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Parks, Recreation & Cultural Services/Tree Board Meeting Minutes

Call to Order/Attendance

Park Board members present: Christine Southwick, John Hoey, Sara Raab McInerney, Bruce Amundson, Jeff Potter, Erik Ertsgaard, Bill Franklin

Absent: Elizabeth White, Ivan Brown

PRCS Staff present: PRCS Director Eric Friedli, Special Events Coordinator Pam Barrett, Public Art Coordinator David Francis, Administrative Assistant III Lynn Gabrieli

Approval of Agenda

Vice-Chair Southwick called for approval of the agenda. So moved by Mr. Franklin and seconded by Mr. Amundson. The motion carried.

Election of Officers

Mr. Friedli reviewed the election process and called for nominations from the floor for Chair. Mr. Hoey nominated Ms. Southwick. **Hearing no further nominations, Mr. Friedli called for the vote. Christine Southwick was elected Chair by unanimous approval.**

Chair Southwick called for nominations for Vice-Chair. Mr. Franklin nominated Mr. Hoey. **Hearing no further nominations, Chair Southwick called for the vote. John Hoey was elected Vice-Chair by unanimous approval.**

Approval of Minutes

Chair Southwick called for approval of the April minutes. So moved by Mr. Amundson and seconded by Mr. Potter. The motion carried.

Public Comment

None

Director's Report

- At the May 20 regular meeting, Council directed staff to prepare a ballot measure for \$88.1 million for a Community & Aquatics Center that includes 8 lanes, 500-seat spectator seating, 6,000 square feet prioritized for Seniors, and other amenities as featured in the original design. The Council discussed how the length of the bond would impact a median-valued house and currently prefer a 20-year bond measure. This bond would not include any park improvements. Further discussion is scheduled for June 24. The Council is scheduled to act to put the

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Community and Aquatics Center on the November ballot on July 29. Contribution to the Community and Aquatics Center from the Shoreline School District, if any, is unknown.

- The Board discussed the Council's decision not to include park improvements in the potential bond measure.
 - Mr. Hoey expressed the desire to preserve the PFAC recommendation which includes park improvements for future consideration.
 - Mr. Franklin, who attended the Council meeting, reflected that he heard the Council say they thought it would be confusing to voters to have two different types of projects on the same bond.
 - Mr. Friedli informed the Board that comments are beginning to come from the public to the Board via email from residents who are disappointed in the Council decision. Mr. Friedli will be replying to those emails.
- CAPRA Site Visitors have been onsite for the past three days evaluating the PRCS Department's self-assessment materials required for national accreditation. Staff received positive feedback at the end of the visit Thursday morning. Notification is expected in the next few weeks whether the department is approved to move forward toward the accreditation hearing at the NRPA Conference in Baltimore in September.
- Two parcels adjacent to the southwest corner of Paramount Open Space and vacant parcels along N. 185th Street west of Ashworth are being recommended by the Citizen Review Panel for Conservation Future Tax Grants. The grant package will be submitted to the County Executive and Council for approval later this year.
- A \$20,000 4Culture grant has been awarded to the City to redevelop the Caretaker's Cottage at Richmond Beach Saltwater Park into an artist-in-residence studio. Artists would not live in the studio but would spend time there working on projects such as Pop-Up Piano painting.
- The annual Shoreline Dance Recital is June 8. This recital showcases the dance classes offered by the PRCS Department.
- Public Art events will be mentioned by Public Art Coordinator, David Francis later in the meeting.
- The PRCS Department is looking to fill several part-time positions for the summer. Check shorelinewa.gov/jobs for details.

Special Events Process

Pam Barrett, Special Events Coordinator

The Board was asked to indicate what events they have attended. Responses included:

- Shoreline Lake Forest Park Arts Festival
- Solarfest

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- Celebrate Shoreline
- Sandcastle Contest
- Million Stair Challenge
- Jazz Walk

Ms. Barrett provided an overview of current Parks-sponsored special events including lunchtime Concerts in the Park; Karaoke in the Park; Swingin' Summers Eve; Celebrate Shoreline (including the Classic Car Show, Festival, and the Sandcastle Contest); Monster Mash Dash; Hamlin Halloween Haunt; Shoreline Veterans Day Program; Holiday Crafts Market; Breakfast with Santa; and the Argosy Christmas Ship bonfire at Richmond Beach Saltwater Park. Parks-sponsored events are offered free of charge.

The benefits of Special Events include inspiring community, celebrating diversity, community building, and partnerships.

The Board was asked to respond to two questions:

1. What draws you to events?
 - a. To see what's going on
 - b. Fun
 - c. Community
 - d. The nature of the performance/music
 - e. Meeting neighbors and fellow community members
2. What keeps you from attending?
 - a. Parking
 - b. Dealing with crowds
 - c. Family commitments/challenges
 - d. Inconvenient times
 - e. Work schedules
 - f. Age-specific events
3. What role do events like these play in the community?
 - a. To bring people together
 - b. To create a sense of vitality, shared experiences
 - c. It takes people to places they may not normally go
 - d. Creates another sense of "place" in the City for people
 - e. Introduction to other neighborhoods
 - f. Local experiences, especially for families with kids
4. Suggestions to address barriers to attendance included:
 - a. Offer a shuttle to/from locations with challenging parking
 - b. Increase/change the style of publicity methods. Events are currently publicized in:
 - i. Currents
 - ii. Facebook
 - iii. eNews
 - iv. website

The suggestion was made to use smaller html email announcements for quick reminders of upcoming events that include links to the Recreation Guide as opposed to one long eNews at the beginning of the summer. Include color and eye-catching graphics.

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- c. Additional ideas for marketing and publicity included partnering with Youth Outreach Leadership Opportunity students - perhaps give them a tent at the Celebrate Shoreline Festival to draw a younger crowd.
- d. Mr. Hoey requested the return of "Wave of Fire" because his son loved it!
- e. Ms. Raab McInerney suggested perhaps offering family-oriented concerts occasionally on a weekend day so working families can attend.

Public Art Program

David Francis, Public Art Coordinator

Update

- The Board reviewed the 2019 City Hall Exhibition schedule that included the Edwin Pratt Exhibit, NW Watercolor Society currently on display, and Shoreline Community College's VCT Program in June which will feature a variety of graphic design and computer animation. Several works from the Pratt show have been added to the City's Permanent Collection.
- The Public Art Plan is entering Phase 2 which calls for the commission of a major new work as evidenced by the Rhiza A + D contract for a major commission at the Park at Town Center currently at 50% design, as well as the Public Art Funding Study up for discussion this evening.
- 2019 Neighborhood Arts Projects include site-specific poetry currently in process. Neighborhood arts grants are under consideration and an award is expected in the next few weeks.
- This year the Public Art Program is working with the City Hall Summer Theater/ Kings Street Players to offer 9 performances at City Hall on Thursday, Friday, and Saturday nights beginning the second week in August.
- Pop-up Pianos is commissioning 3 new pianos and partnerships are currently being solicited.
- The Caretaker Cottage at Richmond Beach Saltwater Park received a \$20,000 grant to be converted to an art residency space which will kickoff with the painting of the pianos for the 2019 Pop-up Pianos program.
- Behind the scenes work necessary for Public Art administration was shared with the Board.

Mr. Franklin offered to help with architectural services to remodel the Caretaker Cottage if needed.

Public Art Funding Study

Morgan Owens

Evans School of Public Policy and Governance students Amy Gabriel and Morgan Owens worked with staff to research and develop a Public Art Funding Options study for the Board's discussion.

Mr. Owens provided a PowerPoint presentation illustrating the historic funding for Shoreline's Public Art Fund from 2006 through 2011 which illustrates highs and lows based on qualifying 1% for the Arts funds. One of the study's goals was to research Public Art funding strategies across Washington state to identify comparable jurisdictions. These include Bellingham, Bothell, Edmonds, Kennewick, Kirkland, Lakewood, Olympia, and Redmond.

The Percent for the Arts is a popular funding strategy among comparable cities, with the qualifying projects and allowable expenses varying between them. Mr. Amundson pointed out that Shoreline is the only organization among the comparable cities that lacks a designated arts commission.

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Four Public Art funding options were developed by the study for consideration:

1. Expand eligible cost categories for the current Percent for Arts Ordinance. This does not solve the problem of unpredictable funding.
2. Per-Capita funding (Olympia and Redmond) – very predictable because it is funded through the General Fund which is authorized by the City Council each budget cycle but may not generate an adequate amount of resources.
3. Increase from 1% to 1.5% for Art – escalating the current contribution. This does not address the issue of instability based on current qualifying projects.
4. Dedication of a revenue stream to Public Art (i.e.: rentals).

The Report recommends adoption of Options 1 & 4 which would involve the clarification and possible expansion of eligible cost categories as well as dedicating revenue from a designated revenue stream to Public Art.

Mr. Potter inquired what rental revenue goes toward now. Revenue from all sources in PRCS goes into the General Fund to support ongoing operations. Redirecting PRCS revenue would require the receipt of additional funds to maintain current levels of service either through redistribution at a City-level or from increased fees to the public. Given that both affect the City equally, does Option 4 or Option 2 make more of a statement about the value of Public Art? Mr. Hoey mentioned the vulnerability of Option 2 to the Council's budget decisions each cycle.

Mr. Amundson, who has served on the Public Art Committee and has been an Arts advocate in the community for years, provided historical context for the Public Art Fund. He described a systemic lack of advocacy for the City's Public Art Fund reflected in the General Fund imbalance between the three department divisions: Parks, Recreation, and Cultural Services. Mr. Amundson does not object to looking at alternate funding sources but advocates for General Fund budget support for the Public Art program commensurate with the other elements of the Department.

Mr. Friedli directed the Board's attention to Ordinance 312 which established the Municipal Arts Fund and provides 1% of CIP funding from certain CIP projects. Staff will be reviewing the language of this ordinance to clarify qualifying 1% projects. Mr. Friedli invited additional formulaic funding strategy ideas and acknowledged that Mr. Amundson is recommending another option altogether that also warrants discussion.

The components of the Funding Plan will be fleshed out for further discussion and final recommendation this summer.

Additional Board discussion included:

1. Q: Can private development be tapped for arts funding? A: Park Impact Fees will provide a revenue source. Sales tax and REET also provide funding. Mr. Francis emphasized the importance of public/private cooperation and partnerships that include investment in public art as part of the development process.
2. Q: Is rental revenue restricted to services or could it expand to include programs? One option may be to increase fees by a percentage that is clearly identified as contributing to the Arts in Shoreline.

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3. Residents may not differentiate between the sources of public art in the City (Arts Council, City, private, other) which Mr. Hoey described as a hurdle in communicating need for additional municipal funding.
4. Mr. Amundson encouraged the Board to use the [City of Castlegar](#) in British Columbia as an example of a city activated by public art. He is hoping that the PRCS Board will develop a sense of excitement around the potential impact dramatic Public Art can have in Shoreline, and that the Board's excitement will motivate the Council to act on behalf of funding the Arts.

Comments from the Board

1. Mr. Friedli provided these calendar updates:
 - a. June 24 Dinner Meeting with the City Council
 - b. June is Parks and Recreation Month. Youth Board members Erik Ertsgaard and Ivan Brown will accept the Proclamation and be reappointed to the Board
 - c. The Council will continue the conversation about a potential bond measure for the Community & Aquatics Center
2. Mr. Franklin suggested the Board continue to look to innovative regional parks for inspiration
3. Mr. Amundson suggested inviting the Edmonds Public Art Director to a Board meeting
4. Mr. Hoey commented on the development plans for Shoreline Place. Ms. Raab McInerney encouraged the Board to keep an eye on this project because the open spaces will be perceived as public park spaces. Mr. Friedli will inquire whether it is possible for the Board to interface with the Planning Commission on this topic.

Adjourn

Hearing no further business, Chair Southwick called for a motion to adjourn. So moved by Mr. Franklin and seconded by Mr. Hoey. The meeting adjourned at 9:01 p.m.

Signature of Chair
Christine Southwick

Signature of Minute-Writer
Lynn Gabrieli, Administrative Assistant III