



**Spokane Park Board
Development & Volunteer / Citizen Advisory
Committee
4:00 p.m. Wednesday, February 21, 2024
In-person and WebEx virtual meeting
Fianna Dickson – Marketing & Communications**

Committee members:

DVCAC:

- X Kelly Brown – Chair/The Friends of Manito Park (*left 4:38*)
- X Jeff Lambert / Trevor Finchamp – Friends of the Bluff
Cole Taylor – Friends of Riverfront Park (*absent/excused*)
- X Lee Williams – Friends of Coeur d 'Alene Park
- X Paul Lindholdt – Friends of Palisades
Stephen Williams – Spokane Disc Golf Club (*absent/excused*)

DVC:

- X Jennifer Ogden – Chair/Park Board
- X Bob Anderson – Park Board
- X Gerry Sperling – Park Board
Doug Kelley – Park Board (*absent/excused*)
- X Kelly Brown – Development & Volunteer Citizen Advisory Committee representative
- X Lindsey Shaw – Community Assembly representative (*4:10*)
Matt Antush – Member-at-large (*absent/excused*)

Park staff

Fianna Dickson
Sarah Deatrich
Kris Behr

Guests

Minutes

1. **Call to order** – The meeting was called to order at 4:05 p.m. by DVC Committee chair Jennifer Ogden. See list above for attendance.
2. **Public comment:** None
3. **DVCAC discussion items:**
 - A. None

4. DVCAC standing reports:

A. DVCAC member news – Kelly Brown

1) Friends of Coeur d'Alene Park – Lee Williams

- a. The Friends applied for a grant through Spokane Preservation Advocates to add to funds for electrical work for the gazebo. They are considering approaching the Neighborhood Council for assistance.
- b. Park Operations is doing all the trenching and laying of pipe for a fully new, automated irrigation system, which is a tremendous savings.
- c. A consultant, Amy Matlock, has been contracted for the Summer Concert Series. She will be responsible for securing sponsorships and entertainment.
- d. Friends of Coeur d'Alene Park appreciate their great working relationship with Al Vorderbruegge, Director of Park Operations.
- e. The Friends' bid for legislative funds was not successful this year.

2) Friends of the Bluff – Jeff Lambert

- a. The member appreciation event went well. A presentation on fire risk and safety issues was shared.
- b. Budget and insurance will be discussed at the annual business meeting next month.
- c. Brush on the Bluff has been growing in popularity and planning for the event is underway.

3) Friends of Palisades – Paul Lindholdt

- a. PFAS water contamination coming from Spokane International Airport and Fairchild AFB is a concern. Free water testing is available through the Department of Ecology.
- b. The Parks Department is securing funds to develop a parking area. They are collaborating in planning which entrances to develop and considering accommodating equestrian traffic.
- c. Illegal dumping continues to be a problem. The Friends hold cleanup events twice per year. Their next event is Saturday, April 20.
- d. A Friends brochure is being created to help recruit new members.

4) Community Assembly – Lindsey Shaw

- a. Nick Hamad presented a Parks levy update.
- b. Lindsey is excited about upcoming cleanup days at Palisades, which is scheduled for the Saturday closest to Earth Day. She is also impressed with Urban Forestry's dead tree mapping project which she thinks will be very useful in the future.
- c. Lindsey asked whether meeting start time could be moved a little later as she has a regular engagement prior which doesn't allow her enough time to arrive to the meeting promptly. Jennifer suggested a 4:15 start time and moving the meeting to the Pavilion. This change will be in effect for the next meeting on March 20, 2024.

5) Friends of Manito – Kelly Brown

- a. Planning is in progress for the annual plant sale and art festival and working on a fundraising plan for the children's pollinator garden.
- b. The Friends are hiring a seasonal/temporary Plant Sale Manager as soon as possible.

B. EXPO+50 update – Kelly Brown

- 1) Each of the five pillar committee chairs have sent emails to notify groups of approved events.
- 2) One may view the Expo+50 events calendar and sign up for the newsletter at www.expo50spokane.com.
- 3) With a \$74 donation, one may become a member of Club 74, which supports free and low-cost programming and gives access to exclusive benefits, opportunities, and content. Donate at [HERE](#).

- 4) Visit Spokane is collecting donated Expo memorabilia for the celebration.
- 5) On Saturday, KHQ Connect Center will be dedicated to Expo Club 74. It will run from 7:00 to 9:30 a.m. and include live and pre-recorded interviews from people involved in the original Expo '74, tribal groups, and sponsors.

5. **DVC action items**

A. None

6. **DVC discussion items**

A. None

7. **DVC standing reports:**

A. [Levy outreach plan](#) – Fianna Dickson

- 1) From February 2021, through May 2022, Parks engaged in community outreach which resulted in adoption of the Park Master Plan in June of 2022 and a draft Investment Program in March/April of 2023. An Executive Team was formed in May 2023, to help guide next steps and the Parks Levy will appear on the August ballot. Phase I of informational outreach will occur through April this year with a ramped-up Phase II to begin in May.
- 2) Key themes will include “What’s in it for me?”, safety & maintenance of the parks, and why the levy is needed.
- 3) Outreach will include:
 - Events & activations
 - Digital outreach
 - Collateral & mail
 - Earned media & advertising
- 4) Fianna outlined some of the many areas volunteers could help, both in City-led outreach and political action committee activities without the use of City resources. The marketing team is working on a Volunteer Toolkit to assist. Per the Parks Master Plan, there are 11 playground improvements in District 3, nine in District 2, and 12 in District 1 being planned for if/when funding becomes available.
- 5) Fianna has posted the presentation in Basecamp.

B. [Q4 volunteer report](#) – Fianna Dickson

- 1) 3,726 volunteers donated approximately 20,800 hours.
- 2) Examples of projects include:
 - a. SpoCanopy volunteers with Urban Forestry and The Lands Council planted over 40 trees.
 - b. Girl Scouts and Whitworth students volunteered over 50 hours at Finch Arboretum.
 - c. Friends of Manito and Parks & Recreation held the 2023 Manito Holiday Lights Celebration, raising money for education, preservation, and improvement projects for Manito Park. 7,500 visitors attended!
- 3) Q4 volunteer value was approximately \$623,000.

8. **Adjournment** – The meeting was adjourned at 4:56 p.m.

The next regularly scheduled meeting is **4:15 p.m.** Wednesday, March 20, 2024, in-person in The Hive events room ‘C’, 2904 E Sprague Ave., and virtually via WebEx.

Healthy Parks, Healthy Neighborhoods Park Investment Levy – Education-only Outreach Plan

Park Board, February 2024

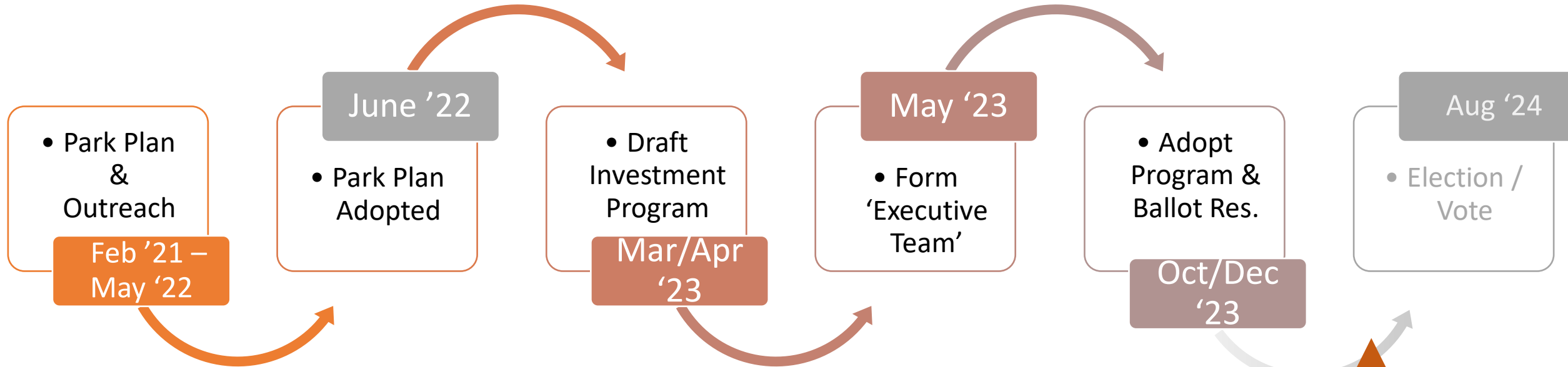
WHAT SHOULD PARKS DO NEXT?

Be part of the conversation as we look to the next ten years for Spokane's parks and natural lands.

Take the survey today!
Point your phone's camera at the QR code to be prompted to visit the website.

For more information, go to SpokaneParksMasterPlan.org

Process



#POLITICS

Spokane Parks and Recreation looks for public input on next decade of park planning

The survey will help Parks and Recreation shape its Master Plan for the next 10 years.



Informational Outreach
Phase I: Through April
Phase II: May – August



PRESERVE & PLAY

A community driven plan that is derived from the goals, desires and feedback obtained from over 5,000 Spokane residents.



One of fourteen pop-up events in the community to obtain input from a diverse range of people.



Residents of all ages were engaged to ensure the plan represents the needs of the entire community.

THEMES



LAND

All physical park properties, programming, and facilities that take place on City park lands

GOAL A. SERVING THE UNDER-RESOURCED

GOAL B. INLAND NORTHWEST LIVING

GOAL C. PRESERVE OUR WILD

WATER

All activities, facilities, and programming in and around natural and manufactured water features including rivers, streams, swimming holes, pools, and splash pads

GOAL D. SWIM AND SPLASH

GOAL E. CARE FOR AND ACTIVATE THE SPOKANE RIVER

GOAL F. IMPROVE WATER USE EFFICIENCY

PEOPLE

Goals and strategies related to how residents engage with and utilize parklands and programming

GOAL G. PARKS FOR ALL

GOAL H. BUILD AWARENESS

GOAL I. DIVERSITY OF OFFERINGS

GOAL J. CO-EXISTENCE

LEGACY

Ensure that all goals and actions contribute to continuing Spokane's heritage of renowned parks, recreation, and services

GOAL K. MAINTAIN AND CARE

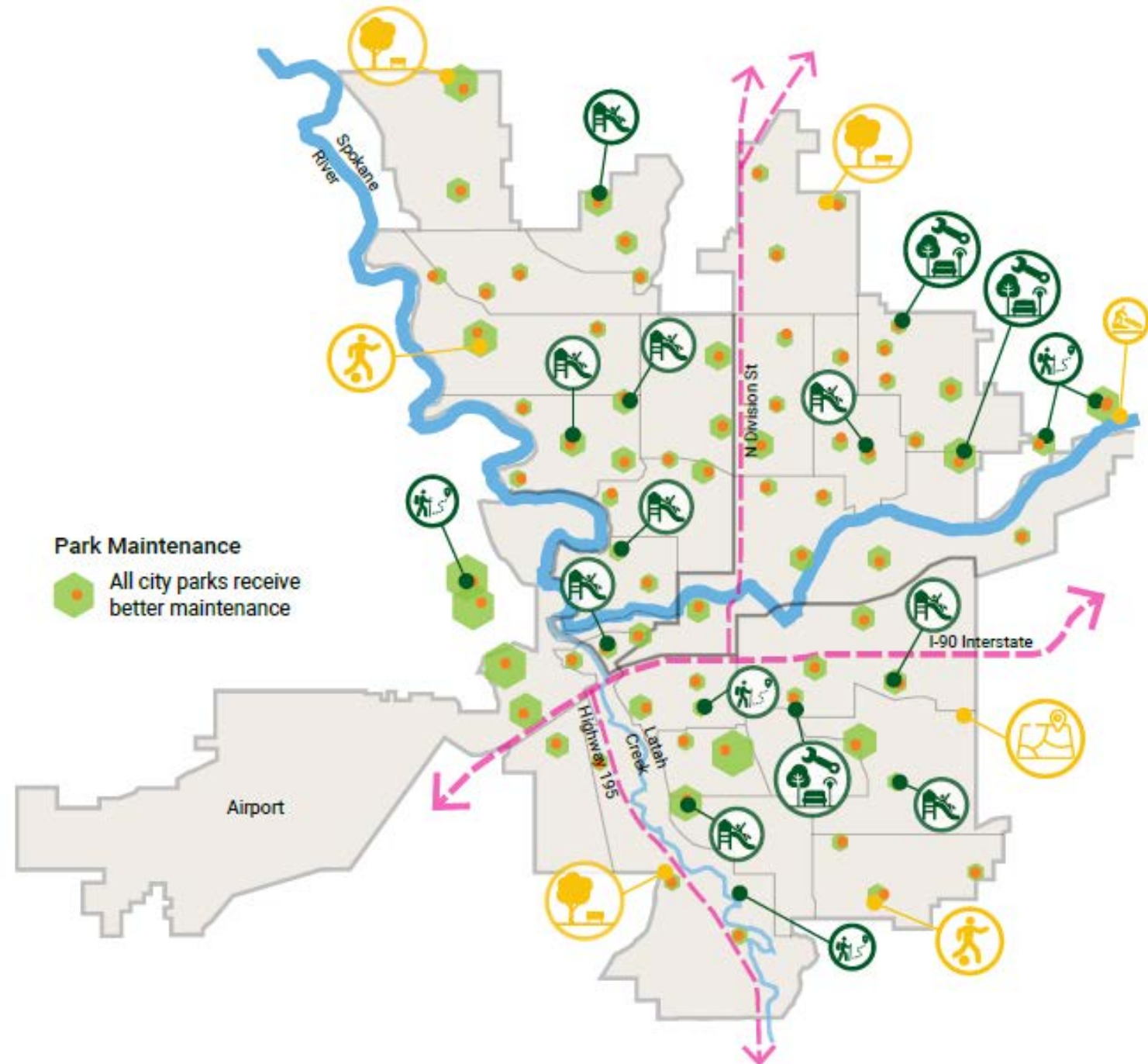
GOAL L. FUNDING FUTURES

GOAL M. STRATEGIC ACQUISITIONS AND REAL ESTATE MANAGEMENT



Key Themes

- ▶ **What's in it for me?**
 - ▶ Cut sheets for each neighborhood & district
 - ▶ City-wide scope map
- ▶ **Caring for what we have, safety & maintenance**
- ▶ **Why it's needed, financial picture (2.3% vs. 8%)**



What to Expect in Your Neighborhood

Audubon / Downriver Downriver

▶ **Improved Daily Park Maintenance**

- ▶ Graffiti Removal, Vandalism Repair, Mowing, Trash Cleanup, Playground Repair

▶ **Park Safety Initiative** - Park ranger presence

▶ **Park Improvements**

- ▶ Audubon Park – Large Play, restroom replacement, pathways, irrigation replacement
- ▶ Shadle Park – Large Play, restroom enhancement
- ▶ Webster Park – New playground / restroom improvements
- ▶ Drumheller Springs – Natural land preservation & acquisition funding
- ▶ Downriver Conservation – Natural land preservation & acquisition funding
- ▶ Shadle Aquatic Center – improved facility repairs

Information-only Education Outreach Plan

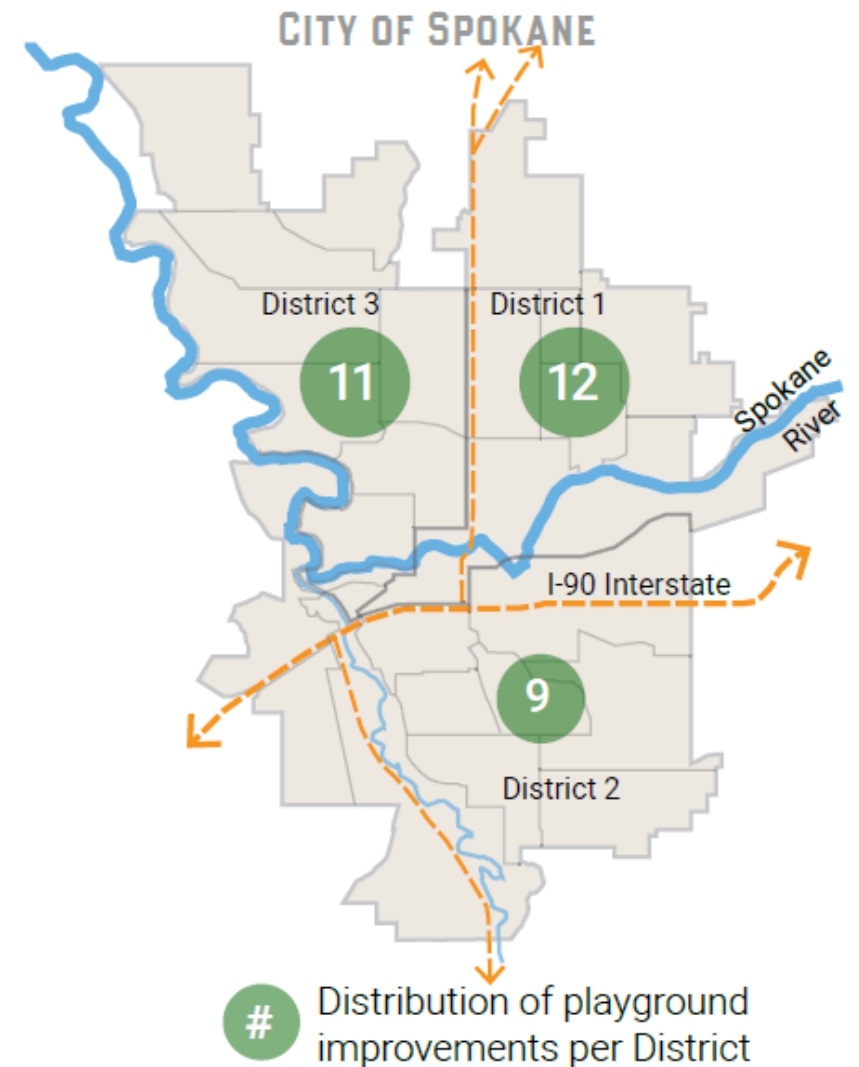
Events & Activations

- ▶ ***Presentations with neighborhood councils, community groups, business organizations, service clubs, etc. (phases I & II)***
- ▶ ***Booths at community festivals, events (phases I & II)***
- ▶ ***Online webinar (phase II)***
- ▶ ***Coffee & Chats (phase II)***



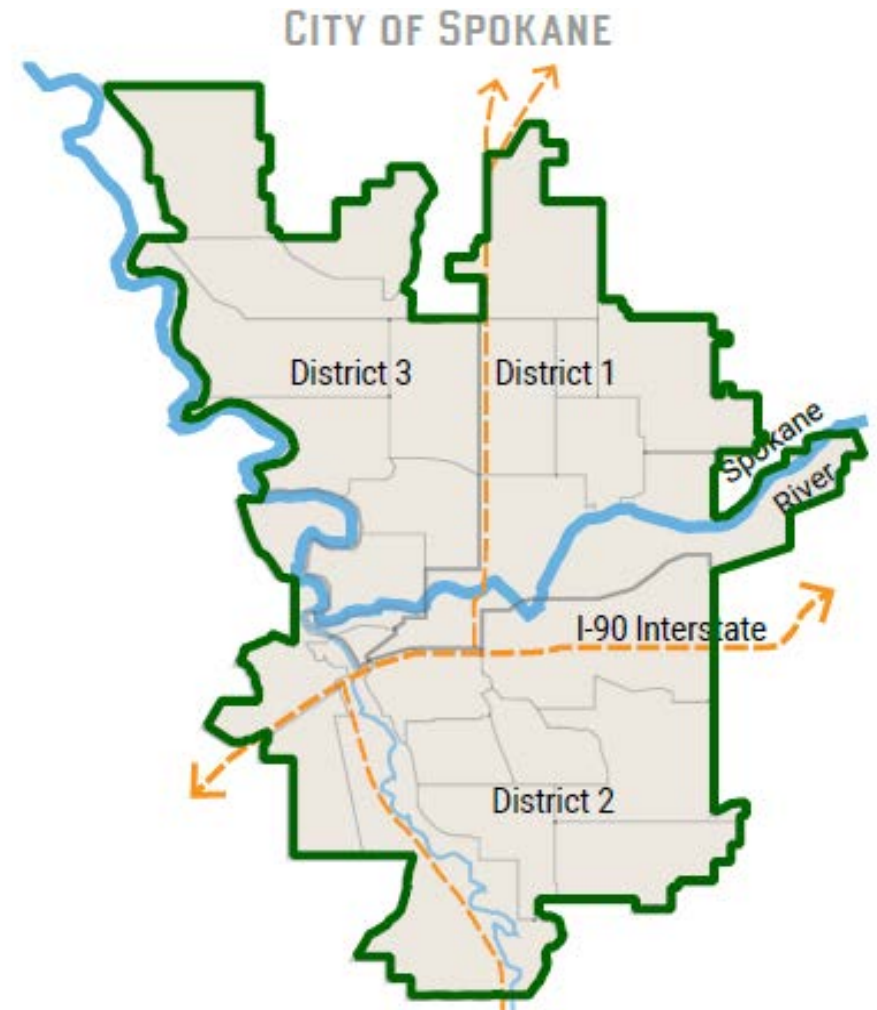
Digital

- ▶ *Website (phases I & II)*
- ▶ *Social media (phases I & II)*
- ▶ *Blogs (phase II)*
- ▶ *Videos (phase II)*
- ▶ *E-newsletters (phase II)*
- ▶ *TV screens at Parks facilities (phase II)*
- ▶ *Riverfront Park electronic billboard (phase II)*



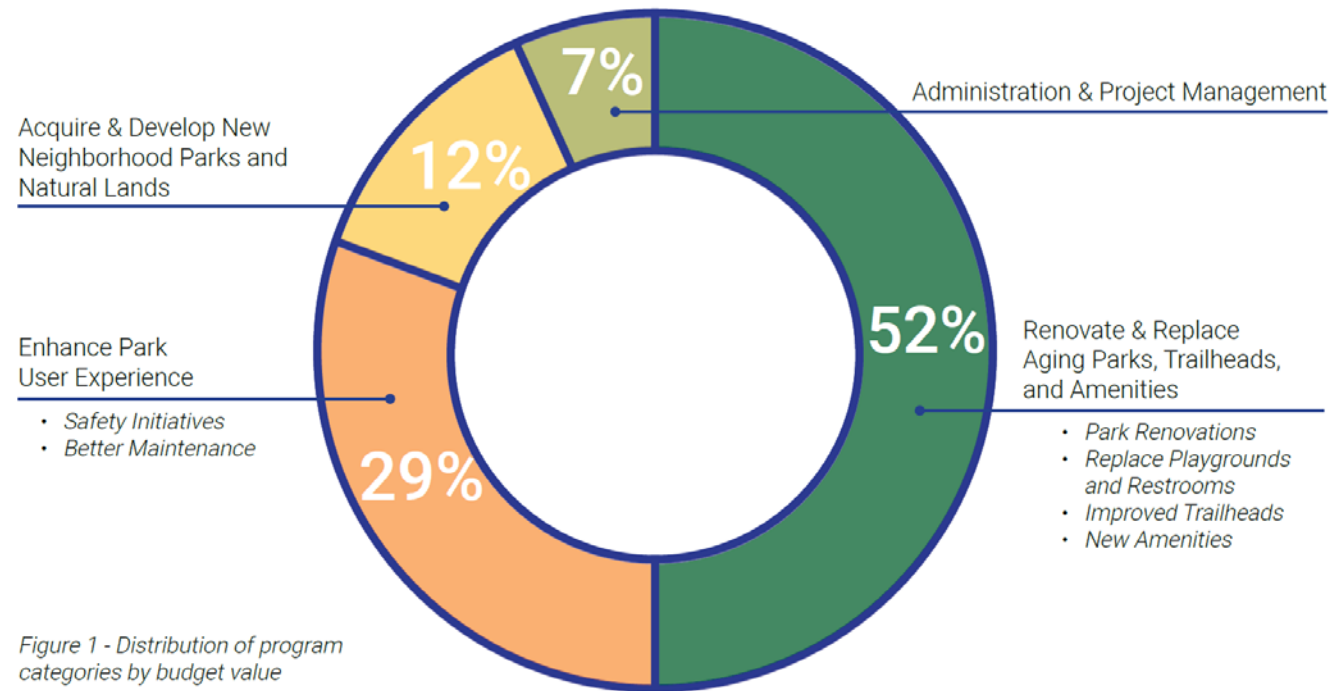
Collateral & Mail

- ▶ *One-sheet (phases I & II)*
- ▶ *Cut sheets (phases I & II)*
- ▶ *FAQ (phases I & II)*
- ▶ *Activity Guide ads (phases I & II)*
- ▶ *Utility bill inserts (phase II)*
- ▶ *Postcards (phase II)*
- ▶ *Banners in parks (phase II)*
- ▶ *Posters (phase II)*



Earned Media & Advertising

- ▶ ***Pitched news stories (phase II)***
- ▶ ***Partner channels (i.e. SPS) (phase II)***
- ▶ ***Small print, TV, radio buy (phase II)***
- ▶ ***Cable 5 (phases I & II)***



Volunteer Support

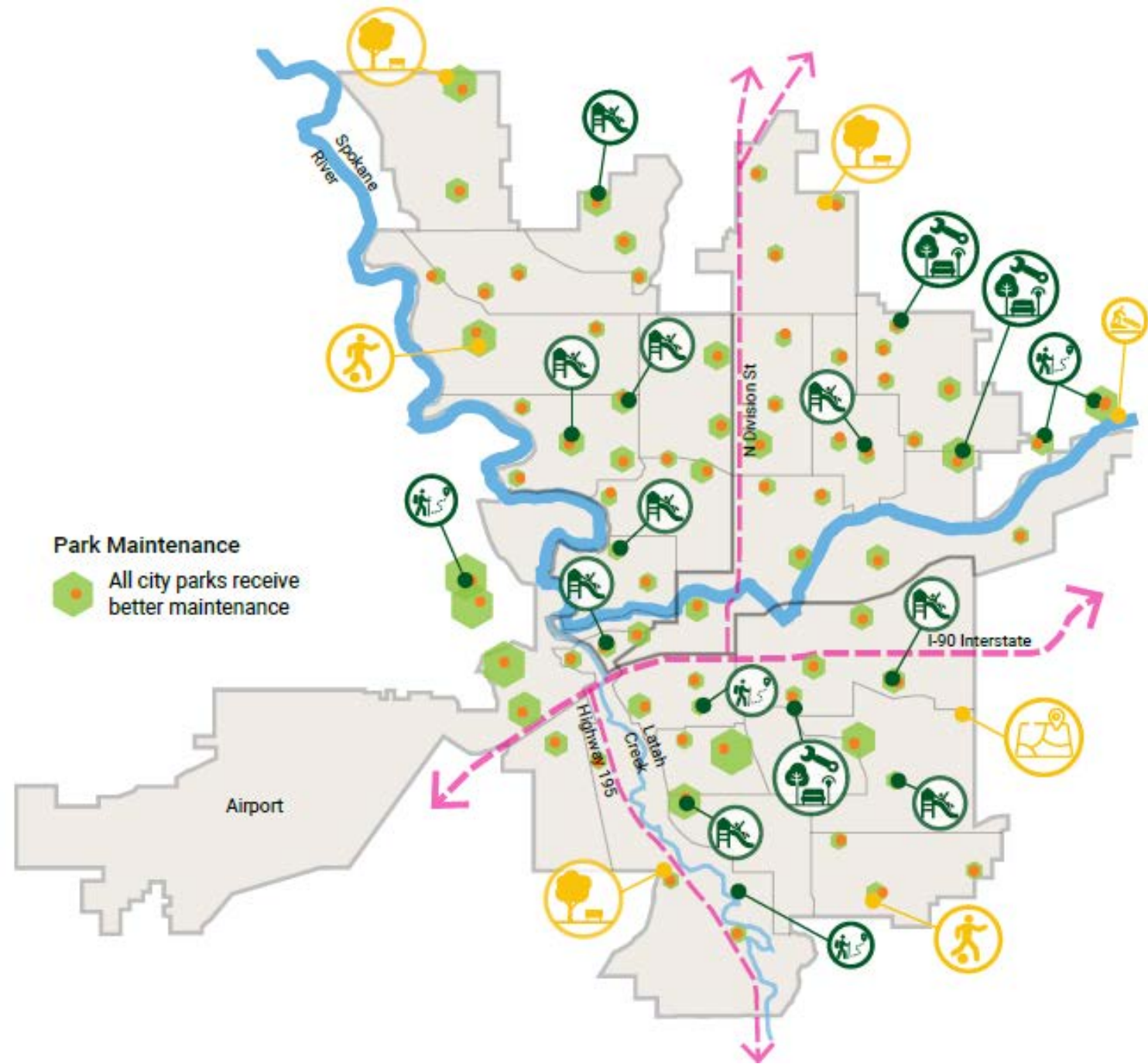
Volunteer Support

- City-lead outreach where we could use your support:
 - Help us staff booths at community events
 - Connect us with groups you think we should present information to
 - Share our info messages on social media
 - Share collateral information
 - Invite friends to the webinar/coffee & chats
 - Help with ideas for video/written testimonials about what parks mean for Spokane
- PAC activities may, without the use of any City resources, include things like:
 - Steering committee
 - Recruiting volunteers
 - Fundraising for advertising, mailers, signs
 - Writing letters to the editor
 - Social media sharing with “vote yes” messaging
 - Posting “vote yes” signs
 - Rallies
 - Waving on street corners
 - Flyer distribution

Volunteer Toolkit

April - August

- ▶ One sheets & cut sheets
- ▶ FAQ
- ▶ Sample social media messages
- ▶ Posters
- ▶ Legal info



SpokaneParks.org/levy



**HEALTHY PARKS,
HEALTHY NEIGHBORHOODS**

An investment in neighborhood parks, safety, and maintenance|



Volunteer Report
Q4 2023



By the Numbers

Group	Total Hours	# of Volunteers
TRS (Therapeutic Recreation Services)	205.5	16
Manito	80.25	5
Finch	61	20
Urban Forestry	640	149
Corbin Art Center		
Friends of Manito	1,000	38
Ops		
Evergreen East Mountain Bike Alliance	112	7
Community Centers	17,336	3,426
Friends of Coeur d'Alene Park	323	25
Park Board estimated	600	10
Estimated uncaptured	450	30
Total	20,808	3,726

Examples of projects

- SpoCanopy volunteers with Urban Forestry and The Lands Council planted over 40 trees.
- Girl Scouts and Whitworth students volunteered over 50 hours at Finch Arboretum.
- Friends of Manito and Parks & Recreation held the 2023 Manito Holiday Lights Celebration, raising money for education, preservation, and improvement projects for Manito Park. The event saw 75,000 visitors!

Points of Light, a global volunteer mobilizing network, places an hourly value of volunteer time at \$29.95. Using that figure, our Q4 volunteer value was about \$623,000.