

Marketing Committee  
January 9, 2024, 3:00 p.m. – 4:30 p.m.  
Meeting Notes

**Attending**

Danny Dunn – Portland Parks & Recreation (PPR)  
Chris Finks – TriMet (TM)  
Rebekah Golden – Hoyt Arboretum Friends (HAF)  
Megumi Kato – Portland Japanese Garden (PJG)  
Meghan McCloskey – Explore Washington Park (EWP)  
Chirona Silverstein – EWP  
Alysa Wulf – Oregon Zoo (OZ)

**Guests**

Hallie Wilkerson – EWP

**Partner Updates**

- Megumi (PJG): The Garden recently finished up the new year cultural festival with 1,600 visitors on January 7<sup>th</sup>. Currently working on the PJG marketing plan which is a collection of marketing, advertising, digital strategy, and communications.
- Alyssa Wulf (OZ): Just finished up Zoo Lights, which was a success and has been the main marketing push in recent months. Gearing up for the next event season and working towards taking the new general branding to the next stage. There will be marketing efforts for the new baby animals and diversified seasonal events to appeal to new audiences.
- Rebecca (HAF): The organization recently finished up the annual fundraiser and their goal was met. There has been a lot of planning behind spring and summer programs to figure out what the next calendar year will look like. Work on the annual development report will start next week to share what HAF has accomplished.
- Danny (PPR): PPR continues their work on the Parks for All of us Program, which started in 2021 to provide reduced, or free access to parks using the Levy funds. There is a brochure in the works to inform underserved groups on programs and parking options through this effort. A capital project manager has been hired for a few Park projects in Washington Park over the next five years.

The masonry work that will occur on Rose Garden Way will begin on January 21 and end in mid-March. The construction will take place Monday – Friday, from 9 a.m. – 3 p.m. The City is creating communication materials regarding this detour that will be available on the EWP website.

- Chirona (EWP): Third day with EWP as an Equity Outreach Specialist. Will be working closely with partners on access and outreach to the park, as well as the handing out transit passes to underserved communities.
- Meghan (EWP): Two big projects including the Transit Pass program, funded by a Metro RTO Grant, which will provide transit passes to underserved communities. Also continuing to work on the effort started by Sparks + Sullivan to create foundational marketing tools that will help streamline park communications.
- Chris Finks (TM): TriMet has recently won some awards for DEI efforts and is continuing to work on the FX Service. This year there will be many partnerships with community events throughout the City as well as hosting Mobility conference and the Rodeo competition. The MAX Red Line is expanding in October, going from airport to airport.

### **Marketing Committee Purpose and Goals**

Meghan transitions into asking partners what they would like to see from this committee and these committee meetings. EWP's goal is to continue working on the shared resources and communication tools that were presented by Sparks + Sullivan in November.

Chris highlights the proximity of Washington Park to downtown and how easily it can be accessed via public transit. Continuing to look at the bigger picture can increase visitors to the Park, as well as TriMet ridership.

Megumi agrees with this bigger picture concept as it helps her step out of PJG bubble. Strategically sharing resources and information about each venue can increase the success for all parties.

Rebekah shares that HAF struggles with a defined identity as they are partnered with PPR to manage Hoyt Arboretum. The nonprofit organization is responsible for fundraising campaigns and programs that occur at Hoyt Arboretum. She wants to ensure that this is clear across park messaging, as well as their own messaging to acknowledge the nonprofit separately from the arboretum itself.

Chris mentions TriMet's new Riders Club program and believes Washington Park would be a good candidate for this opportunity. EWP is currently in touch with Clay Thompson about this opportunity.

### **Quarterly Projects – Partner Toolkit**

Meghan shifts to the partner toolkit that was developed by Sparks + Sullivan and is looking for ideas on how to streamline our communications while allowing individual venues to stand out. One suggestion includes the creation of “Know Before You Go” product that can be utilized by all venues.

Many of the partners like the idea of a “Know before You Go” concept and suggest a document that could be attached via email or provided to community partners prior to arrival at the Park.

Chirona highlights that the TriMet Pass Program will have an online method to sign up for passes, and this information could be included in the same location.

Alysa suggests a packet for visitors who are visiting one venue, that highlights events happening at the other cultural institutions, as well as transit and transportation information.

Danny would like to utilize “game plans” for different situations such as road closures or inclement weather that includes messaging and a checklist for handling unique issues. Perhaps there could be a central location for these resources for quick and easy access.

Chirona suggests creating a distribution list to aid in communications amongst the marketing committee. This could be used as a coordination method to ensure all partners are sharing the same information for the Park.

### **Seasonal Photography**

Meghan thanks the committee for their ideas and transitions to seasonal photography that would be managed and funded through EWP. There is a need for consistent, iconic photos, especially as Washington Park moves towards a new brand. This helps visitors visually connect with the opportunities offered throughout Washington Park.

Danny wonders what components of the Park this photoshoot will focus on as there are many less populated attractions that do not have up-to-date photographs. New photos could certainly be utilized by PPR.

Meghan explains that this photoshoot will focus on both paid and free spaces throughout the Park. The intention is to use some of these photos for Metro RTO marketing to draw underserved communities in. Prior to the photoshoot, coordination on less populated attractions would be helpful.

Rebecca would love to know ahead of time when the photoshoot will occur so Hoyt can coordinate with staff and guests.

### **Parkwide Calendar**

Meghan pivots the discussion to the shared calendar that is on EWP's website. The current workflow is a very manual process that uses a lot of staff time to track down events. EWP is looking for suggestions on how this process can become more automated.

Rebecca suggests that Hoyt can add a step to their process when an event changes or cancels, to email EWP to alert them. It feels like many of the suggested solutions to change the process end up creating more work. A temporary fix could be adding website links for registration, and up-to-date information.

### **Conclusion**

The meeting concludes with a quick discussion on the frequency of committee meetings. It is agreed that meetings will occur every other month, preferably on Tuesdays or Wednesdays towards the end of the day.

Meghan mentions that she is currently updating the EWP marketing plan and would love feedback from the committee prior to sending it to the EWP board.