



**Spokane Park Board
Development and Volunteer
Committee meeting**
3 p.m. Wednesday, November 16, 2022
In-person and WebEx virtual meeting
Fianna Dickson – Marketing & Communications

Committee members

X Bob Anderson – Committee chair/Park Board

X Jennifer Ogden – Park Board

Gerry Sperling – Park Board (Absent)

X Kelly Brown – DVC Citizen Advisory Committee representative

X Christina VerHeul – Community representative

Julie Biggerstaff – Community Assembly representative (Absent/excused)

Rick Romero – Community at-large representative (Absent)

Guests

Staff members

Garrett Jones

Fianna Dickson

Jonathan Moog

Sarah Deatrich

Summary

- Garrett Jones presented a progress update on the EXPO+50 initiative.
- Fianna Dickson presented the quarterly Volunteer Report.
- Fianna Dickson presented the draft policy & procedure for Adopt a Park and Park Friends.

The next regularly scheduled meeting is 3 p.m. December 21, 2022, in-person in Tribal Conference Room, City Hall 1st floor lobby, 808 W. Spokane Falls Blvd., and virtually via WebEx.

Minutes

1. **Call to order** – The meeting was called to order at 3:00 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. **Standing reports**
 - A. EXPO+50 update – Garrett Jones
 1. Infrastructure:
 - a. Many projects are in progress many still require funding to secure. They will be working long-term with the Park Board giving priority to Riverfront Park projects.
 - We continue to work to secure 100% funding for the South Suspension Bridge project. In addition to a possible 50% funding match from the Recreation and Conservation Office for which the South Suspension Bridge project is one of the top five ranked projects in WA state, REET (Real Estate Excise Tax), which is typically given to the City for street projects, is a possible option for 50%.
 - We continue to seek infrastructure investment into the King Cole bridge.
 - A grant was submitted for the design of snxw mene? Island for which the Spokane Tribe of Indians applied on behalf of the City. A determination has not yet been made.
 2. Operations:
 - a. The event marketing team, along with Fianna Dickson, Jonathan Moog, and Amy Lindsey, is making progress. Goals include:
 - Developing an EXPO+50 guide for a future Program Manager. We have received \$450,000 of ARPA funding from the County through Visit Spokane to be used for marketing, outreach, and event coordination. Meetings with potential candidates are taking place and position will aim to be filled by January of 2023. Duties will include:
 - Coordinating and activating events
 - Exploring potential in-kind sponsorships
 - Leading the creativity, brainstorming, and development of events and themes
 - Coordinating branding and merchandise
 - Forming budgets
 - Collecting and developing content
 - Finalizing the activation plan
 - Determining the length of EXPO+50. Projected dates are May 4th – July 7th, 2024, which coincide with Bloomsday weekend and Independence Day weekend.
 - Planning anchor events and concentrating on Friday through Monday activities with a goal of 153 events/activities with one anchor event each week.
 - Brainstormed themes include Arts & Culture, Environmental Stewardship, Recreation & Sports, Tribal Culture, and Expo Legacy. Expo Legacy would be an anchor event/activity for the duration of EXPO+50.

- Finalize what sponsor outreach looks like and create calendar once Program Manager is onboard.

Christina VerHeul asked whether the Program Manager or Fianna will be leading public relations/meeting strategies, considering the need to start connecting with local media partners in the new year. Fianna explained there is a marketing work group comprised of people from Parks, Visit Spokane, Downtown Spokane Partnership, and Greater Spokane, Inc., all of whom are assigned to marketing tasks for their company. The group will be working on media strategy. Garrett added we will be hiring a marketing firm using the ARPA fund, as well.

Garrett also added that Gonzaga's business program is finishing a proposal about ideas for activating the Spokane River. The Spokane Tribe is also very interested in river activation.

Christina asked for an update on whether we have secured all funding from our key sponsors or if we are still in conversations. Garrett answered that we are awaiting a few signatures; however, funds are essentially secured. Funds will be held by Innovia and will be released through an MOA with Visit Spokane.

Garrett thanked Jon and his team for their brainstorming around events and themes.

Bob Anderson suggested a presentation at the December Park Board meeting, to inform the Board of progress to date. EXPO+50 update will be on the December 8 Park Board agenda.

The MAC is still interested in partnering with us and Jennifer Ogden will put her contact in touch with Fianna.

3. On Saturday, November 19, Garrett will meet with a team of people who were involved in the original Expo '74. In January, we will bring Feliks Banel to Spokane to explore ideas. Mr. Banel is a Seattle historian with Kiro 7 News who led Expo '62 anniversary in Seattle.

B. DVCAC monthly update – Kelly Brown – No update given; October DVCAC was cancelled.

C. Quarterly volunteer report – Fianna Dickson

1. Fianna presented the quarterly volunteer report which includes the groups, total hours, # of volunteers, and projects at hand. Information included in supporting documents. Volunteer value in Q3 was more than \$500,000. Friends of Manito group was highlighted for their plant sale proceeds which grossed over \$70,000.

Jennifer Ogden asked if there is progress with finding a volunteer coordinator and if the position would tie in with the above-mentioned Program Manager. Garrett answered no; the job description is not yet finalized. Jennifer asked if the position needs to go through Civil Service if it is an exempt position. Jon Moog suggested it be a project position which may be held for up to two years in order to demonstrate the purpose and need for the position. The committee agreed that option could be explored.

D. Quarterly membership update – Bob Anderson

1. A member for the DVC group is still needed and some terms expire in February.

- Bob suggested we outline the specificities of the job duties and seek a person who fits those needs.

2. Regular DVC meeting will be held on December 21st at 4:00 p.m. December DVCAC meeting is cancelled.

5. Discussion items

- A. Draft Policy & Procedure for Adopt a Park and Park Friends – Fianna Dickson
 1. Fianna presented the draft policy & procedure for Adopt a Park and Park Friends which will guide one through successfully forming a Adopt a Park or Parks Friends group. This will be a three-phase process: Volunteer, Adopt-a-Park, and Form a Parks Friends Group. The [presentation](#) and [draft policy](#) are included in the packet.

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

The next regular scheduled meeting is 4:00 p.m. on December 21, 2022, in-person in Tribal Conference Room, City Hall 1st floor lobby, 808 W. Spokane Falls Blvd., and virtually via WebEx.

Policy & Procedure: Adopt a Park & Park Friends Groups

Fianna Dickson

Nov. 2022 DVC & DVCAC



Developing a Kit of Parts

- ▶ **Policy & Procedure** document will overview the ways groups and Parks work together
- ▶ **Applications** will be the welcome gate and pathway for interested parties
- ▶ **Agreements** will outline specific requirements of each party with more details
- ▶ **Toolkit** will provide advice, ideas, and additional support

Volunteer with us!

- Pick up at the Park (litter removal, graffiti clean up)
- Pull weeds, tend to flower beds, plant flowers
- Plant or water new trees
- Assist with a Recreation program or Riverfront Park special event
- Engage once, infrequently, or routinely!
- See a variety of opportunities at SpokaneParks.org/volunteer. Don't see something of interest? Email us and we'd love to create something together!

Adopt a Park

- Love volunteering at your neighborhood park? Consider forming a group to Adopt the Park!
- Adopting a Park means your group is committed to routine volunteer efforts to help care for your neighborhood park for at least one year
- It could be hosting monthly/ quarterly clean ups, tending to flowers and trees, trail maintenance, locking/unlocking gates, or similar
- Your group can be large or small; we ask that most members have some volunteer parks experience, and sign a basic group agreement annually

Form a Park Friends group

- Has your Adopt a Park group grown in interest, and you'd like to do more? Maybe you'd like to form a Park Friends group!
- Park Friends groups fundraise for park improvements, host events to activate the park, help set the vision for the park's future, and continue with their routine caretaking help
- 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 to enhance your neighborhood park

Draft Policy Highlights

- ▶ Signed program agreement (5.3)
 - ▶ different agreements for Adopt a Park and Park Friends groups
- ▶ Park Friends groups must also have (5.2)
 - ▶ bylaws (sample)
 - ▶ tax exempt status
- ▶ Commitment (5.3)
 - ▶ Adopt a Park: 1 year
 - ▶ Park Friends Group: 5 years
- ▶ Collaborative partnerships criteria, approval process (5.4)
- ▶ Designated leader (5.5)
- ▶ Support from Parks (5.7)
- ▶ Record keeping (5.8)

Draft Procedure Highlights

▶ Adopt a Park

- ▶ First, volunteer at least once
- ▶ Then, form a group of at least 2 and apply
- ▶ Then, sign the agreement
- ▶ Do amazing things to keep the park clean and happy
- ▶ Share a recap

▶ Park Friends Group

- ▶ Adopt the park for at least one year
- ▶ Then, apply
- ▶ Then, sign the agreement
- ▶ Do even more amazing things for the park and community
- ▶ Share a recap



Questions?
Thank you



CITY OF SPOKANE PARKS AND RECREATION DIVISION DIVISION POLICY AND PROCEDURE	DEPT LGL
TITLE: “ADOPT A PARK” AND “FRIENDS OF PARKS” PROGRAM POLICIES AND PROCEDURES	
EFFECTIVE DATE:	
REVISION EFFECTIVE DATE:	

Note: items in red not yet finalized

Question for legal about insurance requirements for both types of groups

1.0 GENERAL

1.1 PURPOSE

The Spokane Parks and Recreation Division “Adopt a Park” and “Friends of Parks” (the “Program”) is a public participation program of Spokane Parks and Recreation which encourages volunteer involvement and community service in support and enhancement of public parks under the control of Spokane Parks and Recreation. The purpose of this policy is to establish policies and procedures for participation in the Program.

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2.0 DEPARTMENTS/DIVISIONS AFFECTED

This policy shall apply to the Parks and Recreation Division.

3.0 REFERENCES

City Charter - Section 48, Park Board – Powers

4.0 DEFINITIONS

- 4.1 “Adopt a Park” means a program where a group of volunteers commit to routine volunteer efforts to help care for a park; work could include routine clean-ups, tending to flowers/trees, trail maintenance, locking/unlocking fa-

cilities, or similar. The group can serve one park or a group of related parks (i.e. all parks within a neighborhood council, or parks in a proximity).

4.2 “Director” means the Director of Parks and Recreation.

4.3 “Division” means the Spokane Parks and Recreation Department.

4.4 “Friends of Group” or “Park Friends Groups” means a program with all of the features of “Adopt a Park” plus additional responsibilities which may include fundraising, hosting events, joint vision-planning with the division, and/or similar approved activities. The group can serve one park or a group of related parks (i.e. all parks within a neighborhood council, or parks in a proximity).

4.5 “Program Agreement” means a contractual agreement entered into and signed by a Division representative and the volunteer group’s representative (Group Leader) authorizing the group to participate in the Program, setting the terms and conditions for that participation, and assigning a Park to the group.

4.6 “Program Coordinator” means a Division employee who manages the Program and provides liaison and support between the Division and the volunteer group’s leader and volunteers.

4.7 “Volunteer” means a registered, approved volunteer with Parks & Recreation acting on their own behalf and committed to completing approved tasks on a one-time or ongoing basis

5.0 POLICY

5.1 Program Eligibility

- a) Volunteer organizations/groups are eligible to participate in the Program if the Division is satisfied that the group will fulfill its obligation under the Program in a safe and responsible manner and in harmony with the Division’s mission/vision and master plans and/or preferred plan for the park in question.
- b) Volunteer groups eligible to participate in the Program may be individuals, families, civic and non-profit organizations, churches, service clubs, other organizations, and volunteers from commercial and private enterprises.
- c) Adopt a Park and Park Friends groups naming will be mutually-agreed upon by the group and the division. A volunteer group is not eligible to participate in the Program if its name:

- i. Endorses or opposes a particular candidate for public office;
 - ii. Advocates a position on a specific political issue, initiative, referendum, or piece of legislation; or
 - iii. Includes a reference to a political party.
- d) Volunteer groups and/or individuals that have been denied participation in the Program due to a lack of compliance to a previous Program Agreement shall not be eligible to participate for a period of five years following the termination of the previous Program Agreement.
- e) Each volunteer group must have a designated representative/group leader who functions as the group's primary liaison with the Division. The group leader must be an adult (eighteen years of age or older).

5.2 Group Bylaws and Tax-Exempt Status for Park Friends groups.

- a) Only groups with organized structure via bylaws are eligible to participate in the Division's Park Friends Groups. Adopt a Park groups are not required to have bylaws.
- b) Generally, the most successful Park Friends groups have a strong and broad charter from the start of their creation and have well drafted bylaws for the group. Bylaws should outline the necessity of holding annual meetings; frequency of group meetings; the group structure including membership and organizational constitution.
- c) Generally, bylaws include the group's name, their purpose, and membership criteria and define how the group aligns with the Division's mission and goals. Bylaws should clearly outline and establish a strong mutual and beneficial partnership with the Division.
- d) Groups need to determine their charitable status. In the US, Friends of Group or Park Friends Groups need to obtain tax-exempt status. The division does not require Adopt a Park groups to obtain tax-exempt status.
- e) **The Appendix contains sample bylaws.**

5.3 Program Agreement.

- a) In order to participate, eligible Adopt a Park and Park Friends Groups must follow the Procedures in section 6.0. and be recognized through a Program Agreement.
- b) The Adopt a Park Program requires a one-year commitment by groups, and Park Friends groups require a five year commitment.
- c) Volunteer groups and/or individuals may be denied participation in the program or have their agreement terminated due to a lack of compliance

with policies and procedures. If a group appears to have ceased to fulfill their program responsibilities, the staff liaison will contact the group leader first by phone and then by mail. If the group does not contact the coordinator within thirty calendar days of the date of the letter, the agreement will be terminated.

- d) Adopt a Park and Park Friends groups will follow all division and city policies, to include the sponsorship and social media policies.

5.4 Service Opportunities and Projects.

- a) Adopt a Park and Park Friends groups work in collaboration with the division to find compatible goals and partnership opportunities. The following considerations form the basis for determining which projects the Division partners on with Adopt a Park and Park Friends groups:

- i. Mission: Does the project meet the missions/goals/objectives of Parks & Recreation?
- ii. Needs and Level of Service: Is it aligned with community desires and physical need, as outlined in our Master Plan?
- iii. Park Conditions and Ongoing Sustainability: Does it target facilities in poor condition or out of service? Is the project sustainable?
- iv. Equity Investment Zones: Does the project address social/health vulnerabilities or economic disparities?
- v. Opportunities: Is there an opportunity to leverage funds or resources (combination of Park funds and Park Friends fundraising efforts)?
- vi. Community Benefit: Does this project benefit the greater community or neighborhood (as opposed to special interests of individuals or smaller groups)?

- b) Groups will not complete any fundraising or work project without prior written approval by their staff liaison or the director. Projects may require written plans to be submitted by the group and may require additional steps like a traffic control or safety plan. Fundraising or work projects are defined as any maintenance, programming, or capital improvement to a park.

- c) Adopt a Park and Friends of groups should host at least two times per calendar year an event/activity. Additional events/service op-

portunities/projects can be completed as needed to support the park.

5.5 Group Leader

- a) The Group Leader as identified within the groups Bylaws shall sign the Agreement and act as the Group's primary liaison with the Division.
- b) The Group Leader is responsible for:
 - i) Serving as the communication point person with the Division's assigned staff liaison. Groups are required to keep open lines of communication. It is critical that groups and the division work, communicate, and collaborate as a team and operate with respect and professionalism.
 - ii) Ensuring that the Group complies with the provisions of the Program agreement
 - iii) Ensuring that each volunteer receives the appropriate training;
 - iv) Submitting project request and records;
 - v) Ensuring that activities/events are conducted in a safe manner;
 - vi) Making sure that each volunteer under the age of eighteen is registered and has a completed Parent/Guardian Informed Consent Form before participating in any program activity;
 - vii) Filing all required reports and forms with the staff liaison; and
 - viii) Reporting any injuries incurred by volunteers during activities/events to the City and communicating with the staff liaison as necessary to ensure smooth conduct of the program.

5.7 Program Support

- a) Adopt a Park and Park Friends groups will be supported by their staff liaison and other members of the division, which may include: coordination of shared resources; marketing support and event promotion (i.e. graphic design and press release assistance, social media sharing); opportunities to participate and present to the Development and Volunteer Committee Citizen Advisory Committee of the Park Board; priority access for venue reservations and review of venue rental costs; and recognition of contributions.

5.8 Record keeping

- a. Adopt a Park and Park Friends groups will be required to maintain their own records to include email/ mailing lists of their members, volunteer tracking, committee/board/meeting records and/or minutes, and any paperwork required by government agencies.
- b. They agree to make these records available to the division at any time upon request, within 30 days of request, and to report annually to their staff liaison in alignment with Procedures in section 6.0.

5.9 Hazardous Materials

- a. Volunteers shall not handle hazardous materials or materials they suspect to be hazardous.
- b. Volunteers who encounter anything they suspect to be hazardous must not touch it or pick it up but must take appropriate precautions and report the location and description to their staff liaison as soon as possible.

6.0 PROCEDURE

6.1 Adopt a Park

6.1.1 Interested parties must first register and complete at least one volunteer session with the Division in an approved activity.

6.1.2 After volunteering at least once, a group of at least two volunteers may fill out an **application** to Adopt a Park. Adopted parks will be confirmed upon a determination by the Division that the group will be able to foster and support the Division's mission/goals and plans.

6.1.3 Approved groups will be required to commit to one year of service, and sign the Division's **Adopt a Park Program Agreement**.

6.1.4 Groups will be required to report annually to the Division the number of volunteers, number of volunteer hours, and a summary of the projects worked on. This should be submitted to the staff liaison by January 31 for the calendar year prior.

6.2 Park Friends

6.2.1 Interested groups must have completed at least one year of volunteer work under the Adopt a Park program.

6.2.2 Adopt a Park groups interested in expanding their scope of work in alignment with the Park Friends definition may fill out an **application**

to form a Park Friends group. Park Friends groups will be confirmed upon a determination by the Division that the group will be able to foster and support the Division's mission/goals and plans.

6.2.3 Approved groups will be required to commit to five years of service, and sign the Division's **Park Friends Group Program Agreement**.

6.2.4 Groups will be required to report annually to the Division the number of volunteers, number of volunteer hours, and a summary of the projects worked on. This should be submitted to the staff liaison by January 31 for the calendar year prior.

7.0 RESPONSIBILITIES

The Director of Parks and Recreation shall administer this policy.

8.0 APPENDICES

- Application to Adopt a Park
- Adopt a Park agreement template
- Application to form a Park Friends group
- Park Friends agreement template
- Matrix (volunteer, Adopt a Park, Park Friends)
- Toolkit for Adopting a Park & Forming/Growing a Park Friends group

APPROVED BY: