

Seattle Department of Parks and Recreation

Seattle Board of Park Commissioners
Meeting Minutes
August 11, 2011

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

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<http://www.seattlechannel.org/videos/watchVideos.asp?program=Parks>

Board of Park Commissioners

Present:

Antoinette Angulo
John Barber
Terry Holme, Chair
Jourdan Keith
Diana Kincaid, Vice-chair
Donna Kostka
Jackie Ramels

Seattle Parks and Recreation Staff

Eric Friedli, Acting Deputy Superintendent
Sandy Brooks, Park Board Coordinator

This meeting was held at Seattle Park Headquarters at 100 Dexter Avenue North. Commissioner Holme called the meeting to order at 7:00 pm and reviewed the meeting agenda. **Commissioner Barber moved approval of the August 11 agenda and record of correspondence. There were no minutes to approve. Commissioner Angulo seconded. The vote was taken and the motion carried.**

Superintendent's Report

Acting Deputy Superintendent Friedli reported on the following topics in both a verbal and written report available to the Board and audience. To listen to the report, see
<http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 1:00.

Fencing at Madison Park: The Department has received correspondence asking that a metal chain link fence installed at Parks property at 43rd Ave East and East Lynn (bordering Lake Washington) be removed to open access to the shoreline. The fencing is located between two waterfront private properties and has been there for decades. Parks will notify the community before the fence is removed. To see a photo of the area, see http://maps.google.com/maps?hl=en&q=43rd+Ave+East+and+East+Lynn++map&gs_upl=1704112032I0I129851615I0I0I0I0I2501687I3.1.115I0&bav=on.2.or.r_gc.r_pw.&biw=800&bih=396&wrapid=tlif131533459857010&safe=active&um=1&ie=UTF-8&hq=&hnear=0x549014b12f242ae7:0x57917d8a2343e156,E+Lynn+St+%26+43rd+Ave+E,+Seattle,+WA+98112&gl=us&ei=02ImTvC8KdHKiAKwo9i4Cg&sa=X&oi=geocode_result&ct=title&resnum=1&ved=0CCUO8gEwAA.

Discovery Park Management Changes: Discovery Park is the Department's largest park and for a number of years had its own park manager. Former Parks Superintendent Gallagher eliminated the position; however, this park has a wide programs and uses, and requires a manager. The position is now being reinstated and may include additional duties.

Magnuson Park Updates:

Building 11: Building 11 LLC had requested a lease amendment and City Council passed its version of the amendment 8-1, with Councilmember Tim Burgess voting against. Building 11 LLC has stated it will not sign the Council's version of the amendment and the situation is at an impasse. The LLC continues to operate under its original lease and has begun renovations on the building.

Building 30: This building is mostly unused due to concerns from the City's Department of Planning and Development (DPD.) Repairs are estimated at \$9 million. Parks staff are working with engineers and DPD to determine the feasibility of phasing in the renovations so renovated parts of the building could be used.

Circulation Plan Implementation: Parks staff have held discussions on the Circulation Plan with the Magnuson Park Advisory Council and will hold facilitated discussions with the community.

Belltown Community Center: Lease negotiations for this new community center are almost complete, with Parks looking to the Associated Recreation Council and YMCA to manage the facility. Parks staff will brief the Park Board at its September 22 meeting. For more information on this project, see http://www.seattle.gov/parks/centers/current/Belltown_Neighborhood_Center.htm.

Lake City Community Center: This facility was built on property owned by Seattle Parks, with the building later donated to Seattle Parks. The Lion Club leases the building from the Department and has always been the operator. The contract expires in May 2012 and last week Parks staff met with Lion Club members to discuss long-term operating options. Parks staff are also working with the community about the intent to identify an operator who can increase the community center's offerings and activities. Staff from both Northgate and Meadowbrook Community Centers are assisting with programming ideas.

Responding to a question from Commissioner Ramels, Acting Deputy Superintendent Friedli answered that the building is leased to the Lions Club as a concessionaire and Parks receives revenue from the rentals. This arrangement is comparable to operations at Cascade People Center and the future Belltown Community Center.

Red Barn Ranch Property: The Department is moving through the process to surplus this 40-acre parcel of land in the Auburn area. The property has not been used as a park facility in a number of years and Parks will use the proceeds for other purposes. The property will first be offered to other City of Seattle departments, other area parks, and then on the open market.

Responding to a question from Commissioner Holme regarding the appraisal, Acting Deputy Superintendent Friedli answered the appraisal is not complete; Parks staff will keep the Board updated on developments.

Proposed Ice Skating Rink at Cal Anderson: An individual with the financial means to do so has proposed having an ice skating rink at this Capitol Hill park this winter. Parks staff will keep the Board informed of any developments.

Mt. Baker Rowing and Sailing Dedication: The building at Mt. Baker and Rowing and Sailing Center has undergone a renovation and expansion that took 12 years to complete and a dedicated effort by the volunteer Mt. Baker Boating Advisory Council to raise \$3 million toward the project. The newly-renovated building was dedicated on August 14 and named the George Corkery, Jr. Family Boating Center. Mr. Corkery is a longtime supporter of Mt. Baker Rowing and Sailing Center, lifelong resident of Mt. Baker, and passionate sailor.

Athletic Field Summit: Mayor McGinn recently held an athletic field summit, with Commissioners Holme and Kincaid attending. Parks staff are preparing a summary from the meeting and will forward the information to the Board.

Rowing Extravaganza: This past weekend the Green Lake Small Craft Center hosted the 50th annual Summer Rowing Extravaganza. The event drew more than 25 teams and 900 participants. The first race of the day kicked off at 6:45 am with a race every ten minutes for 12 hours. The Green Lake youth crew team acted as DJs for the event, playing great music all day and announcing racing down the course. Everyone had a wonderful time, and the weather cooperated with temperatures in the 70s.

Seattle Asian Art Museum Emergency Exit: Parks' cement crew acted quickly to install a cement pad outside an emergency exit at the Seattle Asian Art Museum, replacing some broken sandstone slabs and dirt. A quick response from Facilities Maintenance supervisor Ed Jackson and the shops was noted and appreciated.

Vending Ordinance: The ordinance and contract to award the Department's vending machine contract to Canteen vending has been completed and is tentatively scheduled for discussion at the September 15 Parks and Seattle Center Committee meeting.

Bicycle Tour of the Duwamish River: On August 10, 2011, Parks staff took part in a bike tour of the Duwamish River sponsored by the Seattle Parks Foundation. The tour explored existing and potential green space and trail improvement projects along the river. Participants included representatives from the Seattle Parks Foundation, City Council, Cascade Bicycle Club, Seattle School District, Seattle Public Utilities, Seattle Department of Transportation, Parks, Duwamish Rowing Club, and other interested citizens. The 2008 Parks and Green Spaces Levy provides \$2 million for trail connections along the West Duwamish Trail.

New Golden Gardens Play Area Dedicated: The new Golden Gardens play area opened to the public on the afternoon of Friday, August 5. As the fence crew slipped off the locks, a crowd of wide-eyed beachgoers gathered. Once both pathways were accessible, the site was swarmed with children racing in to play. Many parents stopped to tell Parks staff how thrilled they are to have the new play area. The public celebration is scheduled for August 29.

Rainier Playfield Play Area Renovation Bid Update: Although Parks had recommended award of contract to the only bidder, Buckley Nursery, they have since notified Parks they will not provide the required insurance coverage with respect to unsuitable/contaminated soils unless Parks provides additional compensation. The contract is clear on the insurance requirements, so the bid has been rejected and will be rebid. Since the end of construction season is nearly, the work will likely be deferred until 2012.

Washington Park Arboretum - New Zealand Focal Forest: Design of the New Zealand Focal Forest is complete, with the plants being propagated and being mature enough to plant in 2013. The construction schedule includes site preparation and tree removals in 2011, grading and installation of infrastructure in 2012, and planting in the early spring of 2013. Parks held a public meeting in June to give an update on the implementation of the Arboretum Master plan, highlighting this project.

Commissioner Kostka commented that 30 trees were removed from the Arboretum in a different phase of the Pacific Garden projects, and the public voiced concern at the removal. She asked if Parks staff have notified the public of this next removal. Acting Deputy Superintendent Friedli will check and report back to the Board.

Vision Greenwood Park Community Event: Friends of Greenwood Park will host a ribbon-cutting ceremony to celebrate the new Greenwood P-Patch on Sunday, August 14.

Northeast Queen Anne Greenbelt Cleaned Up: Parks and Seattle Department of Transportation (SDOT) staff cleaned up the NE Queen Anne Greenbelt strip along Aurora Ave N. Combined crews cleaned up 1.5 miles of sidewalk access using the SDOT slope mower and weed eaters and brush cutters. The area is much improved.

Jose Rizal Park Update: Parks staff met with Craig Thompson in lower Dr. Jose Rizal Park to inspect progress on the Mountains-to-Sound Trail. Construction requires reconfiguration of the off-leash area (OLA) fencing and a number of potential reconfiguration options are under consideration. Green Seattle Partnership is scheduled

to work in the lower park area to remove invasive vegetation. This will improve visibility and make it easier for grounds staff to mow a larger area on a more frequent basis.

The Board has received testimony from several citizens concerned with the proposed reduction of the off-leash area, due to the new bike trail running through the park. Commissioner Ramels asked if the Department has determined the size of the OLA; it hasn't. Parks will meet on site with both community members and off-leash area users to discuss the location. Seattle Department of Transportation (SDOT) and the Washington State Department of Transportation (WSDOT) are working on the bicycle trail. WSDOT has offered to fence the OLA and Parks wants to take advantage of that offer. Parks' horticulture crews will trim and remove vegetation to improve sightlines into the park. Parks will keep the Board updated on developments.

Southeast District Grounds Crew Update: Approximately 300,000 people attended the 2011 Hydroplane Festival, August 5-7. Many of those watched the events along Lake Washington Boulevard and from Genesee Park and Stan Sayres Hydro Pits. The crew prepared and cleaned the areas before the hydro races and cleanup afterwards usually takes about two weeks. This year the crews managed the cleanup in one week to prepare for the 2011 Danskin Triathlon.

Central East District Grounds Crew Update: The annual UmojaFest at Judkins Park over the weekend left behind some burn damage to the synthetic turf, as well as litter and garbage.

Southwest District Grounds Crew Update: The crew has begun a pilot composting project, with two cans placed at Lincoln Park picnic shelter #5 and another in the crew quarters. The pilot is diverting some material from the regular garbage cans.

Volunteer Agreement for Marvin Gardens Historical Bell Tower: "Bring the Bell Back to Ballard" is now ringing. The Ballard Historical Society has signed a volunteer agreement with Parks to help maintain and care for the bell, located in the bell tower at Marvin Gardens Park.

Encampments Removed from Parks:

- Parks staff cleaned up two illegal camps at St. Mark's Greenbelt and one camp at Interlaken Park, with all posted the week prior to the cleanup. When crews arrived for the cleanup, all sites camps appeared to be abandoned.
- Parks had a call from the Magnolia Voice reporting an encampment in Discovery Park. Grounds staff learned it was not an encampment of homeless people, but a group of teens partying, who were asked to leave and quickly complied.
- Commissioner Barber asked if Kinnear Park or other parks are hot spots for encampments. Acting Deputy Superintendent Friedli responded that the Department is aware of smaller camps, but has no recent reports of large encampments. The Department has increased activities and Park Ranger presence at City Hall Park. Conditions there are unchanged, neither better or worse.

International Cricket Tournament: Seattle welcomed Samoan cricket teams from cities across the nation and from American Samoa to their spectacular new home on the Jefferson Park Lid. The week-long tournament drew hundreds of athletes, spectators, and vendors to the newly-opened cricket pitch on the reservoir lid.

Kids to the Aquarium: Yesler Community Center's Playground Program took its first summer field trip to the Seattle Aquarium on August 2. 25 youth between 5 and 11 signed up for the trip along with two staff, an intern, and five parents. The kids had a great time and the moms, who are immigrants from East Africa, had never been to an Aquarium and were almost as excited as the kids to go on the field trip.

Small Craft Statement of Legislative Intent (SLI): Parks staff are working with the City Budget Office and City Council staff to develop the small craft statement of legislative intent.

Top Teen Chef: Parks staff recently highlighted the culinary arts and Top Teen Chef program for Councilmember Sally Bagshaw's Parks and Seattle Center Committee.

Slacklining, an Emerging Sport: This sport, growing in popularity nationwide, is also growing in Seattle. Parks is working with slackliners to design safety and courtesy guidelines. *The Stranger* and KING-5 covered the issue.

Cal Anderson Park Update: Parks responded to an inquiry from the Capitol Hill Blog regarding rumors Parks will increase park ranger presence in the park, increase maintenance, and turn the sprinklers on at night to discourage camping.

Motion Picture Licensing Corporation: Staff distributed the Umbrella License to the Department's North and South managers to forward to the various park facilities. Posting this license at each location gives the sites the authority to play and view video discs and DVDs through September 15, 2012.

Skate Site Design: The Board recently held a public hearing on the new Summit Park skatedot, following noise complaints from the parks' neighbors. Commissioner Barber asked if the Department has added a distance guideline while planning for the next skate sites. Acting Deputy Superintendent Friedli answered that the Department has a greater awareness of the impact to the neighborhoods; it has not yet changed the standards. Upper Parks management will review and approve any future sites.

Oral Requests and Communication from the Audience

The Chair explained 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 two-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 Old/New Business. One person testified. To hear their testimony, see <http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 25.00.

Steve Bull: He lives next to Jimi Hendrix Park and is very concerned with the schematic design, which includes a performance venue and stage for amplified music. He doesn't believe this is appropriate for this small neighborhood park. He also distributed two pages of written testimony.

Commissioner Holme has previously voiced concerns that this project is driven by a community group and not Parks Department staff. Park Board will keep a close eye on this project and does not want the plans to get ahead of neighborhood needs. Other parks have successful music events without a stage and he would not want to see a dedicated stage at this site. He noted that the proposed pathways might also limit play at the soccer fields. He asked that Parks staff schedule a briefing on this project to the Park Board. Acting Deputy Superintendent Friedli stated that any amplified music must have a permit and be approved by the Superintendent. The Department has this issue at both Victor Steinbrueck Park and Pratt Park.

Briefing: Community Solar Project at Jefferson Park

Andy Sheffer, Seattle Parks project planner, introduced this project being installed at the newly-renovated Jefferson Park. (For more on Jefferson Park, see http://www.seattle.gov/parks/park_detail.asp?ID=114) Mr. Sheffer next introduced Leslie Brazeau, Seattle City Light Marketing Manager, who gave an overview of the solar project. Prior to the meeting, Commissioners received a briefing paper, which was posted to the Board's web page and made available to the public, and included in these minutes. To view and listen to the presentation, see <http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 34.15.

Written Briefing

Seattle Community Solar. Sign up now!

We invite you to buy a piece of the sun! Seattle City Light's Community Solar project is now open for enrollment. For a limited time, all City Light customers are invited to become founding members in Seattle Community Solar.

Seattle City Light, Parks and SPU are working together to bring a community solar project to Seattle that will double as picnic shelters for visitors at Jefferson Park in Beacon Hill. The project allows up to 500 people to purchase portions of the solar array electricity production.

Let's Put Seattle on the Solar Map. Seattle gets as much sunlight as Germany, a world leader in solar power production. In 2010 alone, Germany added enough solar infrastructure to meet half of Seattle's electrical usage. We have the potential to be the solar model for the US, and Community Solar is a major first step in that direction.

Become a founding member by purchasing a solar unit for \$600 (or two a maximum of two for \$1200). In return you'll receive energy credits on your bill for your portion of the solar electricity generated thru 2020, (this should cover much of your financial outlay). In addition, your name will be permanently displayed at the Community Solar project at Jefferson Park. And, you will be a part of a bright, new energy future for our community.

Download your application from Seattle City Light's website. www.seattle.gov/communitysolar or call 206-684-3800 with any questions (translation services available).

Community Solar Project Background:

This project will bring together hundreds of City Light residential and business customers to provide three new picnic shelters, with roofs made of solar electric panels, at Jefferson Park. Residential and business customers are invited to purchase a "Solar Unit," entitling them to a portion of the electricity produced by the shelters. While the actual electricity produced will be consumed on-site at the Community Center, customers who choose to enroll will reap the benefits of the electric production as an annual bill credit for the value of the electricity produced, including our State Renewable Energy Production Incentive.

Community Solar participants will receive \$.07 for each kWh generated by their solar unit(s) over a ten year period, and for the first 9 years (2020), they also receive the Washington Investment Cost Recovery Incentive. There is no guarantee, but participants will likely recoup their entire enrollment fee by year ten, when this contract ends. And, as mentioned before they will also be publicly recognized as solar pioneers here at the installation.

Discussion

Mr. Sheffer displayed several drawings of the picnic shelters and stated this busy park is a great educational and interpretive spot for this partnership. He visited the park today and 300-400 people were there. Jefferson Park was chosen for its diversity and after a search that included Pike Place Market, Magnuson Park, Ballard Pool, Van Asselt Community Center, and other sites it was chosen for this project. Seattle City Light will spend \$340,000 to build the solar picnic shelters and will maintain them, remove graffiti, and replace any broken/damaged solar panels through 2020. Parks staff will maintain the concrete slabs.

He next introduced Ms. Brazeau, who stated this is a great partnership. The Department of Ecology provided a \$300,000 grant to provide solar access to those who might not otherwise have access. The goal is for the public to provide the seed money. 500 panels are for sale at \$600 each, with City Light matching the \$300,000 once the 500 panel goal is met. The match will be used to start the second project. 50 people have enrolled to date. Those who purchase a panel will receive energy credits and by 2020, will have a return of 80-85% on their investment. Their names will also be listed on the shelter as a donor. After 2020, the credits will go to the

Parks Department, with the panels expected to last 20 years or so, with installation expected in 2012. Commissioner Holme asked if a donor moves, whether their credits follow; they will.

Responding to a question from Commissioner Kostka, Mr. Sheffer answered that yes, the shelter roofs do face the south and will measure 20' x 40', with tables in the shelter. An educational interface will be displayed on the side of the shelter. The design is very simple and the color matches other new elements of the park.

Commissioner Keith asked why donors must pay up front, rather than on an installment plan. Ms. Brazeau answered that is the way the program was established. Donors will begin earning credits right after the solar power starts being generated.

Commissioners appreciated that these panels are being added to a wonderful new park and asked if future solar panel projects will be located in parks. Ms. Brazeau replied that the funding requires installation on public land and parks are the ideal site.

Briefing: Seattle Parks Partnerships

Rebecca Salinas, Seattle Parks Partnership Director, Charles Ng, Contracts and Grants Manager, and Brenda Kramer, Strategic Advisor, presented an update on development of the Department's Partnerships Unit. Prior to this meeting, Commissioners received a written briefing, included in the minutes and posted to the Board's web page for the public. The written briefing and a summary of the staff presentation follow. The Board's discussion may be heard by listening to the Seattle Channel tape. To hear the full presentation and the Board's ensuing discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 56.00.

Written Briefing

Requested Board Action

The purpose of the briefing is to provide the Park Board with a status report on the work of the Partnerships Unit and department-wide staff, in developing new partnerships and sustaining our current successful partnerships. We would also like to hear from commissioners your thoughts on partnership development.

Why Partnerships and Why Now

The department has a long history of partnering with a variety of organizations and individuals. These partners have enabled us to augment our programs and services, assisted in maintaining our park land, have provided scholarships and other public benefits, and helped to engage diverse populations. Now more than ever, partnerships are critical to the department's ability to continue providing the programs, facilities and open space our communities need and deserve.

The Great Recession of 2008 has led to serious budget shortfalls in cities across the country, and, three years later, we are still experiencing the impacts. No one can see into the future, but many experts predict the U.S. may well never see the economic prosperity we enjoyed pre-2008. At best, it will take the country a much longer time to recover than anyone had expected.

Parks and Recreation departments across the country have and are continuing to suffer extensive budget reductions. As a result, many Parks and Recreation leaders have acknowledged that they must redefine how they serve the public and how they conduct business. To avoid change can mean closure of pools, recreation centers and significant staff layoffs. As Phil Hayward, editor of the NRPA magazine wrote in the April, 2011 issue: "*Game changer is the frequent term used to describe the situation facing parks and recreation today. Most accept with equal parts anger and resignation that coming out of this recession, the field of parks and recreation will be approached much differently than even just two or three years ago.*"

Parks and Recreation departments are looking for new sources of funding; the creation of a recession-proof model. Assuming a more entrepreneurial approach to business operations and creating new partnerships are strategies that many parks and recreation departments are implementing, some with a great deal of success.

Building Capacity for Increasing Partnerships

In the past, the department has attempted to take a more aggressive approach to partnership development. Initially, a Recreation Support Division was established, which was eventually replaced by the Enterprise Division. The primary goal of the Enterprise Division was to take a more entrepreneurial approach to securing significant resources and funding for the department. However, the political environment and a generalized fear by the Seattle community that business partners and other entrepreneurial strategies would lead to a commercialization of Parks, made it difficult for the Enterprise Division to accomplish their goal and eventually the division was dismantled.

In 2008 Parks created the Strategic Action Plan to guide our work for the next five years. A significant effort was made to incorporate feedback from the general public, as well as from department staff, into the plan. Goal 6 of the plan focused on identifying and building partnerships with “private entities, public agencies, nonprofit organization, and community groups.” It also called for the department to research trends in the profession and to identify activities that could “potentially be more effectively provided through partnerships and vendors while ensuring public access.” To emphasize “the importance of public engagement, policy analysis and partnerships”, the plan called for the realignment of the Superintendent’s Office. As a result, a Strategic Advisor was assigned to work on partnership development, along with oversight for the Magnuson and Business Resources Unit. A cross-divisional partnerships group was created to assist in this work. With the onset of budget cuts due to the 2008 Recession, partnership development was viewed as even more critical; however, there was limited organizational capacity to explore more lucrative and innovative partnership opportunities.

In 2010, a decision was made to condense the six goal areas in the plan down to four, to reflect the key strategies woven throughout the plan – partnership development was one of these strategies. Also, during this year, the decision was made to transfer to the Partnerships and Business Resources Unit the Special Events, Center City Programming and Golden Gardens Bathhouse org units, a Strategic Advisor and .5 FTE concessions coordinator. As the Budget Issue Paper for this reorganization stated, “Given the current economic climate, the department is placing a stronger emphasis on developing partnership and securing grants for recreational programs.” A cross-divisional Partnerships Action Team (PAT) was established to play a significant role in moving this work forward.

The desired outcomes for the Partnerships and Business Resources Unit, along with the PAT are to:

- Actively seek new partners that can generate new resources and revenues
- Evaluate partnerships and nurture those that are successful
- Provide technical assistance to department staff
- Engage the public in partnership development
- Build a policy framework to ensure partnerships are mutually beneficial and support the mission of the department.

Challenges

As Andrea Shapiro, Ph.D., states in her book *Change Dialogue, and Action*: “Today’s organizational realities force constant change, adaptation, and improvement.” We all know that people have varying ability and willingness to accept and embrace change. The word “partnerships”, and especially in relation to public/private partnerships, can elicit a variety of concerns for many people:

- Fear of commercialization
- Fear of decreased public access to parks and facilities
- Resistance to new and/or different service delivery.

In looking at other jurisdiction across the country, many have determined that business as usual is no longer a wise option. Joel McKnight, CPRP, Assistant Parks and Recreation Director for El Paso, Texas has seen major changes to his department due to severe budget cuts. *"Any kind of change usually goes against the grain for folks.... The main thing is people have to remain open to all ideas in this economy,"* McKnight says, *"because some of the only alternatives are closure of facilities and layoffs."*

We have also heard from current and potential partners that there are some challenges in doing business with the department. Decision making on our end can take a substantial amount of time, as does the legislative approval process. Further, it can be daunting for potential partners to be part of the public involvement process, especially when the public discussions become contentious due to a small number of unhappy citizens. Best practice in partnership development states that Parks and Recreation departments that are "nimble" and can respond more quickly to potential partners will be more successful.

The partnerships unit is working on creating guidelines and a policy framework, along with public processes that we hope will help to alleviate some of the challenges. In February 2010, the department adopted a new Partnerships Policy with support from the Park Board. Next month, staff will ask the Board to review the new Sponsorship Policy that establishes the guidelines and procedures (and "non-starters") for entering into sponsorship agreements, including naming rights. And, staff are exploring developing legislation that will allow the Superintendent to approve agreements up to 5 years without a legislative process, similar to agreements at Magnuson Park.

Verbal Briefing

Acting Deputy Superintendent Friedli introduced this topic. Parks staff are working hard to find new ways to fund infrastructure maintenance and programming. Last year the Park Board endorsed the Department's Partnership Policy; the Sponsorship Policy is now being drafted for the Board's review. Ms. Salinas introduced Bill Keller, Executive Director of the Associated Recreation Council, which is one of the Department's primary partners.

Ms. Salinas, Ms. Kramer, and Mr. Ng next presented Powerpoint slides (recapped below) and reviewed information in the written briefing.

Powerpoint Presentation

Our Mission:

"Seattle Parks and Recreation will work with all citizens to be good stewards of our environment, and to provide safe and welcoming opportunities to play, learn, contemplate, and build community."

The Crisis

The Great Recession of 2008

- Cities' funding priorities focus on keeping people safe, fed, and housed
- Park and Recreation departments across the country are experiencing severe budget cuts; cutting hours, boarding up recreation centers, and closing pools
- Seattle Parks Department budget cuts: 2010: \$6.3 million; 2011: \$6.8 million; and cuts to 2012 and following years' budgets are unknown

The New Reality

"It is drastic, and it is going to be devastating. Who is going to be hurt is the general public at a time when there is so much stress because of the financial hardship people are facing with 9 percent unemployment. Our services are needed now more than ever, and, yet, our agencies are being decimated" -*Barbara Tulipane, National Recreation and Parks Association Chief Executive Officer, April 2011.*

The New Normal

"Game changer is the frequent term used to describe the situation facing parks and recreation today. Most accept with equal parts anger and resignation that coming out of this recession, the field of parks and

recreation will be approached much differently than even just two or three years ago.” Phil Hayward, editor, NRPA magazine, April 2011 issue.

From Crisis to Opportunity – Our Starting Point

Partnership: A working relationship with another organization that has compatible values and goals and which results in mutual benefits.

- The good news – Seattle Parks has a long history of partnering with individuals and organizations
- They help us to
 - Expand our programs and services
 - Maintain our parks and facilities
 - Provide public benefits (i.e., scholarships, free meeting space, free-reduced program fees, etc.)
 - Engage with our diverse communities

Business Partnerships

- Over 33 active agreements: Arena Sports; Premier Golf; Leschi & Lakewood Moorages; Seacrest Fish and Chips; Seattle Court Sports; The Mountaineers; Arena Sports; Premier, and more

Community Partnerships

Over 60 active agreements: Associated Recreation Council; Seattle Park Foundation; Outdoors for All; Pratt Fine Arts; Seattle Tilth; Seattle Audubon; and Volunteers

Dollar Value of Partnerships

2010 Year End Tally of Financial and Social benefits of contractual partnerships

Type of Partner	Monetary Value to City	Public Benefits to City – Capital Investment/Major Maintenance/Program Benefits from Partners
Business Partnership	\$11,486,326	\$ 9,364,200
Community Partnerships	\$ 923,236	\$17,669,870
Total:	\$12,409,562	\$27,034,070

A Few of Our Newest Partnerships

- King 5 Media
- Adelante Media Group/4-H at Camp Long
- Center City Parks – Seattle Sounders, 4 Culture, Tom Douglas Restaurants, Seattle Art Museum
- Big Day of Play – PCC, Children’s Hospital, Next Step, Go Girl Go, ING Direct, The Storm
- YMCA – Cascade People Center

The Opportunity-The Work Ahead

- *Partnerships Unit*
 - Partnerships Administration
 - Special Events and Events Scheduling
 - Center City Parks
 - Grant Development
 - Magnuson and Business Resources
- *Partnerships Action Team*
 - Cross-divisional team
 - Sharing in the work
 - Breaking down division silos
 - Spreading the word

Our Goals

- ✓ Build Policy Framework and Clear Guidelines
- ✓ Actively seek new partners
- ✓ Engage key stakeholders and the public
- ✓ Create new sources of revenues and resources
- ✓ Provide technical assistance to Parks' staff
- ✓ Sustain successful partnerships
- ✓ Evaluate partnerships

It's Not Just About \$\$\$\$\$

"Building Community Through People, Parks and Programs"

"The local park is a rich neighborhood treasure which can be a powerful tool for rebuilding the community." Parks cannot only help connect neighborhood assets, but can also "act as a powerful magnet for attracting outside resources."

-John McKnight

The Challenges

- Concerns from the public:
 - Fear of commercialization
 - Fear of decrease in public access
 - Resistance to new or different service delivery system
- Public concerns can influence key decision makers
- Political environment can influence key decisions
- Concerns from potential partners
 - Decisions can take a very long time
 - Legislative process can take a very long time
 - The public process can take a very long time
- Best Practices
 - Nimble; Responsive; Flexible

Visit the Partnerships portal at: www.seattle.gov/parks/partnerships

Mr. Ng noted that Associated Recreation Council has provided \$234,000 this year to keep five community centers open. The total value of the Department's partnerships is calculated at \$27,034,100. Board members asked Mr. Ng to forward additional information on how this figure was determined and he will do so. Ms. Salinas noted that the City of Portland has been engaged in partnerships much longer than Seattle has and includes logos of its partners on its web page. A benefit of this is that large banners aren't required to recognize partners. Ms. Kramer noted that Parks partners with companies whose values align with those of Parks.

Staff will bring the draft Sponsorship Policy to the Board for a first review and discussion this fall. Staff are also working on legislation to expand the length of contracts from the current 12-18 months to five years. Magnuson Park is the one exception and may have five-year contracts.

The Board held a lengthy discussion. Please see <http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 56.00 to hear both the presentation and discussion. Commissioner Holme thanked Parks staff for the briefing.

Old/New Business

To hear the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591164> and move cursor to position 149.00.

Genesee Park Synthetic Turf: Commissioner Jourdan voiced concern at the amount of asphalt crumb coming from the synthetic fields at this park and asked how the crumb runoff is affecting the environment. Acting Deputy Superintendent Friedli will ask Parks staff to investigate and report at the September 8 meeting.

2010 Census: Commissioner Kincaid asked Parks staff to brief the Board on the results of the 2010 census in regard to Seattle's changing demographics and how the changing population will affect the park system.

Combined Sewer Overflow: Commissioner Holme will forward a recent Seattle Times article on the combined sewer overflow (CSO) project. Several parks are being looked at as possible CSO sites.

There being no other new business, the meeting adjourned at 9:35 p.m.

APPROVED: _____

Terry Holme, Chair
Board of Park Commissioners

DATE _____