

DEI Committee  
October 13, 2023, 10:30 a.m. – 11:30 a.m.  
Meeting Notes

**Attending**

Keith Baich – Explore Washington Park (EWP)  
Heather McCarey – EWP  
Clay Thompson – TriMet (TM)  
Tyler Quinn – World Forestry Center (WFC)  
Nina Avila – Hoyt Arboretum (HA)  
Megan Adams – Portland Japanese Garden (PJG)

**Guests**

Heather McCarey – EWP  
Gwen Sullivan – Sparks + Sullivan  
Hallie Wilkerson – EWP

**Introductions**

The group provides quick introductions and Keith reviews the agenda items before introducing Gwen Sullivan, EWP's marketing consultant who will be presenting at today's meeting.

**One Park Strategic Marketing Plan**

Gwen begins her presentation by revisiting the One Park concept and the Washington Park purposes. The plan presented today will reflect year one of a five-year marketing plan, in which the DEI Access Plan and the One Park Marketing Plan have served as foundations for. Any questions and feedback are welcome throughout the presentation.

This plan is all about making the Park more accessible, using the strategies of introduction, invitation, and engagement. Starting in 2024, the main focus should be awareness. In marketing context, this includes introducing people to the Park, using the new Washington Park logo as a new identity.

Invitation can be achieved through social/digital media, physical presence such as farmer markets, and using cross-marketing strategies within the cultural institutions. Be a trusted guide by providing information for trip planning, transportation and parking, Washington Park Free Shuttle, and transit passes.

The next steps for Gwen include a high-level 12-month calendar and a detailed 3-month calendar, which will create a framework for engaging community members. Help and assistance from the committee members would be greatly appreciated and the floor is open for any questions and comments.

Clay mentions that TriMet is currently developing a “Riders Club,” which will promote various attractions that can be enjoyed using the TriMet service. The Oregon Zoo and Washington Park would be great attractions to provide the Riders Club and Clay will email Keith contact information for a partnership on this effort.

Keith acknowledges that transportation is a substantial barrier for Washington Park and partnering with TriMet could be a great resource for EWP’s new marketing manager.

Clay also mentions targeted marketing for the neighborhoods and communities of certain zip codes, who reside near a MAX Light Rail.

The conversation shifts to strategies for engaging underserved audiences and communities. Keith calls for the committee’s assistance with the 12-month calendar to denote which events target a specific audience, as well any recommendations or advice behind tabling.

Tyler highlights trusted voices in these underserved communities, and the level of influence these individuals have. There is discussion behind relationship building with these influencers and the importance behind introducing Washington Park to these communities. We must follow through with a positive experience by preparing Park visitors on what to expect.

Heather informs the group that EWP has successfully led a few tour groups in the last month and feels that it could be a steppingstone for getting these groups and influencers present in the Park. If any of these touring events are done in the future, Nina would be happy to collaborate with EWP and speak about Hoyt to the touring guests. Collaborative tour groups could be an effective way to introduce underserved audience members to the opportunities at Washington Park.

There is a callout that integration of the institutions continues to be a missed opportunity throughout the Park and for any future community groups who are visiting, EWP has free transit passes.

Megan acknowledges that while these One Park efforts are very positive, each cultural institution continues to have their own interests and barriers. She suggests the idea of participating in tabling opportunities or community events as an individual institution to better understand barriers and the lack of desire from Park guests.

## Partner Updates

- Keith (EWP): Giving a quick update for Charetta at the Oregon Zoo as she could not be present today. There is interest in creating a parkwide pass, which would provide access to many of the Park’s cultural institutions.

EWP is currently hiring three new positions and it should be finished soon. The first quarter of the Metro RTO Grant is coming to an end.

- Clay (TM): As TriMet has transitioned to an electronic fare system, there is an effort behind including institution's admission onto the HOP Cards. Washington Park is a candidate for this effort.
- Tyler (WFC): The Discovery Museum recently opened an art exhibit called *Obscurity*, based on society's relationship to wildfire smoke. There will be an artist talk on Nov 4, which is free to access with forty spots available. There will be another free Sunday series at the museum thanks to a grant.
- Megan (PJG): PJG has been working to launch ASL guided groups, as well as coordinating with ASL interpreters for cultural demonstrations. The guided tours are funded through a grant, while the ASL interpreted events are they are contracted out.

Keith thanks the group for their time and discussion behind these marketing and DEI efforts. The meeting is adjourned and notes will be sent out the following week.