



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

3 p.m. Monday, Aug. 2, 2021

WebEx virtual meeting

Fianna Dickson – Marketing & Communications

Committee members

- X Bob Anderson – Chair/Park Board
- X Jennifer Ogden – Park Board
- Rick Chase – Park Board
- X Gerry Sperling – Park Board
- X Kelly Brown – CAC representative (interim)
- X Christina VerHeul – Community representative

Staff members

Fianna Dickson
Jason Conley
Jonathan Moog
Pamela Clarke

Minutes

1. **Call to order** – The meeting was called to order at 3:01 p.m. by committee chair Bob Anderson. See list above for meeting attendees.
2. **Public comment**
 - A. None
3. **Action item**
 - A. [DVC Citizen Advisory Committee structure](#) – Pamela Clarke presented an overview on membership structure, appointments, terms and the committee chair selection processes for the Urban Forestry Tree Committee and its citizen advisory committee, and the DVC and its citizen advisory committee. The committee discussed aligning the new DVC CAC with the existing UF CAC in efforts to maintain consistency and continuity. While many aspects will be identical with the two advisory groups, including selection of the chair, and how the committee establishes its own rules and procedures, the DVC agreed some items should be tailored to the new CAC. Some of these customized guidelines include: 1) members of the DVC CAC will serve staggered two-year terms, rather than four years as it is for UF CAC; and 2) members may serve two consecutive terms to a maximum of four years. The committee also discussed clarifying DVC membership appointments for those who are not Park Board members. There may be up to four members on the DVC who are not on the board. The committee agreed to recommend these non-Park Board member appointments be signed off by the director of Parks and Recreation.

Motion #1: Jennifer Ogden moved to recommend the Park Board approve the committee structure matrix as presented with the following changes: 1) reduce the term from four to two years for DVC CAC; 2) non-Park Board members serving on the DVC will serve two-year terms; and 3) non-Park Board members on the DVC and members of the DVC CAC may serve two consecutive terms to a maximum of four years.

Motion seconded by Gerry Sperling.

Fianna suggested adding language regarding the DVC appointments of the non-Park Board members.

Jennifer amended her motion to add: Non-Park Board member appointments to the DVC shall be signed off by the director of Parks and Recreation.

Motion passed with unanimous consent (5-0 vote).

4. Discussion items

A. DVC CAC membership development – An invitation letter is scheduled to be sent in efforts to gain membership and interest in the CAC. A master list of existing friends groups is being compiled and is expected to be completed in the next two weeks. Bob Anderson reported he has reached out to Community Assembly representative Greg Francis to discuss potential CA representatives on the committee.

B. Friends of Riverfront Park structure and membership development – Bob Anderson provided an update on the Friends of RFP membership development efforts.

1) Membership development – Bob reviewed various options which may be utilized to develop membership, including identifying different segments responsible for various projects and interest. Another method is to reach out to key stakeholders and build from those key leaders. The committee discussed a hybrid approach. Jonathan Moog suggested placing the Friends of RFP on the RFP website to assist in these efforts. Kelly Brown explained the annual membership for the Friends of Manito is \$25 with additional opportunities for donations.

2) Event planning group - Jennifer Ogden suggested creating an event planning group. It was suggested the Clock Tower recognition for Jerry Quinn could be the friends group's kickoff event for attracting members. A major event, such as this, project or "thing" can serve as the catalyst to membership growth and development. There was some discussion regarding the King Cole Commemoration Project which is expected to unveil a commemorative feature at Riverfront Park in 2024, the year of the 50th anniversary of Expo '74.

3) City/Parks pilot volunteer project – Jonathan said he believes there is a parallel path between the friends group and the city's volunteer pilot program. Parks is currently working with the city on the pilot project.

C. Recruitment tools for all friends groups – Fianna Dickson presented an overview of the Parks Friends Toolkit which will provide information on the who, what, when, where and how relating to parks friends groups. She explained staff is working on developing a variety of marketing and informational materials to be included in the toolkit, such as: 1) promotional/informational video; 2) tri-fold volunteer brochure with form to submit; 3) presentation materials; and 4) a "How to start or maintain a Parks Friends Group" document.

D. Clock Tower recognition for Jerry Quinn – Jennifer Ogden is in close communication with Bonnie Quinn regarding the recognition event. The DVC discussed possible dates to hold the event, including when we return to Standard Time on Nov. 7. The group thought that date might be too late in the year and that they would prefer sometime in October. Jon will get back to the group regarding the fall concert schedule at the park. The event is expected to be held in the Clock Tower Meadow and will include an official recognition honoring Mr. Quinn for being instrumental in saving the Clock Tower when the downtown railyard was transformed into the World's Fair site. The committee discussed possible special guests, including former Mayor

Condon and a representative from BNSF. Jennifer explained a Spokane youth is proposing his Eagle Scout project involve the creation of an interpretive sign commemorating Mr. Quinn. Jon explained the existing BNSF donation agreement is unrestricted and that all they are looking for is an interpretive sign at the base of the Clock Tower. The template has been developed, but funding has not been secured for the BNSF signage/plaque. The committee discussed there could be an opportunity to combine the BNSF sign with the Quinn recognition signage. Cost of the sign is estimated at \$5,000 to \$7,000. Jon will discuss the details with the Eagle Scout. In the event the signage is not completed by October, the group agreed the ceremony could still take place.

5. **Next meeting** – The committee agreed they would like to meet sometime during the last two weeks of September.
6. **Adjournment** – The meeting was adjourned at 4:06 p.m.

PARK BOARD CITIZEN ADVISORY COMMITTEE STRUCTURE

COMMITTEE	ESTABLISHMENT	MEMBERSHIP	Appointments	Terms	Term limitations	Selection of chair
Urban Forestry Tree Committee	SMC 04.28 - There is established the Urban Forestry Tree Committee to advise and make recommendations to the park board and city council regarding managing, conserving and enhancing the trees and shrubs located in the street right-of-way and in the parks and public areas of the City, and assisting property owners and public agencies.	5 members, including 2 members of the Park Board; 2 members who have experience and expertise in arboriculture or any of the disciplines within urban forestry such as public administration, horticulture, parks and recreation, and landscape design; and 1 member who is the UF CAC chair.	4 members are appointed by the Park Board president. Park Board members are appointed annually. The other two members serve staggered four-year terms and may be reappointed for one additional term. The remaining member is the chair of the citizen advisory committee, who may serve as long as the individual retains the chair position, but not to exceed four years.	(See terms under Appointments) Vacancies are filled by appointment to unexpired terms in the same manner.	(See term limitations under Appointments)	The chair is appointed by the Park Board president.
Urban Forestry Citizen Advisory Committee	SMC 04.28.060 -A citizen advisory committee is established to advise and make recommendations to the urban forestry tree committee on plans and policies.	Up to 12 members, including: up to 4 members at-large; 2 from Community Assembly; 1 from utilities/telecommunications providers; 1 rep from City departments; 1 downtown business improvement area; 1 historic preservation; 1 natural resource agency/organization; and 1 horticulture/arboriculture industry.	8 members appointed by specified agencies/organizations. 4 members-at- large may be appointed by the other members of the committee. Each appointment acknowledged by letter of appointment from the Parks director.	Members serve staggered four-year terms; at the initial meeting, terms of two, three or four years will be determined by lot.	Members may serve two consecutive terms, to a maximum of eight years.	The committee elects its own chair, and establishes its own rules and procedures consistent with chapter 4.01 SMC.
Development and Volunteer Committee	Park Board Bylaws - On April 8, 2021, the Park Board approved the addition of the Development and Volunteer Committee, and amended the Park Board Bylaws designating the DVC as a special standing advisory committee of the board.	4 Park Board members; 1 DVC CAC member; and 3 members from business/community.	Park Board president assigns Park Board members to standing committees before March 15 of each year. Members who are not on the Park Board are signed off by the Parks director.	Park Board committee assignments are 1-yr appointments made by the board president. Non-board members serve two-year terms.	City Charter Article 5, Section 42 - Park Board members are limited to two full terms.	President names one member of the committee as the Chair of that committee. Chair assignments will begin no later than the April committee meetings.
Development and Volunteer Citizen Advisory Committee	On April 8, 2021, the Park Board approved the organizational structure of the DVC CAC and agreed it would serve as an advisory to the DVC.	SUGGESTED OPTION: Up to 12 members, including 5 members from friends groups, 1 from Community Assembly, 2 from volunteer focus groups, 2 business leaders and 2 from partner organizations.	SUGGESTED OPTION: The DVC will make appointment recommendations to the CAC for consideration. Each appointment is acknowledged by a letter of appoint by the Parks director.	SUGGESTED OPTION: Members serve staggered two-year terms; at the initial meeting, terms of one or two years will be determined by lot.	SUGGESTED OPTION: Members may serve two consecutive terms, to a maximum of four years.	SUGGESTED OPTION: The committee elects its own chair, and establishes its own rules and procedures consistent with chapter 4.01 SMC.

Suggested options for the DVC CAC



Park Friends Toolkit Overview

Updated: July 2021

What is a Park Friends group?

Park Friends groups are a coordinated group of volunteers who support and advocate for a specific park. 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 Park & Recreation staff.

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 of the DVC. Park Friends groups network with one another to share resources and ideas.

Why do we need Park Friends groups?

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.

How do I start a Friends group for my neighborhood park?

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, we can provide a number of tools to help you start a Park Friends group. (Contact info or next steps here.)

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 to discuss other ideas!

Development

- Video
 - What parks do, why volunteer, what stewarding a park means, ways to get involved (one time, event season/program support, Park Friends). Voices of current volunteers.

- Tri-fold volunteer brochure with form to submit
 - Same information as video. Interested parties can submit the tear-off form to receive follow-up contact about their interest areas.
- Presentation
- Volunteer Marketing Toolkit
 - Outreach with: earned media, social media, signs in parks, video, brochure, PPT presentation, flyers/posters, e-newsletters, etc.
 - Outreach to: business, schools, service clubs, neighborhood councils, etc.
- “How to start or maintain a Parks Friends group” document
 - Steps for MOU formation, CAC/DVC involvement, building your membership, community engagement ideas, service days, partnerships, networking with other Park Friends groups, fundraising, grants, marketing, volunteer tracking, etc. Friends of Philadelphia parks has a great example Bob found.