

# Seattle Department of Parks and Recreation

## Seattle Board of Park Commissioners Meeting Minutes June 24, 2010

Web site: <http://www.seattle.gov/parks/parkboard/>  
(Includes agendas and minutes from 2001-present)

Also, view Seattle Channel tapes of meetings, June 12, 2008-most current, at  
<http://www.seattlechannel.org/videos/watchVideos.asp?program=Parks>

### ***Board of Park Commissioners:***

Present:

John Barber  
Terry Holme  
Jourdan Keith  
Diana Kincaid  
Jackie Ramels, Chair

Excused:

Neal Adams, Vice-chair  
Donna Kostka

### ***Seattle Parks and Recreation Staff:***

Eric Friedli, Acting Deputy Superintendent  
Sandy Brooks, Coordinator

***Note:*** *The Board of Park Commissioners meetings are taped for viewing by Seattle Channel and posted to the Board's web page. Beginning with the May 13, 2010, minutes, the written briefing paper for all non-public hearing topics will be included in the written minutes. The minutes will not include the verbal staff presentation and the Board's question and answer segment. To listen to the briefing and hear the discussion, please see the tape at:*  
<http://www.seattlechannel.org/videos/watchVideos.asp?program=Parks>

*For public hearings (where the Board is asked to vote on a recommendation to the Superintendent), the minutes will include the written briefing paper and any subsequent updates, a summary of the verbal public testimony, a summary of the Board's discussion and recommendation, and a link to the Seattle Channel tape.*

*The minutes will continue to include a summary of the Superintendent's Report, Oral Communications, and Old/New Business.*

This meeting was held at Seattle Park Headquarters. Commissioner Ramels called the meeting to order at 6:30 pm, introduced herself, welcomed the audience to the meeting, and reviewed the meeting agenda.

**Once a quorum was present, Commissioner Holme moved approval of the May 13, May 27, and June 10 minutes, as well as the Acknowledgment of Correspondence. Commissioner Kincaid seconded. The vote was taken and the motion approved.**

## **Superintendent's Report**

Acting Deputy Superintendent Eric Friedli reported on the following items. To learn more about Seattle Parks, see the website at <http://www.seattle.gov/parks/>.

2010 Seattle Hempfest Festival: Hempfest has used Myrtle Edwards Park for several years for its two-day festival. This year it applied to the City's Special Events Committee (chaired by the Parks Department staff)

for a three-day permit. The Special Events Committee denied the third day and has worked with the event promoters to devise a more effective circulation system for the two-day permit. Hempfest will most likely appeal the denial. To learn more about the 2010 Hempfest, see <http://hempfest.org/drupal/node>.

National Park Listening Session Scheduled in Seattle: The National Park Service is hosting a Listening Session in Seattle on July 1, with the National Park Service Director Jon Jarvis present. Seattle Parks is helping organize the event, with a special focus on youth. Director Jarvis will join senior officials from the U.S. Department of Agriculture and the Environmental Protection Agency to host the listening session, which will focus on how to conserve the natural landscape of the Pacific Northwest and encourage more people to enjoy the region's many outdoor recreational opportunities. The listening session is one of a series the Obama Administration is conducting as part of President Obama's America's Great Outdoors Initiative to develop a conservation agenda worthy of the 21st century and to reconnect Americans with the great outdoors.

To learn more, see <http://www.doi.gov/news/pressreleases/National-Park-Service-Director-Jarvis-and-Administration-Officials-Conduct-Americas-Great-Outdoors-Listening-Session-in-Seattle.cfm>.

Wallingford Solar Project: The Wallingford community is sponsoring a solar panel demonstration, with panels to be installed at the Gas Works Play Barn and Play Area. There is a financial incentive for the community to sponsor this, as Parks will own the power generated by the panels and use it to power the park. The State will pay the community and Department for any excess power that is generated.

Commissioner Holme asked that the Parks and Green Spaces Levy Oversight Committee be briefed on these emerging concepts, as at least one applicant to the Levy's Opportunity Fund proposed a wind turbine as part of an Opportunity Fund project.

NOAA Road at Magnuson Park: Parks has been negotiating with the local National Oceanic and Atmospheric Administration (NOAA), which is located adjacent to and just north of Magnuson Park, for use of the NOAA Northshore road for public access to the park. The negotiations have reached an impasse and Parks has asked the City's Office for Intergovernmental Relations to help elevate the issue to the next level of NOAA management.

Aquarium Director Retires: A retirement party was held for Seattle Aquarium's Director, John Braden, on June 23. His last day with the Aquarium will be Wednesday, June 30.

Dahl Skatepark Has Grand Opening: This new skate facility opened today, with at least 40 kids skating and enjoying themselves. For more information about Dahl Playfield, see [http://www.seattle.gov/parks/park\\_detail.asp?ID=499](http://www.seattle.gov/parks/park_detail.asp?ID=499).

Children's Play Garden: This new play area, located within Colman Playground, is designed especially for children with disabilities. The play garden, where "all kids can enjoy the outdoors: kids on two feet, kids with walkers, kids in wheelchairs, and kids who communicate differently," opened this past weekend. More than 200 people attended the festive event. For more information, see <http://www.childrensplaygarden.org/>.

National Olympic Day: Olympic Day was celebrated in over 160 countries on June 23, with the local event held at West Seattle Stadium. A number of people attended, with para-Olympian soccer player, Mike Peters, one of the guest speakers.

Request for Quotations for Marketing Plan: The Department is soliciting pro bono marketing plans by way of a request for quotations (RFQ) process. A couple firms have nibbled on the proposal to design a marketing plan for the Department.

Responding to a question from Commissioner Holme whether groups would handle the operations and programming, Acting Deputy Superintendent Friedli responded that they would. Commissioner Ramels asked if any marketing plan would be coordinated with the Association Recreation Council (ARC). Acting Deputy Superintendent Friedli answered that it would. Parks would want any marketing plan to have the same look and feel as the ARC programs. He added that social media would be part of any plan.

Parks and Green Spaces Levy Opportunity Fund Update: 95 applications were received for the Opportunity Fund and an open house was held on June 14 where applicants made presentations to the Committee. For more information, see: <http://www.seattle.gov/parks/levy/opportunity.htm>.

Golden Gardens Stream Update: Following reports that the stream water at Golden Gardens Park contained a high level of fecal coli form and e-coli, Parks staff posted signs warning against drinking or playing in the water. Signs were also posted at Pipers Creek in Carkeek Park and at Magnuson and Matthews Beach Parks. King County Public Health will continue to monitor the situation and test the water. For more information, see [http://www.seattlepi.com/local/422396\\_creek25.html](http://www.seattlepi.com/local/422396_creek25.html).

### **Oral Requests and Communication from the Audience**

The Chair explained that this portion of the agenda is reserved for topics that have not had, or are not scheduled for, a public hearing. Speakers are limited to three minutes each, will be timed, and are asked to stand at the podium to speak. The Board's usual process is for 10 minutes of testimony to be heard at this time, with additional testimony heard after the regular agenda and just before Board of Park Commissioner's Old/New Business. Seven people testified, with a brief summary of their testimony included below. To hear the full testimony, see: <http://www.seattlechannel.org/videos/video.asp?ID=5591053> and move cursor under screen to position 17.

David Ward: Mr. Ward is a member of the Ravenna Community Center Advisory Council. He is also a van/bus driver for the Lifelong Recreation program, which provides many activities for people 50 and over at greatly-reduced rates, and has driven passengers up to 90 years old on trips. These programs are very important for seniors' physical, social, and mental well-being and he urged that their funding remain intact. The program accomplishes a great deal with a small budget.

Joy Barrera: Seattle has a reputation of not being the easiest place to meet people and make friends; however, she has met many new people at the Lifelong Recreation program. These programs helped her mother and now help her, too. She stated that the Park Board meeting is interesting and she plans to attend some future meetings, too.

Eve Milligan: She agreed with David Ward's comments and added that the programs are a type of preventative medicine for seniors. Members go on hikes and walks and do other activities to help them stay fit. She believes that having a healthy senior population ultimately saves the City dollars. Programs for seniors are just as important as those for kids and teens.

Donna Hartmann-Miller: She recalled that when former Parks Superintendent Tim Gallagher resigned, he challenged the Park Board to help find new funding solutions for the Department's budget. She asked if the Board is working on this and offered her assistance.

Commissioner Ramels responded that the Board would discuss this under Old/New Business.

Helen Swint: Ms. Swint has corresponded to the Park Board and City officials on a number of occasions regarding the Thomas C. Wales Park. She lives next door to this new park in the Windwatch Condominiums. She was out of town at the Board's June 10 meeting but listened to the tape where Acting Superintendent Williams stated that Don Harper of the Queen Anne Community Council (QACC) will ask QACC to send a letter of support of the project. Ms. Swint stated that she has sent copies of all her correspondence to the

Windwatch Board of Directors and they are unaware of Mr. Harper's role as an adviser on this project. She believes this is a disingenuous tactic. Acting Superintendent Williams also stated that Parks staff would meet with Ms. Swint at the park on June 16 for an impact meeting; however, she was not contacted about this meeting.

Acting Deputy Superintendent Friedli responded that he visited the park with the project manager and the Parks and Green Space Levy Manager; however, the meeting with Ms. Swint has not yet been scheduled.

Bruce Bentley: Mr. Bentley is the former chair of the Board of Park Commissioners and had several comments. 1.) He attended both of the City Council's recent citywide budget hearings, with a good turnout at both. The majority of speakers expressed concern of possible cuts to the Parks Department. Mayor McGinn has since told him that this support resulted in the Department's budget taking a lower amount of cuts [in the mid-year 2010 cuts.] 2.) However, Special Populations' budget was reduced. Mr. Bentley is concerned about this and would like the funding restored. 3.) He also recommended that the Department name a park after Walt Hundley, the Department's former Superintendent, as well as its only African-American Superintendent. 4.) He requested signage be installed at Westcrest Park to deter dog owners from allowing their dogs to run loose in the kids' play area. He has noticed a high number of small dogs off leash there and has asked people to put their dogs back on leash. He is concerned that children will come in contact with the dog urine and feces.

Sharon Levine: Ms. Levine also commented on several topics. 1.) She referred to Ms. Swint's testimony about Thomas C. Wales Park. She stated that she has long been a member of the Queen Anne Community Council, is on its board, and was heavily involved in the development of the new park. Queen Anne Community Council has worked on the design of this park for years, reviewed and approved the current design of the park, and there has been a great deal of community input. 2.) Even with the partial smoking ban in Seattle's parks, there still remains a high volume of cigarette butts. She routinely volunteers her time to help the crews keep the parks clean. She worked at eight parks this week and picked up lots of cigarette butts. These wash into the Ship Canal and harm wildlife. She asked that the Department increase its ban on smoking. 3.) She also supports the Lifelong Recreation program. This program is very important for active senior adults.

Commissioner Ramels thanked those who testified and shared their ideas with the Board.

### **Briefing: Seattle Parks' Budget Update**

Carol Everson, Seattle Parks' Finance Director, presented the most recent information on the Department's budget and mid-summer 2010 cuts. This briefing was for informational purposes only and the Board is not asked for a recommendation. Ms. Everson introduced herself and showed a Powerpoint presentation, which was followed by questions from the Board. To listen to the presentation and hear the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591056> and position cursor under screen at 35.

### **Briefing: Budget Impacts on Summer Park Maintenance**

Rob Courtney, Seattle Parks' Parks Division Director, introduced himself and briefed the Board on how the mid-summer budget cuts will affect maintenance at the parks and facilities through the remainder of 2010. This briefing was for informational purposes only and the Board was not asked for a recommendation. To hear the verbal briefing and Board discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591056> and drag cursor under screen to position 70.

### **Briefing: Center City Task Force**

Nathan Torgelson, Seattle Parks' Real Property Manager, introduced himself and briefed the Board on the recent work of the Center City Task Force. This briefing was for informational purposes only and the Board was not asked for a recommendation. Prior to the meeting, the Board received a written briefing paper, included below and posted to the Board's web page for public review.

Prior to this meeting, Commissioners received a written briefing, included below and posted to the Board's web page for public review. Mr. Torgelson introduced himself, and Task Force members Richard Nordstrom, Commissioners Ramels and Kincaid, and Kate Joncas, Executive Director of the Downtown Seattle Association. To hear the verbal briefing and Board discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591056> and drag pointer under screen to position 94.

Following the briefings, Commissioners thanked Ms. Everson, Mr. Courtney, Mr. Torgelson and the presenters for the excellent briefings.

### *Written Briefing*

#### **Requested Board Action**

The Board of Park Commissioners is being asked to support the recommendations of the Center City Parks Task Force Follow-Up Committee. Jackie Ramels and Diana Kincaid of the Board of Park Commissioners are members of the Task Force.

#### **Project Description and Background**

In 2006 the City established a Seattle Downtown Parks and Public Spaces Task Force charged with making recommendations on strategies to revitalize and activate the city's downtown parks and public open spaces. The Task Force released the Downtown Parks Renaissance Report in March 2006. Since then, Parks has implemented a number of the recommendations, including activating programming and events at select downtown parks; establishing Park Rangers to provide information to and security for park visitors; increasing coordination with the Seattle Police Department (SPD); and implementing capital improvement projects to redesign parks to promote safety and deter inappropriate park behaviors.

Since the 2006 Downtown Parks Renaissance Report was released, the City has rebranded downtown as "Center City" to reflect that Uptown, South Lake Union, Pike/Pine and parts of First Hill and Capitol Hill are considered part of an expanded downtown. Consequently, the Downtown Parks Task Force has been renamed the Center City Parks Task Force.

Although there have been positive results from the implementation of the programs that grew out of the Renaissance Report, given the breadth and depth of issues still occurring at Occidental Park, Westlake Park, Victor Steinbrueck Park and City Hall Park, the Center City Parks Task Force was reactivated with new members in September 2009. Parks requested that the follow-up Task Force, which met over the last nine months; complete the following: review the report from the prior Task Force; examine if there are other recommendations that Parks can implement to help deter problematic behaviors in Center City parks; develop a strategy to capture private sector funding to help address the challenges at these parks; and establish an explicit set of use recommendations for managing the parks that present significant challenges.

Members of the Follow-up Task Force included:

- Ashanti Bitar of the Pine Street Group and Friends of Westlake Park;
- Joyce Pisanont of the Chinatown/ID Preservation and Development Authority;
- Richard Nordstrom from the Belltown Community Council;
- Lynn Claudon from Pioneer Square;
- Kate Joncas from the Downtown Seattle Association;
- Susan Jones, an architect and downtown resident;
- Stephanie Pure from the American Institute of Architects;
- David Brewster from the Freeway Park Neighborhood Association;
- Jackie Ramels and Diana Kincaid from the Board of Park Commissioners; and
- Representatives from Seattle's Department of Planning and Development (DPD), Seattle Parks and Recreation, Seattle City Council, Human Services Department and the SPD.

## **Strategic Action Plan**

This project is directly related to Goal 1D1 of the Strategic Action Plan, *“Implement a coordinated, citywide action plan to improve Center City Parks, including management, safety, design and maintenance, based on the Downtown Parks Renaissance Plan”*.

## **Issues/Recommendations**

Below are the recommendations from the Center City Parks Task Force Follow-up Committee.

### **PARTNERSHIPS**

- Create a Phase I “Umbrella Coalition” that would bring together existing “Friends of” organizations that represent Center City parks (Attachment A).
- Continue to expand volunteer opportunities and partnerships in Phase II, with the potential of creating a new not-for-profit organization (Attachment A).
- Pursue changes to the Sign Code to allow sponsorship recognition in parks.
- Continue to advance discussions on amending the rules to allow longer-term permits for vendors.
- Look for opportunities to integrate private enterprise into public parks while being sensitive to public requirements and expectations.

### **MAINTENANCE AND FUNDING**

- Facilitate opportunities for other agencies to help maintain parks.
- Create a Capital Improvement Program (CIP) list for Downtown Parks.
- Establish a sustainable and consistent process to ensure that parks will have proper operations and maintenance funding to meet the public’s expectations.
- Promote use of the Downtown Neighborhood Matching Fund awards program.

### **PUBLICIZING PUBLIC SPACES**

- Clearly identify public spaces by establishing a coordinated program to activate these spaces and develop a common theme to make the spaces more identifiable.
- Link the DPD website that identifies publicly accessible private spaces in the Center City to Park’s website and run quarterly tours to spotlight these spaces.
- Create iPhone- and Droid-based applications to allow mobile identification of these sites and parks.

### **SECURITY AND SAFETY**

- Continue to evaluate Park Ranger and SPD effectiveness in Center City parks and identify new enforcement tools to help them be more effective.
- Support legislative changes that give SPD and Park Rangers more effective means to create safe, vibrant, and welcoming Center City parks.
- Identify and support web-based and mobile technology opportunities and practical applications to make resource information more available to the public.
- Improve communications and organize collaborative efforts between the Human Services Department and the Rangers.

### **MANAGEMENT**

- Create in the long-term a Center City parks focused Business Improvement Area (BIA) or not-for-profit organization to manage Center City parks.
- Establish close coordination between the Center City Parks unit and the “Umbrella Coalition.”
- Advocate for continuation and enhancement of DPD’s Public Realm Committee.
- Create a better mechanism for working with SDOT on governance issues, including transferring governance of Westlake Park from SDOT to Parks.

- Begin to implement the recommendation for Park Management Models created by the subcommittee on Management of Center City Parks.

For a summary of accomplishments from the 2006 Task Force and the full set of new recommendations, see Attachment B.

### **Budget/Schedule**

Later this year staff will brief the Seattle City Council Parks and Seattle Center Committee. Parks and Recreation will work to implement as many of the committee recommendations as possible given current budget constraints.

### **Additional Information**

For more information, you can contact Nathan Torgelson at [nathan.torgelson@seattle.gov](mailto:nathan.torgelson@seattle.gov) or Paula Hoff at [paula.hoff@seattle.gov](mailto:paula.hoff@seattle.gov).

Attachment A: Center City Parks Task Force, Subcommittee on Management of Downtown Parks Program Charter – “Recommendations for Park Management Models” May 12, 2010

Attachment B: Center City Parks Task Force Follow-up Committee Recommendations

### **BACKGROUND:**

1. The Parks Levy Tax (PLT) as defined, is only for capital expansion of Seattle City Parks.
2. Public parks are being created with PLT funds. More than 20 acres in 2010.
3. Newly planned and existing parks cannot use the PLT for Operations, Maintenance and Repairs (OMR).
4. As with other Seattle City Departments the Seattle Parks & Recreation Department (SPR) is required to make operating budget reductions for this year and more for the 2011 / 2012 budgets.
5. Budget balancing efforts will be focused on OMR costs, which includes staffing.
6. An increase in more Parks and less OMR funds is a potential budget intersection that will create a significant negative impact on Seattle’s Parks.
7. A new revenue source is needed to meet the needs of the SPR’s OMR budget, thus allowing full utilization of a quality Park system for the citizens of Seattle.

### **OBJECTIVES:**

1. Provide recommendations to the Center City Parks Task Force of the Seattle Parks and Recreation Department on “Management Models” for Downtown Parks.
2. Identify processes to meet the needs of budget shortfalls for OMR so as to create a robust and well-managed downtown park system.
  - 2.1. Find supplemental funds for OMR to meet immediate needs and for long-term operations.
  - 2.2. Consider some form of reorganization to create a new Parks Management Model for Downtown Parks.
  - 2.3. A combination of 2.1 and 2.2.
3. Meet with organizations having similar interests in regards to other civic stewardship models. In those conversations identify, discuss and coordinate potential synergistic activities and relationships.
4. Encourage the “Organic Growth” of Phase I.
5. Develop a **Program Charter** as an instrument of process to identify and document actions necessary to achieve the subcommittee’s “Mission Statement”.

## **MISSION STATEMENT:**

Identify and support processes whereby a new "Management Model" and or "Organizational Entity" can be created to provide the management and finances necessary to support and improve Downtown Seattle Parks in a sustainable manner.

## **STAKEHOLDERS:**

1. Center City Parks Task Force
2. Seattle Parks & Recreation (SPR)
3. Board of Park Commissioners for SPR
4. City Government
5. Associated Downtown Organizations
6. Downtown Residents, Neighborhood and Businesses

## **RECOMMENDATIONS:**

### **PHASE I: Pilot Project – Create an "Umbrella Coalition". Year 2010**

1. The "Umbrella Coalition" will consist of park stakeholders comprised of "Friends of" organizations representing each of the individual downtown parks.
  - 1.1. This coalition would consist of groups or "Friend of" that are stewards for Westlake, Freeway, Occidental, International Children's, Bell Street Parks or other park organizations in the Downtown district.
2. The "Umbrella Coalition" leadership will work closely with the "Friends of" members to advocate the parks they represent and to work towards Phase II of this effort.
3. The "Umbrella Coalition" would not be an Internal Revenue Service (IRS) Not-For-Profit 501c (3) entity.
4. The "Umbrella Coalition" will be coordinated by an "Incubator" to be selected by SPR. The "Incubator" would provide staffing support, leadership, coalition focus, organizational support, historical consistency, resources (meeting facilities, etc.), fiscal sponsorship and education.
5. The "Incubator" must have an understanding of "Business Improvement District" (BID) best practices to help guide the "Pilot Project" toward Phase II.
  - 5.1. Some "Coalition " members may want to individually proceed directly to do a pilot Business Improvement District (BID). The "Incubator" would assist in this endeavor.
6. "Umbrella Coalition" bylaws would be created to advocate a viable, functional, democratic, transparent, sustainable and accountable entity. In addition, it would have some form of governance relationship with the SPR.
7. Use Phase I as a bridge to Phase II.
8. Create a *Program Plan* and *Implement*.

### **PHASE II: Create a "Downtown Parks Advocate" Entity in 2011 or sooner. Two possibilities.**

1. First - Morphing of the "Umbrella Coalition" into a "Downtown Parks BID", which may:
  - 1.1. Stand alone as an operating entity.
  - 1.2. Join another BID in partnership.
  - 1.3. Become part of an existing BID at department or division level.
2. Second - Morphing of the "Umbrella Coalition" into an "Umbrella NPO" (IRS Tax Registered)
  - 2.1. A stand-alone entity registered with the Internal Revenue Service (IRS) as a not-for-profit-organization (NPO).
3. Both entities would have some form of governance relationship with the SPR.



## **PROGRAM CHARTER COMPONENTS:**

Both Phase II options would continue existing “Umbrella Coalition” efforts and expand their functionality to best serve the downtown public parks of Seattle and its citizens by implementing:

### **1. Support functions for:**

- 1.1. Empowering the “Friends of” groups.
- 1.2. Community Outreach & Neighborhood Representation.
- 1.3. Park advocacy.
- 1.4. Fundraising.
- 1.5. Programming.
- 1.6. Marketing.
- 1.7. Amenity and Placemaking (supplemental)
- 1.8. Design, Planning and Construction.
- 1.9. Maintenance & Repair (remedial, routine, supplemental).
- 1.10. Safety Advocacy.

### **2. New revenue models:**

- 2.1.1. Assessment of adjacent park property owners and or businesses. (BID Only).
- 2.1.2. Programming revenues. (In agreement with SPR/City).
- 2.1.3. Fundraising within local park neighborhoods (“Friends of” organizations).
- 2.1.4. City Levy Funds.
- 2.1.5. County, State, Federal Funds.
- 2.1.6. City, Regional, National & International Foundations.
- 2.1.7. All of the above.

3. **Bylaws supporting “best practices” for urban parks** for vibrancy, programming, growth, diversity, maintainability, sustainability and quality of experience.
4. **A proactive relationship** with the Seattle Parks and Recreations Department, Board of Park Commissioners, the City Government, Seattle Parks Foundation, the public and other existing entities or new organizations engaged in similar activities.
5. **A sustainable financial model** for Downtown Parks through cooperative public, private and government sources.
6. **Citywide expansion** of Phase II to all Seattle Parks as supported by results in Downtown.

### **NEXT STEP:**

1. Discussions by Center City Parks Task Force and selection of a pathway. This can consist of a Phased transition or going directly to Phase II.
2. Communicate the Program Charter intent to stakeholders.
3. Detail and staff the plan / Finance the plan / Move forward!

**ATTACHMENT B**  
**CENTER CITY PARKS TASK FORCE FOLLOW-UP COMMITTEE RECOMMENDATIONS**  
**SUMMARY**

<p>Summary of 2006 Downtown Parks and Public Spaces Task Force Recommendations</p>	<p>New recommendations from the Center City Parks Task Force Follow-up Committee - 2010</p>
<p><b>PROMOTION AND MARKETING OF EVENTS AND SPACES</b></p> <ul style="list-style-type: none"> <li>• Create exciting activities in the parks and publicize and market them.</li> <li>• Managing Special Events, including the design and management of new events.</li> <li>• Promoting small-scale activity, such as entertainers and craft carts that rove from park to park.</li> <li>• Providing help to organizations and individuals with the events permitting process, including coordination with the permitting agencies.</li> <li>• Working with City staff to reinvent the existing Special Events Handbook as an attractive, user-friendly resource.</li> </ul>	<p><b>PROMOTION AND MARKETING OF EVENTS AND SPACES</b></p> <ul style="list-style-type: none"> <li>○ Continue to strengthen DSA/Parks partnership for parks activation and marketing.</li> <li>○ Work to develop signature programming that reflects the character of the individual parks.</li> <li>○ With Parks taking the lead in scheduling, permitting, maintenance, equipment support, etc., encourage other organizations to improve the effort through sponsorship development, marketing, development of new programs, and volunteer recruitment.</li> </ul>
<p><b>PARTNERSHIPS</b></p> <ul style="list-style-type: none"> <li>• Enhancing relationships with existing park-specific advocacy groups and building relationships with new ones.</li> <li>• Organizing and building community support for neighborhood focused parks.</li> <li>• Engaging with the surrounding downtown community, including organizing volunteers, developing new partnerships, relationships and sponsorships.</li> <li>• Advocating for downtown parks, including new parks.</li> <li>• Rejuvenating the adopt-a-park program and coordinating with adjacent businesses.</li> </ul>	<p><b>PARTNERSHIPS</b></p> <ul style="list-style-type: none"> <li>○ Create a Phase I “Umbrella Coalition” that would bring together existing “Friends of” organizations that represent Center City parks (see attached details).</li> <li>○ Continue to expand volunteer opportunities and partnerships in Phase II (see attached report).</li> <li>○ Pursue changes to the Sign Code to allow sponsorship recognition in parks.</li> <li>○ Continue to advance discussions on amending the rules to allow longer-term permits for vendors.</li> <li>○ Look for opportunities to integrate private enterprise into public parks while being sensitive to public requirements and expectations.</li> </ul>
<p><b>MAINTENANCE AND FUNDING</b></p> <ul style="list-style-type: none"> <li>• Developing a long-range downtown parks plan and updating the parks component of the City’s Comprehensive Plan for Downtown.</li> <li>• Develop a multi-year funding plan for investments in park improvements and operations.</li> <li>• Coordinating downtown parks maintenance across agencies.</li> <li>• Fundraising to support capital improvements and identified maintenance needs.</li> <li>• Advocate for downtown parks, including new parks.</li> <li>• Fundraising to support capital improvements and identified maintenance needs.</li> </ul>	<p><b>MAINTENANCE AND FUNDING</b></p> <ul style="list-style-type: none"> <li>○ Facilitate opportunities for other agencies to help maintain parks.</li> <li>○ Create a Capital Improvement Program (CIP) list for Downtown Parks.</li> <li>○ Establish a sustainable and consistent process to ensure that parks will have proper operations and maintenance funding to meet the public’s expectations.</li> <li>○ Promote use of the Downtown Neighborhood Matching Fund awards program.</li> </ul>

<p><b>PUBLICIZING PUBLIC SPACES</b></p> <ul style="list-style-type: none"> <li>• Integrate publicly and privately owned open spaces with Parks to create a downtown public spaces network.</li> <li>• Create a downtown parks and public spaces wayfinding system.</li> <li>• Work with building owners and managers to improve and publicize the city's privately owned by open-to-the-public spaces.</li> </ul>	<p><b>PUBLICIZING PUBLIC SPACES</b></p> <ul style="list-style-type: none"> <li>○ Clearly identify public spaces by establishing a coordinated program to activate these spaces and developing a common theme to make the spaces more identifiable.</li> <li>○ Link the DPD website to Park's website and run quarterly tours to spotlight the privately owned but publicly accessible spaces.</li> <li>○ Create iPhone- and Droid-based applications to allow mobile identification of these sites and parks.</li> </ul>
<p><b>SECURITY AND SAFETY</b></p> <ul style="list-style-type: none"> <li>• Amend Parks policies and procedures to increase park use and enjoyment,</li> <li>• Improve security in the parks and implement legislative changes to regulations that impede parks revitalization.</li> </ul>	<p><b>SECURITY AND SAFETY</b></p> <ul style="list-style-type: none"> <li>○ Continue to evaluate Park Ranger and SPD effectiveness in Center City parks and identify new enforcement tools to help them be more effective.</li> <li>○ Support legislative changes that give SPD and Park Rangers more-effective means to create safe, vibrant, and welcoming Center City parks.</li> <li>○ Identify and support web-based and mobile technology opportunities and practical applications to make resource information more available to the public.</li> <li>○ Improve communications and organize collaborative efforts between the Human Services Department and the Rangers.</li> </ul>
<p><b>MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Implement a new management approach.</li> <li>• Designate a staff member in the Mayor's Office to coordinate across Departments.</li> <li>• Implement a collaborative effort to provide Human Services Assistance in downtown parks.</li> <li>• Address interdepartmental parks governance issues.</li> </ul>	<p><b>MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>○ Create in the long-term a Center City parks focused Business Improvement Area (BIA) or not-for-profit organization to manage Center City parks.</li> <li>○ Establish close coordination between the Center City Parks unit and the umbrella coalition.</li> <li>○ Advocate for continuation and enhancement of the Public Realm Committee.</li> <li>○ Create a better mechanism for working with SDOT on governance issues, to include transferring governance of Westlake Park from SDOT to Parks.</li> <li>○ Begin to implement the attached recommendations for Park Management Models created by the subcommittee on Management of Center City Parks.</li> </ul>

**Briefing: Seattle Parks' Summer Programs**

Sue Goodwin, Seattle Parks' Recreation Division Director, introduced herself and briefed the Board on the Department's summer programs in its parks and facilities. This briefing was for informational purposes only and the Board was not asked for a recommendation. To hear the verbal briefing and Board discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591056> and drag pointer under screen to position 121.

**Old/New Business**

Parks Maintenance and Operations/Budget Funding: Commissioner Holme is the Board's representative to the Seattle Park Foundation and reported that a group of major organizations, including Seattle Park Foundation, Associated Recreation Council, and the Arboretum Foundation, are looking to fund a study on

new ways to pay for maintenance and operation costs for parks. They recognize that any new method won't happen this year, but want to get the research complete for the next budget opportunity. He noted that Former Superintendent Tim Gallagher testified to the Board that new maintenance and operation fund sources can't just be pulled out of a hat; a study is needed. The Board recently wrote Mayor McGinn requesting that he take on such a study, but the group of organizations is moving ahead with the effort. The Parks Department is not involved at this time.

Lowman Beach Combined Sewer Overflow: Responding to a question from Commissioner Ramels on whether there have been any updates on King County's interest in acquiring Lowman Beach Park to convert to a combined sewer overflow site, Acting Deputy Superintendent Friedli reported that the Department has not received any new information.

Junction Plaza Ceremony: The grand opening for this park is scheduled on Tuesday, June 22, at 5:30 pm. Commissioner Ramels requested staff to flag the Department's grand openings and other special events it would especially like Commissioners to attend. The Board receives a high volume of correspondence from the Department, and having these items flagged would be helpful.

Japanese Garden Teahouse: The Board recently received correspondence regarding contracted use of the Japanese Teahouse for tea ceremonies. Commissioner Ramels asked if this will come before the Park Board. Mr. Friedli responded that it may; Parks staff are now meeting with the interested parties. The current contract expires in 2011, other groups are interested in using the Teahouse, and the Department wants a more inclusive process. Commissioner Holme attended the Japanese Garden recent dedication and was approached by one of the parties. He requested that Parks staff keep the Board updated on this issue.

Urban Gardens: Commissioner Barber advised the Board that he has a conflict of interest with the Department's urban garden program, as he is a long-time P-Patch gardener. He has been advised by the City's Ethics Director to not engage in the Board's discussions on urban gardens. The Board heard a briefing on this topic at its June 10 meeting.

Atlantic City Nursery/Pritchard Island Wetlands: Earlier this week the Board received citizen correspondence regarding this wetland area which was planted several years ago. The correspondent expressed concern that the trees may lead to an unsafe environment for females and stated that the area is now used less than prior to installation of the wetland project. She asked the Department that, as it works to provide and protect new tree canopy, its projects also allow for sunlight and open areas. She believes that open areas are safer for women when walking through parks. Commissioners suggested this become an element of the Department's Vegetation Management Plans. Acting Deputy Superintendent Friedli responded that the Department does factor safety into its designs and many projects undergo a CPTED process (crime prevention through environmental design.) The Board asked to revisit this topic at its next planning meeting with the Superintendent.

Closure of Some Park Facilities: Commissioner Barber is concerned with the process the Department used to determine which wading pools it would close due to budget cuts. He believes it needs a better process for making the determinations.

There being no other new business, the meeting adjourned at 9:15 p.m.

APPROVED: \_\_\_\_\_

Jackie Ramels, Chair  
Board of Park Commissioners

DATE \_\_\_\_\_