TOOL

- EWP posted an RFP to hire a consultant to create a data management tool
- The tool will store data from 2014- present, and allow for easier cross tabulation reporting
- This effort supports the 2021 Data Management Plan - an internal operational plan

# PROGRAM REPORT

MAY - JUNE 2022

## METRO REGIONAL TRANSPORTATION OPTIONS GRANT - AWARD

- EWP received a 2-year award for \$150,000 with the possibility of renewing a third year
- The funds support the Transit Pass Program outlined in EWP's DEI Access Plan.

## ANNUAL INTERCEPT SURVEY

- It's our TENTH year collecting data!
- We'll collect data at the Oregon Zoo, International Rose Test Garden, Portland Japanese Garden, Hoyt Arboretum, and outside the World Forestry Center.
- We'll collect on: August 11-12, August 18-19, and August 25-26
- Our full reports can be found [here](#).



## ONE PARK PICNIC

- Explore Washington Park hosted a One Park Picnic on June 22 at Hoyt Arboretum's Stevens Pavilion (thank you Hoyt!)
- Representatives from all the Park's venues attend.
- Steve Cole did an excellent job babysitting our future explorer.

# PROGRAM REPORT

MAY - JUNE 2022

## PARTNER NEWS

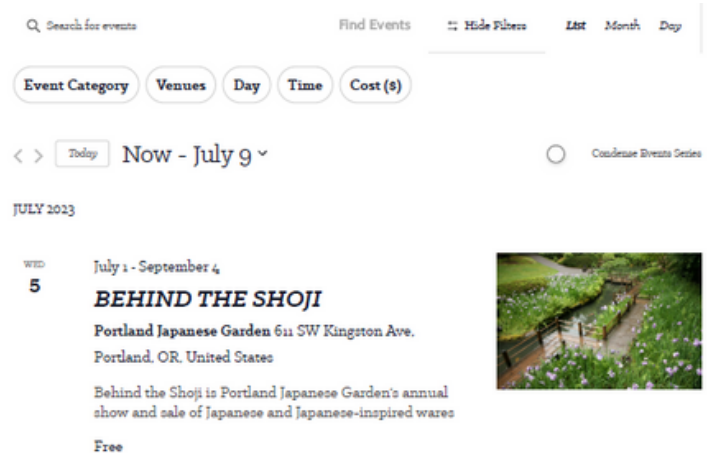
### FRIENDS OF THE INTERNATIONAL ROSE TEST GARDEN



- PP&R and [Friends of IRTG](#) developed a [Guiding Plan for 2023-2026](#)
- In One Park fashion, curators from Hoyt, PJG and the Rose Garden gathered to celebrate the plan's completion.
- Pictured: Martin Nicholson (Hoyt Arboretum), Rachel Burlington (Rose Garden), Hugo Torii (Portland Japanese Garden)

## PARK EVENTS

- EWP lists all parkwide public events on our website
- The Rose Garden concerts will take place August 11-13
- EWP will provide additional shuttle service to accommodate the event

A screenshot of the EWP website's event page. At the top, there is a search bar and navigation options like 'Find Events', 'Hide Filters', 'List', 'Month', and 'Day'. Below that are filter buttons for 'Event Category', 'Venues', 'Day', 'Time', and 'Cost (\$)'. A date selector shows 'Today' and 'Now - July 9'. A 'Condense Events Series' toggle is also visible. The main content area shows the event 'BEHIND THE SHOJI' starting on Wednesday, July 5, from July 1 to September 4. The location is Portland Japanese Garden, 611 SW Kingston Ave., Portland, OR, United States. A description states it's an annual show and sale of Japanese and Japanese-inspired wares. The price is listed as 'Free'. To the right of the text is a small image of a garden path.

# EXECUTIVE DIRECTOR REPORT

MAY - JUNE 2022

## EWP / PPR CONTRACT UPDATES

- The EWP / PPR Contract expires in August.
- This contract provides the means for PPR to pass through Washington Park Trust Funds dollars to EWP per the 5 Party Agreement.
- PPR provided EWP a draft contract, which the Executive Committee reviewed.
- The Executive Committee provided PPR a red-lined contract, which was not accepted.
- The Executive Committee met with PPR, and agreed to provide a second red-lined version.
- EWP is working with legal counsel to provide a second red-lined version.

## ED SCHEDULE UPDATE

- I haven't started working part-time or remotely yet.
- The current plan is to work full-time 3 weeks/month and then take one week off to be in Colorado.
- Thank you for your flexibility and support.