



## Spokane Park Board Development and Volunteer Committee meeting

3 p.m. Wednesday, May 18, 2022

WebEx virtual meeting and  
in-person in Tribal #2 Conference Room  
Fianna Dickson – Marketing & Communications

### Committee members

- X Bob Anderson – Committee chair/Park Board
- X Jennifer Ogden – Park Board
- X Gerry Sperling – Park Board
- X Christina VerHeul – Park Board
- X Kelly Brown – DVC Citizen Advisory Committee representative
- X Julie Biggerstaff – Community Assembly representative
- X Rick Romero – Community at-large representative

### Guests

- Rick Romero – EXPO+50 co-chair
- Lindsey Shaw – DVCAC member/Community Assembly representative
- Cole Taylor – DVCAC member/Friends of Riverfront Park
- Paul Kropp – Community Assembly member

### Staff

- Garrett Jones – EXPO+50 co-chair
- Fianna Dickson
- Jonathan Moog
- Pamela Clarke

## Summary

- Garrett Jones and Rick Romero provided an overview of the EXPO+50 initiative. A group comprised of representatives from a variety of local agencies and organizations have been meeting for the past few months to develop a plan to celebrate the 50<sup>th</sup> anniversary of Expo '74.
  - In addition to coordinating the 2024 anniversary celebration, the project involves a long-range partnership plan involving shareholders from the downtown core and extending throughout the community. The center focus is the river and seeing it as the body which unifies the community rather than viewing the river as a boundary.
  - The plan is based on five primary components, including infrastructure/amenities, funding/governance structure, EXPO+50 events and special activities, marketing and branding, and connectivity/mobility/walkability.

The next regularly scheduled meeting is **3 p.m. June 15, 2022.**

# 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 attendance.
2. **Public comment** – Bob Anderson
  - A. None
3. **Action items**
  - A. None
4. **Discussion items**
  - A. None
5. **Standing report**
  - A. EXPO+50 update – Garrett Jones/Rick Romero presented an overview of the EXPO+50 initiative. Representatives from a variety of local agencies and organizations have been meeting since March to develop a plan for the 50<sup>th</sup> anniversary of Expo '74.
    - 1) Goal – As a result of the recent EXPO+50 meetings, the group determined the initiative has an opportunity to not only celebrate Spokane's past, but it can serve as a partnership to unify Spokane and shape the community's future.
    - 2) Partners – The EXPO+50 partnership group currently includes representatives from the following entities: City of Spokane, Spokane County, Public Facilities District, Innovia Foundation, Greater Spokane, Downtown Spokane Partnership, Spokane Sports Commission, University District, Visit Spokane, Gonzaga University, Avista and Kendall Yards.
    - 3) Spokane Urban River Experience (working title) – SURE outlines the following directives:
      - a. Put the river at the center
      - b. Activate the river with additional amenities
      - c. Acknowledge three district sections of the urban river experience
      - d. Recognize and promote the urban river assets
      - e. Brand the urban river experience
      - f. Create a long-term partnership to assure the objectives
    - 4) 5 pillars of achieving goals – The five key components include: improve infrastructure/amenities, identify funding/governance structure, coordinate EXPO+50 events/activities/schedule, develop marketing/branding/communications, and advance connectivity and mobility connecting the three river districts.
      - a. River at the center – Rick explained the river is the key focus, and is the heart and soul that unites the community. The river is often viewed as a boundary dividing the north and south banks, zoning areas, policy districts and neighborhood definitions. Rather than a boundary, this plan defines the community with the river at the center. By working from this perspective, the river experience can be viewed in three segments.
      - b. River districts – As center point, the river would be recognized and marketed as three districts, each possessing distinct attributes and different opportunities to

engage with it. These river districts (working titles) include: The Gorge, from Sandifer Bridge to the Monroe Street Bridge; The Falls, from Monroe Street Bridge to Division; and Upriver, from Division to the new Avista Park at Mission.

- 5) Discussion – DVC members shared their support of the initiative noting the importance of extending the reach to include areas of Spokane outside the downtown core. It can develop from the core, but should include as much representation and involvement as possible from the entire community.
- 6) Next steps – The EXPO+50 group plans to create a partnership agreement with the key stakeholders. Monthly EXPO+50 updates are scheduled to be presented at the DVC and the DVCAC meetings.

6. **Adjournment** – The meeting was adjourned at 3:42 p.m.

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