



Board Meeting
May 9, 2024, 2 – 4:30 p.m.
Via Zoom

Minutes

Attending:

Lisa Christy – Portland Japanese Garden (PJG)
Steve Cole – at-large
Kathy Goeddel – Arlington Heights Neighborhood Association (AHNA)
Sue Hildick – World Forestry Center (WFC)
Todd Lofgren – Portland Parks & Recreation (PPR)
Dave Malcolm – Sylvan Highlands Neighborhood Association (SHNA)
Billie Moser – Travel Portland (TP)
Heather McCarey – Explore Washington Park (EWP)
Heidi Rahn – Oregon Zoo (OZ)
Becky Schreiber – Hoyt Arboretum Friends (HAF)
JC Vannatta – TriMet (TM)

Guests

Keith Baich – EWP
Brie Becker – Nelson Nygaard
Danny Dunn – PPR
Nathan Jones – Seed Fundraisers
Meghan McCloskey – EWP
Alex Mercuri – Nelson Nygaard
Victor Sanders – PPR
Hallie Wilkerson – EWP

Washington Park Strategic Operations Plan

Heather frames this meeting with a quick overview regarding how the Washington Park Strategic Operations Plan (WPSOP) was developed. This process began in 2018 when EWP was directed to develop a Transportation Management Plan as an addendum to the Master Plan. In 2019, the EWP Board decided to shift the plan focus from vehicles to visitors, leading to the WPSOP and a scope of work which included a series of tasks to begin in 2021.

The Transportation Access Plan (TAP) and Funding Model Study that will be presented at this meeting are both tasks listed within the WPSOP. These plans will happen concurrently as it will help develop a funding plan for strategies and projects that will be identified within the TAP, such as capital projects.

Victor asks if the Funding Model Study will address sustainable funding for EWP in a general sense.

Heather confirms that this discussion will address additional opportunities for EWP, outside of the PPR contract. This could include capital projects, as well as new programming for EWP.

Funding Model Study

Nathan Jones with Seed Fundraisers begins his presentation and provides an overview of his fundraising background as well as the scope for the Funding Model Study. The purpose of this study is to identify funding needs and opportunities that extend beyond the current streams of revenue, while considering potential conflicts and challenges. The study will prioritize board feedback and involvement, while incorporating findings from the Transportation Access Plan into the final report.

Nathan will be attending existing board meetings to report findings throughout this study. Additionally, there will be a smaller focus group consisting of 5-6 board members that will dive deeper into these funding questions. Heidi Rahn will take a leadership role in appointing these individuals who possess fundraising experience and can speak to potential concerns. The final report for this study is to be completed in November 2024.

Heidi acknowledges that the demand of projects and work to keep Washington Park as a destination park, is not matching the existing supply of funds. She recommends a subgroup consisting of the Metro, Vibrant Communities, Hoyt Arboretum Friends, World Forestry Center, Travel Portland, and TriMet. This could potentially mean a mix of board members, as well as an appointee from these organizations.

Todd states that Vibrant Communities is very interested in participating in this conversation, but some internal conversations need to happen. He wonders if there is flexibility on who attends the subgroup for when there is opportunity for someone with expertise to be a part of the discussion.

Nathan agrees it is a great idea and suggests there be a stable role who is on the EWP Board to serve as a liaison between the subgroup and the EWP Board.

Major Maintenance Updates

Danny begins his presentation regarding the Major Maintenance Priority List. Each year, PPR receives feedback from the Park partners regarding maintenance projects to be funded from the Pay-to-Park program, with a budget of \$300,000 for this upcoming fiscal year.

Scheduled projects to occur before July 1, 2024, include lighting improvements for the Veteran's Memorial parking lot and Knights Blvd, spot paving along Rose Garden way, and to repair a damaged storm pipe between Kingston Ave and Rose Garden Way. FY25's maintenance list will focus on repair of culverts, sink holes, and retaining walls due to safety concerns.

There are five carryover projects that were not completed in the current fiscal. They are still under contract with funding allocated towards the projects but need to be scheduled with consideration to the Portland Water Bureau project.

Danny will take these projects to the TAC Committee for additional feedback and final approval will be brought to the 5-parties during the PPR Service Delivery Plan before July 1, 2024.

Transportation Access Plan (TAP)

Brie, the project manager for the TAP with Nelson Nygaard, begins her presentation with a quick introduction to her team and other work completed throughout the City of Portland. The final deliverable of this work includes a 10-year transportation plan inclusive of mode split goals, prioritized list of strategies, and planning level costs and phasing.

Lisa emphasizes the need to increase parking supply and wants to ensure the TAP will address this issue. Her concern is that no short-term solutions will be explored.

Heather states that the timeline for implementation of the TAP is 5-10 years and this work may not address the short-term solutions. However, these conversations should certainly happen in the near future.

JC acknowledges that transit, and other components such as parking rates will need to be considered throughout this work. All tools will need to be utilized to create a successful accessibility plan for the Park.

EWP Bank Accounts & Investment Strategy

Steve begins his presentation for EWP banking investment strategies, which includes exploring higher interest-bearing accounts. The current structure places funds into a SWEEPS account to keep the money FDIC insured. The proposed strategy includes a 7-month CD, as well as money market accounts for the different funding types.

Todd clarifies that the Meter funds should be considered restricted funds, rather than unrestricted, considering the money is put towards services in the contract. The investment strategy is not a concern, but he wants to clarify the terminology.

Dave states that banks have failed within the last year and that he will not be voting for this investment strategy if it is through one institution, because it will not be FDIC insured.

Todd will have to abstain from the vote as it is for the board to decide and there is an administration conflict.

Heather emphasizes the staff time it would take to transfer money between different banking institutions and accounts.

EWP will come back to the board with a revised investment strategy that manages the risk that has been discussed, as well as make more money through interest.

Consent agenda

The consent agenda consists of the updated Restricted Account Policy, 990, the increased credit limit of \$50,000, February 2024 financials, March 2024 financials, and the March meeting minutes.

Motion: JC moves to approve the consent agenda, Sue seconds, and the vote passes unanimously.

Partner Updates

- Billie (TP): New campaign called Portland Yours to Share. Just returned from International Trade show where international guests were very positive about Portland. Next week is the state of industry, which will be hosted at the same time as the awards program.
- Sue (WFC): Wildfire preparedness event was on the last weekend of April with 380 guests. New art exhibit called “Tree People,” at the end of May. Preparing for large annual conference which has been rebranded as the “Canopy” conference and will have ramped up security after last year’s incidents. WFC is looking into hosting one of the Partner’s in Diversity “Say Hey” events as a new member.

- Lisa (PJG): The mayor of Sapporo, Japan will be coming to Portland in June and PJG will be hosting a reception. The ambassador to Japan will also be visiting Portland in August. CEO Steve Bloom is retiring after 19 years which will be a very large transition.
- JC (TM): Wrapped up conference for 4,000 transit professionals who added \$2.6 million to the economy. There was very positive feedback on Portland and TriMet will be hosting a Latinos on Transit conference in the fall. Largest service change in history this September which extends the MAX Red Line out to Hillsboro airport. Legislation has been approved which recriminalizes public use of drugs and will be a misdemeanor on TriMet. This goes into effect January 1, 2025.
- Becky (HAF): Very busy with school field trips and many volunteers.
- Todd (VC): Gearing up for summer with large hiring effort. South entry project is wrapping up within the next few months and focusing on communications for the Portland Water Bureau project with EWP.
- Steve (at-large): The Irvington Neighborhood Association is working with other neighborhood associations to remove a lane on NE Broadway to make it more pedestrian-friendly. First in-person home tour with 900 tickets sold.
- Kathy (AHNA): Neighborhood cleanup in June and there is high interest in the road closures caused by the Portland Water Bureau project.
- Dave (SHNA): Neighborhood cleanup last weekend.
- Heidi (OZ): Fundraising gala last Friday night with great attendance. Waiting to hear on the Oregon Zoo Bond as it will determine the organization's future.
- Heather (EW): Seasonal staff are out for the summer for visitor services and traffic management. There are many new awareness campaigns such as transit ads and targeted media ads. The Transit Pass Program through the Metro RTO grant has been very successful.