



**SPOKANE PARK BOARD
STUDY SESSION**

3:50 p.m. June 9, 2016
City Hall Conference Room 5A

NOTES

1. **Roll Call:** *Leroy Eadie*

Chris Wright, President; Susan Traver, Vice President; Leroy Eadie, Secretary; Ross Kelley; Ken Van Voorhis; Sam Selinger; Nick Sumner; Ted McGregor; Candace Mumm; Kate Banta-Green (Via phone); Aggie Sweeney; and Trish McFarland.

2. **Discussion Items:**

- A. Fund Drive Feasibility Study Findings: *Aggie Sweeney* provided findings of the Capital Fund Drive Feasibility Study. Based on interviews concluded in April, the Collins Group provided the following recommendations in executing a Capital Fund Drive:
- Publicize the advancement and completion of a bond-covered project;
 - Build a Capital Fund Drive around one or two projects that highlight opportunities outside of the scope of the bond;
 - Utilize outside council, and create and implement communications plans for redevelopment that encourage transparency and builds confidence at different stages of the project;
 - Publicly emphasize the non-financial benefits of the project;
 - Identify Spokane Parks Foundation as the fiscal agent for the Capital Fund Drive;
 - Publicize a united staff by aligning the Mayor, City Council, Spokane Park Board and Spokane Parks Foundation as the "face" of the project and fund drive;
 - Assemble advanced task force to coordinate early project planning for the fund drive that will develop into a Capital Fund Drive Steering Committee;
 - Identify personal cultivation conversations with the projects top 50 prospects;
 - Determine/implement a strategy for community outreach that unites the Spokane area around the Redevelopment of Riverfront Park's benefits;
 - Hire a Capital Fund Drive director to implement activities necessitated by the fundraising effort;
 - Develop/implement gift acceptance and donor recognition policies to define philanthropic giving; and
 - Retain fundraising counsel to support the implementation of a fundraising strategy for the Capital Fund Drive.

Ms. Sweeney concluded the presentation and opened the meeting for a question-and-

answer period.

- B. Q&A regarding the findings and recommendations provided by Collins Group.
The following topics were discussed:

- *Mr. McGregor* shared concern if we are to put funds into a project, there is little community desire to fund the Clock Tower. Considering the "cost of dirt and bridges," he encouraged continued funding for the Pavilion as we come closer to that phase of the project. Mr. McGregor suggested considering the Capital Fund Drive for continued profit at "everyone's park."
- *Ms. McFarland* expressed the underlying theme of the study was the importance of communication and transparency with the community. Interviewers from the study expressed, "spend the money and come back to tell us what else you need." Ms. McFarland stressed the importance of a two-and-a-half year campaign, creating time to set up an organized and detailed plan for fundraising.
- *Ms. Sweeney* addressed the importance of outreach and letting the public know why the bond was \$64 million.

Chris Wright closed the Q&A by addressing the following items as the next steps:

- Short/Long term goals of running a Capital Fund Drive;
- Consider what kind of campaign we are going to run; and
- Identify the foundation's involvement.

3. **Adjournment**

- A. The meeting adjourned at 5 p.m.
- B. Next Park Board Study Session: 3:30 p.m. July 14, 2016, at City Hall Conference Room 5A.

Minutes approved by:



Leroy Eadie, Director of Parks and Recreation