



**Development and Volunteer
Citizen Advisory Committee**
4:00 p.m. Thursday, May 25, 2023
In-person and virtually via WebEx
Fianna Dickson – Marketing & Communications

Committee members

- X Kelly Brown – Chair/The Friends of Manito Park
Greg Connolly – Friends of Spokane Skate Parks (*absent*)
- X Trevor Finchamp – Friends of The Bluff
- X Lindsey Shaw – Community Assembly rep/Logan Neighborhood and Northeast Spokane
- X Cole Taylor – Friends of Riverfront Park
- X Lee Williams – Friends of Coeur d 'Alene Park
Paul Lindholdt – Friends of the Palisades (*absent*)

Park Board Members

Park staff

Fianna Dickson
Josh Morrisey
Sarah Deatrich
Jerry Stacy
Karin Cook
Jon Moog

Guests

Jeff Lambert – Friends of the Bluff

Minutes

- A. **Call to order/introductions** – The meeting was called to order at 4:05 p.m. by committee chair Kelly Brown.
- B. **Discussion items**
 - 1. Toolkit final feedback – Fianna Dickson
 - a. Good feedback has been received and Fianna asked that additional comments be sent within the next week. Finalization of the text will begin soon afterwards, and graphic layout will begin. The toolkit will be a living document, revised and updated periodically ([attached](#)).
 - 2. Brochure – Trevor Finchamp
 - a. Trevor designed a DVCAC tri-fold brochure which outlines how to successfully establish a Park Friends group and the steps one must take to get there ([attached](#)). The final copy will be available in approximately a month, following internal review.
 - 3. DVCAC mission/goals – Kelly Brown
 - a. Lee Williams shared a draft document of the DVCAC's purpose, mission, and goals ([attached](#)). The draft document outlines the mission, goals, objectives, and measured outcomes for the DVCAC, and poses questions to contemplate when considering the big picture of the group.
 - b. Lee invited committee members to make additions/revisions to this draft and suggested Fianna send out the DVC goals & objectives along with the DVCAC draft goals & objectives for reference and comparison.
- C. **Standing reports**

1. EXPO+50 overview – Kelly Brown
 - a. The model is unchanged with the chair from each of the five pillar committees meeting monthly to discuss status and progress. A process for submittal of event proposals and reduce obstacles to volunteer support and funding is in the works. Once submitted, the proposals will be brought to the Events and Activations Committee for review and a calendar of events will result from the combined efforts of the committees.
 - b. There will be informational summit meetings held at the RFP Pavilion on June 15th and 16, and July 16, to explain the EXPO+ 50 event. The chairs of each of the pillar committees will be in attendance and interested parties should contact Kelly. All are welcome. Kelly will send out the information.
2. DVCAC membership update – Kelly Brown
 - a. No update
3. DVCAC project presentations – Kelly Brown
 - a. Cole Taylor plans to share a KCCP presentation this summer once the details are finalized. An artist has been chosen but not yet formally engaged in a contract. If approved by the Park Board, the King Cole Commemorative art piece will be located north of the King Cole Bridge in Riverfront Park and will be a bronze sculpture of King Cole with educational story boards surrounding it.

Friends of the Bluff is hosting a gallery opening to auction the artwork created at Brush on the Bluff. This is a free event from 6:00 p.m. to 9:00 p.m. at M.A.D. Co. Lab Studio, 3038 E. Trent Ave, Ste. 213. There will be complimentary snacks, drinks, and wine. A wildfire risk reduction event will be held on June 3rd from 9:00 a.m. to 3:30 p.m. with two separate sessions during that time. Volunteers will trim low-hanging branches and perform other duties to reduce the risk of wildfire on the Bluff. On June 11th, there will be a trail maintenance day to improve the trail by the entrance to the Qualchan Golf Course. Find out more at <https://www.friendsofthebluff.org/>.

Spokane Farmers' Market has moved to Cd'A Park and had their biggest opening day ever. The market will be at the park every Saturday through the summer and every Wednesday starting in June. The MAC had their historic home tour in Browne's Addition on the same day as the Market opening and the Friends of Cd'A Park set up an exhibit about the history of the park and how it fits into the neighborhood. Cd'A Park will be part of the STA Kick Off in August and will have a band and informational handouts. There will also be an art fair at the park the same weekend as STA Kick Off. Art Fest will be held Friday June 2nd through June 4th at the MAC and the Friends of Cd'A Park will be across the street at the Reid House handing out information about the park. The Summer Concert Series will be at the park in July and August.

The Friends of Manito will hold a plant sale on June 3rd and Art Festival on June 10th. There will be 100 vendors, four musicians, food vendors, and children's' activities.

D. **Next meeting:** The next regularly scheduled meeting is 4:00 p.m. June 22, 2023, in-person at the **Liberty Park Library Event Room, 402 S. Pittsburg St.**, and virtually via WebEx.

E. **Adjournment:** The meeting was adjourned at 4:39 p.m.



Park Friends Toolkit Text

DRAFT

Updated: May 25, 2023

Items in red are open questions, but we would love Citizen Advisory Committee feedback on all elements of the draft toolkit!

Fianna will add in the Overview section: Matrix for Volunteer/Adopt/Friends and role of Adopt a Park groups.

Message from the Director

Thank you for your interest in joining or creating a Park Friends group. Park Friends groups make Spokane Park even better! The City of Spokane has nearly 100 park properties that provide healthy recreation opportunities, quiet green space, community-building, equitable access, and improve our quality of life. Park Friends group volunteers add resources where budgets are limited, and enhance the vitality and quality of a park they steward. We are grateful for our community that embraces their parks, and hope we can work together in the future!

This toolkit is meant to serve as a guide for starting and fostering a Park Friends group. We hope the information here is helpful, and if you have questions not addressed here, please reach out to us by calling 311 (outside of the city, dial (509) 755-2489) or email Parks@SpokaneCity.org. Thank you! – Garrett Jones, Director, City of Spokane Parks & Recreation

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Overview

What is a Park Friends group?

Park Friends groups are a coordinated group of volunteers who support and advocate for a specific park or group of parks. Membership is open to all community members. They serve as ambassadors, community advocates, and stewards of their chosen park. The group’s affiliation with City of Spokane Park & Recreation is formalized through a Memorandum of Understanding, and members work in close coordination with a Park & Recreation staff liaison.

What do Park Friends groups do?

Activities may include park clean-up days, fundraising activities, assisting with programming the park with recreational activities, advocating for park improvements, and similar. Groups can be highly active or smaller scale; they may be a large formalized 501(c)3 or more grassroots. Park Friends groups are supported by the Development and Volunteer Committee (DVC) of the all-volunteer Park Board, and the affiliated Citizen Advisory Committee (CAC) of the DVC. Park Friends groups network with one another to share resources and ideas.

How do I start a Friends group?

First, check the list ([online link](#)) to see if a Park Friends group already exists for your park, and if it does, we encourage you to jump in and join! If your park does not, this toolkit can help you start one.

What if I want to volunteer for Parks, but don't want the commitment of starting/joining a Park Friends group?

Parks & Recreation has a wide variety of volunteer opportunities, from one-time activities to seasonal events and everything in between. Please visit www.SpokaneParks.org/volunteer to see a list of current options, and if nothing feels like the right fit, contact our Volunteer Coordinator at 311 to discuss other ideas!

Forming a Park Friends Group

- 1. Meet and Greet:** Give us a call and let's talk! We'd love to connect with you to hear why a park matters to you, why you'd like to explore starting a Park Friends group, and talk through ways we can work together to support the park's health and activity. We'd love to hear what your goals might be, and ways you'd like to engage the neighborhood or community. We are focused on solutions-based partnerships.
- 2. Talk with your fellow park-goers and Neighborhood Council:** Do you have some people who might be interested in joining your effort? It will be important to connect and find a few additional core members who can help launch your Park Friends group and support initial planning. Approaching your [Neighborhood Council](#) with your idea will also be a valuable place to gather their feedback and possible members.
- 3. Create a mission statement:** This will be an important and concise way to express the meaning of your Park Friends group. Consider your group's purpose, business, values, goals, and actions. If you're looking for examples, here are a couple from existing Park Friends groups:

The Friends of Manito: The Friends of Manito is a 501(c)(3) non-profit organization that supports Spokane's Manito Park. We were founded in 1990 to conduct fundraising, volunteer, and educational activities – to support the responsible preservation and improvement of the park in cooperation with the City of Spokane and its surrounding community.

Friends of Palisades: In 2002, Friends of Palisades was formed as a non-profit organization dedicated to the promotion, preservation, and maintenance of the park. We work to (1) educate the public about the park through various programs and events, (2) present park issues to the City, and (3) increase the

size of the park whenever possible. We bring together park volunteers and supporters for work party events, social activities, and to address any safety concerns.

Friends of the Bluff: As Friends of the Bluff, we are stewards of Spokane's High Drive Bluff Park. Through volunteer efforts, community partnerships, and education, we conserve the area in a natural, sustainable state for multiple users who respect the resource, each other, and wildlife.

And here's our **Spokane Parks & Recreation** mission statement: The City of Spokane Parks and Recreation Division acquires, operates, enhances, and protects a diverse system of parks, boulevards, parkways, Urban Forest, golf courses, recreational, cultural, historical and open space areas for the enjoyment and enrichment of all.

- 4. Entering into a Memorandum of Understanding (MOU) with Spokane Parks & Recreation:** A template MOU is attached as Appendix A (in process with Legal). This will serve as a guide for creating and updating MOUs with Park Friends groups. We will work with you to make any edits and finalize the MOU.

One of the first decisions you'll have to make is if you'd like to form your own 501(c)(3) (information at the [WA Secretary of State website on Non-Profits](#) website), or work with one of our local 501(c)(3) as your fiscal agent/sponsor. If it's the latter, we can help connect you with some options, and you'll need a separate MOU between your Park Friends group and the 501(c)(3) serving as your fiscal agent/sponsor.

- 5. Staff Liaison:** Once an MOU is complete, your Park Friends group will be assigned an official staff liaison who will serve as your primary point of contact for all coordination.
- 6. Group structure:** There are a few things to consider about your group structure. Whatever you decide, it is important to memorialize it in writing.
 - a. Leadership roles:** Your group will be asked to formalize leadership roles and to write bylaws; we provide a sample in Appendix C (in process with Legal) to get you started. We recommend having a President, Vice President, Treasurer, and Secretary; your group can determine how elections take place, and outline term limits.
 - b. Committees:** You may also want to form committees that align with your goals, like park clean up, programming, or fundraising.
- 7. DVC/CAC involvement and networking with other Park Friends groups:** Park Friends groups are supported by the Development and Volunteer Committee (DVC) of the all-volunteer Park Board, and the affiliated Citizen Advisory Committee (CAC) of the DVC. Park Friends groups network with one another to share resources and ideas. There are six seats on the CAC for Park Friends representatives, and terms are 2 years; positions are recommended by the DVC, and appointments are confirmed by the Director of Parks & Recreation. Even if your Park Friends group doesn't have an official seat on the CAC at the moment, it's a wonderful group to connect with to share ideas and find support amongst other Park Friends groups. You can read more about the DVC and CAC at www.SpokaneParks.org/board.

Growing a Park Friends Group

In the first year, it will be important to keep your newly-forming group focused on creating and building a

shared vision, setting attainable goals, and working together to accomplish small projects! This will build momentum and community support.

Here are a few strategies and ideas we've found helpful for growing your Park Friends group.

Holding your first event:

Start small! We recommend a park clean-up day because you will be familiar with them from your Adopt a Park experience, they are fairly easy to organize, and easy for the community to participate in, but they can yield big rewards and help gain new supporters.

Before the event:

- First, do a walk-thru of the park to determine needs and high-priority areas
- Reach out to your Parks staff liaison to let them know what you'd like to do. They can help coordinate some supplies and a trash pick-up.
- Determine the date and timeframe in coordination with your Park liaison, to ensure there aren't conflicts with other events in the park that day and to ensure needed resources are available. You'll need a no-cost park reservation, and your Park liaison can connect you to the right place for it.
- Notify potential volunteers; your neighborhood council **and attend a neighborhood council meeting to discuss your project, recruit potential volunteers and build your park friends membership**; send social media messages out; utilize free community calendar event listings; and ask to hang posters in local community centers/businesses and the park (your liaison can guide you on how/what to avoid when posting signs in the park, i.e. no stakes in the ground or nails in trees). Also ask your Parks liaison to help spread the word via Parks & Recreation channels.
- Send a reminder email the day before the event to potential volunteers

The day of the event

- Have a welcome station where people can be greeted and sign in. Please use the Volunteer Sign In Sheet and the Volunteer Waiver forms in Appendix B (add).
- Once everyone has arrived, overview the project and assign work groups. Let them know the safety protocols, and what to do when they're done with their tasks. **Provide information about how to handle drug paraphernalia or other potentially hazardous material.**
- **Distribute vests, pick up tools, and garbage bags.**
- Take some great pictures to post on your social media channels or website. **This is a great way to recruit new members!**
- **Discuss how to engage others in the park by giving information on your task and inviting them to join next time.**
- Once the work is completed or the time has ended, ensure equipment borrowed is returned.
- Thank volunteers for their hard work, and invite them to join you for future projects.

After the event

- Send a thank you email to your volunteers, and let them know how much was accomplished – the number of trash bags filled, for example. Link to your social media channels and invite them to follow you or learn more on your website. The more people feel appreciated and that their time had value, the more likely they are to participate again.
- Work with your liaison on any follow-up needed by Parks staff after your event, such as pile pickup.
- Send your Volunteer Sign-In Sheet and Volunteer Waivers to your Parks staff liaison or volunteer coordinator.

Additional events to consider:

A no-cost permit will be required for your event, please work with your Park staff liaison and the Park Reservations team. The permit will also review rules around alcohol, large-scale food service, etc.

- Block party
- Movie night
- Concert
- Educational series about nature, gardening tips, the history of the area, etc.
- Future Friends meetings in the park to keep members connected to the group and park.
- Arts and Craft fair, start small and work up to larger fairs once the event is established.
- Sponsor a Trunk-or-Treat around the park.
- What else?

Building your membership & engaging your neighborhood

- Create an email address. Creating a Friendsof___Park@gmail.com or similar will create consistency and allow multiple people to monitor/respond to the inquiries.
- Create a website; explore other friends group websites and inquire about how the site was created and how it is updated.
- Create social media pages; start with only two admins for the page to better control content. This is a good role for volunteers with experience in admin roles on other pages.
- Add a google phone number to your social media and other materials. Keep updating messages to reflect new happenings.
- Like, share, and comment on related neighborhood social media pages
- Connect with your [neighborhood council](#) by getting on the agenda and presenting your ideas at a meeting.
- Place banners or signs around the park inviting people to learn more about and join your group (just make sure to check in with your staff liaison about how to post signs – we have rules around stakes in the ground and no nails in trees).
- Ask to hang posters in your local business shop windows.
- Work with your staff liaison to ask how Parks can promote your new group or event. We can often post on our social media channels, issue a press release, etc.
- Keep a list of volunteers and their contact information, so you can reach out to them with new opportunities.
- Keep in communication with your Park Liaison for updates on other groups who have expressed interest in the park (e.g. pickleball, basketball, etc.)

How to build partnerships:

- Start with local businesses, schools, religious institutions, community centers, etc.
- Maybe the grocery store donates candy for your Halloween event in the park, or kids from the high school do a park clean-up to as part of a class project.
- Learn about your partners' interests and priorities, and find ways that your Park Friends group might align for mutual benefit.
- Build relationships with your Neighborhood Council, and participate in the Park Board's Citizen Advisory Committee. Attend your neighborhood(s) council meetings regularly and ask to give updates

on your friends groups.

How to track volunteers:

- Free or low-cost software options – **what do people recommend?**

How to explore a physical improvement project:

If you have a physical improvement project you'd like to see done in your park, let's talk! Connect with your Park liaison. We'll explore how the project might align with our overall Parks & Recreation Master Plan. If the project meets mutual goals, we might be able to leverage some matching funds or grant dollars to accomplish more together. We have some great examples of projects done in partnership with Park Friends groups.

How to fundraise:

Fundraising can be important to helping you achieve your mission, whether it's supporting maintenance, hosting community events, or physical improvement projects.

When you approach a potential funder, you'll want to have a specific project in mind, an idea of what you'd like them to consider donating, and what you can offer in return. It's wise to have the plan in writing, so you can leave it with them to consider. You might have a single page that outlines the event, and different sponsorship levels and what benefits each level comes with (signage at the event, a free booth space, etc.).

(Example to share?)

Consider asking individuals you know who might be willing to donate any amount, and don't be afraid to start small. Community institutions and local businesses benefit from a park that is clean, healthy, and vibrant, and they may be interested in providing in-kind supplies or some funding to support your work. You can also host a fundraising event. **Establish a membership fee and alternate volunteer time for membership. Using a SQUARE to develop a QR code attaching to a short membership form and payment.**

We all know how important it is to say "thank you" to our donors, supporters, and volunteers, and showing your appreciation will go a long way in building a strong relationship.

Grants are another avenue to explore. **What's a good resource to find them (www.grants.gov, others?)?** If you've found one of interest, work with your Park liaison to ensure the project is do-able and to see if there might be a way to leverage the grant with other matching funds or letters of support.

Consider opening a checking and savings account, and when you reach \$10,000 consider establishing an endowment fund with Innovia (www.innovia.org, 509.624.2606).

Good things can take time

We so appreciate your interest and time dedicated to working with us; together, we can do so much more. Thank you. There are often many steps we have to go through as a Government agency, and we appreciate your patience as we navigate things. It might seem like extra steps or time, but we do our best to be efficient while also ensuring we follow required processes, serve as trustworthy stewards of Parks & Recreation resources, and balance competing priorities for deserving projects. It might take time, but when these great partnerships happen, the outcomes are incredible.

Thank you

Thank you for your interest in starting, joining, or growing a Park Friends group. We hope that you have found this information helpful, and we are always available for questions. As our programs grow and evolve, we will update and revise this toolkit, and we welcome your feedback.

City of Spokane Parks & Recreation

<Logo>

808 W. Spokane Falls Blvd.

Spokane, WA 99201

311 or (509) 755-2489

SpokaneParks@SpokaneCity.org

In progress:

Appendix A

MOU Template

Appendix B

Volunteer Sign In Sheet and the Volunteer Waiver forms

Appendix C

Sample bylaws

LEARN MORE & SIGN UP

If you want to sign up to volunteer, Adopt a Park, or learn more about starting a Parks Friends Group, please scan the QR code below or visit SpokaneParks.org/volunteer



Spokane Parks and Recreation Department

Address : 808 W. Spokane Falls Blvd

Fifth Floor - City Hall

Spokane, Washington, 99201

Phone : (509) 625-6200

www.spokaneparks.org



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

– Margaret Mead

MAKE A DIFFERENCE
IN YOUR COMMUNITY

VOLUNTEER FOR PARKS & REC

SPOKANE PARKS & RECREATION VOLUNTEER MISSION STATEMENT

Provide assistance to Spokane Parks by volunteering time, talents, and treasure for the enhancement of Spokane's parks through environmental education, beautification, and preservation.

PARK SUPPORT LADDER

LEVEL 1: VOLUNTEER

Contact us if you have a specific project in mind or pick one of the examples below:

- Clean up a local park
- Pull weeds, plant and tend to flowers
- Plant or water new trees
- Assist with a program or special event

See a variety of opportunities at SpokaneParks.org/volunteer

LEVEL 2: ADOPT A PARK

Adopting a Park means your group is committed to routine volunteer efforts to care for a park for at least one year. This could be:

- Trash clean ups
- Trail maintenance
- Locking/unlocking gates
- Wildfire suppression and more

Your group can be large or small; we just ask that members have volunteer experience and sign a basic group agreement annually.

LEVEL 3: FRIENDS GROUP

Want to do more? Form a Park Friends group! Friends groups commonly do the following:

- Fundraise for park improvements
- Host events to activate the park
- Help set the vision for the park's future
- Continue routine caretaking

We ask that Park Friends groups have at least one year of Adopt a Park experience, and work with us to form an agreement outlining the ways we'll work together.

WHAT TO EXPECT WHEN YOU VOLUNTEER

- ✓ **Tasks That Match Your Interests**
- ✓ **Training and Orientation**
- ✓ **Courtesy, Gratitude, & New Friends**

THE IMPORTANCE OF VOLUNTEERING

Spokane's parks have benefited from a long history of committed volunteers.

Many groups and individuals have given their time to make our recreation programs and parks enjoyable for all. Please help us continue this tradition by volunteering at the parks you care about most.

COMMON VOLUNTEER OPPORTUNITIES

- ✓ **Trail Repairs and Improvement**
- ✓ **Wildfire Risk Reduction**
- ✓ **Gardening, Planting & Watering**
- ✓ **Cleaning & Picking Up Trash**

WHAT IS A PARK "FRIENDS" GROUP?

Park Friends groups are a group of volunteers who support and advocate for a specific park or group of parks. They serve as ambassadors, community advocates, and stewards of their chosen park. Groups range from highly active 501(c)3 to smaller scale grassroots groups.

HOW TO START YOUR OWN GROUP



MEET US & RECRUIT BOARD MEMBERS

Give us a call to talk about your goals and talk with your fellow park-goers.



CREATE A MISSION STATEMENT

Consider your group's purpose, business, values, goals, and actions.



PARTNER WITH PARKS & REC

Enter into a Memorandum of Understanding with Spokane Parks & Rec, then meet with your group's liaison.



GROW YOUR GROUP

Host volunteer projects, events, and lectures to expand your membership.



DRAFT -----DRAFT-----DRAFT

Purpose/Mission- clarify the purpose of the DVCAC

The Development & Volunteer Citizen Advisory Committee serves as an advisory to the Development & Volunteer Committee on matters pertaining to Parks' friends and volunteer groups, and Park's fundraising initiatives. The citizen advisory serves as a conduit between friends organizations, the Parks Division and Park Board.

Goals

- 1) Advise the DVC as to the "Friends of" groups' needs for capital and fundraising objectives.
- 2) Serve as a point of contact and information and education for "Friends of" groups.
- 3) Gather input from Friends of groups to inform goals and objectives to benefit neighborhood parks.

Objectives

- a. Advise the DVC by providing input from "Friends of" groups for capital and programmatic projects for City neighborhood Parks.
- b. Gather from experiences and research of DVCAC members pertaining to fundraising resources; (public (city and state), private donors, foundations, and events) to potentially develop a data resource to be accessed by "Friends of" groups.
- c. Invite "Friends of" groups to attend DVCAC meetings and/or to communicate needs and ask questions and obtain resources from the DVCAC.

Measuring Outcomes

- i. Completion of an annual priority list for capital and programmatic projects of City neighborhood parks.
- ii. On a quarterly basis compile fundraising resources to compiled for "Friends of" groups
- iii. starting insert starting date
- iv. Establishment of an informational data resource for fundraising for "Friends of" groups by insert a completion date
- v. Develop a communication system for "Friends of" groups for volunteers and updates on available park resources by insert a completion date
- vi. Information will be passed to the DVC on all goals, objectives, and completion of outcomes.

Big Picture Questions

- Is there a strategy city wide for needs of and formation of Friends of groups?
- Are there resources with the Parks Department to implement these goals, objectives and outcomes?
- Will there be communication from or possibly a joint meeting of the DVC and DVCAC prior to priority lists being completed?

Submitted by Lee Williams 5/25/23