



Board Meeting  
September 14, 2023, 2:00 – 4:00 p.m.  
Zoom  
**Minutes**

**Attending**

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

**Absent**

Billie Moser – Travel Portland (“OZ”)

**Guests**

Keith Baich – EWP  
Lisa Christy – PJG  
Danny Dunn – PPR  
Lesley Hoffarth – Forest Park Forever  
Colleen Shoemaker – AHNA  
Hallie Wilkerson – EWP

## Partner Updates:

- Chuck (WFC): A week away from the annual Timberland Conference that will be a three-day event. Preparation is in full force, and they are expecting around 400 guests each day.
- Cynthia (PJK): The Garden is celebrating their 60<sup>th</sup> anniversary in 2023 and Lisa Christy is leading the celebrations. The entry gate project will not proceed as it has become too complicated and expensive. However, the NW Portland campus construction continues. A new art exhibition is opening next week and there will be a Peace Symposium taking place in New York.
- Kathy (AHNA): In addition to the Firewise assessments that have occurred on houses through the neighborhood, a clean-up brush event will happen this fall or early spring.
- Dave (SHNA): Operations as normal.
- Steve (at-large): The neighborhood association took a summer hiatus and meetings will resume this evening.
- Victor (PPR): Summer programming is coming to an end and the government transition work is moving ahead. Election season is around the corner.
- Heidi (OZ): The Zoo campus plan is getting close to a final draft. The focus will be towards animal habitats that are outdated, as well as sustainability and accessibility. If anyone is interested in the future vision, feel free to reach out.
- JC (TM): TriMet is still hiring and many services from the Forward Together plan are now into play. As there are a lot of drugs in our community, University of Washington completed air testing measurements on TriMet trains and downtown Portland. While drugs were found in the air, a toxicologist was brought in and found that it was very miniscule and without health threat. TriMet is working with lawmakers to put an end to drug-use on their facilities.
- Heather (EWP): The organization is hiring a few new positions and the level of applicants has been very positive.
- Anna (HAF): Their curator is heading to California this weekend to partner with other gardens and research the impacts of wildfires on plant species. Feel free to reach out with any questions.

## Forest Park Forever

Heather introduces Lesley Hoffarth with Forest Park Forever. Forest Park is a 1,300-acre park located in St. Louis, Missouri with five cultural institutions, and 15-million visitors a year. The organization was founded in 1986 to store, maintain, and sustain Forest Park. Lesley has been with the organization since 2010 and during her leadership, the organization was able to create an agreement with the City of St. Louis to form a partnership and secure city funding.

Leslie begins her presentation by acknowledging the similarities between Forest Park and Washington Park. Forest Park Forever began forty years ago in response to the Park's decline as it was clear that the City did not have the capacity to care for it. The organization started as a friends group and over time their role has significantly grown.

Forest Park Forever has a public-private partnership agreement with the City that secures City funding, while providing an equal decision-making process between the organization and the City of St. Louis. While there is no contractual relationship with the cultural institutions, they do have seats amongst the Board of Directors. These institutions also fund and support Forest Park Forever, in exchange for promoting their programming, as well as tackling issues that are of importance to these entities.

In their last fundraising campaign, they raised \$139 million as part of their partnership agreement with the City. It was \$100 million for endowment, and \$30 million for capital projects. The City's dollars were secured through a bond transaction where private dollars were raised and spent on bonds to go along with the capital projects. The City reimbursed these expenses with principal and interest.

Dave requests a copy of Forest Park Forever's Master agreement with the City as an example of language and structure.

### **Transportation Access Plan**

Heather begins her presentation by explaining the process behind creating the Transportation Access Plan. Each deliverable will be reviewed at a high level and must be agreed on. There is room for objections at any point.

There is a deliverable that requires 10-year attendance projections and goals from PPR, WFC, OZ, PJG, and Hoyt. There is discussion behind gathering both the five- and ten-year projections, which can then be revisited in the future. Portland Japanese Garden has concerns behind parking limitations, as well as labor shortages, and how this will affect their visitor quantities.

Heather acknowledges these issues and stresses that these projections will help EWP plan for the future. These projections can reflect the visitor goals of each cultural institution that exclude such limitations. The deliverable is agreed upon.

The next deliverable in question is split into four steps: Creation of a mode split goal for 10-year attendance goals without additional parking, strategies to reach the transit mode split goal, check if mode split goal is attainable based on industry standards, assess what additional parking is needed to reach 10-year attendance goals using attainable mode split.

Victor draws attention to the land-use implications that may follow the specification of how many parking stalls are needed. The analysis should reflect a parking-deficit scenario.

Heidi stresses that importance of knowing how many parking stalls are necessary, rather than working around the City permitting challenges, to be aware of the demand, gaps, and solutions. She asks Victor what the potential risks are.

Victor specifies that when the individual venues undergo new campus plans and go through the permitting process, their documents cannot contradict the documents created from the Transportation Access Plan. This plan should focus on strategies to reduce vehicle trips to the Park.

Heidi follows up with her concerns on this deliverable as there may be disagreements on whether the mode split goal is attainable. Using the mode split stretch goal and demand strategies to reach the projected demand may be completely unattainable, which would not lead us to solving the problem.

Heather suggests that we add a step to the process where the mode split goal is brought to the Board for approval and discussion. With this addition, the Board agrees to this deliverable.

The next deliverable in question includes a parking feasibility analysis for the north end field, south lots, and offsite parking. This feasibility study would reflect the previous deliverable for parking needs, as well as the cost of PPR approval, ownership, time to recoup costs, impact on parkwide access, and operational costs of shuttles.

Victor states that this is a deliverable PPR is not ready to move forward with as the parking garage discussion is not part of the Master Plan. When the parking deficit is brought to council, it should present the problem rather suggesting solutions.

Steve acknowledges that feasibility studies do not lock us into any set solutions and that more information could be beneficial when bringing the issue to council.

Heidi mentions that the original solution in the Master Plan of more offsite lots, is not a sustainable solution. It feels false to spend time on the feasibility study of offsite lots, rather than moving forward with other solutions. Maybe the deliverable includes multiple parking scenarios.

Heather summarizes this feedback and adjusts the deliverable to a feasibility study for the three different locations, presented as different scenarios. The Board agrees to move forward with this deliverable.

The next deliverable in question is the prioritization of capital improvement projects listed in the Master Plan. PPR is moving forward with Fairview safety improvements, wayfinding, and Parking Lot B redesign and engineering study. Heather recommends these three projects are prioritized with funds and staff time, and the remaining projects will be revisited once they are complete.

Victor requests the Board to prioritize the remaining projects in the Master Plan prior to project completion of the three listed projects.

Heather questions if this exercise should be a part of this plan as many of the projects have dependencies, limitations, and are listed with minimal detail.

Heidi wonders how space will be created to identify whether or not these projects should move forward after these studies are completed.

Victor acknowledges that these feasibility studies may impact the capital projects listed in the Master Plan and thinks now is a good time to tackle these potential changes.

After discussion behind the deliverable, it is adjusted to creating a process by which the capital improvement projects will be prioritized. The Board agrees to move this deliverable forward.

Heather opens the space up for any possible unmet expectations of the Transportation Access Plan.

Victor asks if there will be an opportunity to review the prior Transportation Management Plan. The report was included in the board packet, but it could be helpful to review as a group.

Anna wonders if there has been a study or discussion of informal parking and how to handle that. It could be beneficial to include in the parking scenarios.

With the increase of electric bikes, Steve suggests looking into the potential of bike parking and how to encourage that as a transportation method.

**Motion:** Dave moves to approve deliverables as presented and updated in the board meeting, Kathy seconds, and the motion passes unanimously.

#### **South Entry Update:**

Parking lot seal coating is finished, and site power should be restored by 7 a.m. on Saturday. The parking lot lights in South lots A, B, and C will be replaced with LED lights that are Dark Sky approved. Next week there will be road paving in front of the Education Center and the road will be gravel for a few days. All work should be tidied up by the time Zoo Lights begins.

There will be a piece of artwork appointed by the Regional Arts Council which occurs with any major installation. An artist has been chosen but a design has not yet been finalized.

#### **Agenda, Minutes, and Financial Reports**

**Motion:** Steve moves to approve the consent agenda, July 2023 board minutes, and June and July financial reports, JC seconds, and the motion passes unanimously.