



## Special Meeting of the Spokane Park Board Finance Committee Minutes

Tuesday, October 10, 2017, 3:00 p.m. – 5:00 p.m.

### City Hall Conference Room 2B

808 W. Spokane Falls Blvd., Spokane, Washington

Mark Buening - Finance Director

#### Committee Members:

Kelley, Ross – Chairperson  
Sumner, Nick  
Gilman, Greta *conference call*  
Salvatori, Steve  
Fagan, Mike - Council Liaison

#### Additional Park Board:

Wright, Chris  
**Parks Staff:**  
Leroy Eadie  
Mark Buening  
Megan Qureshi  
Jon Moog  
Jennifer Papich  
Al Vorderbrueggen  
Garrett Jones

#### Parks Staff *continued*:

Fianna Dickson  
Jason Conley  
Kevin Sharrai  
**Guest(s):**  
Terri Fortner – Parks Foundation  
Kevin Eddy – Parks Foundation  
Carol Newpert – Parks Foundation  
Doug Kelly – Parks Foundation

## Summary

1. Nick Sumner motioned to approve the Sponsorship and Naming Policy with agreed upon amendments/modifications as discussed. Steve Salvatori seconded and Motion carries unanimously.
2. Ross Kelley motioned to approve the 2018 Draft Budget, as is, to move forward to Park Board. Nick Sumner seconded and Motion carries unanimously.
3. Agreement to transfer funds to the Parks Foundation was moved from an Action Item to a discussion. Mr. Eadie shared where Parks stands in the process and with fundraising. It is anticipated that funding will be raised by selling naming rights for certain facilities, sponsorship of park programming, and citizens opportunity to put their name on bricks, railing, benches, etc. within Riverfront Park; leaving the City of Spokane to take the lead on securing corporate sponsorship and naming rights. The Park Board will approve a list of Riverfront Park assets and programs that will be available for sponsorship and naming. Formal fundraising is expected to kick off in spring 2018 and continue through the fall of 2018.
4. September Financials were given by Mark Buening.
5. Information Technology Project Plan Update was given by Jason Conley, explaining that the Accela software for Urban Forestry seems to be going well and a decision has been made for the replacement system for Class Software. A contract is expected to be ready for review at the Finance Committee November's meeting.

The next regularly scheduled meeting is November 7, 2017, at 3:00 p.m. in **City Hall Conference Room 2B**

## **MINUTES**

The meeting was called to order at 3:00 p.m. by Chairperson, Ross Kelley. Introductions were made.

### **Action Items:**

1. Sponsorship and Naming Policy. Fianna Dickson reviewed some changes that are being considered with the current Sponsorship and Naming Policy. Such changes include aligning terms with the Riverfront Park strategy document, update the ability to re-name a park based on Committee feedback, allowing the naming of smaller assets if within the Director's signing limits to help keep our focus from becoming back-logged, replace the marketing Committee with an appropriate Park Board committee, correcting Division/Department confusions, and adding that the Director of Parks Operations must approve memorials to prevent proliferation of one asset with a space. Additional discussion took place regarding the Director's spending limits; agreeing to more than \$20,000 per year, contracts, and anything that is considered permanent or greater than 5 years will need the Board's approval. Greta Gilman questioned a maintenance provision and it was agreed that maintenance will be included in the policy under 5.4.1.

### **MOTION 1:**

Nick Sumner motioned to approve the Sponsorship and Naming Policy with agreed upon amendments/modifications as discussed.

Steve Salvatori seconded

Motion carries unanimously

2. Agreement to transfer funds to the Parks Foundation – moved to discussion item.
3. 2018 Budget. Mark Buening started the conversation by going of the summary of 2018 budget changes, outlining the different positions and the associated costs. The total program changes at Riverfront Park is projected to net an additional \$134,917 in revenue. Jon Moog quickly went over the survey of what the temp/seasonal hours were in 2015, 2016 and compared it to the proposed 2018 budget keeping in mind that the proposed 2018 budget does not count hours, it counts dollars. The proposed budget season is at 73,000 hours which comes to 35 FTE/Temp Seasonal hours. In 2015 it was considered 48.5 FTEs and in 2016 it was considered at 43.3 FTE's. The savings from the 2016 - 8 FTE's converts into adding a net of 5 permanent employees. Ross Kelley asked the Committee Chairs if everyone had a chance to review knowing that all Committees have approved. Since there were no questions or concerns, Mr. Kelley made a motion.

### **MOTION 2:**

Ross Kelley motioned to approve the 2018 Draft Budget, as is, to move forward to Park Board.

Nick Sumner seconded

Motion carries unanimously

### **Discussion Items:**

1. Agreement to transfer funds to the Parks Foundation. Leroy Eadie started the conversation by introducing Terri Fortner as the new Executive Director of the Spokane Parks Foundation. Mr. Eadie shared where Parks stands in the process and with fundraising. It is anticipated that funding will be raised by selling naming rights for certain facilities, sponsorship of park programing, and citizens opportunity to put their name on bricks, railing, benches, etc. within Riverfront Park; leaving the City of Spokane to take the lead on securing corporate sponsorship and naming rights. The Park Board will approve a list of Riverfront Park assets and programs that will be available for sponsorship and naming. Due to the sensitivity of some of the assets, that process will conclude in a public meeting

to share with citizens the list of assets potentially available for naming. Spokane Parks Foundation will take the lead on fund raising from individuals and families with support from Spokane Parks and Recreation and the Park Board. Spokane Parks Foundation has been securing, managing, and distributing funds for us for many years. Formal fundraising is expected to kick off in spring 2018 and continue through the fall of 2018. Once Park Board adopts the final list of assets to be named, it will be shared publicly and in meetings with potential donors.

There's still a list to do such as amend Spokane parks and Recreation Policy for Sponsorships, Donations and naming Recognition; possibly amend existing parks and Foundation MOU to allow Foundation to hire staff with Parks monies; finalize overall budget for the Riverfront Park fundraising campaign to be managed by the Foundation; create a contract between Parks and the Foundation to authorize the transfer of funds; approvals by both the Spokane Park Board and Foundation Board, and the hiring of consultant to assist in the Riverfront Park fundraising campaign.

**Standing Report Items:**

1. September Financials were given by Mark Buening. Starting with Urban Forestry, the YTD shows expenditures over revenues at \$448,689; Recreation YTD shows expenditures over revenues at \$1,693,806; Riverfront Park YTD shows expenditures over revenues at \$930,326; Park Operations YTD shows expenditures over revenues at \$3,804,897; Administration YTD shows revenues over expenditures at \$7,298,855; Parks Fund YTD shows revenues over expenditures at \$326,761; Golf Fund YTD shows revenues over expenditures at \$350,835. Looking at Fund 1950 – Park Cumulative Reserve Fund, it shows a remaining balance of \$1,769,339.49. The Riverfront Park Redevelopment Project shows YTD expended and committed amount of \$30,199,444, leaving a balance of \$35,890,740 which increased over last month due to added interest.
2. Information Technology Project Plan Update was given by Jason Conley. There is a Golf Software meeting tomorrow to do an end of year update. Mr. Conley reminded the Board Members about their password updates. The Accela software for Urban Forestry seems to be going well. A decision has been made for the replacement system for Class Software. Currently the contract is with our Legal Department for review and hopefully a contract will be ready for the Finance Committee at the November 7, 2017 meeting.

**Contract Items from Other Committees:** These items were not discussed.

1. Mission Park Phase II (\$253,811.61 including tax)
2. Contractors Northwest Inc. change order #12/Recreational Rink (\$183,351.59)
3. T. LaRiviere change order #6/Howard Street Bridge South (\$90,953.13)

Meeting adjourned at 4:40 p.m.

The next regularly scheduled meeting is November 7, 2017, at 3:00 p.m. in **City Hall Conference Room 2B**.

## Summary of 2018 Budget Changes

	<u>FTEs</u>	<u>Cost</u>
<b>1. Changes at Riverfront Park</b>		
Marketing Coordinator	1.0	\$79,656
Event Specialist	1.0	\$77,103
Programming Manager	1.0	\$101,379
Park Safety & Facilities Mgr.	1.0	\$101,379
Business Manager	1.0	\$101,379
Labor Foreperson	1.0	\$79,506
Custodian	2.0	\$124,654
Park Caretaker	1.0	\$74,035
Clerk II	1.0	\$67,997
Assistant Parks Director	<1.0>	<\$97,061>
RFP Training Supervisor	<1.0>	<\$89,710>
Parks & Facilities Foreperson	<1.0>	<\$71,552>
<b>NET FTE:</b>	<b>7.0</b>	<b>\$548,765</b>
Temp Seasonal Labor	0.0	\$736,787
Operating Acct. Increases	0.0	\$817,031
Revenue Increases		\$2,237,500

***Total program changes projected to net an additional \$134,917 in revenue***

<b>2. Assistant Park &amp; Recreation Dept. Manager to oversee Urban Forestry Program and Open Space</b>		
	1.0	\$101,378
<b>3. Make Marketing Assistant Full-Time</b>	.2	\$0
<b>4. Convert Bond Project Positions to FTEs</b>	2.0	\$0
<b>5. Part-Time Recreation Aide at Corbin Art Center</b>	.6	\$0
<b>6. Park Caretaker for Urban Forestry</b>	1.0	\$0
<b>7. Golf Manager (Golf Fund)</b>	1.0	\$0

**City of Spokane - Parks & Recreation**  
**Fund 1400 - Urban Forestry**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	144,038	120,000	134,085	170,000
<u>ExpenditureCategories:</u>				
Salaries & Wages	377,447	416,884	305,844	467,494
Personnel Benefits	94,982	113,531	83,141	140,469
Supplies	27,127	30,550	15,429	30,550
Svcs. & Charges	121,432	157,655	83,790	207,655
Intergovernmental Services				
Interfund Services		23,800		23,800
Operating Transfers	8,000	2,641		2,641
Capital Outlay	114,489		94,570	
<b>Total Expenditures</b>	743,477	745,061	582,774	872,609
Net Revenues minus Expenditures	(599,439)	(625,061)	(448,689)	(702,609)

**City of Spokane - Parks & Recreation**  
**Fund 1400 - Recreation**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	1,548,185	1,458,500	1,392,151	1,495,000
<u>ExpenditureCategories:</u>				
Salaries & Wages	1,341,418	1,274,482	1,288,798	1,284,132
Personnel Benefits	296,385	259,022	243,843	260,718
Supplies	304,265	287,300	262,318	293,300
Svcs. & Charges	1,392,396	1,293,267	1,000,466	1,344,967
Intergovernmental Services	4,842	5,200	3,178	5,200
Interfund Services	76,967	16,950		16,950
Operating Transfers	70,500	15,513		15,513
Capital Outlay	438,449		287,354	
<b>Total Expenditures</b>	3,925,222	3,151,734	3,085,957	3,220,780
Net Revenues minus Expenditures	(2,377,037)	(1,693,234)	(1,693,806)	(1,725,780)

**City of Spokane - Parks & Recreation**  
**Fund 1400 - Riverfront Park**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	3,022,379	1,047,000	656,765	3,267,000
<u>Expenditure Categories:</u>				
Salaries & Wages	1,579,379	763,382	769,339	1,980,472
Personnel Benefits	339,899	386,439	218,215	563,256
Supplies	354,964	83,650	105,604	627,100
Svcs. & Charges	805,117	364,242	359,920	538,756
Intergovernmental Services	30,890	11,200	10,565	33,400
Interfund Services				
Operating Transfers	40,788	223,834		238,130
Capital Outlay			123,448	85,000
<b>Total Expenditures</b>	3,151,037	1,832,747	1,587,091	4,066,114
Net Revenues minus Expenditures	(128,658)	(785,747)	(930,326)	(799,114)

**City of Spokane - Parks & Recreation**  
**Fund 1400 - Park Operations**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	238,473	190,430	86,755	190,430
<u>ExpenditureCategories:</u>				
Salaries & Wages	2,321,321	2,394,501	1,773,003	2,555,239
Personnel Benefits	808,344	844,124	598,160	900,887
Supplies	198,260	179,500	106,512	179,500
Svcs. & Charges	1,078,218	1,085,509	794,550	1,135,509
Intergovernmental Services				
Interfund Services				
Operating Transfers	116,000	25,526		25,526
Capital Outlay	398,161		532,671	
<b>Total Expenditures</b>	4,920,304	4,529,160	3,804,896	4,796,661
<b>Net Revenues minus Expenditures</b>	(4,681,831)	(4,338,730)	(3,718,141)	(4,606,231)



**City of Spokane - Parks & Recreation**  
**Fund 1400 - Administration**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	13,988,870	14,749,907	11,075,922	15,548,014
<u>Expenditure Categories:</u>				
Salaries & Wages	1,807,530	1,972,533	1,248,638	2,380,727
Personnel Benefits	519,051	657,670	407,703	809,163
Supplies	80,806	87,800	53,160	95,300
Svcs. & Charges	757,914	490,277	381,596	501,877
Intergovernmental Services	10,757	11,500	18,321	11,500
Interfund Services	2,454,892	2,176,987	1,617,131	2,582,588
Operating Transfers	86,345	54,927		58,195
Reserve for Budget Adj.		445,277		47,344
Capital Outlay	52,448	1,225,223	50,517	1,225,223
<b>Total Expenditures</b>	5,769,743	7,122,194	3,777,066	7,711,917
<b>Net Revenues minus Expenditures</b>	8,219,127	7,627,713	7,298,856	7,836,097

**City of Spokane - Parks & Recreation**  
**Fund 1400 -- Parks Fund**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b><u>Revenues</u></b>				
General Fund Transfer	13,505,508	13,808,971		14,291,042
Wastewater Utility Transfer	400,000	411,600		423,536
All Other Program Revenue	5,510,897	3,355,266		5,955,866
Grant Revenues		881,000		881,000
<b>Total Revenues</b>	<b>19,416,405</b>	<b>18,456,837</b>	<b>13,345,677</b>	<b>21,551,444</b>
<b><u>ExpenditureCategories:</u></b>				
Salaries & Wages	7,427,095	7,076,658	5,385,623	8,668,064
Personnel Benefits	2,058,660	2,260,786	1,551,062	2,674,493
Supplies	965,705	668,800	543,024	1,225,750
Svcs. & Charges	4,340,002	3,400,950	2,620,322	3,728,764
Intergovernmental Services	46,489	27,900	32,063	50,100
Interfund Services	2,531,860	2,217,737	1,617,131	2,623,338
Operating Transfers	280,845	322,441		340,005
Reserve for Budget Adj.		190,401		47,344
Capital Outlay	1,066,365	1,225,223	1,269,691	1,310,223
Grant Expenditures		881,000		881,000
<b>Total Expenditures</b>	<b>18,717,021</b>	<b>18,271,896</b>	<b>13,018,916</b>	<b>21,549,081</b>
<b>Net Revenues minus Expenditures</b>	<b>699,384</b>	<b>184,941</b>	<b>326,761</b>	<b>2,363</b>

**City of Spokane - Parks & Recreation**  
**Fund 4600 - Golf fund**  
**2018 Recommended Budget**

	2016 Actual	2017 Adopted Budget	2017 Thru September	2018 Recommended
<b>Revenues</b>	3,258,201	3,681,270	2,903,951	3,805,270
<u>ExpenditureCategories:</u>				
Salaries & Wages	1,122,327	1,141,501	913,241	1,158,180
Personnel Benefits	404,538	319,722	308,563	299,951
Supplies	212,261	316,920	207,740	316,920
Svcs. & Charges	1,032,940	1,010,076	708,714	1,010,076
Intergovernmental Services	21,302	21,000	16,944	21,000
Interfund Services	346,452	398,288	252,263	403,931
Operating Transfers				50,000
Reserve for Budget Adj.		142,000		142,000
Capital Outlay	221,247	250,000	145,651	250,000
<b>Total Expenditures</b>	3,361,067	3,599,507	2,553,116	3,652,058
Net Revenues minus Expenditures	(102,866)	81,763	350,835	153,212

# **Fundraising for Riverfront Park**

## **Draft Strategy**

**October 2017**

There is a desire to raise funds for the ongoing sustainability of the community's investment in Riverfront Park (RFP). It is anticipated that funding will be raised by selling naming rights for certain facilities, sponsorship of park programming, and citizens opportunity to put their name on bricks, railings, benches, etc. within RFP.

City of Spokane will take the lead on securing corporate sponsorship and naming rights. This will be done by either hiring a staff member, consulting firm, or both to manage corporate relationships in order to secure sponsorship and selling of naming rights. The Park Board will approve a list of Riverfront Park assets and programs that will be available for sponsorship and naming. Riverfront Park staff will be intimately involved in the securing program sponsorship. Any assets identified for corporate sponsorship/naming will not necessarily be available for individual or family philanthropy.

Spokane Parks Foundation (SPF) will take the lead on fund raising from individuals and families with support from Spokane Parks and Recreation (SPRD) and the Park Board (PB). It is the mission of the SPF to raise funds for parks in Spokane and distribute those funds to jurisdictions. SPF has been securing, managing, and distributing funds to SPRD for many years. SPF will create a campaign and a fund that could be titled something like "Riverfront Park Forever." Donations would go directly to the SPF and they would transfer funds to SPRD as needed for RFP projects and maintenance. Formal fundraising is expected to continue through the fall of 2018.

Funding will be provided by SPRD to the SPF to hire consulting services and staffing needed to support the fund raising effort. Consulting services may be needed to assist in setting up the structure of the fund raising effort. A philanthropy professional will be hired by SPF and funded by SPRD to manage the fund raising efforts. SPF staff and consultants will work closely with a fund raising Working Committee that will have participation from Mayor's office, PB, City Council, SPRD and the SPF. The Working Committee will identify important citizens that can assist in donor relationships and donations (think current and previous community leaders and VIPs).

Initially the fund raising will be focused on naming rights and follow with a more public campaign for citizens to donate smaller amounts of money to get their name on bricks, railings, benches, etc.

SPRD and the PB is currently establishing a list of assets that are available for naming rights and identifies those that are available for corporations or individuals. Due to the sensitivity of some of the assets, that process will conclude in a public meeting to share with citizens the list of RFP assets potentially available for naming. At the same time through research on the value of other public

agencies naming rights contracts, the PB will put an initial value to the naming rights. Once the PB adopts the final list of assets to be named it will be shared publicly and in meetings with potential donors.

#### Timeline:

Fall 2017: SPRD and PB adopt list and value of assets for naming rights. Make naming right policy changes as needed. Hire consultant to confirm asset value, market, and negotiate contract for corporate naming rights package(s).

Fall 2017: Clarify relationship (through MOU or other legal instrument) between SPRD and SPF for management of the RFP fundraising.

Late Fall 2017: SPF hire consultant and staff as needed to structure and staff the fundraising efforts.

Winter 2017: Create the Working Committee and identify VIPs to assist in fund raising.

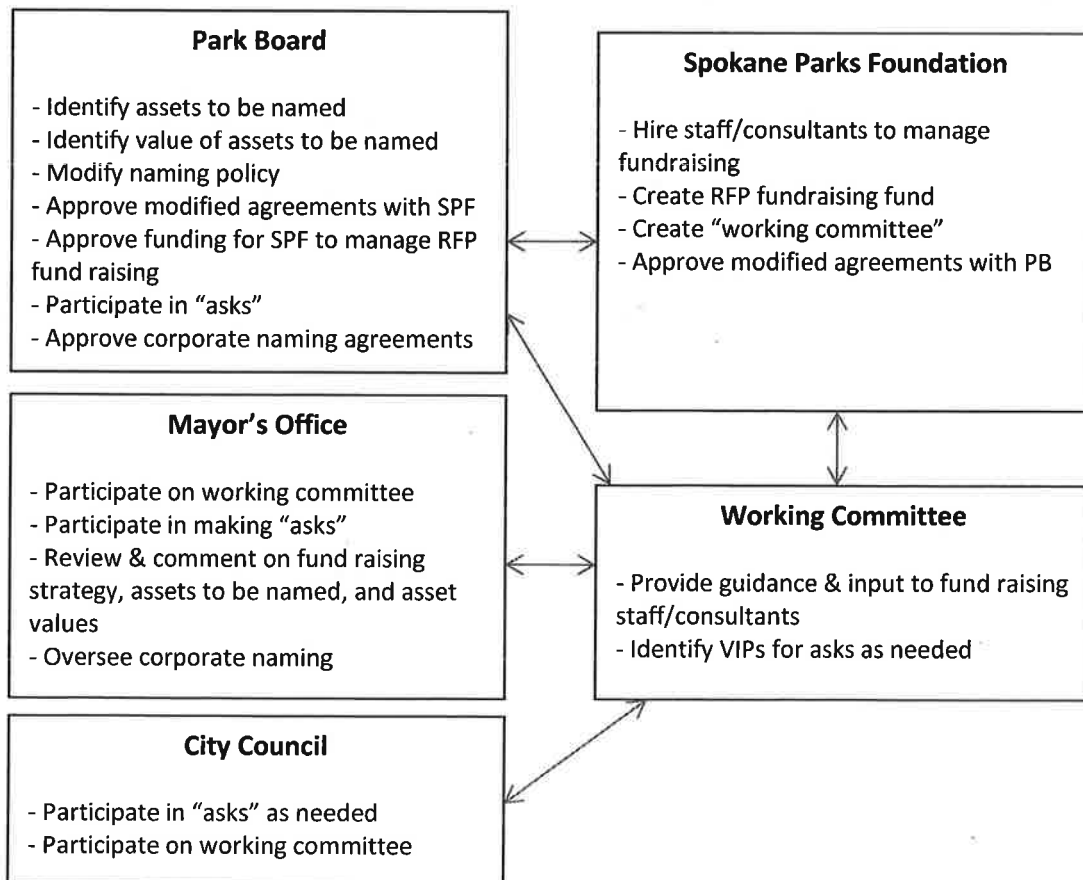
Winter 2017: SPF to host public and private events to attract potential donors and begin donor relationships.

Winter 2017: City of Spokane to host events to attract corporate interest in sponsorship and naming.

Spring 2018: SPF to launch public campaign to sell citizens opportunities to have their names placed on smaller items within RFP.

Fall 2018: Formal fundraising efforts stop.

#### Organization Structure:



## **Spokane Parks and Recreation and Spokane Parks Foundation Agreement for RFP Fundraising**

### **To Do List**

1. Park Board Approval of \$100,000 of Excess Fund Balance to be used to partially fund the RFP fundraising campaign managed by the Foundation (August)
2. Amend Spokane Parks and Recreation Policy for Sponsorships, Donations, Naming Recognition (October)
3. Possible amend existing Parks and Foundation MOU to allow Foundation to hire staff with Parks monies (November).
4. Finalize overall budget for the RFP fundraising campaign to be managed by the Foundation (existing estimate is \$332,000)
5. Create contract between Parks and Foundation to authorize the transferring of funds for the Foundation to manage the RFP fundraising campaign
6. Foundation Board approval of contract (November)
7. Park Board approval of contract (November)
8. Foundation hiring of consultant to assist in the RFP fundraising campaign (late November)
9. Foundation formal kickoff of the campaign (spring 2018)

# Information Technology Projects

## Status Report October 10, 2017

### Golf Software:

- IT is scheduling a minor software upgrade for October. Update designed to take advantage of new development features and to correct any deficiencies.

### Capital Program Software:

- No updates at this time.

### Board Member Computers/e-mail accounts/file storage:

City of Spokane Park Board Member e-mail accounts automatically expire every 3-months. Passwords must be reset, before the date they expire. Expiration dates are being tracked to provide the Board appropriate notification. **Board Action Required in October.**

### Urban Forestry Tree Permits:

- Urban Forestry is live with the Accela software. Software is being used by outside arborists.

### Replacement system for Class Software:

#### Estimated Schedule of Procurement Activities:

✓ Issue Request for Proposal	4/25/17
✓ Question and answer period	4/25/17-5/08/17
✓ Proposals due	5/22/17
✓ Evaluate Proposals	5/23/17-6/02/17
✓ Firm Demonstrations	6/26/17-6/30/17
✓ <i>Staff De-brief of demos</i>	7/12/17
✓ <i>Reference Checks</i>	7/12/17-9/15/17
Negotiate Contract/Legal Review	9/18/17-10/20/17
Finance Committee	11/07/17
Contract Award @ Park Board	11/09/17

Chris 1/01/17

Nick 5/25/17

Ross 11/07/17

Ted 8/29/16

Greta 10/25/17

Rick 11/19/17

Steve 10/30/17

Sally 12/05/17

Jennifer 10/29/17

If your password has expired, you will need to call the Help Desk 625-6460 for assistance to reset.