

# Seattle Department of Parks and Recreation

Seattle Board of Park Commissioners  
Meeting Minutes  
December 8, 2011

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

Present:

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

Excused:

Jourdan Keith

## ***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. Commissioner Holme called the meeting to order at 7:00 pm and reviewed the meeting agenda. **Commissioner Barber moved approval of the agenda, as amended, and the record of correspondence. Commissioner Kincaid seconded. The vote was taken and the motion carried.**

Commissioner Holme reported that Commissioner Keith was recently injured by a vehicle while crossing the street in a pedestrian crosswalk and has serious injuries. It is hoped she will rejoin the Board at the first meeting in January.

## **Superintendent's Report**

Acting Superintendent Williams 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=6021> and move cursor to position 2.10.

Denny Awards: Last week a large crowd attended the Denny Awards ceremony at Wing Luke Museum. In 2011 alone, volunteers contributed over 350,000 hours to Seattle's park system, valued at \$8-10 million. Commissioner Holme received the Superintendent's award.

High Level Management Changes: The Department's Finance Director, Carol Everson, is retiring at the end of 2011, after eight years of great service to Seattle Parks. Kevin Stoops, currently the Department's Planning and Development Division (PDD) Director, will be the new Finance Director. Michael Shiosaki, PDD Deputy Director, is filling in as Director. In addition, Robb Courtney, Parks Division Director, resigned in late October to accept a position in his home state of California. Dan Johnson is filling in as Director.

RFP Seacrest Marina: Recently, a Request for Proposal (RFP) was held for the Seacrest Marina concession stand and a new vendor won the contract. The current vendor has quite a following in the community and has appealed the award. The Department will hold a formal appeal process with members of the appeal panel to include Parks staff, a Park Board Commissioner, Department of Neighborhood staff, and members of the public.

2012/2013 Budget Update: Beth Goldberg, the City's Budget Director, recently attended the Department's Expanded Executive Team meeting and reviewed budget projections for 2012. Currently, a \$9-12 million shortfall in the General Fund is expected for 2012. The projection for 2013 is a \$39-50 million shortfall, which would be dire for Seattle Parks.

Parks is looking at its partnership opportunities as a way of coping with the decreasing budget. One such opportunity is whether the Y could partially operate Rainier Beach Community Center when it re-opens, with the Y managing 110 hours of operation and Parks managing 40 hours. Parks would maintain its partnership and scholarships with Associated Recreation Council. The community has strong concerns with the Y running the community center, as it is a membership-based organization. There are also concerns about access to the facility and the perception the Y is a religious-based organization. Acting Superintendent Williams explained the "Y" is now a separate entity from the "YMCA" or Young Men's Christian Association. The Department will go back to the community to resolve the access and shared use issues. There is a great deal to be done to accomplish this, but progress is being made.

Executive Team Retreat: The Department's management team held its annual retreat yesterday. Several themes for 2012 emerged. The Department must:

- be outcome focused and determine where it wants to be in 2025 and not just where it is now;
- use the budget constraints to re-deploy resources to move goals forward (e.g., support volunteers);
- collaborate – bring new stakeholders to the table;
- practice leadership – nurture employees to be successful;
- protect the basic mission of the Department; and
- be flexible to better cope with change; practice intentional transformation instead of transforming because of necessity

Dr. Jose Rizal Park Update: The Department has received a number of letters regarding the off-leash area and apple orchard. The apple orchardists have asked for the orchard to be fenced from the off-leash area and the blackberries removed. The Citizen's for Off-Leash Areas (COLA) does not want the area fenced, as the orchard is located inside the off-leash area, which would decrease the off-leash area. Tension has increased between the two groups. Brenda Kramer, Seattle Parks' strategic advisor for off-leash areas, is working with both groups and the community to resolve the problem. They are scheduled to meet in January.

## **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 the full testimony, see <http://www.seattlechannel.org/videos/video.asp?ID=6021> and move cursor to position 19.30.

Sharon Levine: Ms. Levine stated she helped clean the Jose Rizal Park area for the off-leash site and understands the hard work involved. She has found Acting Superintendent Williams to be a good mediator and facilitator and asked that all parties sit down together and try to find a good solution to the apple orchard controversy. She stated that the apples that fall on the ground shouldn't be picked up anyway. She urged the

Department to save money and not fence off the orchard and develop a maintenance plan for future blackberry removal at the park.

## **Discussion/Recommendation: Madison Park Shoreline Fence Removal**

David Graves, Seattle Parks Senior Planner, presented a briefing on the removal of the fence at North Madison Park Shoreline at the Board's November 3 meeting. The briefing was immediately followed by a public hearing, with 35 people testifying. (To listen to that meeting, see <http://www.seattlechannel.org/videos/watchVideos.asp?program=Parks>). Following the public hearing, the Board accepted testimony through Friday, December 2, and received dozens of additional e-mails, as well as petitions opposed to, and in support of, removing the fence. Tonight the Board is asked to discuss the removal and vote on a recommendation to Acting Superintendent Williams. To hear the Board's discussion and vote, see <http://www.seattlechannel.org/videos/video.asp?ID=6021> and move cursor to position 24.00.

### ***Discussion and Vote***

Mr. Graves introduced himself and reviewed questions submitted by Commissioners following the November 3 public hearing.

Acting Superintendent Williams stated that Acting Deputy Superintendent Friedli attended the December 5 Madison Park Community Council meeting and will convene a work team of Parks staff and community members to develop a strategy for the park. This process would precede any physical changes. Commissioner Kostka asked if Friends of Madison North Beach could apply for a Small and Simple grant to fund a planning process for the park area. Mr. Graves answered that it could.

Commissioner Ramels referred to testimony stating that having the shoreline unfenced is a safety hazard. She visited Alki Beach Park and found only three small sections with fencing. The drop-offs at Alki are much higher than at Madison Park. Mr. Graves noted that Madison Park was built in 1945 and the fence was installed when it was built. He noted that 99% of Seattle's park shorelines are unfenced.

Commissioner Barber observed that street end parks at shorelines are fenced. He visited the park site and spent some time looking for other nearby areas for kids to play soccer. This was in response to concerns that soccer balls would roll in the water if the fencing is removed. He found several within Madison Park, and at the south end of the Arboretum, Madrona Beach Park, and Leschi Park.

However, he has concerns with removing the fence, as he cannot see what is at the base of the rock riprap. He asked the Department to determine the extent of any hazards once the blackberries and other weeds are removed and is relieved there will be a community planning process if the fence is removed.

Commissioner Kincaid also visited the site and other areas of Madison Park. Several people testified about the combined sewer overflow pipe overflowing on occasion into Lake Washington just outside the fence, thus making the water unsafe for public access. She asked if the new Madison Valley combined sewer overflow will help alleviate this. Mr. Graves responded that it could. The overflows generally happen in winter with heavy rains. The CSO's are allowed one overflow per year. Commissioner Kincaid asked whether there will be play space at Washington Park, once the CSO project is complete. Mr. Graves answered there will be a huge play area.

Commissioner Angulo asked if the blackberries will be removed along with the fence. Mr. Graves answered that both would be removed and the area mowed. Commissioner Kostka stated she is a considerable expert with blackberries and it will be difficult to eradicate them. The roots will be under the riprap and will take a great deal of maintenance to eradicate. She asked if the Department will guarantee they won't return. Mr. Graves answered there isn't a guarantee; however, the area is accessible and crews will keep after the blackberries. An herbicide that is safe for use at lake water would most likely be used. Commissioner Kincaid

asked what the cost for new vegetation would be once the blackberries are removed. Mr. Graves responded that it would depend on what is planted and gave a rough estimate of \$10-15,000.

Responding to a question from Commissioner Ramels on who installed the swing set, Mr. Graves stated that Parks replaced an old set a few years ago with the current set. Commissioner Kostka asked about the slope from the sidewalk to the riprap; Mr. Graves answered it is a gradual 4-5' slope. Commissioner Holme noted there is a stronger current near the riprap and questioned whether the area would be turned into a swim beach. Mr. Graves responded that is unlikely.

**Commissioner Kincaid moved the entire fence be removed, combined with an implementation and vegetation management plan, and the Superintendent conferring with the community. Commissioner Ramels seconded.**

Commissioner Barber repeated his reservations to removing the fence because of the possibility of unseen hazards at the rocks. The shoreline may need railing. Commissioner Ramels referred to her earlier comments about the Alki Beach drop offs of 15' or more. If the Madison Park shoreline is considered a public safety hazard, will the Department go back and evaluate all waterfront parks in the same way? She asked that the shorelines be treated in a consistent manner and this site not receive special consideration. She believes people adjust their behavior to hazards at a park.

Commissioner Holme doesn't believe it's the Board's responsibility to use the possibility of a hazard as a lens when making a recommendation. Staff make those determinations and it isn't an appropriate role for the Board. Commissioner Barber wondered, if the fence is removed and the park is made unsafe, whether the current activities will go somewhere else. Commissioner Kincaid responded there are similar facilities two blocks away. There may be changes in use, but this waterfront park is a valuable and precious commodity and shouldn't be fenced and blocked off from public use.

The degree of the slope towards the water remained a concern for Commissioner Kostka. If a ball rolls loose, it may roll towards the water. Commissioner Holme answered that the riprap is higher than ground level and provides a barrier. Also, Commissioner Kincaid's motion includes a vegetation management plan and would be the outgrowth of a neighborhood process. If a barrier is needed, this could be evaluated during that process. Commissioner Ramels added that driftwood or a similar type of shoreline barrier could be considered.

Acting Superintendent Williams stated the Department's Senior Horticulturist will develop the Vegetation Management Plan and Department staff will work with the community to develop the timeline, maintenance plan, and volunteer involvement.

**The vote was called for with Commissioners Angulo, Kincaid, Kostka, and Ramels voting in favor. Commissioner Barber abstained. The Chair only votes to make or break a tie. Motion carried.**

Commissioner Home stated the fence removal has been a challenge for the Board, which takes its role very seriously. He noted that Commissioners allowed an extra two weeks to accept public comments. He believes the Board's role is to serve the entire system of parks, while considering individual neighborhoods. Parks are the promise of the future and this site isn't meeting its full potential. He trusts this process will result in a better park for all.

Commissioners thanked the public for their interest and Parks staff for the briefings.

### *Discussion*

## **Quarterly Update: Seattle Parks Planning & Development Division**

Kevin Stoops, Seattle Parks Planning and Development Division (P&DD) Director, presented a quarterly briefing on the work of the Division. Mr. Stoops will become the Department's Budget Director on January 1, 2012, and

Michael Shiosaki, currently the P&DD Deputy Director, will become its Director. Prior to this meeting, Commissioners received a written briefing paper from Mr. Stoops. To hear the full briefing and discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=6022>.

### *Written Information*

#### **Acquisitions-PPL**

- First Hill Park-offers made; appraisals under review

#### **Acquisitions -PSG Levy**

- Phinney-Greenwood area-purchase and sale and leaseback negotiations underway
- West Seattle Junction-negotiations are underway to expand Dakota Place
- North Rainier-negotiations are underway on revised parcel assembly.
- Wedgwood-negotiations with Seattle City Light underway for substation on 35<sup>th</sup> NE
- International District-potential properties identified in "Little Saigon"
- Morgan Junction-two potential properties identified, Eddy Place site favored.
- University District-potential expansion of Christie Park investigated
- Potential land dedication at Yesler Terrace

#### **Planning**

- Seattle Parks and Recreation Development Plan adopted by City Council
- SR 520 Issues
- Waterfront Planning Issues
- King County Combined Sewer Overflow (CSO) issues-Lowman Beach Park (pump station upgrade)
- Seattle Public Utility Genesee CSO issues-Lake Washington Boulevard at two locations-triangle lot and Duck Bay near Lakewood Moorage
- Seattle Public Utility Henderson CSO issues-Seward Park CSO Tank; and Martha Washington construction staging location for adjacent tank
- Shoreline Street Ends
- 14<sup>th</sup> NW Park
- Rainier Beach Urban Farm (at Atlantic City Nursery, with Neighborhood Matching Funds (NMF))
- Magnolia OLA (at Magnolia Manor, with NMF)
- Jimi Hendrix Park improvements (NMF)
- Golf Projects

#### **In Design-PPL and others**

- ADA Compliance at International District-Chinatown community centers
- University Heights Open Space
- Irrigation renovation at Matthews Beach and Pratt (to be bid in early 2012)
- Riverview Playfield shelter house
- Jefferson Community Center (CC) Seismic
- Green Lake CC and Evans Pool Heating Ventilation Air Conditioning (HVAC)
- Volunteer Park Conservatory renovation (on hold)
- Magnuson Park picnic shelter (Skanska Donation in 2012)
- Volunteer Park Seattle Asian Art Museum (on hold)

#### **In Design- Parks and Greenspaces Levy**

- Volunteer Park Play Area
- Roxhill Park Play Area
- Roxhill Park skatepark
- Highland Park Playground spray feature
- Washington Park Arboretum north entry and trail
- Othello Playground Lighting and Safety Improvements

- John Muir Elementary playground (with NMF)
- James Court Woonerf
- Santos Rodriguez Play Area
- Bitter Lake Reservoir improvements
- Naturalizing Northgate: Beaver Pond (Thornton Creek #6)
- Lower Kinnear Park (with NMF)
- West Seattle Reservoir
- Maple Leaf Reservoir
- Maple Leaf Play Area
- Bell Street Boulevard
- Hubbard Homestead skatepark element
- Rainier Playfield Play Area (ready for re-bidding)
- Washington Park Playfield (ready for bidding)

### **In Construction-Pro Parks Levy and Others**

- Queen Anne CC boiler replacement (ready for bidding)
- Queen Anne CC electrical system upgrades (ready for bidding)
- Dakota Place Building Renovation (ready for bidding)
- Colman Pool structural rehabilitation (award pending)
- Montlake Playfield (PF) field conversion (Ohno donation)
- South Park CC building siding corrections
- Discovery Park Capehart Site Restoration
- Discovery Park Nike area and South Entry work
- Rainier Beach Community Center and Swimming Pool
- Crown Hill Open Space park development
- Freeway Park Renovation (fountains, lighting)
- Irrigation Controls at Seacrest, et al
- Brighton PF Basketball Court (Sprite Sparks)

### **In Construction-PSG Levy**

- 9<sup>th</sup> Avenue NW Site (Kirke Park) (to be awarded)
- International Children's Park play area
- Jefferson Park playfield
- Jefferson Park skatepark
- Jefferson Park Beacon Mountain
- Georgetown Playground spray feature
- Northacres Park play area
- Northacres Park spray feature
- Langston Hughes Performing Arts Center seismic and other renovations

### **Completion Pro Parks Levy and Others**

- Denny Park Lighting
- Americans with Disabilities Act (ADA) Compliance at Golden Gardens-Parks Upgrade
- ADA Compliance at Woodland Park-Parks Upgrade
- Bobby Morris Playfield Lighting replacement
- Leschi Moorage renovations
- Aquarium pumps and filter controls
- Ravenna Eckstein CC Roofing
- Meadowbrook Pool Roofing

### **Completion Parks and Greenspaces Levy**

- Golden Gardens play area

- Ross Playground play area
- Delridge Playfield skatepark
- Sandel Playground play area

### **Other**

- Belltown Community Center negotiations completed, design by owner
- Department of Justice ADA Audit response
- Fort Lawton Utilities-COMPLETED

## **UPCOMING ISSUES FOR POSSIBLE BOARD REVIEW/CONSIDERATION**

### **Policy Review and Recommendation**

#### **Status Reports/Briefings**

- Central Waterfront Planning
- SR 520 Issues at Montlake, McCurdy and Washington Parks
- SPU CSO Projects

### *Discussion*

Mr. Stoops reviewed information in the written briefing paper. Responding to a question from Commissioner Barber on the Volunteer Park Conservatory, Mr. Stoops responded it is 100 years old and was partially rebuilt in the last few years with Capital Improvement Funds (CIP), an expensive renovation. Remaining renovations are estimated at \$3.2 million, with Friends of the Conservatory working to raise the funds and developing an operation plan. The Friends group has hired a consultant to evaluate conservatories around the country to determine which are successful and what elements make them so. Commissioner Kincaid asked if the Friends of group is a 501c3. Commissioner Holme was at the Conservatory earlier today for an event and toured the greenhouses, which he had never seen before. Other conservatories provide tours of their greenhouses and charge a fee. He believes this might be a good opportunity for the Friends group to consider. He noted that the Conservatory is decorated quite festively for the holidays.

Commissioner Holme asked about the Rainier Community Center project. Will Parks re-bid the work? Mr. Stoops answered the project was re-bid and the low bidder was \$500,000 higher than the previous last low bid; however, the candidate this time is a Women and Minority-owned Business (WMBE.)

Commissioner Kostka asked several questions about Discovery Park. Mr. Stoops stated that when the Navy turned over the area to the City and left, part of its agreement was to raze the Capehart houses. That work is complete and Parks is now cleaning up the mountain of concrete and will amend the soil, add wood chips, and plant thousands of new seedlings. In addition, the Conservation Corp has installed fencing using Shoreline Protection Improvement Funds (SPIF), removed Scotch Broom plants, and tore out the old roadway and diamond which were remnants of the military base. Conservation Crews will be there another couple weeks and will also remove the fire hydrants. Commissioner Holme asked that the Board be kept updated about the status of the officers quarters.

Commissioner Barber asked about the Lowman Combined Sewer Overflow (CSO) project and whether King County has secured private property for the CSO. Mr. Stoops responded the County did secure private property by condemning several small multi-family homes. The site is controversial, however, and will require a small amount of Lowman Park be used for the project. Commissioner Kostka asked Mr. Shiosaki to keep watch over odors at West Point Treatment Center (located in Discovery Park). Commissioner Kincaid concurred with this. It will take a real effort to remedy and improve the situation.

Commissioner Barber referred to the Washington State Department of Transportation SR520 project, and understands the State is now appraising the land (referred to as the "Peninsula") where the ramps will be removed and located adjacent to the Washington Park Arboretum. He asked that the City designate the



property as an arboretum so if the State sells the land, it would have a pre-determined use. Mr. Stoops stated the land is already designated a conservancy and its use is very restricted. Mr. Shiosaki met today with WSDOT regarding the "Peninsula" property and it is very likely that WSDOT will turn the property over to the City. Commissioner Barber was pleased with this good news.

Commissioner Kostka thanked Mr. Stoops for all his good work as the Planning and Development Division Director. Mr. Stoops shared the credit with the Division's 50+ staff members.

### **Discussion/Recommendation: Revised Sponsorship Policy**

At the November 10 meeting, Rebecca Salinas, Seattle Parks Partnership Director, presented an update briefing on the Department's Sponsorship Policy. Tonight the Board is asked to discuss the revisions and vote on a recommendation to the Superintendent. Prior to this meeting, Commissioners received an updated version of the policy, which included their suggestions from the November 3 meeting and redlined versions of the policy, showing all the proposed changes made by staff. To hear the full presentation and the Board's discussion and recommendation, see

<http://www.seattlechannel.org/videos/video.asp?ID=6022> and move cursor to position 8.2.

Commissioners Angulo, Kincaid, and Kostka suggested several changes, which Ms. Salinas will incorporate into the revised policy. Commissioner Barber believes this is quite a good policy. Is Ms. Salinas satisfied that the process will ensure the performance the Department seeks with sponsors? Ms. Salinas responded they are and will monitor the sponsorships closely. Commissioner Ramels doesn't believe the sponsorship policy is as weighty as the partnership policy. She observed that an applicant can do something for the Department and want recognition and be both a sponsor and a partner.

Commissioner Kincaid is concerned with logos and believes they can be very problematic. She asked who will determine what type is allowed. Ms. Salinas stated that section 7.0.8 of the policy states the sponsorship may not compromise the design standards and integrity of the park. The logo will be reviewed by a panel consisting of Parks' Communication Manager, Partnership Manager, and Planning and Development Division Director. Acting Superintendent Williams stated the Department will not sell out the primary premise of its values. Commissioner Ramels stated her fear is that a different Superintendent might sell out; however, she thinks this policy provides great protection.

**Commissioner Ramels moved the Board recommend to Acting Superintendent Williams to adopt the Sponsorship Policy as revised. Commissioner Barber seconded. The vote was taken with all in favor. Motion carried.**

Commissioner Holme asked that staff also evaluate soft drink vending machines in parks. These are lit at night and look like large billboards for the product. He asked that they be placed where they are less visible to passersby.

Commissioners thanked Ms. Salinas and her staff for the briefing. The approved version of the Sponsorship Policy reads as follows:

Department Policy & Procedure  
Subject: Number 060-P 1.5.1  
**Sponsorship Policy** Effective \_\_\_\_\_  
Supersedes \_\_\_\_\_  
Approved: \_\_\_\_\_  
Department: Parks and Recreation

#### 1.0 INTRODUCTION:

1.1 Seattle Parks and Recreation (Parks) frequently seeks sponsorships with nonprofits, individuals, foundations, private businesses, and corporations to enhance our ability to deliver parks and recreation services.



1.2 Parks often receives offers and requests for sponsorship opportunities from a variety of organizations, including private businesses and corporations, that would like to provide financial support to Parks in exchange for sponsor recognition.

## 2.0 PURPOSE:

2.1 To establish the guidelines and procedures for entering into sponsorship agreements.

2.2 To recognize that sponsorships provide an effective means of generating additional resources to support Parks facilities and programs.

2.3 This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

2.4 This policy is not applicable to events authorized by a Special Event Permit issued by the City of Seattle.

## 3.0 ORGANIZATIONS AFFECTED:

3.1 Seattle Parks and Recreation

3.2 Board of Park Commissioners

3.3 Advisory Councils

3.4 Associated Recreation Council

3.5 Seattle Parks Foundation

## 4.0 REFERENCES

4.1 Park and Recreation Naming Policy #060 – P 1.4.1

4.2 Acceptance of Gifts and Donor Recognition Policy #060 – P 2.13.1

4.3 City of Seattle Sign Ordinance

4.4 Partnership Development Policy #060 – P 3.9.2

## 5.0 POLICY:

5.1 It is the Parks' policy to seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, and other entities. The purpose of sponsorships is to increase Parks' ability to maintain facilities, deliver services to the community, and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

5.2 It is the Parks' policy to provide sponsors with suitable acknowledgement of their contribution. Sponsor recognition will be done in a way that minimizes impacts on the visitor's experience and the visual qualities of the site. Sponsor recognition will not be perceived as creating a proprietary interest.

5.1.1 Corporate sponsorship agreements will exist in accordance with the guidelines and procedures set forth in this policy.

5.1.2 Corporate sponsorships must not detract from the mission and policies of Parks.

5.1.3 Corporate sponsorships will not result in any loss of Parks' jurisdiction or authority.

5.2 In general, the following industries and products are not eligible for corporate sponsorships with Parks: religious and political organizations and companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.

## 6.0 DEFINITIONS

For the purpose of this policy the following definitions apply:

6.1 Sponsorship - Financial or in-kind support from an individual, foundation, nonprofit, corporation or other entity, for a specific service, program, facility, park or event in return for certain benefits,

6.2 Sponsorship Agreement - the legal instrument that sets out the terms and conditions to which the parties have agreed.

6.3 Advertising – the action of attracting the public's attention to a particular product or service, especially by paid announcements.

6.4 Community Center – a Parks-owned building in which structured and unstructured recreation and cultural activities are provided.

6.5 Corporate Slogan – a word or phrase that may be attached to a corporate name or logo.

6.6 Donation – the provision of in-kind goods and/or money for which no benefits are given in exchange.

6.7 Interpretive Sign – a sign within a park that describes natural, historic, and/or cultural features.

6.8 Facility – any building or structure located on property owned or managed by Parks.

6.9 Logo – a symbol or name used to brand an organization.

6.10 Park – open space owned or managed by Parks for its recreational and/or natural resource values.

6.11 Park Resources – the natural and/or cultural landscape elements within a park.

6.12 Plaque – a flat memorial plate containing information that is either engraved or in bold relief.

6.13 Recognition Benefits – opportunities given to a sponsor to have its name/logo appear on park property or materials for a specified period of time.

6.14 Sign – a structure used to identify a specific park, to convey direction to parks users, and/or to inform them of relevant regulations and other pertinent information

6.15 Temporary Sign – a sign erected for a specified period of time, usually not exceeding 18 months.

6.16 Partnerships and Business Resources (PBR) – a unit of Parks that supports and guides partnership development and contract assistance, including sponsorship agreements and other types of partnership agreements.

6.17 Board of Park Commissioners (Park Board) – an advisory board to the Superintendent of Parks, the Mayor, City Council and other city departments with respect to park and recreation matters.

6.18 The Associated Recreation Council (ARC) – a non-profit partner that helps Parks to provide recreation, childcare and other programs to the general public

## 7.0 GUIDING PRINCIPLES

### 7.1 Sponsorship Proposals

The following principles form the basis of Parks' consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the relevant community center or park and its Master Plan, if applicable.
2. Sponsorships cannot be made conditional on Parks' performance.
3. The mission of a sponsorship organization should not conflict with Parks' mission.
4. Sponsorships should provide a positive and desirable image to the community.
5. Sponsorship benefits offered should be commensurate with the value of the sponsorship.
6. Operating costs associated with a sponsor's proposal should not exceed 10% of the value of the sponsorship.
7. Individual sponsors should not limit Parks' ability to seek other sponsors, unless approved by the Superintendent.
8. Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
9. An evaluation of the potential sponsor and its proposal will include but not be limited to:
  - Products/services offered
  - Company's record of involvement in environmental stewardship and race and social justice
  - Principles of the company
  - Sponsor's rationale for its interest in Parks
  - Sponsor's expectations
  - Sponsor's timeliness or readiness to enter into an agreement
  - Impact on the community and park patron experience where the sponsorship is implemented
  - Impact on the ability of the public to access Parks property, facility and/or programs
10. All sponsorship proposals that exceed \$500,000 will be approved by City Council.

### 7.2 Recognition of Sponsors

The following principles form the basis of the organizations' recognition of sponsors:

1. Parks encourages sponsorships that enable Parks to further our mission.
2. Recognition of a sponsor will not suggest in any way the endorsement of the sponsor's goods or services by Parks or any proprietary interest of the sponsor in Parks.
3. Any physical form of on-site recognition will be done in such a way that it minimizes impacts on the visitor's experience and visitor use or routine community center/park operations.
4. The form of any on-site recognition will be of an appropriate size and color and will be done in a way that minimizes impacts on the park surroundings or any interpretive message.
5. All sponsorship agreements will be for a designated period of time commensurate with the value of the sponsorship and the life of the asset being sponsored.
6. Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted, providing such names are subordinate to the name of the park or the community center, and the naming is consistent with the Parks Naming Policy.
7. The Superintendent may impose additional subject-matter restrictions on advertising, sponsorship and naming rights agreements consistent with applicable law and the use of Parks facilities by citizens of all ages, in particular young children and families.

### 7.3 Naming rights

Where naming is to be offered in recognition of a sponsorship, the sponsorship proposal will first be reviewed by the standing Seattle Parks and Recreation Naming Committee, comprised of one member or appointee of the Board of Park Commissioners, one appointee of the Chair of the City Council committee that considers parks and recreation matters, and one appointee of the Superintendent. If the Naming Committee determines that the

proposed request is consistent with existing Seattle Park and Recreation policies and authenticates the supporting information, Parks will inform the media and post notices at the park and/or facility, and the Project Manager will coordinate communication with the community. The naming committee will take public comments into consideration when making their recommendation to the Parks Superintendent. The Superintendent, after reporting to the Board of Park Commissioners, may accept or reject any proposal.

Upon approving a name for a park or recreation facility, the Superintendent will, within ten days, notify the Mayor, the Chair of the City Council committee dealing with parks and recreation matters, and the City Clerk, at which time the name will become official for the term of the sponsorship agreement.

## 8.0 PROCEDURES & GUIDELINES

These procedures and guidelines are established to ensure all sponsors are treated equitably and appropriately, and to ensure that in recognizing a sponsor's support, the values and purpose of a particular community center and/or park is not diminished. The guidelines and procedures in this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

### 8.1.1 Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities:

- Events – Financial or in-kind support for an event organized by Parks on park property
- Park/Facility Development – Financial or in-kind support associated with the design, construction, repair, and/or improvement of a particular park or recreational or cultural facility. Projects in this category will typically be of a one-time nature.
- Program Delivery – Financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.
- Community Sports Teams – Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the Sponsorship Policy. The Superintendent must approve any recognition of this sponsorship on park property other than on uniforms.

### 8.1.2 Types of Recognition

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, Parks will give preference to an off-site form of recognition that may include one or more of the following:

- A thank you letter
- Publicity through such channels as Parks' website, newsletters, and/or media releases, and through the sponsor's newsletter, annual report and/or website
- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony
- Mayoral and/or Council acknowledgement at civic functions
- Commemorative items such as a framed picture or plaque
- Register of sponsors that is accessible to the public either online or at Parks' administrative offices and community centers
- Acknowledgement on printed materials such as recreational and environmental program catalogs
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a community center or another facility

Where on-site recognition is to be provided, types of recognition may include (in most cases sponsorship names and logos cannot be visible to passing motorists, per the Seattle Sign Code) :

- Temporary signs, which may include logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or at an event
- Interpretive sign, which may include logos
- Permanent plaque or sign (permanency is limited to the life of the asset)
- Naming of a particular facility within a community center or park where the sponsorship contributes a minimum of \$250,000 or covers at least 60% of the cost of the particular facility or structure, whichever is greater. The sponsorship contribution cannot include public money.

### 8.1.3 Determining types of Recognition

Decisions as to the type of recognition to be provided to sponsorships under \$10,000 will be made by each Parks Division. For sponsorships over \$10,000, decisions will be made by the Division Director in consultation with the Partnerships Manager, unless they involve naming of a facility within a community center or park. For sponsorships over \$100,000, decisions will be made by the Superintendent following a recommendation by the Division Director in consultation with the Partnerships Manager. In determining the type and extent of recognition

benefit, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

#### 8.1.4 Determining Design Standards for Various Types of Recognition

**Design and Location of Temporary Signs and Plaques:** Recognition of a sponsor will be permitted on either a temporary sign or a directional, informative or interpretive sign. In such circumstances the sponsor's name and/or logo will be designed so that it does not dominate the sign in terms of scale or color. The Partnerships Manager, in consultation with the Communications Manager, will determine approval of a sponsor's name and/or logo on signs. Likewise, the Partnerships Manager will approve the design and content of plaques, in consultation with the Communications Manager and Parks Resources staff.

The site of temporary signs and plaques will be determined jointly by the Partnerships Manager and Park Resources and Planning and Development staff. In the event consensus cannot be reached, the Superintendent will make the final decision.

Signs must be affixed in a way that minimizes wear and tear on Parks facilities. All sponsorship agreements will specify terms of maintenance of signs and require that the signs be removed at the end of the agreement.

**Design and Location of Sponsorship Boards:** The Partnerships Manager and Parks Resources staff, in consultation with the Communications Manager, will determine the design of sponsorship boards. In developing a suitable design, Parks will consider a format that allows for the recognition of sponsors using small name plates, plaques or tiles so sponsor details can be added or removed easily.

The Partnerships Manager, in coordination with staff from Recreation and Planning and Development, will determine the location of sponsorship boards within facilities. In the event that consensus cannot be reached, the Superintendent will make the final decision.

The type, location, size, design, content and duration of any advertising, or sponsor recognition must meet City of Seattle Sign Code 18.12.050 and Land Use Code Chapter 23.55, and will be specified in the contract, permit or agreement and if applicable Land Use Code Chapter 23.66 (Special Review Districts). In most cases sponsorship names and logos cannot be visible to passing motorists.

**Design and Information Requirements for Website:** The Partnerships Manager, in consultation with the Parks Public Web Manager and the Communications Manager, will determine the design and information relating to sponsor recognition to be posted on Parks' website.

Freestanding billboards are not allowed in Parks facilities.

Neon signs and light boards for outdoor areas at parks and recreation facilities are not allowed.

## 9.0 SPONSORSHIP AGREEMENT

All sponsorship offers will be the subject of a sponsorship agreement. An example of such an agreement is attached.

## 10.0 SPONSORSHIP PROCESS

To facilitate an integrated approach to the establishing and managing sponsorships, in October each year, the Partnerships Unit, in consultation with all Parks managers and the Executive Director of the Associated Recreation Council (ARC), will develop a sponsorship plan that includes a prioritized sponsorship opportunities list ("list") for the purpose of soliciting sponsorships for the upcoming year.

This list will be approved by Parks Executive Team and the Superintendent will communicate it to the Seattle Parks Foundation and the Board of Park Commissioners.

### 10.1 Proposals Under \$10,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the list that are less than \$10,000 will be handled by each Parks division.

#### 10.1.2 Proposals over \$10,000

All sponsorship proposals over \$10,000 will be referred to the Partnerships Manager, who will be responsible for their evaluation and for making a recommendation to the appropriate Parks Division as to whether the proposal should be accepted or rejected.

10.1.3 Upon securing a sponsor, staff will consult with the Business Resources Manager to execute the necessary sponsorship agreement and benefits recognition provisions.

10.1.4 Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship with Parks will be the responsibility of the division securing the sponsorship, in consultation with the Partnerships Unit.

10.1.5 To ensure a consistent and coordinated approach, before contacting a potential sponsor, Parks staff will:

1. Consult with the Partnerships Manager on the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.
2. Submit the sponsorship proposal to the Partnerships Manager for approval.
3. The Partnerships Manager and other appropriate Parks staff will consult with the Associated Recreation Council (ARC), individual Advisory Councils, and other partners, on aspects of the sponsorship that might have an impact on their operations or programs.
4. Staff will utilize the attached Sponsorship Criteria and Assessment Form PRIOR to implementing any Sponsorship Agreements.

## 11.0 TERMINATING SPONSORSHIPS

Parks reserves the right to terminate any sponsorship should conditions arise during its that results in conflict with this policy or the sponsorship no longer serving Parks' best interests. The Superintendent will make the decision to terminate a sponsorship.

## 12.0 ETHICAL CONSIDERATIONS

Sponsorships are an important way in which Parks can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. Prior to implementing any Sponsorship Agreements, staff will utilize the attached Sponsorship Criteria and Assessment Form.

12.1 On occasion, Parks may need to reject a sponsorship offer. Circumstances under which this may occur include but are not limited to:

- The potential sponsor seeks to secure a contract, permit or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with Parks' mission, values, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company.
- The potential sponsor is in litigation with the City of Seattle.

## 13.0 MONITORING AND REPORTING SPONSORSHIP PERFORMANCE

Fundamental to improving the management and performance of sponsorship activities is an effective program of review and reporting.

13.1 The following performance indicators will be reported upon annually to the Board of Park Commissioners and City Council:

- Number of active sponsorships
- Dollar value of active sponsorships
- Types of sponsorships
- Description of a sampling of the sponsorships, including benefits provided to the sponsor and public benefits
- Impacts on public use of Parks property, facility and/or programs

## 14.0 SPONSORSHIP CONTRACT DEVELOPMENT AND EXECUTION

All successful sponsorship proposals will require a sponsorship contract to be negotiated and developed between the sponsor and the Partnership and Business Resources Manager. Any sponsorship agreement proposed for more than one year will require legislation.

## **Old/New Business**

Board Letter re: Shoreline Master Program Regulations: Commissioner Barber referred to concerns voiced by the Magnuson Park Advisory Council re: medical centers being located in the park. Commissioner Holme asked that the Department take another look at its letter to the City's Department of Planning and Development (DPD) regarding the updated regulations to ensure there are no unintended consequences from the proposed new language. DPD has extended its deadline for comments to December 31.

Board Terms and Election of Officers: Commissioners voiced concerns that three of the seven commissioners' terms are scheduled to expire at the end of the year. Acting Superintendent Williams has discussed this with

Mayor McGinn and City Councilmember Bagshaw and Commissioners Holme and Ramels were asked to extend their terms through the first quarter of 2012 or until their replacements are appointed and confirmed. Commissioner Ramels stated she would be honored to do so; however, she would appreciate several weeks notice of her final meeting date. Commissioner Holme is agreeable to serving as chair until the new members join the Board.

Legislation is now before City Council to add two more positions to the Board and to convert Commissioner Kostka's position to be filled from the Get Engaged program.

Commissioner Kincaid voiced concern that the Board will add five new members during 2012. Commissioner Ramels recommended holding the 2012 election for chair and vice-chair before the new members join the Board, as they won't know the current commissioners. Commissioner Holme asked those interested in either position to contact the Board's coordinator before the next meeting. Commissioners also serve on a number of committees as representatives of the Board and will discuss those appointments in the near future.

Commissioners and Acting Superintendent Williams complimented Commissioner Kincaid for her expertise, love of policy, and her dedication to the Board. Commissioners and staff gave her a standing ovation.

Jose Rizal Park Off-Leash Area: Commissioner Barber stated that public testimony heard during Oral Communications regarding picking up fallen apples at the orchard at Jose Rizal Park is incorrect. His personal belief is that the orchard should be fenced to separate it from the off-leash area. Commissioner Holme suggested Parks staff contact an agriculture extension agent for a ruling.

Seacrest Concession Contract: Commissioner Ramels asked why Parks staff are now reviewing the recently-awarded, controversial Seacrest Marina concession contract. Acting Parks Superintendent Williams responded that the former operator has challenged the contract award and the Department will do a review process. He gave some information why the winner was selected. Commissioner Ramels, who lives in the West Seattle area, believes the process and outcome should have been better explained to the community.

Legal Liabilities of Park Board: During the Madison Park fence public hearing, commissioners were threatened with a lawsuit if they recommended the fence be removed. Commissioner Ramels asked that a City attorney attend the Board's next retreat to discuss the Board's legal liabilities when making a recommendation. Commissioner Holme added that commissioners may also consider adding a rider on their personal insurance policy as a form of protection. Commissioner Kincaid believes the threat of such lawsuits insults the integrity of the commissioners.

There being no other new business, the meeting adjourned at 9:30 p.m.

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

Terry Holme, Chair  
Board of Park Commissioners

DATE \_\_\_\_\_