



Board Meeting
May 11, 2023, 2:00 – 4:00 p.m.
Via Zoom

Minutes

Attending

Steve Cole – at-large
Joseph Furia – World Forestry Center (“WFC”)
Kathy Goeddel – Arlington Heights Neighborhood Association (“AHNA”)
Anna Goldrich – Hoyt Arboretum Friends (“HAF”) Cynthia Haruyama – Portland Japanese Garden (“PJG”)
Heather McCarey – Explore Washington Park (“EWP”)
Heidi Rahn – Oregon Zoo (“OZ”)
Victor Sanders – Portland Parks & Recreation (“PPR”)
JC Vannatta – TriMet (“TM”)

Absent

Dave Malcolm – Sylvan Highlands Neighborhood Association (“SHNA”)
Billie Moser – Travel Portland (“TP”)

Guests

Keith Baich – EWP
Lisa Christy – PJG
Danny Dunn – PPR
Colleen Shoemaker - AHNA
Chuck Wiley - WFC
Hallie Wilkerson – EWP

Partner Updates:

- JC (TM): TriMet Ridership continues to grow. A lot of time and energy is spent in hiring so reliability has increased as well as safety and security efforts. It is still a work in progress, but there is significant headway to be proud of. A fare increase is being brought to the Board, which will raise the price of adult tickets by thirty cents, and the youth and

honored citizen tickets by fifteen cents. This is the first fare increase in over ten years, so pushback is to be expected. However, this fare increases it to help sustain depleting money sources, as well as encourage the Forward Together service expansion.

- Kathy (AHNA): Arlington Heights has become a Firewise Community through the Portland Fire Department. This means all homes will be inspected to prevent issues with wildfires. This has been a priority as the neighborhood is in close proximity to the Park.
- Heidi (OZ): The Oregon Zoo is gearing up for the summer event series. This includes the continuation of Zoo Nights, which is a two-year pilot pivot from the larger concerts. These events include music as well as animal interactions to connect more with the Zoo's mission. The ZooBrew on June 9 and 10 will kick the season off.
- Cynthia (PJG): It is PJG's 60th anniversary year, which features a variation of celebrations. This year the Garden continues to shift back to pre-Covid operations which includes getting back to extended summer hours. Hiring has still been difficult to achieve these goals.
- Steve (at-large): Portland Parks & Recreation will be present at the neighborhood meeting to discuss the removal of lights at Irving Park.
- Joe (WFC): Normal operations continue with over 250 events booked this year and are on pace to set a record for event bookings. The Discovery Museum has been busy with the Free Sunday series. There is preparation for the 21st annual, "Who Will Own the Forest?" conference, which is the largest Timberland Investment conference in the world. A transformed fellow's program has been launched, uniting fellows from outside the forestry world who are impacted by forest issues. Chuck Wiley has been promoted to Deputy Director of Campus Operations and will be joining us at future board meetings.
- Victor (PPR): The Washington Park Summer Festival is scheduled for August 11 – 13. South Entry construction is progressing as expected, which means no known disruptions or issues. The mayor's proposed budget was released last week, which is always an exciting time to see where money will be placed for funding. For anyone who hasn't seen the work being done by Portland Parks Foundation for O'Bryant Square, it is worth checking out. There is also money for the replacement of the Elk Statue that was removed a few years back.
- Anna (HAF): Hoyt will be hosting a movie in the Park on August 24, which will be on the hillside adjacent to the Vietnam Veterans Memorial. The movie choice is The Lorax, and the event will include music and hopefully some family activities. Park Partners are invited to table the event and an invitation will be sent out to make it more of a parkwide

event. Internally, a concept design process for a new visitor education center has been concluded and Hoyt is working with PPR to see if the location is suitable for the mission.

- Heather (EWP): Visitor Service staff will start on Memorial Day weekend and there will be cross training between Travel Portland and their visitor service staff. Travel Portland's new visitor center is opening, located very close to Powell's as well as TriMet Line 63, providing an opportunity to promote this transit option.

Agenda, Minutes, and Financial Reports

Motion: Joe moves to approve the consent agenda, March 2022 Board minutes, and the February and March financial reports. Steve seconds, and the motion passes unanimously.

Secretary Position

Dave has served as EWP's Board Secretary for ten years and has decided it is time for a change. JC has graciously offered to fill the role.

Motion: Kathy moves to approve JC as the new EWP Board Secretary, Heidi seconds, and the motion passes unanimously.

EWP Draft FY24 Service Delivery Plan & Budget

Heather begins her presentation of the EWP Service Delivery Plan and budget, both of which have been reviewed in depth with the Executive Committee. A few highlights in the EWP Service Delivery Plan include a permitting process for permanent message signs along Highway 26, an in-progress Equity Access Plan, the TriMet Pass Program through Metro RTO, and a pilot shuttle program for events at the Park venues. For marketing & communications, EWP will be hiring a consultant to break down the current plan into metrics and budgeting.

Cynthia would like more information on the TriMet Pass Program as a DEI initiative to be advertised. JC wonders if there will be a price increase for Park parking this summer. PPR is currently working on a Parking Management Toolkit for the future.

Regarding the budget, EWP has calculated a reserve goal by adding the operation expenses of three peak-season months, as well as one month of off-peak. This helps determine remaining funds that can be allocated to larger ideas including the equity shuttles, Free Shuttle overage costs, and fundraising development. A budget item to note is that Metro has not confirmed whether EWP will receive the RTO grant for 2023 - 2026.

Victor wants to highlight that there is an imbalance in unused funds, particularly when looking at the Free Shuttle, which has been paid for out of EWP's reserve. It also appears that more funds will be allocated towards WPSOP than what is in the Five-Party Agreement, therefore the imbalance of funds should be reviewed at the Five-Party level.

Heather clarifies that some of the imbalance in funds is due to the fiscal year timeframe and when the money is received from PPR.

JC is very intrigued by the idea of an economic impact story to highlight the importance of EWP, as well as all the parks' contributions to the local economy. In addition, Heidi shares that the Oregon Zoo just finished their economic impact study through a consultant and the methodology could likely be efficiently replicated.

When looking at the fundraising development plan, Central Park Conservancy has set EWP up with a consultant and there is money put aside for this process.

Heather believes the biggest risk in this budget is the fact that the contract with PPR expires in August. This is the contract that allows EWP to receive Trust Fund money and is the primary funding source.

Motion: JC moves the adoption of the FY24 EWP Service Delivery Plan, Victor seconds, and the motion passes unanimously.

Motion: Heidi moves to approve the FY24 EWP Budget, Steve seconds, and Parks has decided to abstain on the vote from moving the budget forward. **SEE ADDENDUM FOR PPR APPROVAL

PPR Trust Fund Report

Danny begins his presentation for the Washington Park Parking Program Trust Fund update. The amount of money in the Trust Fund is much higher than anticipated for the end of fiscal year 2022/2023, due to a significant increase in parking revenue. Around \$1,700,000 will be taken out of the Trust Fund for the South Entry project prior to July 2023, which will conclude contributions to this project.

Cynthia mentions that prior to pandemic, there was a quarterly report on Trust Fund expenditures. Danny confirms that this is still occurring via Tableau and was emailed out to the Five-Party directors a few weeks ago. There is a bit of confusion behind the Tableau page in relation to Explore Washington Park's funds.

JC wonders how much of EWP's money is moving ahead for the Wayfinding Project. Is there an opportunity to combine this with money that will be received from the Trust Fund?

PPR Major Maintenance Priority List

Danny transitions to the PPR Major Maintenance Priority List. New items on this list include culvert repairs along Kingston Dr and Knights Blvd., invasive species removal throughout Hoyt, spot pave along Rose Garden Way, Lot B and C lighting improvements, and upgrading gates on Kingston Dr and Kingston Ave. There are also a few carryover projects from fiscal year 2022/2023. A vote is needed from the EWP Board for the PPR Major Maintenance Priority List.

There is confusion in whether the EWP Board is voting to approve the PPR Major Maintenance Priority List, or the PPR Service Delivery Plan. In years past, the PPR Service Delivery Plan has been brought to the EWP Board for voting approval. There are concerns behind the added language that has been presented in this year's PPR Service Delivery Plan.

Motion: The vote to move forward the PPR Major Maintenance Priority List is moved by Cynthia, seconded by JC, and the vote passes unanimously.

Steve clarifies that his vote for this maintenance plan is not in lieu of his vote for the PPR Service Delivery Plan. Victor states that in the Five-Party Agreement, it states the PPR Service Delivery Plan is voted on by the Five-Parties, while the EWP Board votes on the Major Maintenance List. It seems there was a lack of clarity behind this movement in prior years that it has been presented.

Anna suggests that the five parties get together to discuss the approval of the PPR Service Delivery Plan. Everyone is comfortable with this suggestion and there is acknowledgement that this is a shift in this process compared to previous years.

Joe questions PPR's lack of transparency behind the PPR's decision to not present the Service Delivery Plan to the EWP Board. Victor disagrees with this opinion as the PPR Service Delivery Plan has been brought to the TAC Committee meeting in which many of the individuals on this call participated.

Kathy points out that the neighborhood associations have been removed from the TAC Committee, which takes them out of the conversation completely for projects presented amongst the TAC Committee, or the Five-Party Agreement.

Heather explains that venues requested for a space without public feedback and the compromise was transparency through the EWP Board. This is now an incidence where transparency amongst the Five Parties and TAC committee is not transferring to the EWP Board and needs to be reviewed.

PPR Capital Projects

Victor begins his presentation on Washington Park upcoming project opportunities. This includes Washington Park Wayfinding Implementation, Parking Lot B Re-Design Engineering Study, and the SW Fairview Blvd/Hoyt Safety Improvement Study. All three projects are currently in the scoping phase, but there is an opportunity to bring on a Capital Project Manager by the end of May 2023. PPR is looking for approval from the EWP Board and the Five-Parties to begin the scoping of these projects. The cost of this includes \$133,000 for a Project Manager, and \$67,000 for consultant assistance.

Joe expresses his support for these projects but is surprised by the last-minute May deadline for the Capital Project Manager hiring. It was brought to the agenda a week before the board meeting and felt there should have been more long-term visibility to aid in the approval process.

Victor explains that the city's Capital Projects Team is amid bulk hiring for Project Managers and selections will be made by the end of May. PPR has received more auxiliary support due to the Levy and this has opened a window of opportunity.

Heather wants to emphasize the importance of partner collaboration on the prioritization of these projects.

Steve wonders if moving forward with these projects will prohibit the remaining projects from the Master Plan from progressing. From PPR's perspective, it makes the most sense to move forward with scoping of these projects at this time. After more information is attainable from scoping, there is work to be done in terms of prioritization and providing direction on what other projects can be progressed upon.

Motion: As an EWP Board member, Cynthia moves to approve the \$200,000 towards a project manager to scope these three projects, Heidi seconds, and the motion passes unanimously.

Motion: As a Five-Party director, Cynthia moves forward to approve the \$200,000 towards a project manager to scope these three projects, Joe seconds, and the motion passes unanimously.

EWP-PPR Contract

Heather makes a quick note regarding the PPR-EWP contract. The Executive Committee is currently working with Parks to understand the intent behind the contract, as it feels different from previous versions. EWP hopes to continue receiving funding from PPR and stay transparent with the Board regarding contract negotiations. Cynthia acknowledges that the Executive Committee has their concerns behind the contract and believes that EWP needs to continue to operate.

Kathy and Steve acknowledge that the contract's intent feels very different from the original contract when EWP began operated. JC thinks it's important to note whether this contract is coming from PPR or Commissioner Ryan to help the board better understand this approach.

The EWP staff steps out of the meeting at 3:50 p.m. and the remaining board members go into Executive session.

ADDENDUM

PPR abstained from voting on the EWP Budget. The 5-party agreement states that the 5-Parties unanimously approve the EWP Budget. Heather followed-up with PPR to seek approval for the budget and received support in the following email exchange – included for record keeping.

Heather McCarey <heather@explorewashingtonpark.org>

Fri, May
26,
9:57 AM

to Adena, Todd, Victor, Anna, Cynthia

Adena,

Per the 6-Party agreement, the PP&R Director or designee and Metro Chief Operation Officer or designee approve the EWP budget once it is approved by the EWP Board. Heidi Rahn approved the EWP budget for Metro, however Victor abstained from the vote.

How do you want to proceed to approve the EWP budget provided to Parks on April 27?

Thank you for your help with this,
Heather

Heather McCarey | Executive Director



WASHINGTON PARK
c: 503-877-8150

heather@explorewashingtonpark.org

www.explorewashingtonpark.org

Sanders, Victor

Wed, Jun
28,
2:16 PM

to Adena, me, Todd, Anna, Cynthia

Hi Heather –

PP&R has finished review of the EWP expense budget of \$1.4 million for FY 23-24 and is supportive. As I mentioned at the Board meeting, the latest budget highlights ongoing imbalances in EWP expenses versus 5-party funding that needs 5-party discussion. Over the coming months, PP&R will be engaging the 5-parties to ensure EWP expenditures are properly sourced from both existing unspent 5-party funds held by EWP (from underspending/services not rendered) as well as new funds from Washington Park parking revenues.

Thanks –
Victor