



**Spokane Park Board
Development and Volunteer
Committee meeting**

2:45 p.m. Tuesday, March 30, 2021

WebEx virtual meeting

Fianna Dickson – Marketing & Communications

Committee Members

X Bob Anderson – Chair
X Jennifer Ogden
X Rick Chase
X Gerry Sperling

Staff members

Garrett Jones
Fianna Dickson
Jason Conley
Jonathan Moog
Pamela Clarke

Minutes

1. **Call to order** – The meeting was called to order at 2:45 p.m. by committee chair Bob Anderson.
2. **Public comment**
 - A. None
3. **Action/discussion items**
 - A. Mission statements
 - 1) [DVC mission statement, goals and objectives](#) – Fianna Dickson presented a draft DVC mission statement, goals and objectives. She explained this document can evolve, but will serve as an early guide for the committee's work. The committee agreed the document was an excellent start and did not require any changes at this time.
 - a. Goals – The committee reviewed key goals for the DVC, including: 1) guide and support Parks and Recreation's capital and programming fundraising priorities; 2) serve as an umbrella over friends groups; and 3) foster the creation and growth of new friends organizations. Jonathan Moog requested clarification regarding the DVC's scope as it relates to programming fundraising priorities. Ms. Dickson and Jennifer Ogden explained DVC's role would be to identify some key priorities, and fundraise to help fill in funding gaps to turn those identified priorities into realities. Ms. Ogden referred to the DVC as matchmakers between needs and donors. Garrett Jones explained the DVC can facilitate in avoiding duplicated efforts. It can also help to assure these organizations' goals align with the Park Board's goals and may assist in finding opportunities to leverage existing resources.
 - b. Objectives – The committee reviewed the objectives to reach the identified goals. Ms. Ogden suggested the Friends of Riverfront Park (FRFP) could be structured into tiers based on the type of volunteer service or contribution provided. One tier group might be project oriented who help with beautification, such as weed pulling. Another tier may be major donors who attend fundraising events benefitting a specific need at Riverfront Park. The committee discussed the formation of a speakers bureau responsible for giving informational/recruitment presentations to various community organizations and service groups. Mr. Jones suggested there could be an opportunity to align outreach efforts with the Parks and Natural Lands Master Plan process.

- 2) [Park Board committee organization chart](#) – The organization chart will be supplement of the DVC mission statement, goals and objective document. The committee agreed that as a special standing committee of the Park Board, the DVC's recommendation process should be structured the same as the Joint Arts Committee where recommendations from the special committee are made to one of the Park Board's regular standing committees. With the standing committee's approval, that recommendation may then come before the Park Board for final approval.
- 3) [Adopting mission statements/purpose/goals/objectives](#) – The committee agreed to present the DVC mission statement, goals and objectives document directly to the Park Board for approval. Future DVC recommendations, specifically relating to volunteer efforts and friends groups, will be presented to the appropriate standing committee. Ms. Ogden suggested mission statements for friends groups be developed by the friends organization and do not need to go through the Park Board. When those groups have MOUs or other agreements with Parks, those agreements will come through the DVC, onto standing committee and to the board for final approval. Mr. Jones said staff will be prepared to provide a presentation to the Park Board April 8 outlining the DVC's mission, purpose and goals/objectives.

Motion #1 – Bob Anderson moved to recommend the Park Board approve the Development and Volunteer Committee mission statement, goals and objective document as presented.

Jennifer Ogden seconded.
Motion passed unanimously (4-0 vote).

- 4) [Friends of Riverfront Park](#) – The group reviewed a draft FRFP mission statement. Following a slight rewrite, the committee agreed to the following statement: "The Friends of Riverfront Park seek to maintain and enhance the Park through volunteer support and fundraising which furthers a safe, educational, celebratory and welcoming space for all those spending time within its environment." Mr. Jones suggested the committee consider referring to this statement as a purpose, rather than a mission statement. He explained the friends group should formulate their own mission statement. The committee agreed this stated purpose could provide a general direction in setting a course for the new organization.

B. [Friends of Riverfront Park recruiting timeline](#)

- 1) [FRFP recruiting plans/timeline](#) – The committee agreed to utilize the FRFP [invite/recruitment letter](#) as presented. Jonathan Moog suggested it might be helpful if the FRFP officers were selected before recruiting general members. The officers could team up with the Park Board and staff to recruit members. Some suggestions were made regarding individuals who may be interested in serving as officers and would be good leaders for FRFP. Committee members plan to review some of the Park Board applications on file to see if there are potential members from that list. Each committee member agreed to send Ms. Dickson a list of people they believe should receive an invitation letter. Mr. Jones said there could be an opportunity to tie in the FRFP kick-off meeting with the Riverfront Park north bank grand opening. The excitement and energy from that event could lend itself well to attracting citizens who are interested in becoming more involved in the park.

- C. [Volunteer position titles and duties](#) – Committee members were provided an overview of the Parks Volunteer Program. This document outlines areas within the parks system where there is a need for volunteers. It also includes parameters required to assure legal and human resource compliance. Mr. Moog explained Riverfront Park is in the process of defining the framework for Riverfront Park's volunteer program. Mr. Jones explained this is a great opportunity to centralize the volunteer program for the park system.
- D. [Volunteer presentation video](#) – The committee shared ideas on what they would like to see in the video. Mr. Anderson said he would like to include highlights from events and activities at various Spokane parks. He also believes there should be a segment in the video explaining the structure and purpose of the DVC, Citizens Advisory Committee (CAC) and friends groups. The video would first build excitement and then explain how citizens can become involved in these events and activities. Ms. Ogden said it will be important that the video encourages community members to development their own friends groups. There should be a message that this a new opportunity for citizens to have more input regarding their parks through the friends groups, CAC and DVC process. Mr. Anderson would like to incorporate the term "stewards" in referring to friends groups. Ms. Dickson said she will develop a draft framework of the video for the committee's review.
- E. [Friends group toolkit](#) – The group discussed developing a Spokane Friends Group Toolkit and referenced an existing [online toolkit created by Philadelphia Parks and Recreation](#). The toolkit is designed to serve as a guide for beginning and sustaining a parks friends group.

4. **Adjournment** – The meeting was adjourned at 4:06 p.m.



Development & Volunteer Committee (DVC) Overview

A special committee of the Spokane Park Board

Updated: March 31, 2021

Purpose/Mission

The purpose of the Development and Volunteer Committee is to help guide fundraising priorities (capital and programmatic), and to enhance the growth and coordination of the “Friends of” volunteer groups who work to fulfill those fundraising priorities.

Goals

- Guide and support Parks & Recreation’s capital and programming fundraising priorities
- Serve as an umbrella over “Friends of” groups
- Foster the creation and growth of new “Friends of” groups

Objectives to obtain those goals

Goal: Guide and support Parks & Rec’s capital and programming fundraising priorities

- a. Develop an annual priority fundraising list for capital and programming projects, in concert with Parks & Recreation leadership and the full Park Board
- b. Develop a fundraising master plan
- c. Create toolkits/presentations/videos as needed
- d. Utilize Park Board members’ connections to solicit potential donors
- e. Develop procedures for accepting and recognizing funds

Goal: Serve as an umbrella over “Friends of” groups:

- f. Centralize MOU agreements for consistency
- g. Create a Citizens Advisory Committee (CAC) comprised of reps from all Friends groups, and Community Assembly/neighborhood councils as appropriate
- h. Increase coordination between Friends groups for shared resources, ideas, concerns/issues, marketing, and support
- i. Support Friends’ fundraising efforts, guided towards the determined fundraising priorities
- j. Support communication with their staff liaison and additional appropriate Park Board committees (i.e. Land, Riverfront Park)

Goal: Foster the creation and growth of new “Friends of” groups

- a. Create a Friends of Riverfront Park

Composition & Representation

The DVC is a “special” committee of the Park Board, similar to the Joint Arts Committee. All actions will come through a “regular” committee of the Park Board (i.e. Land, Riverfront). Please see Park Board Organizational Chart for reference.

It will be comprised of 50% Park Board and 50% non-Park Board community members. There will be four Park Board members, one representative from the CAC, and three business/community members.



Park Board Committee Organization Chart



Chart Legend

Governing Body

Standing Special Committee - Advisory to Standing Regular Committee

Standing Regular Committee - Advisory to the Park Board

Standing Special Committee - Advisory to the Park Board

Citizens Advisory Committee - Advisory to Standing Special Committee

Friends of Riverfront Park

DRAFT Mission Statement: The Friends of Riverfront Park seek to maintain and enhance the Park to provide a safe, educational, celebratory and welcoming space for all those spending time within its environment.

During the March 30, 2021, DVC meeting, the committee revised the above mission statement to be the stated as the Purpose of the FRFP. The purpose would read as follows:

"The Friends of Riverfront Park seek to maintain and enhance the Park through volunteer support and fundraising which furthers a safe, educational, celebratory and welcoming space for all those spending time within its environment."

Dear

The Spokane Park Board is inviting you to participate in an exciting new venture – the creation of “Friends of Riverfront Park,” (FRP) which will report to a “Friends of ...” Citizens Advisory Committee connected with the Park Board. As you know, Riverfront Park is near the completion of its first renovation in 40 years – since Expo '74. The park features outstanding historical attractions such as the Looft Carrousel, amazing natural features with its thundering waterfalls (site of centuries of salmon fishing for our indigenous people), and amazing light shows at the Pavilion. Friends of Riverfront Park would be an entirely volunteer organization which would support Riverfront Park as Spokane's downtown jewel, outdoor living room and event venue for residents and visitors alike.

FRP's mission will be to provide public input about issues concerning Riverfront Park to the Park Board, fundraise to support events and enhance the park, and volunteer at events and provide public education in coordination with Spokane's Park and Rec Department. The organization will be applying for a 501 (c)(3) and support the responsible preservation and improvement of the park in cooperation with the City of Spokane and its surrounding community. Your interest in Spokane parks and connections within the Spokane community make you an ideal candidate for this group.

The Park Board is a non-partisan volunteer board made up of individuals who care deeply for their community and its quality of life. We value your community involvement and encourage you to be a part of this organization by becoming a founding member of the Friends of Riverfront Park.



Volunteer Program Overview

www.SpokaneParks.org/volunteer

Updated: March 17, 2021

Overview

City of Spokane Parks & Recreation will develop a team of dedicated volunteers through strategic management and mission-driven opportunities. The goals include building community investment, increasing community awareness, and bolstering operations. The work of volunteers will serve to elevate the user experience within our Parks & Recreation programs.

Needs

Department	One-time /Project	Routine /Regular	Interns	Notes
Riverfront	X	X	X	Also adding a "friends of" group
Operations	X	X		
Natural Resources	X	X		
Recreation	X	X	X	Big interest in internships. TRS counts on routine volunteers. Project-based volunteers needed at Merkel and Sekani.
Golf				Leaving golf out for now, they do a GCSSA internship
Administration			X	Next Gen Zone interns. Some project needs.

Parameters

Parks will funnel all requests through our designated Parks Volunteer Coordinator, currently Josh Morrisey, who will work in lockstep with HR/Risk to avoid any surprises.

Approving volunteer job descriptions

- Risk/legal and HR will need to approve job descriptions. Rule of thumb: "no surprises."
- All volunteer activities must align with MOUs with Local 270 and M&P; any work normally done by a 270 or M&P employee will need to be bargained in order to be volunteer work.
- A temporary MOU exists allowing volunteers to do select operations work in parks (amidst COVID-19 impacts to staffing), if overseen by a 270 employee. This expires April 2021, and HR is meeting with 270 to look at extending.
- Please draft job descriptions and send them to the Volunteer Coordinator, who will walk them through the HR and legal/risk channels.

Background checks & waivers

- A checklist will serve to ensure the volunteer has all completed paperwork/background check (if needed) prior to starting. This includes a liability waiver, photo release, and code of conduct.

- Background checks are needed for those volunteers working alone with children or the disadvantaged.

Training & supervision

- Appropriate training and safety protocols should be reviewed with the volunteer(s) by the staff lead, with input from the City's safety coordinator.
- If a volunteer is performing Local 270 work, a 270 supervisor must be on site at all times.

Internships

- If the intern is receiving school credit, they do not need to be paid, but can be. If there is no school credit, the intern needs to be paid.
- The focus is on mentorship and educational experience for the intern, vs. "free work."
- Like any volunteer role, internships need to be communicated in advance with legal/risk and HR (notifications and/or bargaining with labor management may be needed).
- Internships may be approved on a site-specific basis, and not for the entire Division.

"Friends of" groups

- Formalized friends of groups have MOUs with Parks, and their volunteer efforts are primarily coordinated under their MOUs.
- All volunteer work done under friends of MOUs needs to align with HR and legal/risk requirements above. Friends of groups will liaise with the Development and Volunteer Committee of the Park Board and the Parks Volunteer Coordinator.
- For reporting purposes, friends of groups will either 1) have a single member of their group create a Galaxy account and track volunteer hours or 2) quarterly, submit a report of the number of volunteers and total hours.

Riverfront event volunteers

- HR is supportive of a pilot project in this area, because they are generally single-time events (work done today, not done again tomorrow) and work not typically done before (setting up chairs, posting signs, and directing people).
- For these reasons, HR does not feel the need to bargain this work, but wants to make sure the unions are notified in advance of the work being done.
- It's OK for these volunteers to receive the in-kind gift of watching the event they are assisting with, or similar.
- Legal pointed out that, as part of their training, it will be important for these volunteers to know who to contact in an emergency, and how to do so quickly.

Process

1. If the volunteer job description is new, it will need to go through the appropriate approval and notification channels (see above). The staff lead is responsible for drafting the job description and sending it to the volunteer coordinator. The volunteer coordinator will seek HR/legal approval.
2. For approved volunteer positions, the staff lead will fill out a Volunteer Opportunity form, and have the Department Director sign the form. The form will be submitted to the Volunteer Coordinator.

3. The Volunteer Coordinator will create a new volunteer opportunity in our City's volunteer management program, Galaxy.
4. When a volunteer has responded to an opportunity, the Volunteer Coordinator will use a checklist to ensure that the volunteer has filled out all appropriate waivers and, in some cases, completed a background check.
5. The Volunteer Coordinator will act as the intermediary between the staff lead and their new volunteer to ensure that the volunteer is ready and able to start in their new role, and that the staff lead is ready to oversee the volunteer.
6. The Volunteer Coordinator will send a reminder to the volunteer a day or two prior.
7. The staff lead will oversee all volunteer training and on-site needs to ensure a positive, productive experience.
8. Afterwards (or monthly), the staff lead will follow-up with the Volunteer Coordinator to report hours worked

Marketing

Once the volunteer opportunity is live in the system, potential volunteers will be able to access it through the City's volunteer module or the Parks website.

The volunteer opportunity can be marketed through volunteer recruitment sites, social media, signs, newsletters, activity guides, and emails. We'll aim to highlight at least one volunteer in every Recreation Activity Guide.

Tracking

Hours will be logged by the volunteer within Galaxy, to be approved by the Volunteer Coordinator. Alternatively, the Volunteer Coordinator may also log hours on the requestor or volunteer's behalf.

Retention

Gratitude is essential to building relationships with our volunteers. Our first word of thanks comes when a potential volunteer responds to an opportunity through Galaxy. The Volunteer Coordinator will also send a follow-up thank you email to volunteers once they've completed their first volunteer shift. All volunteers who participate in an event will be sent a custom, Parks-branded thank you postcard.

A rewards system will also be built into our volunteer program. From an "I love Parks" sticker for 10 hours of volunteer service, to perhaps a 50-hour patch, all the way up to the nationally recognized President's Volunteer Service Award, we will continue to remind our volunteers they are valued and appreciated. Through this rewards system, volunteers will have increased buy-in and personal stake in Parks & Recreation.

The Volunteer Coordinator will employ check-ins with past volunteers through e-blasts when an opportunity comes up that closely matches one in which they had previously participated. This practice will keep volunteers engaged and looking forward to their next opportunity.