

Seattle Department of Parks and Recreation

Seattle Board of Park Commissioners
Meeting Minutes
June 28, 2012

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
Diana Kincaid, Chair
Brice Maryman
Barbara Wright

Excused:

Megan Heahlke
Jourdan Keith, Vice-chair
Yazmin Mehdi

Seattle Parks and Recreation Staff

Christopher Williams, Acting Superintendent
Sandy Brooks, Park Board Coordinator

This meeting was held at Seattle Park Headquarters, 100 Dexter Avenue North. Chair Diana Kincaid called the meeting to order at 7:00 pm, welcomed members of the audience, and reviewed the meeting agenda.

Commissioner Barber moved approval of the meeting agenda and the acknowledgment of correspondence. Commissioner Wright seconded. The vote was taken and unanimous in favor. Motion carried. There were no minutes to approve.

Superintendent's Report

Acting Superintendent Williams reported on the following. To her the full report, see <http://www.seattlechannel.org/videos/video.asp?ID=6176> and move cursor to .10

Jodi Jaecks: Recently, Ms. Jaecks asked Parks staff to swim topless at the City's pools. Following breast cancer, she had a double mastectomy, and stated that wearing a swim top is painful. Parks staff operate under best practices, which includes being appropriately dressed, and turned down her request, not being aware that her accessibility to the pool is covered by the Americans With Disabilities Act. After hearing of the matter, Acting Superintendent Williams called her, apologized, and arranged to meet with her. Ms. Jakes will be allowed to swim topless.

This is not setting a precedent for going topless in the pools; rather, the decision will be made on a case-by-case basis. Parks staff will also review its policies and determine if any changes are needed. It is important that Parks staff have clear policies and to know the Department supports them in administering those policies.

Both the AP and UPI news agencies picked up the story and it was carried by several national news programs. Acting Deputy Superintendent complimented Dewey Potter and Karen O'Conner, Seattle Parks' communication staff, for their excellent job working with the press. For more information, see <http://on.aol.com/video/pool-allows-topless-breast-cancer-survivor-517402424>.

Opportunity Fund: Proposal letters for the second round of Opportunity Fund allocations were due June 11. Up to \$8 million is available to allocate for community-initiated development or acquisition projects. Parks received 112 proposal letters. Staff will work with constituents over the summer months to refine their proposals and help them with the application process. Applications are due September 17. Information on the Opportunity Fund can be found on the webpage: <http://www.seattle.gov/parks/levy/opportunity.htm>.

Strategic Planning Process: The Department is very excited about launching its Parks Legacy Planning effort. This will be a data-driven needs assessment with a cost recovery analysis component. The assessment of programs and services will be completed at the end of March 2013.

The Department has been working with the Park Board, Associated Recreation Council, and Seattle Parks Foundation to look at new sources of funding. The needs assessment will provide information on emerging trends and needs. It will also help determine what the Department could stop doing and determine whether others are providing the same services and doing a better job.

Seacrest Boathouse: Parks has just received notice the State Department of Ecology has approved its review of the Seacrest Boathouse site. A 21-day waiting period is required for public appeal, June 11-July 3, 2012. After that date, Marination will begin tenant improvements to the site. Parks anticipates the restaurant will open between mid-August and the beginning of September. Marination hopes to have a presence at Seacrest during the tenant improvements, but it won't be on a daily basis. The schedule may include a couple of evenings and one weekend day most weeks. Marination has been cited as the "best rolling food truck in America" on the television program *Good Morning America*. For more information on Seacrest Boathouse, see http://www.seattle.gov/parks/park_detail.asp?id=455; for more information on Marination, see <http://marinationmobile.com/about>.

Participation in Pride Parade: Both KOMO TV and KOMO Radio interviewed Recreation Division Director Sue Goodwin about the Department's participation in the Pride Parade. This is the first year Parks participated, with a number of staff joining in the parade. For more information on the parade, see <http://www.seattlepride.org/pride-parade.html>

Seasonal Concession Opening: The Seasonal Concession permits have all been issued, and many of the concessions are now opening. This year there are 28 active permits, with 70% of those minority and women owned businesses — a 38% increase over last year.

Cascade People Center: The final long-term agreement with the YMCA of Greater Seattle was delivered to David Kelly-Hedrick of the YMCA for signature and should be returned to the Superintendent's office soon. For more information on Cascade People Center, see <http://ycascadepeoplescenter.org/about/>.

Olmsted Parks Trust: Staff are working with citizens interested in forming an Olmsted Parks Trust. The overarching purpose of the Trust is to develop partnerships between citizens and Seattle Parks, and provide financial and volunteer resources to revitalize Olmsted parks. The initial focus of the Trust will be on safety, activation, and enhanced maintenance at Volunteer Park. The Olmsted Trust group and staff will meet regularly to work on an enabling agreement to ensure the appropriate trust/conservancy model is developed for Seattle.

Acting Superintendent Williams stated there are three challenges: (1) maintenance and enhancements; (2) safety and security; and (3) programming and activation. An early goal is determining labor constraints and

enabling agreements, and what level of control the Department needs to well manage the parks. Parks wants to move ahead quickly and take advantage of Olmsted group's enthusiasm and energy.

Commissioner Maryman stated this is an exciting partnership and asked if the Friends of Seattle's Olmsted Parks is developing a new image. Acting Superintendent Williams responded yes. They want to retain their role of protecting the Olmsted heritage and expand their responsibilities for the parks. Conservancies across the country are being investigated to help develop the best partnership. For more information on Seattle's Friends of Olmsted Parks, see <http://www.seattle.gov/friendsofolmstedparks/>.

Parks Mentoring Program: After hearing staff concerns there isn't always transparency in hiring practices, Acting Superintendent Williams promised at the all staff retreat there would be opportunities for them to learn more about the Parks Department and to develop professionally. To aid in this development process, the Human Resources Unit has put the mentoring program into full gear. Mentorship is a process where a more senior/experienced employee (mentor) meets with a less senior employee (mentee) to form a partnership to develop personal and professional success. All members of the Parks and Recreation Expanded Executive Team volunteered to serve as mentors. Assignments have been made and there are over 70 pairs of employees meeting regularly. Many of the pairs already report success for both mentoring partners. Every six months, a new group will be mentored. Additionally, enhancement activities have helped employees learn new skills.

The Citywide Youth Track and Field Championships: Parks' youth track and field sports season concluded with the City Championships on May 23-24 at West Seattle Stadium. Twelve community center teams and 989 youth ages 5-17 competed. Teams organized and began practicing in late March and concluded with the City Championships at the end of May. Typically teams have two practices and one meet each week, and team coaches are registered volunteers with Parks. Many are employed through the Associated Recreation Council (ARC.) Parks' program is a grass roots program and often is the first experience in running, jumping, and throwing for children who go on to participate in recreational and competitive programs throughout the rest of their lives. Track and field is the most participated sport of all high school sports in the country and a great lifetime endeavor.

Lifelong Recreation Program: Staff recently set up a Facebook page for Life Long Recreation. The Facebook pages are great marketing tools. For more information on Seattle Parks' Lifelong Recreation, see <http://www.seattle.gov/parks/seniors/index.htm>.

Special Olympics - Adult Program Update: This year the Specialized Programs took 93 adult athletes to the Track State Tournament at Fort Lewis and 12 adult athletes to the Aquatics State Tournament on June 1-3. Staff did a great job preparing for the overnight weekend. Out of the 93 track and field participants, 79 individuals went on to compete at the state meet and won many award. For more information on Seattle Park's Specialized Programs, see <http://www.seattle.gov/parks/SpecialPops/index.htm>.

University District Acquisition: The Parks and Green Spaces Levy allocated funding to purchase property in urban areas deficient in green spaces. The University District is one of those areas and Parks is in the process of finalizing a Levy acquisition there. The acquisition will provide for an expansion of Christie Park at 47th and 9th, doubling the size of the park. This expansion was widely supported in the community.

The property is currently used as a rooming house, and because the owner will not be re-renting in the fall, the City will compensate the owner if the sale does not close by September. Legislation will be coming to the Parks Committee in July or August. For more information on the Parks and Green Spaces Levy, see <http://www.seattle.gov/parks/levy/default.htm>.

Rainier Beach Community Center & Pool Partnership: Parks Superintendent, Deputy Superintendent and staff met with the Mayor's office earlier this week to finalize recommendations for partnerships opportunities at Rainier Beach Community Center and Pool. Ten organizations responded to an RFI in April 2012. Submittals

were reviewed by an advisory committee made up of representatives from the community, Parks, Associated Recreation Council and Councilmember Bagshaw's office. As a result of this process, Parks will be partnering with eight community groups; enhancing and expanding on services already provided. The partnership between Seattle Parks and Associated Recreation Council will be used as the model. Parks is very excited about this new partnership model and welcomes our new community partners. The partner organizations allow Parks to meet many of the Goals and Priorities outlined in the Rainier Beach Neighborhood Plan Update that the community, Department of Neighborhoods, and Department of Planning and Development have been working on over the last two years. Commissioner Kincaid stated she is pleased with this outcome. For more information on Rainier Beach Community Center and Pool, see <http://www.seattle.gov/parks/Centers/rainierbeach.htm>.

Earthquake Exercise: On June 4-5, Parks staff participated in the Evergreen Earthquake Exercise and helped make the Community Points of Distribution Exercise a success. Those participating felt the exercise achieved a major goal in Parks ability to respond during a major earthquake. The exercise was a valuable experience. The debriefing included multiple jurisdictions and focused on improvements in areas such as increasing staffing, traffic management, and ensuring safety and security.

Colman Pool: The City's only saltwater pool, Colman, located in West Seattle, will open soon. The pool passed the Department of Health inspection and will open as scheduled on Saturday, June 30. The contractor still has several weeks of punch list work that will take place around the pool schedule. For more information on Colman Pool, see <http://www.seattle.gov/parks/aquatics/colman.htm>.

Upcoming Events:

- Roanoke Street Mini Park Celebration – June 21
- Langston Hughes Performing Arts Center Gala – June 30
- Georgetown Spraypark – soon
- Jefferson Park Jubilee – July 14
- Children's Concert at Westlake Park to announce play area – July 25
- Kirke Park in Ballard – August 11
- Big Day of Play at Magnuson Park – August 25
- Belltown Community Center – Sept 8

Camp Long Supports Youth Violence Prevention Initiative: On June 13, Camp Long's Low Ropes Challenge Course provided a significant, bittersweet ending to Southwest Youth and Family Services' 10-week grief support group for teens. The program was paid by a grant awarded to the Camp Long Advisory Council/Associated Recreation Council (ARC). The kids were engaged in actions that inspired trust, support for each other, and learning to ask for help when needed. And, as research has shown, the healing process is accelerated in a natural, green environment. For more information on the Youth Violence Prevention Initiative, see <http://www.seattle.gov/parks/teens/programs/syvpprogram.htm>. For more information on Camp Long, see <http://www.seattle.gov/Parks/environment/camplong.htm>. For more information on ARC and its advisory councils, see <http://www.arcseattle.org/>.

Somali Food and Fitness: The Somali Senior Nutrition Program at Rainier Community Center cooked "from scratch" on May 23 and 30 with the help of Seattle Tilth. Seattle Tilth staff brought fresh produce for the group to cook and assisted in the kitchen. The purpose of scratch cooking is to engage participants in cooperation and in producing their meals. The Somali Seniors and Seattle Tilth will discuss and evaluate the cook from scratch option as a way to decrease the need for ordering catered food for their meetings.

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 signed up to testify. To hear the full testimony, see <http://www.seattlechannel.org/videos/video.asp?ID=6176> and move cursor to 29.00.

Gary Gaffner: Mr. Gaffner has attended nearly every Park Board meeting for a number of years. He has been observing the changes to the Board's structure this year, where it has gone from seven to nine members and from two meetings each month to one. His attitude was "wait and see" how this works. It has been several months and he believes it is working well, with the Board focused on much higher-level work with the Department. He congratulated the Board and the Department for this successful transition.

South Lake Union Incentive Zoning & Potential Funding for Downtown Community Center

Brennan Staley, City of Seattle Department of Planning and Development staff, presented a briefing on the South Lake Union rezone. Prior to this meeting, Commissioners received a written briefing, copied below and available to the public on the Board's web page. To listen to the full presentation, see <http://www.seattlechannel.org/videos/video.asp?ID=6176> and move cursor to position 31.30.

Written Briefing

As part of the South Lake Union rezone, all floor area above the existing allowed floor area will be contingent on the provision of public benefits. Under this approach, developers would be required to contribute public benefits in proportion to the amount of extra floor area used and meet certain minimum requirements to use the program. Consistent with incentive zoning in other areas, the type of public benefits required would be divided between affordable housing benefits and other benefits in the following ratios:

- For commercial development, 75% would go to housing and 25% to other benefits.
- For residential development, 60% would go to housing and 40% to other benefits.

Within South Lake Union, the other benefits would be achieved through a new program allowed by the State in 2011 that allows cities to use Tax Increment Financing in exchange for implement a rural Transfer of development Rights program ("TIF for TDR").

Minimum standards to use extra floor area would include building to LEED silver and developing transportation management and energy management programs.

TDR/TIF

This approach would implement the State's new Transfer of Development Right and Tax Increment Financing program (TIF for TDR). This program would be implemented concurrently for South Lake Union and Downtown. Under this program, a portion of incentive zoning (5% in Downtown and 33% in South Lake Union) would be directed toward the purchase of rural TDR credits which would allow the City access to TIF financing as outlined below.

① Developers purchase development rights from farm and forest land as part of incentive zoning.

② 20% of city and county property tax from new development goes to local projects.



This program would result in the following:

- Developers would purchase 800 rural development credits over 15 years

- King County would contribute \$28M to fund local projects over 25 years (about \$18M in 2012 dollars using a 3% discount rate) – this cash flow will increase gradually over time and is contingent on meeting acquisition targets through the program

DPD will be working with City departments over the next three months to develop a project list for how this money should be spent. This project list will not include any stipulation about when the money should be spent and will not be binding although Council action will be required to add new priorities.

Discussions with the South Lake Union community identified the following as a key element that they would like to fund through this program:

- a community center
- Green Streets
- transportation improvements

DPD is currently anticipating that a substantial portion of the funding earmark for South Lake Union will be held for partial funding of a community center in or directly adjacent to South Lake Union; however, as mentioned before, the project list would not be binding. Currently, we are anticipating that about \$6-8M would be dedicated to this purpose (about \$4-5M in 2012 dollars), which could fund about half of the anticipated cost of a full recreational center with a pool. Given commitments to the community center location in Belltown and other logistical issues, we are assuming that a new community center would be funded 8-12 years out, although there is flexibility on the exact timeline.

Bonding

Money generated through either option could be bonded against to allow early implementation of projects. Bonding against future funds creates risk that the City will have to pay from general fund if revenues don't meet expectation. Decisions regarding bonding would need to be made based on the benefits from specific projects versus the potential risks to the city. It is anticipated that any bonding that would be undertaken would be done in stages over time to avoid spending more than the program will yield.

100 Dexter Site

While this proposal does not include any changes to 100 Dexter, it should be noted that DPD has heard many comments that 100 Dexter would make a good location for a community center given its location at the intersection of South Lake Union, Denny Triangle, and Belltown. We have also heard comments that locating a community center at 100 Dexter could allow for a joint community center and downtown elementary school project. This type of project would allow a school to benefit from the proximity of a community center for indoor recreation space as well as reduced land costs due to co-location. The project list will not specify a location of the community center or a requirement to co-locate with a downtown school; however, this possibility should be considered.

Discussion

Mr. Staley introduced himself and reviewed information in the written briefing paper. The City wants to take advantage of this State program, while protecting farm and forest lands. If it meets the timeframe, it will receive a new pot of funding and have money to invest. Co-locating a new school at Denny Park is an exciting concept and the South Lake Union area needs outdoor space. It is a question of balance to provide a new school and protect the park.

Acting Superintendent Williams stated Denny Park was donated as park land and the idea of repurposing it for a school use is problematic. The Denny family donated the property with the stipulation it must remain a park in perpetuity – and the City and Seattle Parks Department are charged to keep this trust. The Denny family heirs must authorize any change of use and it isn't clear if every heir would need to agree. Acting Superintendent Williams met with Denny family members last week and their reaction was that the building not be increased in size. They are concerned the footprint of the building would need to be expanded to accommodate a school, resulting in removal of some trees from the park and asked how many trees might be

affected. There are also other protections of the park, such as the City's Initiative 42 [which reads, in part *All lands and facilities held now or in the future by The City of Seattle for park and recreation purposes, whether designated as park, park boulevard, or open space, shall be preserved for such use; and no such land or facility shall be sold, transferred, or changed from park use to another usage, unless the City shall first hold a public hearing regarding the necessity of such a transaction and then enact an ordinance finding that the transaction is necessary because there is no reasonable and practical alternative and the City shall at the same time or before receive in exchange land or a facility of equivalent or better size, value, location and usefulness in the vicinity, serving the same community and the same park purposes.*]

Mr. Staley stated a great deal of planning has centered around Denny Park. Commissioner Wright agrees with the idea of moving staff offices from the Denny Park building and developing the building to a community center. However, this is the City's first park and the idea of using it for a non-park use, such as a public school, gives her heartburn. There is the potential to set a precedent, not only in Seattle but all across the country, of taking park land for other uses. This would be a tremendous deterrent to donors who have considered leaving assets to benefit parks. The City must look for other sites for a new school.

According to Mr. Staley, the building footprint would not be increased. Instead, additional floors would be built on the existing footprint. Commissioner Kincaid voiced the same concerns as Commissioner Wright. She has observed a new children's playground and a temporary off-leash area which were carefully added at Denny Park. This is a historic park with a particular style and she wants it to keep that style.

Commissioner Maryman is excited about the transfer concept and believes the community center co-location at Denny Park is a phenomenal idea and that parks should play a leading role in the city's development. Parks provides open space and respite for all the people living in the South Lake Union area. Acting Superintendent Williams urged that developers create more public-private spaces in the South Lake Union area as they construct new office buildings. It will take many partners to provide adequate park amenities in this fast growing area. Commissioner Maryman asked if the transfer funds will stay in the South Lake Union area and be used there. Mr. Brennan responded the funds will be directed to South Lake Union and downtown parks, with more going to South Lake Union. Acting Superintendent Williams asked if the funds can be used for maintenance; Mr. Brennan responded yes, the funds can be used for construction and/or maintenance/operation. In fact, the entire amount could be directed to maintenance and operations.

Commissioner Barber stated there is a real shortage of off-leash areas (OLAs) and other needs in this area and asked if the funds could be used for an OLA. Mr. Brennan responded these funds won't work to fund a permanent OLA, as that amenity is needed much sooner than this money will be received.

Commissioner Barber stated the South Lake Union area is already deficient in open space with many more new people moving to/working in the area. The City must pay close attention to what it needs in the way of compensation for allowing these taller buildings. He believes preserving open space in South Lake Union is more important than preserving farm land and urged the City to look hard whether there will be adequate open space for the increased population. He asked if the incentive zoning would help fund the development of the City-owned former Greyhound Bus terminal property. Commissioner Angulo noted there are more dogs in the South Lake Union area than children and a permanent off-leash area is needed. She asked if funds for tunneling under the area could be used to offset these costs.

Mr. Brennan stated the incentive zoning would not provide funding for new park land in South Lake Union but will provide funds for park development. He will send the Board information from Department of Planning and Development's (DPD) studies of the South Lake Union area.

Commissioner Wright stated she has heard great comments from the other commissioners, and especially from Commissioner Barber. She urged DPD to incorporate many small open spaces in the new building sites and not create "canyons" with a series of tall buildings. She agrees with Commissioner Barber's comment that it is more important for Seattle to preserve its park land before it saves farm land. She hopes the City doesn't

go in the direction of saving farm land first, as that could be disastrous. She urged the City to also keep parks' health benefits in mind as it makes recommendations and decisions.

Commissioner Kincaid is also concerned with traffic impacts resulting from the increased population density of the South Lake Union area and that open space is not being increased in a proportionate amount to the growing population. She asked that City planners work with developers to ensure the maximum amount of sunlight reaches the pedestrian areas and that consideration be given to avoiding wind tunnels. Mr. Staley described the new building heights as follows: Denny Park area-400' tall, decreasing to 240' tall, then 160' tall at the South Lake Union waterfront. Although the area will see much more height in the buildings, giant buildings won't be allowed right up to the waterfront. There will be some traffic relief, with the planned addition of several new cross streets over Aurora Avenue North.

Commissioner Kincaid asked Mr. Staley to attend a future Park Board meeting for another update on this proposal and Mr. Staley agreed to do so.

Briefing and Panel Discussion: Associated Recreation Council (ARC) and Seattle Park Foundation

Susan Golub, Seattle Parks Strategic Advisor, introduced the topic and gave a brief background. In 2012 a shared vision committee, with representatives of Associated Recreation Council, Board of Park Commissioners, Seattle Parks Foundation, and Seattle Parks staff began meeting. The outcome of their work will be brought to the Park Board's September 13 retreat, followed by public review, and adoption in January 2013. The outcome will be presented to the City Council in March 2013.

Bill Keller, Executive Director of Associated Recreation Council (ARC), and Thatcher Bailey, Executive Director of Seattle Parks Foundation, next briefed the Park Board on their organizations, followed by a panel discussion. Prior to the meeting, Commissioners received written briefing papers, which were also posted to the Board's web page and made available to the public at this meeting. To hear the full presentation and Powerpoint, see <http://www.seattlechannel.org/videos/video.asp?ID=6176> and move cursor to position 72.20.

Written Briefing – Associated Recreation Council (ARC)

Purpose of Briefing: Regular briefing of Board of Park Commissioners on the current status of the Associated Recreation Council system, projects and activities.

Background

Advisory Councils (AC) are a vital and integral part of the Seattle Department of Parks and Recreation's (Parks) program delivery system. Parks relies on hundreds of volunteer AC members for advice, assistance and more importantly the representation of the many communities that make up our diverse neighborhoods. Currently there are 37 advisory councils operating within the City of Seattle's park system. Approximately 300 advisory council members volunteer their time throughout the system.

Seattle Parks and Recreation, the Associated Recreation Council (ARC), and its 37 advisory councils are celebrating the 36th anniversary of a unique and strong partnership. The partnership has grown from its modest beginnings in 1976 to encompass programs at 25 community centers, 3 environmental learning centers, 3 citywide programs, 1 tennis center, 3 small craft programs and an arts and culture facility.

2011 Financial Report

The Associated Recreation Council system had an active and successful year in 2011. Total support and revenue produced for the year was \$11,777,374. The system invested \$11,218,767 in program and staffing expenses. \$502,371 was raised in grants and donations. ARC employed 1,100 staff for the year working in over 30 locations throughout the City.

Representation

In 2011 the Associated Recreation Council system represented 37 advisory councils, 8 fiscal sponsorships and 31 restricted fund accounts. In addition to the advisory council operating accounts we supported the following playground, park and building projects: Annie's Playground; Grand Army of the Republic Cemetery; Mt. Baker Building Expansion; Ravenna Park Playground; Bayview- Kinnear Park; South Portage Bay Park Project; Seal Sitters; Volunteer Park Lily Pond Project; Downtown Parks Buskers Program; and Cheasty Greenspace.

In addition, we supported the following community projects: Cal Anderson Park Alliance; Step Program (**Steps Toward Environmental Partnerships**); Community Learning Centers; RecTech Community Center Computer Labs; Heron Habitat Helpers; Duwamish Rowing Club; and Serevi Rugby Scholarship Fund.

In 2011 the Associated Recreation Council system provided the following financial support to the partnership:

- \$379,511 in Class Participation Fees
- \$124,369 in Child Care scholarships
- \$152,000 in Recreation Program Scholarships
- \$266,568 in Recreation staff and custodial support at Limited Use sites

In the face of a declining economy, the ARC Board made a financial commitment to the budget challenges facing the Department – an unprecedented move and in full support of the partnership. ARC contributed \$339,000 in 2009; \$881,000 for 2010; \$756,200 for 2011 and \$1,200,000 planned for 2012. The intent of the contributions is to keep as many facilities and programs open and running as possible.

Community Technology Centers

In August of 2005, ARC, on behalf of the RecTech Coalition (Advisory councils representing the Rainier, Rainier Beach, Miller, Garfield, Delridge, South Park and Southwest Community Centers), submitted a grant request to the Bill and Melinda Gates Foundation in order to provide Community Technology Centers (CTCs) at each of the sites. A primary purpose of the grant request was to provide academic support to the many youth who use the community centers for recreation. The curriculum was aligned with the Community Learning Centers and the Seattle School District. In March of 2006 we received the notification of the two year grant award of \$377,950. Since our beginning in 2005 thru 2010 the RecTech Coalition has been awarded over \$1,000,000 in support for this important community technology effort.

RecTech continues to serve community members in the central and south areas of Seattle, with an increasing focus on adult users and work force development classes. Job searching, resume building, and basic computer skills classes have been consistently filling up in light of the recent economic conditions. Youth programs continue to bring in about 1,000 unique users annually.

In 2011 we were awarded a grant by the National Telecommunications and Information Administration's Broadband Technology Opportunities Program (BTOP) to provide technology access and literacy for vulnerable populations. The grant for 2011 totals \$445,732 with the possibility of receiving \$550,429 for 2012. This funding helped stabilize our program delivery and staffing.

School Age Care

ARC continues to deliver licensed school age care programs at 24 sites. On average we serve 1,400 students ages 5-12 in before and after school programs each day. The 2010 licensed summer day camp program served over 1,100 youth each week for the 10 weeks of summer. In addition, our preschool programs served over 600 3 to 5 year olds. For 2011 we averaged 1,420 students aged 5-12 for the school year and over 3,000 preschoolers through teens daily in summer camps.

Print shop

ARC continues to provide print shop service to the partnership. We provide publication of brochures, flyers, posters, manuals, postcards and mailings. We coordinate distribution, bulk mailing and design services for many projects. Our partnership works together to produce the quarterly brochures that promote our partnership programs, classes, and activities throughout the year.

Verbal Briefing/Discussion

Mr. Keller introduced himself and stated this is his 14th or 15th briefing to the Park Board. The Associated Recreation Council (ARC) was created by City Council ordinance in the 1970s during a severe budget crisis to create a partnership with Seattle Parks and Recreation. The partnership is now 36 years old and has improved each year. Each year from 2009-current year, ARC has contributed cash to Seattle Parks to help get it through its current budget crisis. ARC also has some excess funds each year that are re-directed back into programming. The intent is for customers see a seamless partnership between ARC and Seattle Parks, with hopes the partnership continues for some time.

Acting Deputy Superintendent Williams added that ARC will contribute another \$1.5 million in the next few years, too, and have asked Parks how their organization can help Seattle Parks with maintenance needs. The Department's budget impacts would be much worse without ARC. Mr. Keller added a major challenge is how much of Seattle Parks' budget can be cut and maintain its levels of service.

Seattle Parks Foundation Written Briefing

BACKGROUND

Established in 2001, Seattle Parks Foundation is an independent nonprofit that advocates for, expands, enhances, and creates parks, trails, and green space in Seattle. Donors have contributed \$38 million to fund some 58 green space projects and initiatives.

Foundation operations are funded by about \$500,000 in contributions from individuals, foundations, and corporations, \$90,000 in investment income, and \$120,000 in fees for service. Capital revenues vary year to year—from \$300,000-\$400,000 to \$3-\$4 million—depending what projects the Foundation is undertaking.

ADVOCACY AND COMMUNICATIONS

The Foundation helped to support and lead the 2008 Parks levy effort and—in partnership with Associated Recreation Council, Forterra, The Arboretum, Zoo, Aquarium—and others, commissioned a major study of park funding challenges and revenue options. We recently followed up on this effort with a citywide poll testing citizen attitudes on issues and opportunities raised in the study.

We are launching a major initiative to “brand” parks; drive more private sector participation in support of parks; change the public sector conversation about the value of our parks and trails in Seattle; and promote a long legacy vision for our parks system.

STEWARDSHIP

We provide fiscal sponsorship services for stewardship groups caring for parks and green spaces across the city. Current groups include: 4Culture; Burke Gilman Trail at Sand Point; Concord Elementary; Denny Park; Golden Gardens; Lewis Park; North Beach Park; Jackson Park Loop; John C. Little Park; King County Parks; Madrona Woods; McGilvra Place; Melrose Promenade; MOMentum; Seattle Neighborhood Greenways; South West Queen Anne Green Belt; Licorice Fern Park; and Uptown Triangle Planning.

We are also organizing and promoting—along with Parks and many corporate sponsors—Volunteers in Parks (VIP) Day on July 20. Volunteer teams will take on projects in five different parks, then gather for a big after party at Lake Union Park with bands, food trucks, paddle boarding, and live music.

CURRENT CAPITAL PROJECTS

We are finishing fundraising money to complete Riverside Park near South Park, a partnership between the Port, Parks, and SPF. We are gearing up to lead a private sector fundraising campaign to restore the Volunteer Park Conservatory, a partnership with Parks. We have begun fundraising to design the northwest leg of the

Lake to Bay Trail, a partnership with SDOT. And we are fundraising to support the proposed playground at Westlake Park downtown.

Verbal Briefing and Board Discussion

Mr. Bailey next introduced himself, reviewed information in the written briefing, and showed a Powerpoint presentation. Seattle Park Foundation has previously focused primarily on capital projects; now it is expanding its focus and stepping up its game as civic leaders. Seattle's park system needs increased revenue, increased volunteers, and public-private partnerships. Seattleites love their parks and are willing to pay more money to ensure they are well cared for.

The Foundation is a member of the Park Preservation Group and is working with the Superintendent, ARC, and the Park Board to plan for and implement major sponsorship and fundraising initiatives for the park system. This is far beyond the scale of anything the Foundation has done before and includes expanding the stewardship program and donations.

The Foundation is working on a branding campaign, "Love Parks" to help people recognize Seattle should have the most loved parks in the country. A small amount of money spent on a park reaps huge public benefits.

The Foundation is also focusing on a park funding system and are interested in the Metropolitan Park District (MPD) funding strategy. The next step is to engage and hear from the community on funding proposals and do this in coordination with Seattle Parks and Recreation, ARC, and the Park Board.

Board Discussion

Acting Superintendent Williams thanked Mr. Bailey for the briefing and for all the work of the Foundation in support of Seattle's park system. Commissioner Maryman stated he was a member of last week's tour of community centers and was astounded at the presence of ARC in the programs – it was very eye-opening for him. Ms. Golub responded the Recreation Division staff had a very organized tour that stressed these are challenging budget times and that budget cuts impact both the public and Parks staff.

Commissioner Wright thanked both ARC and the Foundation for all the work they are doing to support Seattle's park system, and also complimented the community center tour. She asked if ARC has restrictions on the level of fees it can charge. Mr. Keller answered that ARC has less encumbrances than Seattle Parks, but it still gets involved in a lot of process. If the effort fits ARC's mission values, they become involved. Commissioner Wright was curious how ARC trains its daycare workers. Mr. Keller answered ARC has ongoing training processes and works with the City of Seattle's standards to certify its daycare workers. It is a constant challenge.

Acting Deputy Superintendent Williams stated that when Mr. Keller was hired as ARC's Executive Director, he brought a new focus on hiring and training staff, and moved ARC to sharing more of the agency's authority with the Superintendent. Mr. Keller added that in 2001, the City began a series of cuts to Seattle Parks and Recreation and ARC had to transition to an outcome-based organization, be more organized, and function better. Former Parks Superintendent Ken Bounds was instrumental in these positive changes.

Commissioner Kincaid was also on the community center tour and saw the dedication of staff and how hard they work – and tonight the Board has heard how two new community centers are coming on line, while the Department doesn't have adequate budget to provide for the ones it already has. In her experience, all communities want to keep their community centers open and currently there just isn't enough budget funds to do so.

Mr. Bailey stated he was at a Loop-to-Lake meeting yesterday, with a number of local property owners. He observed that Seattle is a city (1) rich in resources on one hand and (2) lacking resources on the other hand. The job is to figure how to connect the two. Commissioner Kincaid strongly agreed. The funds are here, yet there are restrictions on receiving them, such as Tim Eyman initiatives. How can the impediments be changed so Seattleites can get what they want for their parks system?

Mr. Thatcher stated that Seattle Parks, Associated Recreation Council, and the Seattle Parks Foundation are working together in a new way to help accomplish this. Acting Superintendent Williams agreed; there is great value in this new partnership. Commissioner Wright thanked Acting Superintendent Williams for his role in this very important partnership.

Commissioner Wright asked Mr. Bailey and the Foundation to closely observe the Tax Increment Finance (TIF) for Transfer of Development Rights (TDR) as described earlier in this meeting. Mr. Bailey stated he heard some exciting funding ideas from the DPD presentation earlier this evening.

Commissioner Wright wants to see Seattle Parks and its partners more involved in transit options, walking opportunities, and stressing the importance of parks' open spaces to the city. Mr. Bailey stated lobbying is more powerful if the partners (ARC, Seattle Parks and Recreation, Park Board, and the Foundation) have core values and present those in a united manner. Commissioner Angulo asked what is the Board's role in developing the messaging and Commissioner Maryman asked about methodology for the partners to agree on the core issues. Mr. Bailey responded the partners are already fairly close in their values. He recommended that five core values be determined and each of the partners repeat the message. The Park Board has the unique role with the public, while ARC has numerous on-the-ground contacts.

Mr. Keller agreed; the partners must be consistent with their message. The Department is looking at another budget cut in 2013. He finds Mr. Bailey's message full of hope and exactly where the partners need to get to. Messaging is key! Each partner's role—and the nuances of the message it will take forth—must be determined.

Commissioner Kincaid and the commissioners agreed; advocacy for Seattle's parks is the primary role of the Park Board. It will take all the partners being strong advocates for the park system, as there will be other strong groups advocating for their interests during the budget process. Commissioner Barber observed it can be challenging when a number of partners are advocating for a cause; any issues must be solved quickly to take advantage of opportunities that arise. He recommended the use of Facebook as one way to get the message out.

Acting Superintendent Williams spoke further on the partners roles, messaging, and where each can be most effective. In the past, Seattle Parks and Recreation hasn't "tooted its own horn"; now is the time to do so. Mr. Keller added the adage "You don't know what you've got till it's gone" applies to Seattle's park system. The Park Board thanked ARC and Seattle Park Foundation for all they do to support Seattle Parks and Recreation.

Old/New Business

Access to Magnuson Park: The letter from the Park Board to NOAA requesting access at the north end of Magnuson Park has been drafted and is under review. Once it is finalized, it will be signed by the Park Board chair and forwarded to NOAA.

Get Engaged Position: Ms. Brooks reported that eight applications for the newly-created Get Engaged position on the Park Board were received. Former Park Board chair Bruce Bentley and current chair Diana Kincaid were on the interview panel. The names of the first and second candidates have now been submitted to the Get Engaged staff for Mayor McGinn's consideration and appointment. The new commissioner should join the Board in early September. The panel stated they were very impressed with the group of highly-qualified applicants.

Metropolitan Park District: Commissioner Barber wants to hear more about a Metropolitan Park District and for the Board to have a discussion on that type of funding. Parks staff will work with Seattle Park Foundation Executive Director Thatcher Bailey to schedule the presentation.

The Board held a brief discussion on how it can be most effective in lobbying for funding sources for Seattle Parks and Recreation. Suggestions included being better educated on various funding sources; ensure the Park Board is aligned with the Department, Associated Recreation Council, and Seattle Parks Foundation in funding goals; and getting the joint funding message out via opinion-editorials and on KUOW. Mayor McGinn is expected to release his proposed 2013 budget in late September. It is important the partners send a clear message to the public describing the difficult choices faced by the Department in 2013, as well as information on additional funding sources.

There being no other business, the meeting adjourned at 9:25 pm.

APPROVED: _____

Diana Kincaid, Chair
Board of Park Commissioners

DATE _____

