



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.