

SEPTEMBER 2023

BOARD PACKET

SEPTEMBER 2023

- 2 - 4 p.m.
- Zoom: <https://us02web.zoom.us/j/84841534379>
- Next meeting is a social gathering in November
- Next board meeting with an agenda is January

AGENDA

Board Meeting

September 14, 2023 | 2-4 p.m.

Zoom: <https://us02web.zoom.us/j/84841534379>

Item	Board Action	Lead	Time (min)
Partner Updates		Anna Goldrich	15
<u>Forest Park Forever</u>	Presentation	<u>Lesley Hoffarth</u> Executive Director	30
Transportation Access Plan	Vote	Heather McCarey	30
South Entry Update		Victor Sanders	10
ED / Program Report Washington Park Trust Fund Financial Report	Questions Only	Anna Goldrich	-
Consent Agenda: July Minutes June / July Financials	Vote	Anna Goldrich	5
Adjourn		Anna Goldrich	

Attachments

- 1 Forest Park Forever - overview
- 2 Transportation Access Plan - draft deliverables
- 3 Executive Director / Program Report
- 4 Washington Park Trust Fund Financial Report
- 5 July Minutes
- 6 June Financials
- 7 July Financials

Next Board Meetings

November 9 - Lunch social
11:30 - 1:00
Location - TBD

EXPLORE WASHINGTON PARK

FOREST PARK FOREVER

FOREST PARK FOREVER

FOREST PARK

Size	1,300 acres		
Location	St. Louis, MO		
Founded	1876		
Trails	30 miles		
Annual Visitors	15 million		
Cultural Institutions	Saint Louis Art Museum Missouri History Museum	Saint Louis Science Center Saint Louis Zoo	The Muny
Other Attractions	Golf and tennis center, golf course, tennis courts, skating rink, boathouse athletic fields, Jewell Box greenhouse, restaurant		

FOREST PARK FOREVER

Founded	1986		
Mission	To restore, maintain, and sustain Forest Park in partnership with the City of St. Louis, as one of America's great urban public parks for a diverse community of visitors to enjoy, now and forever.		
Staff	50+		
Departments	Development Marketing & Communications	Education Visitor & Volun. Services	Finance & Administration Park Operations Comm. Engmnt.
Funding	Members (7,000), donors, volunteers		
Executive Director	Lesley Hoffarth		

EXPLORE WASHINGTON PARK

TRANSPORTATION ACCESS PLAN

Transportation Access Plan

PROCESS

The Transportation Access Plan comes out of the Washington Park Strategic Operations Plan.



While the 6-Party agreements provides some guidance on the plan's deliverables, EWP took the following steps to ensure there is collaborative agreement on final deliverables:

- Draft deliverables sent to Transportation Advisory Committee (TAC)
- One-on-one meetings with TAC members to explain deliverables and get initial feedback
- Amended deliverables based on TAC feedback emailed to TAC
- TAC meeting to discuss amended deliverables and get final feedback
- ➡ Amended deliverables provided to EWP Board
- ➡ Vote on deliverables by EWP Board

DELIVERABLES

The following pages provide recommended deliverables for the Transportation Access Plan that the Board will be asked to vote on.

Transportation Access Plan

DELIVERABLES

Language from 6-Party Agreement	Recommended Deliverable
<p>Data collection about current visitors, visitation patterns, means of access and transportation for each of the cultural institutions and the manor destinations within the Park, and the Park as a whole</p>	<p>Annual data report will be expanded to include:</p> <ol style="list-style-type: none"> 1. Sustainability and climate data (<i>we will need to explore what this looks like</i>) 2. Off-peak data 3. Report on parking lot counts - dwell time, days and hours when lots fill
<p>Visitation and event projections and goals for the park and each of the cultural institutions</p>	<p>10 year attendance projection and goals from PPR, WFC, ZOO, PJG, HOYT *Board to discuss if 5 or 10 years projections should be used</p>
<p>Projections regarding visitors at new visitor destinations specified in master plan</p>	<p>No deliverable We will develop projections at the time that the development of the new visitor destinations are being considered.</p>
<p>Access, mode shift, and transportation goals for each of the Park's major visitor destinations (including cultural institutions) and for the Park as a whole</p>	<p>Parkwide mode-split goal needed to support 10-year attendance projections with existing on-site parking.</p>
<p>Feasibility of the goals set forth in the above section (mode split goals) if no additional parking is added to the Park, and mode-split strategies for mitigation.</p>	<ol style="list-style-type: none"> 1. A list of transportation demand management strategies (TDM) 2. An achievable parkwide mode split based on industry trends and use of TDM strategies 3. Number of parking stalls needed in the south end, north end and Hoyt to support 10-year attendance projections using achievable mode split 4. Baseline (current) mode split parking requirements using current attendance figures.

Transportation Access Plan

DELIVERABLES

Language from 6-Party Agreement	Recommended Deliverable
<p>Feasibility analysis of off-site or at-distance parking (including re-located parking at north end per the Master Plan), including cost and funding for shuttle service</p>	<p>Parking feasibility analysis for the north end field, south lots and offsite. The analysis of these locations will include:</p> <ol style="list-style-type: none"> 1. Cost to build additional stalls needed to support 10-year projection goals 2. Feasibility of building additional parking stalls needed to support 10-year projection goals, including cost, PPR approval, ownership, and time to recoup costs if charging to park 3. Impact on parkwide access (eg parking is developed on one end of the park vs the other) 4. Operational cost of shuttles if needed to support additional parking locations
<p>Public safety and emergency preparedness</p>	<p>Tactics to address public safety in the parking lots. These will include ownership and costs of these tactics.</p>
<p>Capital project prioritization based on new or previously identified capital items, such as Lot B and C redesigns, other parking designs, off-site parking considerations (including the urgency in finding permanent and dedicated off-site parking locations) TriMet incentive and marketing programs, programming consideration, ODOT improvements, shuttle stop construction and design, and TriMet plaza improvements</p>	<p>A prioritized list of Phase 1 capital improvement projects, which include: Fairview safety improvements, wayfinding and Parking Lot B Redesign and Engineering Study</p>

Transportation Access Plan

DELIVERABLES

Language from 6-Party Agreement	Recommended Deliverable
Opportunities for additional funding programs for access and transportation.	This deliverable falls under the "Funding Model Study" outlined in the Washington Park Strategic Operations Plan to be completed during a separate effort.
Consider parking and road concepts developed in the Master Plan.	Consultants will be asked to consider parking and road concepts developed in the Master Plan.
Traffic and engineering studies, as needed	A list of consulted recommended traffic engineering studies as needed in order to meet the deliverables listed for this plan.
Recommendations for operations, staffing and signage to achieve maximum efficiency of existing parking resources	Consultants to provide recommendations on use of staff and signage to manage parking lot flow and visitor care parkwide.
EWP shall seek and provide public input opportunities for the development of the plan.	EWP to conduct public outreach through surveys and neighborhood association meetings.
\$120K for Lot B reconfiguration	Clarity needed from PPR on their work in Lot B.

**EXECUTIVE DIRECTOR AND
PROGRAM REPORT**

July - August

PROGRAM REPORT

JULY - AUGUST 2023

VISITOR SERVICES SCHEDULE AND STATS

Free Shuttle	Daily 9:30 - 7:30 through September 10 am - 4 pm October - March
Offsite Parking	As needed, Thursday - Monday (June - Aug) As needed, weekends, holidays (Sept- Nov) + ZooLights
On-site Visitor Service Staff	Finished for season
WiFi Hot Spots	TriMet, Rose Garden Store, Hoyt Visitor Center, PJG

	Time period	2022	2023	% Increase
Free Shuttle Ridership	June - August	37,774	52,239	38%
Offsite Parking Ridership	June - August	11,508	11,957	4%
Visitor Service Interactions	June - August	33,037	36,564	11%
WiFi Users	June - August	NA	4,044	NA

Offsite stats	Days scheduled	Days used	% usage	Note
June - August	66	28	42%	Used every Saturday

PROGRAM REPORT

JULY - AUGUST 2023

MARKETING AND COMMUNICATIONS

Marketing Committee

- One-on-ones with sparks+sullivan for One Park Marketing Plan Update
- Workshop for marketing plan update

Park maps

- We translated the map into Spanish, Japanese, Chinese, Russian, German and French
- We printed maps in Spanish and English
- Other maps can be found digitally on our website

DIVERSITY, EQUITY AND INCLUSION

- We are working with someone who identifies as an indigenous two-spirit to improve indigenous communication on our website
- We have finalized our contract with Metro for DEI access funds

SAFETY AND SECURITY

- We are collecting data through GroupMe on security incidents in the Park
- We provided light towers in Lot B and C when we learned these lots would be off for up to to 2 months
- We facilitate a weekly call with EWP and park rangers
- NOTE: PPR placed a camera tower near the Rose Garden store to thwart break-ins

TRANSPORTATION ACCESS

- We are working with the Transportation Access Committee to develop draft deliverables for the access plan.
- The 2016 Transportation Management Plan sunsetted in 2020 - here's the [final report](#)

STAFFING

- We are hiring for:
 - Marketing and Outreach Manager
 - Equity Outreach Specialist
 - Digital Media and Design Specialist
- Positioned closed 8/31
- We received over 130 applications! and hope to onboard late October

PROGRAM REPORT

JULY - AUGUST 2023

ANNUAL INTERCEPT SURVEY

- Staff collected 1,274 intercept surveys from 5 locations: Zoo, Rose Garden, PJG, Hoyt, WFC
- We're crunching the numbers and will report on them early next year
- We'll complete an off-peak survey in February



ONE PARK EVENT

- The next One Park event is:
 - September 28, 2-5 pm
 - Rose Garden Picnic Area A
 - Mocktails, snacks and rose crafts!
- [RSVP](#) and invite your staff

ONE PARK PLAN - AWARDS

The One Park project has been recognized by two international design awards programs for excellence!

- In 2023, it received a gold International Design Excellence Award in the Design Strategy category. It was selected from over 2,000 entries in this competitive program, which has been organized by the Industrial Designers Society of America for 43 years.
- In 2022, it received a Global Honor Award in the Strategy, Research and Planning category from the Society for Experiential Graphic Design. This awards program has recognized excellence in experiential design and connecting people with place since 1987.

PPR CONTRACT

The Executive Committee is still working with PPR on the contract that allows EWP to operate in the Park and receive Washington Park Trust Fund pass-through funds.

- The previous contract expired Aug 1
- The committee has provided two red-lined contracts and hopes to meet with PPR shortly
- PPR has informed EWP that they will not be able to pay Q1 pass-through funds if a contract is not finalized
- EWP will invoice for Q1 in October for roughly \$400K

WASHINGTON PARK TRUST FUND REPORT



PORTLAND PARKS & RECREATIONSM

Healthy Parks, Healthy Portland

Washington Park Parking Program Quarterly Trust Fund Update

Fiscal Year 22/23 Quarter 4





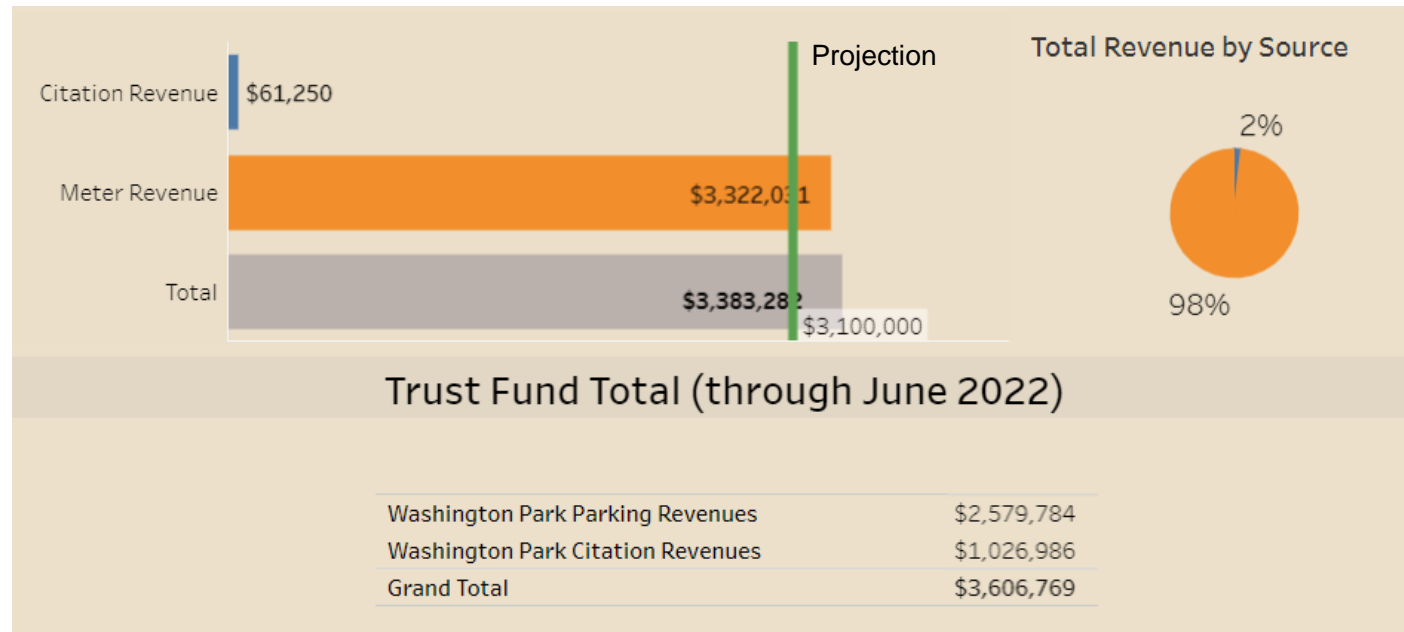
Washington Park Parking Program Quarterly Trust Fund Update

Link to Tableau:

<https://public.tableau.com/app/profile/jason4408/viz/BudgetDashboardFY2022-23FullYear/WashingtonParkBudget>

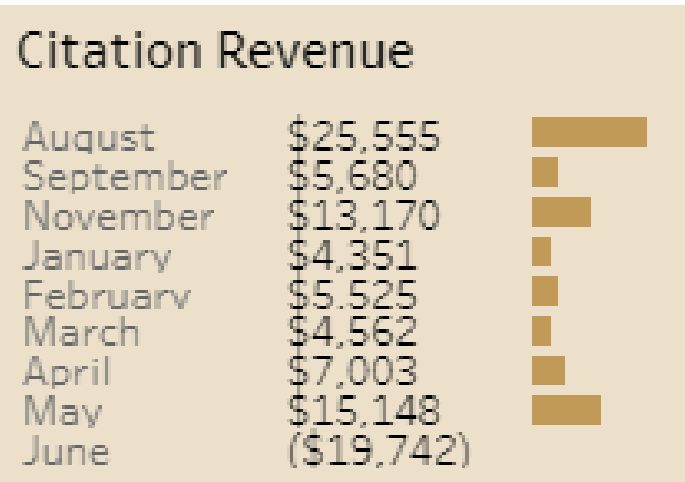


Washington Park Parking Program Trust Fund Update *Revenue*





Washington Park Parking Program Trust Fund Update *Revenue - Citations*

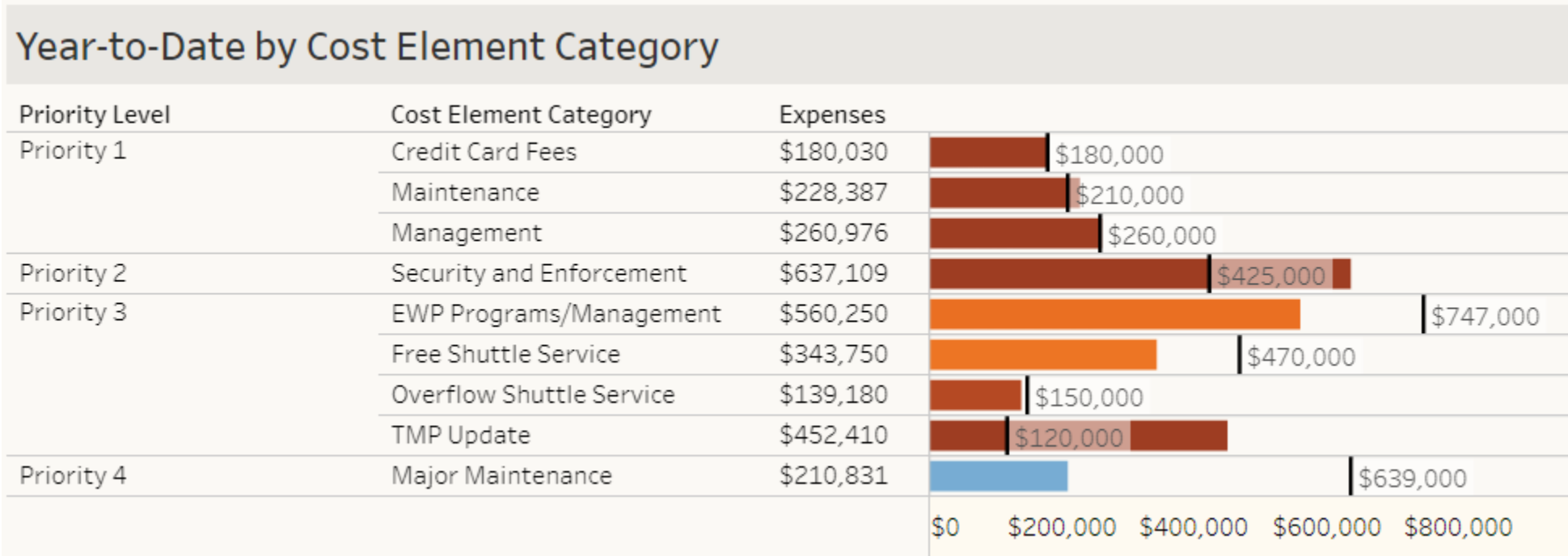


Citation revenue this FY included both Washington Park citations (76% of all revenue) and those issued at other PP&R parks with paid parking (Willamette, Pittock, J Block, Waterfront Park—totaling 24% of revenue).

An audit in June identified \$19,742 from those non-Washington Park locations that was included in the Trust. That funding was moved from the trust fund into PP&R’s general parking fund. This is reflected in the graph to the left.



Washington Park Parking Program Trust Fund Update *Expenses Overview*

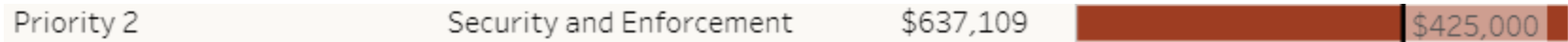




Washington Park Parking Program

Trust Fund Update

Expenses – P2 Security and Enforcement



In response to increased car break-ins and requests for service, Ranger and PEO services were increased in the park, resulting in a significant overage in security costs. The PP&R general fund covered the cost overage. In FY24 PP&R is right sizing security services with the available budget.

Budget	Actual	Overbudget covered by PP&R general fund
\$425,000	\$637,109	\$212,109



Washington Park Parking Program Trust Fund Update *Expenses – P1 Maintenance*



Approximately \$16,000 in expenses were moved to Major Maintenance for additional sign installation, snow removal, and meter replacement.

Budget	Actual
\$210,000	\$228,387



Washington Park Parking Program Trust Fund Update *Expenses – P3 EWP*

EWP Programs/Management	\$560,250		\$747,000
Free Shuttle Service	\$343,750		\$470,000
Overflow Shuttle Service	\$139,180		\$150,000
TMP Update	\$452,410		\$120,000

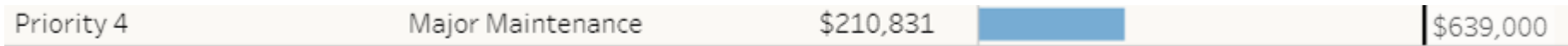
Total Budget	Total Actual
\$1,495,590	\$1,495,590

This graph shows PP&R payments to EWP. It includes EWP invoices from FY22 Q4, FY23 Q1, Q2, and Q3. PP&R is billed by EWP for Q4 payments after July 1 -- too late to be included in the proper fiscal year budget.

FY22 Q4 was allocated into the TMP Update line-item, which is why it appears to be overbudget and the EWP programs appears underbudget. Allocations are internal to PP&R coding, so it does not impact payments made to EWP. Payments in FY22 and FY23 were accurate within the 5-party agreement amounts.



Washington Park Parking Program Trust Fund Update Expenses – P4 Major Maintenance



Budget	Actual	Additional Expenses from Maintenance	Total FY 23 Expenses	Total Available Carryover into FY24
\$639,000	\$210,831	\$16,000	\$226,831	\$412,169



Washington Park Parking Program Trust Fund Update *Balance*

FY23 Revenue	FY23 Expenses	FY23 EOY Balance
\$3,383,282	\$4,712,922	-\$1,329,640

Trust Fund contributions to the South Entry Project were completed in FY 23.

June 30, 2023 Trust Fund Balance Carrying into FY 24

Washington Park Parking Revenues	\$2,579,784
Washington Park Citation Revenues	\$1,026,986
Grand Total	\$3,606,769



Washington Park Parking Program Trust Fund Update *5 – Year Projection*

Trust Fund FY	2023/2024	2024/2025	2025/2026	2026/2027	2027/2028
Est. BOY Trust Fund balance	\$ 3,606,769	\$ 3,549,600	\$ 4,083,500	\$ 4,528,717	\$ 4,882,591
Parking Revenue Projection	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000
Citation Revenue Projection	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000
Expenditures	\$ 3,547,169	\$ 2,956,100	\$ 3,044,783	\$ 3,136,126	\$ 3,230,210
Annual Change in funds	\$ (57,169)	\$ 533,900	\$ 445,217	\$ 353,874	\$ 259,790
Est. EOY Estimated Trust Fund Balance	\$ 3,549,600	\$ 4,083,500	\$ 4,528,717	\$ 4,882,591	\$ 5,142,380



Washington Park Parking Program Trust Fund Update 5 – Year Projection

FY24—we anticipate fully exhausting the Major Maintenance carryover allocation, which will increase the projected fund expense this FY.

Trust Fund FY	2023/2024	2024/2025	2025/2026	2026/2027	2027/2028
Est. BOY Trust Fund balance	\$ 3,606,769	\$ 3,549,600	\$ 4,083,500	\$ 4,528,717	\$ 4,882,591
Parking Revenue Projection	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000	\$ 3,400,000
Citation Revenue Projection	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000
Expenditures	\$ 3,547,169	\$ 2,956,100	\$ 3,044,783	\$ 3,136,126	\$ 3,230,210
Annual Change in funds	\$ (57,169)	\$ 533,900	\$ 445,217	\$ 353,874	\$ 259,790
Est. EOY Estimated Trust Fund Balance	\$ 3,549,600	\$ 4,083,500	\$ 4,528,717	\$ 4,882,591	\$ 5,142,380

JULY MINUTES



Board Meeting
July 20, 2023, 2:00 – 4:00 p.m.
Portland Japanese Garden Classroom

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)
Billie Moser – Travel Portland (“TP”)
Utpal Passi – Oregon Zoo (“OZ”)
Victor Sanders – Portland Parks & Recreation (“PPR”)
JC Vannatta – TriMet (“TM”)

Absent

Dave Malcolm – Sylvan Highlands Neighborhood Association (“SHNA”)

Guests

Keith Baich – EWP
Lisa Christy – PJG
Danny Dunn – PPR
Jennifer Hardnett – Four Forces
Colleen Shoemaker – AHNA
Ivan Ratcliff – OZ
Hallie Wilkerson – EWP

Cynthia starts the meeting with some recent news that the old Douglas Fir tree in the entry walkway of PJG must be removed. This served as a reminder of how long the cultural institutions have been operating and all the growth that has been achieved. Even though this work can feel like swimming upstream, a big thanks to everyone who continues to put time into this Park for millions of people to enjoy each year.

Partner Updates:

- Joe (WFC): Event bookings continue to increase with 76 events in the next 55 days. The Discovery Museum will be taking down the “Rethinking Fire” exhibit at the end of July and a new exhibit called “Obscurity” will take its place, which is a community art project about the impact of wildfire smoke. The fellowship program had a successful first meeting which brought together ten sectors to learn and discuss the issues of wildfire and how to move forward.
- Victor (PPR): A “Healthy Parks Healthy Portland” report was published in the Oregonian this morning, which started in 2020 as a framework centered on serving underserved communities. The Washington Park Summer Festival is coming up on August 11 – 13. North Gate Park is the new location for the North Portland aquatic center to replace the Columbia pool that was closed a few years ago. The transition continues with the new City Charter that has been voted into place.
- Kathy (AHNA): Thanks to the Portland Japanese Garden for transitioning to electric leaf blowers. A neighborhood cleanup occurred in partnership with Habitat with Humanity. Work continues to bring the Zoo Train back to the Rose Garden and an analysis found that more money could be made running the short-loop, rather than the long-loop.
- Steve (at-large): The neighborhood is trying to form a coalition for the NE Broadway corridor, which is a transportation issue amongst the businesses and neighborhoods. Work is being done with Go Lloyd and the East Broadway neighborhood association to look into transportation options that will be helpful to all parties.
- Cynthia (PJG): The Garden’s auxiliary campus is being developed in NW Portland and the renovations will hopefully occur in the Spring of 2024. This will help serve the programs that cannot take place on the current campus, as well as provide a full experience for the visitors coming from out of country. Peace Symposiums have taken place in Tokyo and London to discuss how gardens can be an instrument of cultural diplomacy and another will take place in December in South Africa.
- Passi (OZ): The Zoo has hosted five Zoo Nights in the summer series, with five remaining. The new brand and logo have been launched which has been a very integral process with website changes in the works. Work for the new campus plan continues and will be tackled during the off months. Operationally, a new climbing structure has been installed and the new boardwalk construction is finally coming to an end.
- JC (TM): The next installment of Forward Together is in the works to implement new routes and services. Hiring is going to limit the number of services that can be offered as many operators, mechanics, and cleaners are needed. As electric buses continue to increase and diesel buses transition to renewable diesel, TriMet has also made the decision to add hydrogen fuel cell buses to the mix. Safety and security efforts continue to increase and have been recognized nationally with the granting of two large awards.

- Anna (HAF): Hoyt has had more capacity this summer which has allowed room for increased programs such as Pop-Up Nature tables. The work on the new visitor center and outdoor amenities continues to move forward. The biggest news of the summer was three baby barn owls in the Arboretum.
- Heather (EWP): The organization hosted commissioner Ryan in June to highlight the ten years of EWP and what has been accomplished. He came up to the office as well as toured the Park using the EWP shuttle. Thanks to the generous approval from the Board to work part-time remote, the next few weeks will be spent in Boulder with light part-time work.

Agenda, Minutes, and Financial Reports

Motion: JC moves to approve the consent agenda, May 2023 board minutes, and the April and May financial reports. Joe seconds, and the motion passes unanimously.

State of Portland Tourism

Billie begins her presentation by highlighting Travel Portland's mission of generating travel demand that drives economic impact for Portland. Two ways to drive the economy include leisure demand and convention sales, using the EDI and destination reputation lens.

The decline in hotel rooms booked from 2019 to 2020 was incredibly dramatic. The average daily rates have not caught back up, which is very important to note as these rates generate the Transit Lodging Tax (TLT). 1% of the TLT goes towards Travel Portland, while the rest goes to our government. We also have a Tourism Improvement District (TID), which is additional percentages on room rates.

Portland consumer research is showing that Portland is increasing as a potential vacation stop. However, the locals who recommend their out-of-town friends and family to visit have decreased. The younger audience remains positive towards Portland, but the Suburbia tends to have a negative viewpoint.

Regarding public relations, Travel Portland continues to heavily invest in culinary as it differentiates us from other cities and promotes other activities in the process. The new visitor center is also opening in the next week with an Open House on June 29 and will implement a brand-new visitor facing strategy. The visitor center will be open for four days a week for the time being until they are ready to open seven days a week.

Travel Portland has a new cost membership that includes an industry update and newsletter, which includes public relations events. Additionally, Travel Portland has been partnered with Locl to help Portland businesses improve their presence on Google. The Locl software and assistance is offered to partners with membership.

Funding for convention marketing is the highest to-date. A few events to come include the National Education Association, which is the largest convention ever hosted, as well as the Final Four for 2030 to further promote sporting events.

Equity Consultant Report

Keith begins the report by reviewing EWP's core principles stated by the WPSOP, which has guided DEI efforts. In 2019, EWP applied for a Metro RTO grant to provide funding for community outreach and work with consultants to identify action items and future planning. The RTO grant's goal is to create transportation options, and EWP's scope was improving underserved audiences' access to Washington Park.

Jennifer Hardnett with Four Forces begins her presentation by providing some background on the community listening sessions and outreach regarding Washington Park. In 2022, Four Forces met with the parkwide DEI Committee to share ideas and feedback.

There was conversation behind how people from other areas such as Gresham, East Portland, and Clackamas want to see more people they relate to when visiting Washington Park. Some concepts to achieve goals presented by the DEI Committee include collaboration, resources such as shuttles and TriMet passes, keeping communities engaged through programs, and training individuals on how to communicate with cultures they are unfamiliar with.

Data was also analyzed from the annual survey, PPR, and community feedback. The main research discoveries include a dominant demographic of white women, public safety concerns while traveling, the non-diverse workforce, and the need for cross-cultural engagement. When looking into the neighborhoods that contain the most underserved populations, the key takeaways included travel options such as biking or shuttles, as well as public safety regarding houselessness and crime rate.

Recommendations for moving forward include funding for non-profit/faith-based partnerships, increase and advertise events with CBOs/faith-based centers, public transportation targeted outreach, and geographic expansion of shuttles. Additional considerations include increasing diversity in the workforce, drawing insight from listening sessions, and providing incentives for engagement.

DEI Access Plan

Keith begins his presentation for the DEI Access Plan, which has been guided by the WPSOP, Four Forces, and the DEI Committee. The five-year vision for this plan presents a continuing commitment to Washington Park, collectively championing accessibility, diversity, and inclusion in alignment with the One Park vision. Goals to achieve this vision include increasing park diversity, collaboration, sustainability and accountability, and programs. The priority programs for implementation consist of the DEI Committee, data collection, Transit Pass Program, pilot DEI shuttle, marketing, and an information warehouse.

Victor wonders if there is an opportunity to acknowledge parking prices or public safety concerns in the planning process as it has been identified as a major barrier for Park visitors. He sees the presented plan as a six-month initial statement of work.

Jennifer with Four Forces feels the planning process and EWP's proposed DEI Access Plan aligns very closely with PPR's Healthy Parks Healthy Portland, as well Metro's DEI Plan. Creating a space to share

ideas and lean into one another's plan could be a beneficial step for moving forward with plan implementation.

Joe calls out the opportunity that is provided when underserved audiences come to the Park for a particular reason or event. This opportunity can be used to "market" other Park programs, as well as provide an exceptional visitor experience. Perhaps a metric could be considered for the DEI Access Plan to ensure the Park partners are intentional with future collaboration.

Keith agrees with this statement and calls out EWP's principle of "One Park – a community of destinations." The Park is underutilizing collaboration as a tool to elevate visitor experience. Anna suggests Park "packets" or other ways Park information can be shared during these events.

Victor questions if the DEI Access Plan can be approved as a statement of intent while amendments are made.

Heather points out that the plan will be updated annually, and these ideas can be incorporated into the current framework. Approval of the plan would be helpful for designating staff time on these efforts.

JC would like to call out the intention behind collaborative and transparent communication of Park opportunities. While the Park is made up of individual entities, many programs could benefit from increased access to Washington Park and the cultural institutions.

Motion: JC moves forward the adoption of the DEI Access Plan and Steve seconds.

Victor requests a timeline for the adoption of parking revenue, public safety, and event management will be implemented.

Steve and Anna both touch on EWP's role in the Park and how parking revenue or public safety are not under the organization's jurisdiction.

Victor feels this could be a good discussion to have and requests that within a year, public safety, parking pricing, and event management to be amended in the DEI Access Plan

Anna suggests that rather than a full amendment, this is a direction to staff to revisit this discussion in the next year.

Heather feels those are very big topics for the EWP staff, DEI Committee and DEI Access Plan to take on as it comes down to the Parking Management Toolkit and a parkwide safety and security plan.

JC doesn't think the DEI Committee or DEI Access Plan is expected to address these issues as they fall under overall service delivery. This plan is to give recommendations on increasing accessibility.

Cynthia also feels the program areas for this plan do not reflect parking revenue or public safety. She does believe the marketing of events should be considered for this plan.

Victor still feels that parking pricing and discount programs should be included in the DEI Access Plan. He is comfortable with the board moving forward and can abstain.

Heather suggests that this concept could fit under data collection and sharing programs. Since PPR is beginning to offer discounted parking, data behind these findings could be shared with the DEI Committee.

Motion The motion is revisited, and vote for the adoption of the DEI Access Plan passes unanimously.

Additional Expense Approval

There are two budgeting items that need voting approval. Heather asks the board for approval of \$35,000 for the data management tool and consultant work. The economic impact study for the Park was quoted at \$30,000 - \$70,000 by consultants. Heather asks the board for approval of \$30,000 - \$40,000 for the economic impact study.

Victor questions what plan the economic impact study will fall under and has concerns regarding the scope of work.

Heather states it may fall under the WPSOP and believes understanding the Park's impact maybe beneficial fundraising and increase funding options.

Cynthia struggles with the request for \$30,000 for the economic impact study as she is unsure if it is worth it. She wonders if it is an urgent request as more discussion could be helpful. It is a large investment for an organization of EWP's size.

Victor suggests creating the RFP first, so then a certain dollar value can be brought to the board. JC agrees with this statement as an RFP could bring back a scope of work that corresponds with the cost. Heather believes there is value in looking at the economic impact of the Park as a whole considering it has a large impact on Oregon as a state. There could be bigger funding opportunities if we collect this information.

Steve believes that when we begin to ask for outside dollars, this study will pay for itself as the economic impact will likely come back higher than expected.

Billie agrees that the economic impact will resonate with people and drive action. In her opinion, the cost of \$30,000 sounds reasonable but the RFP should include a dollar amount or responses may be limited.

The board decides to move forward with the vote of the data management tool, and the economic impact study will be revisited in September.

Motion: Steve moves the adoption of the data management tool for \$35,000, Billie seconds, and the vote passes unanimously.

PPR Service Delivery Plan

Danny begins his presentation regarding the PPR Service Delivery Plan. This plan has been brought to the TAC Committee, as well as Park Partners, for comments. Since the last board meeting, Victor has also met with the 5-Parties. The most impactful comments were regarding page 11 and the tooling of language for Explore Washington Park's contract. PPR is asking for a 5-Party vote to move forward with this plan.

Motion: Cynthia moves the adoption of PPR's Service Delivery Plan, Joe seconds, and the vote passes unanimously.

EWP FINANCIAL REPORT

June 2023

Explore Washington Park
Statement of Financial Position
6/30/2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	6/30/2023	6/30/2022	Change
Assets:			
Bank of the Cascades Checking	180,465	223,306	(42,841)
Bank of the Cascades Savings	-	-	-
Repo Account	585,901	535,288	50,612
Accounts & Grants Receivable	370,234	373,505	(3,271)
Prepaid Expenses	4,110	3,235	875
Prepaid Insurance	317	-	317
Furniture, Equipment, & Office Improvements	145,479	153,544	(8,064)
Accumulated Depreciation	(63,850)	(64,117)	267
Total Assets	1,222,656	1,224,761	(2,105)
Liabilities:			
Accounts Payable	55,448	131,672	(76,224)
Accrued Payroll	23,403	32,195	(8,792)
Deferred Revenue	-	-	-
Total Liabilities	78,851	163,867	(85,016)
Net Assets:			
Without Donor Restrictions	1,143,805	1,060,894	82,911
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	1,143,805	1,060,894	82,911
Total Liabilities and Net Assets	1,222,656	1,224,761	(2,105)

Explore Washington Park
Actual Compared to Budget
12 Months Ending June 30, 2023

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	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected:	Notes
Revenue:						
Parking Permits	80	19,792	50,000	30,208	40%	RTO Reimbursable
Grants	42,848	59,050	180,000	120,950	33%	Expenses
Meter Revenue	186,750	747,000	747,000	-	100%	
Shuttle Reimbursement	137,070	620,000	620,000	-	100%	
Other Reimbursements	30,000	120,000	120,000	-	100%	
Interest Income	101	902	-	(902)		
Other Revenue	-	156	-	(156)		
Total Revenue	396,850	1,566,900	1,717,000	150,100	91%	
Expenses:						
Personnel						
Salaries and Wages	42,249	434,039	535,927	101,888	81%	
Payroll Taxes	4,412	48,802	58,953	10,151	83%	
Employee Benefits	6,481	52,993	50,579	(2,414)	105%	Parking permits
Workers' Comp Insurance	-	485	2,832	2,347	17%	
Total Personnel	53,142	536,318	648,291	111,973	83%	Vacant Marketing Position
Contract Services						
Misc. Contract Services	2,968	136,944	270,000	133,056	51%	Timing - TAP & RTO Expenses
Contract ED Support	(925)	43,305	45,000	1,695	96%	
Temporary Staff	-	6,392	12,000	5,608	53%	
Contract IT Support	34	203	1,500	1,298	14%	
Payroll Services	903	4,106	3,000	(1,106)	137%	New timekeeping software
Accounting Fees	-	3,350	3,500	150	96%	
Bookkeeping	885	11,166	13,000	1,834	86%	
Contract Marketing Support	16,164	41,768	75,000	33,232	56%	Vacant Marketing Position
Contract Services Ad Buys	1,396	32,804	65,000	32,196	50%	Vacant Marketing Position
Radios	692	2,187	1,500	(687)	146%	New batteries
Shuttle						
Traffic Management Intrapark Shuttle	-	398,498	500,000	101,502	80%	
Traffic Management Off Site Shuttle	30,739	110,204	140,000	29,796	79%	
Subtotal Shuttle	30,739	508,702	640,000	131,298	79%	
Total Contract Services	52,856	790,927	1,129,500	338,573	70%	
Occupancy						
Occupancy Rent	1,800	21,600	21,600	-	100%	
Occupancy Other	62	1,043	600	(443)	174%	Alarm fix
Total Occupancy	1,862	22,643	22,200	(443)	102%	

Explore Washington Park
Actual Compared to Budget
12 Months Ending June 30, 2023

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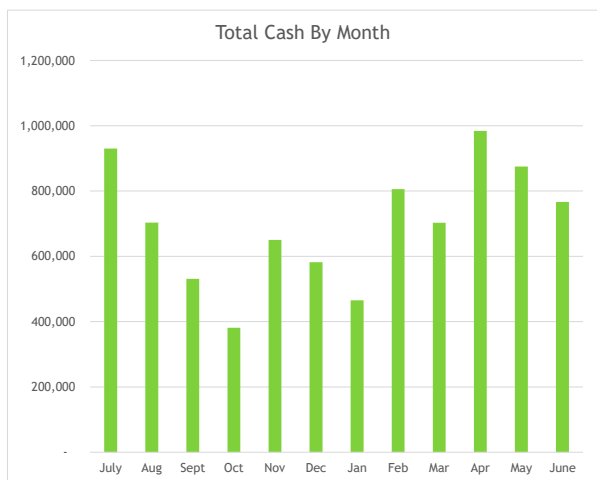
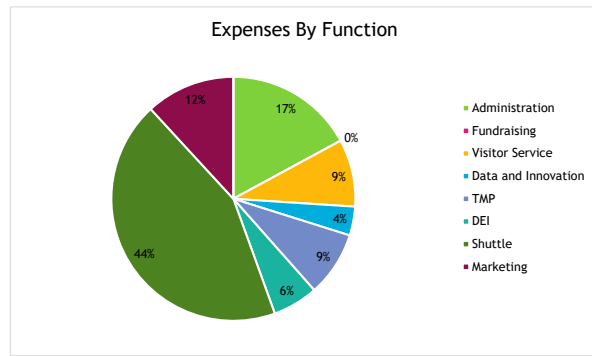
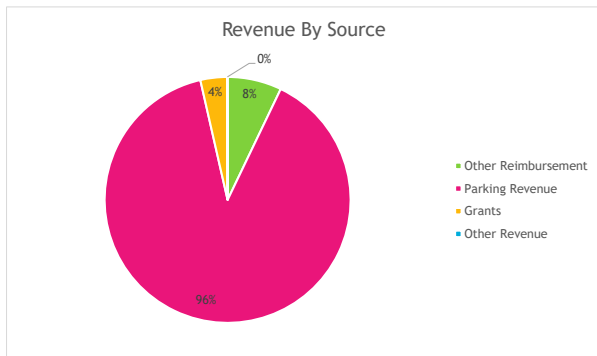
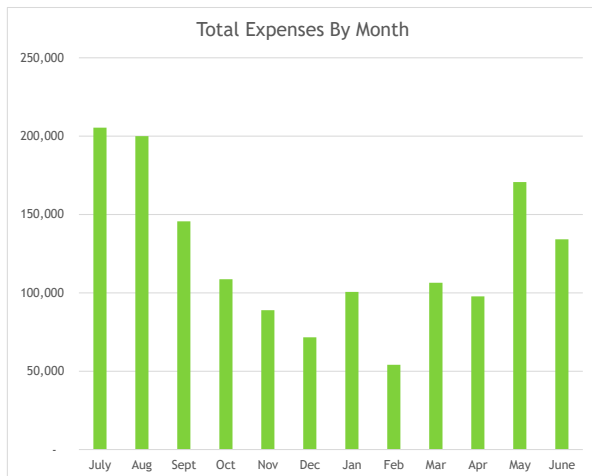
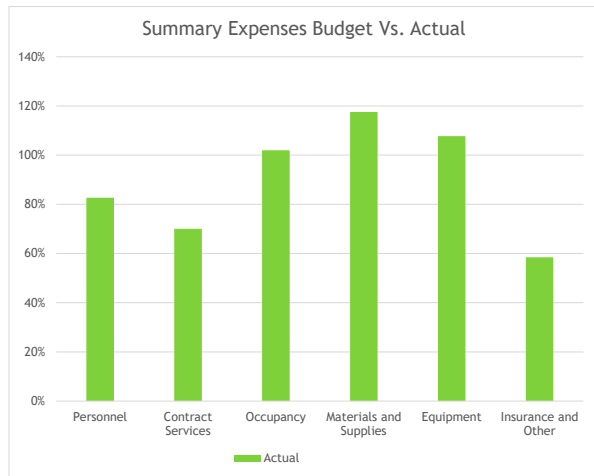
	Current Month Actual	Year-to- Date Actual	Annual Budget	Remaining Annual Budget	Budget Realized (Expected:	Notes
Materials and Supplies						
Telecommunications Internet	132	1,715	2,000	285	86%	
Telecommunications Phone	580	5,494	5,000	(494)	110%	
Copier Lease	100	1,233	1,200	(33)	103%	
Printing & Copying	15,785	31,336	26,000	(5,336)	121%	
Office Supplies	279	2,924	3,000	76	97%	
Misc. Materials & Supplies	3,746	9,368	7,000	(2,368)	134%	
Postage	17	485	1,000	515	49%	
						Intercept
Software	550	8,145	6,500	(1,645)	125%	survey
Uniforms	-	1,497	1,200	(297)	125%	
Total Materials and Supplies	21,190	62,197	52,900	(9,297)	118%	
Equipment						
Computer System	(1,021)	66	1,500	1,434	4%	
Furniture	-	754	500	(254)	151%	
Traffic Management & Supplies	869	24,502	21,500	(3,002)	114%	ZooLights
Capitalized Office Computer	(0)	0	-	(0)		
Total Equipment	(152)	25,322	23,500	(1,822)	108%	
Insurance and Other						
Insurance	781	8,857	5,500	(3,357)	161%	Auto Insurance
Bank Fees	26	315	500	185	63%	
Staff Development	1,108	11,690	20,000	8,310	58%	
Board Development	-	9,627	17,000	7,373	57%	
Travel	20	638	5,000	4,362	13%	
						Vehicle
Lease Transit Vehicle	-	-	15,000	15,000	0%	purchased
Vehicle Fuel & Maintenance	379	1,768	1,000	(768)	177%	Two vehicles
Public Notice	-	688	700	12	98%	
Other Professional Fees & Licenses	-	955	2,000	1,045	48%	
Miscellaneous Expenses	2,132	3,226	3,000	(226)	108%	
Total Insurance and Other	4,446	37,763	69,700	31,937	54%	
Depreciation Expense	839	8,818	10,000	1,182	88%	
Total Expenses	134,183	1,483,988	1,956,091	472,103	76%	
Change in Budgeted Accounts	262,667	82,911	(239,091)	(322,002)		
Remove Capitalized Assets	0	(0)				
Change in Net Assets per GAAP	262,667	82,911	(239,091)	(322,002)		

Explore Washington Park
Actual Compared to Budget - Summary
12 Months Ending June 30, 2023

Prepared by Susan Matlack Jones & Associates
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Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 100%)
Revenue:					
Parking Permits	80	19,792	50,000	30,208	40%
Metro RTO	42,848	59,050	180,000	120,950	33%
Meter Revenue	186,750	747,000	747,000	-	100%
Shuttle Reimbursement	137,070	620,000	620,000	-	100%
Other Revenue	101	1,058	-	(1,058)	
Total Revenue	396,850	1,566,900	1,717,000	150,100	91%
Expenses:					
Personnel	53,142	536,318	648,291	111,973	83%
Contract Services	52,856	790,927	1,129,500	338,573	70%
Occupancy	1,862	22,643	22,200	(443)	102%
Materials & Supplies	21,190	62,197	52,900	(9,297)	118%
Equipment	(152)	25,322	23,500	(1,822)	108%
Insurance and Other	5,284	46,581	79,700	33,119	58%
Total Expenses	134,183	1,483,988	1,956,091	472,103	76%
Change in Net Assets	262,667	82,911	(239,091)	(322,002)	

Explore Washington Park
12 Months Ending June 30, 2023



EWP FINANCIAL REPORT

July 2023

Explore Washington Park
Statement of Financial Position
7/31/2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	7/31/2023	6/30/2023	Change
Assets:			
Bank of the Cascades Checking	245,059	180,465	64,594
Bank of the Cascades Savings	-	-	-
Repo Account	761,986	585,901	176,085
Accounts & Grants Receivable	16,414	370,234	(353,820)
Prepaid Expenses	3,860	4,110	(250)
Prepaid Insurance	2,086	317	1,769
Furniture, Equipment, & Office Improvements	145,479	145,479	-
Accumulated Depreciation	(64,604)	(63,850)	(754)
Total Assets	1,110,280	1,222,656	(112,376)
Liabilities:			
Accounts Payable	2,374	55,448	(53,075)
Accrued Payroll	20,442	23,403	(2,961)
Deferred Revenue	-	-	-
Total Liabilities	22,815	78,851	(56,036)
Net Assets:			
Without Donor Restrictions	1,087,465	1,143,805	(56,340)
With Donor Restrictions:			
Total Net Assets With Donor Restrictions	-	-	-
Total Net Assets	1,087,465	1,143,805	(56,340)
Total Liabilities and Net Assets	1,110,280	1,222,656	(112,376)

Explore Washington Park
Actual Compared to Budget
01 Months Ending July 31, 2023

Prepared by Susan Matlack Jones & Associates
From EWP Records / For EWP Use Only
Unaudited

	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)
Revenue:					
Strategic Operations Plan	-	-	25,000	25,000	0%
Grants	-	-	60,000	60,000	0%
Meter Revenue	-	-	769,410	769,410	0%
Shuttle Reimbursement	-	-	729,240	729,240	0%
Interest Income	85	85	-	(85)	
Total Revenue	85	85	1,583,650	1,583,565	0%
Expenses:					
Personnel					
Salaries and Wages	37,866	37,866	515,076	477,210	7%
Payroll Taxes	3,813	3,813	56,658	52,846	7%
Employee Benefits	2,597	2,597	72,280	69,683	4%
Retirement Benefits	(527)	(527)	-	527	
Workers' Comp Insurance	-	-	2,832	2,832	0%
Total Personnel	43,748	43,748	646,846	603,098	7%
Contract Services					
Misc. Contract Services	1,040	1,040	135,000	133,960	1%
Contract ED Support	-	-	2,400	2,400	0%
Temporary Staff	-	-	14,000	14,000	0%
Contract IT Support	68	68	1,500	1,433	5%
Payroll Services	358	358	3,024	2,666	12%
Accounting Fees	-	-	7,000	7,000	0%
Bookkeeping	-	-	12,180	12,180	0%
Contract Marketing Support	1,196	1,196	55,210	54,014	2%
Contract Services Ad Buys	2,761	2,761	94,505	91,744	3%
Radios	-	-	1,253	1,253	0%
Shuttle					
Traffic Management Intrapark Shuttle	-	-	536,394	536,394	0%
Traffic Management Off Site Shuttle	-	-	132,500	132,500	0%
Subtotal Shuttle	-	-	668,894	668,894	0%
Total Contract Services	5,423	5,423	994,966	989,543	1%
Occupancy					
Occupancy Rent	1,800	1,800	21,600	19,800	8%
Occupancy Other	62	62	1,110	1,048	6%
Total Occupancy	1,862	1,862	22,710	20,848	8%
Materials and Supplies					
Telecommunications Internet	132	132	1,584	1,452	8%
Telecommunications Phone	590	590	5,400	4,810	11%
Copier Lease	100	100	1,200	1,100	8%
Printing & Copying	-	-	23,975	23,975	0%
Office Supplies	183	183	1,800	1,617	10%

Explore Washington Park
Actual Compared to Budget
01 Months Ending July 31, 2023

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	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)
Misc. Materials & Supplies	2,012	2,012	41,750	39,738	5%
Postage	13	13	1,600	1,587	1%
Software	328	328	6,600	6,272	5%
Uniforms	-	-	2,500	2,500	0%
Total Materials and Supplies	3,359	3,359	86,409	83,050	4%
Equipment					
Computer System	-	-	2,000	2,000	0%
Furniture	-	-	500	500	0%
Traffic Management & Supplies	575	575	30,600	30,025	2%
Total Equipment	575	575	33,100	32,525	2%
Insurance and Other					
Insurance	652	652	11,120	10,468	6%
Bank Fees	12	12	600	588	2%
Staff Development	40	40	13,000	12,960	0%
Board Development	-	-	7,100	7,100	0%
Travel	-	-	3,200	3,200	0%
Vehicle Fuel & Maintenance	-	-	1,600	1,600	0%
Public Notice	-	-	1,000	1,000	0%
Other Professional Fees & Licenses	-	-	1,600	1,600	0%
Miscellaneous Expenses	-	-	2,000	2,000	0%
Total Insurance and Other	704	704	41,220	40,516	2%
Depreciation Expense	754	754	8,700	7,946	9%
Total Expenses	56,426	56,426	1,833,951	1,777,526	3%
Change in Budgeted Accounts	(56,340)	(56,340)	(250,301)	(193,961)	
Remove Capitalized Assets	-	-			
Change in Net Assets per GAAP	(56,340)	(56,340)	(250,301)	(193,961)	

Explore Washington Park
Actual Compared to Budget - Summary
01 Months Ending July 31, 2023

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	Current Month Actual	Year-to-Date Actual	Annual Budget	Remaining Annual Budget	Percent of Budget Realized (Expected: 08%)
Revenue:					
Strategic Operations Plan	-	-	25,000	25,000	0%
Grants	-	-	60,000	60,000	0%
Meter Revenue	-	-	769,410	769,410	0%
Shuttle Reimbursement	-	-	729,240	729,240	0%
Other Revenue	85	85	-	(85)	
Total Revenue	85	85	1,583,650	1,583,565	0%
Expenses:					
Personnel	43,748	43,748	646,846	603,098	7%
Contract Services	5,423	5,423	994,966	989,543	1%
Occupancy	1,862	1,862	22,710	20,848	8%
Materials & Supplies	3,359	3,359	86,409	83,050	4%
Equipment	575	575	33,100	32,525	2%
Insurance and Other	1,458	1,458	49,920	48,462	3%
Total Expenses	56,426	56,426	1,833,951	1,777,526	3%
Change in Net Assets	(56,340)	(56,340)	(250,301)	(193,961)	

Explore Washington Park
01 Months Ending July 31, 2023

