

**CITY OF BELLEVUE  
PARKS & COMMUNITY SERVICES BOARD  
REGULAR MEETING MINUTES**

Tuesday  
April 14, 2015  
6:00 p.m.

Bellevue City Hall  
Room 1E-113  
Bellevue, Washington

**BOARDMEMBERS PRESENT:** Chair Grindeland, Vice-Chair Evans<sup>1</sup>, Boardmembers George<sup>2</sup>, Heath, Kumar, Powell, Van Hollebeke<sup>3</sup>

**PARKS STAFF PRESENT:** Shelley Brittingham, Patrick Foran, Robin Haaseth, Nancy Harvey, Camron Parker, Shelley McVein, Terry Smith, Colin Walker

**OTHERS PRESENT:** Betsi Hummer, Brandon Maxwell, Pam Toelle

**MINUTES TAKER:** Michelle Cash

1. **CALL TO ORDER:**

The meeting was called to order by Chair Grindeland at 6:04 p.m.

2. **APPROVAL OF AGENDA:**

**Motion by Boardmember Kumar and second by Boardmember Powell to approve the meeting agenda as presented. Motion carried unanimously (4-0).**

3. **APPROVAL OF MINUTES:**

**Motion by Boardmember Kumar and second by Boardmember Powell to approve the March 10, 2015 Parks & Community Services Board Regular Meeting Minutes as presented. Motion carried unanimously (4-0).**

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<sup>1</sup> Arrived at 6:49 p.m.

<sup>2</sup> Arrived at 6:06 p.m.

<sup>3</sup> Arrived at 6:14 p.m.

4. **ORAL COMMUNICATIONS/PUBLIC COMMENTS:**

Betsi Hummer, 14541 SE 26<sup>th</sup> Street, Bellevue, WA

Ms. Hummer attended last month's Board meeting and expressed her appreciation for the thorough Parks Maintenance PowerPoint presentation. She requested additional information regarding the tree canopy and the best practices for each neighborhood.

In regards to the play area in the middle of Robinswood Park, Ms. Hummer inquired if there are future plans to add restrooms. She also requested that staff monitor the parking at Robinswood Park, as well as Downtown Park, and not eliminate any parking spaces.

Lastly, Ms. Hummer suggested that publicstuff.com be utilized for improvements and services.

Pam Toelle, 14541 SE 26<sup>th</sup> Street, Bellevue, WA

Ms. Toelle recommended that Bovee Park be renamed to "Campbell Park" to honor Bellevue's first woman mayor. Ms. Toelle discussed many of former City Councilmember Campbell's accomplishments and honors while on the City Council and encouraged Boardmembers to support this recommendation.

5. **CITY COUNCIL COMMUNICATION:**

No report.

6. **CHAIR COMMUNICATION:**

Chair Grindeland encouraged Boardmembers to attend the April 28, 2015 Park Board Special Meeting to gather public comment for renaming Bovee Park.

7. **BOARD COMMUNICATIONS:**

Boardmember Kumar made the following report:

- Attended the Bellevue Youth Theatre Grand Opening Celebration.
- Attended the Hidden Valley Sports Park Grand Opening Celebration.
- Walked numerous trails within the community.

Boardmember Heath made the following report:

- Attended the Hidden Valley Sports Park Grand Opening Celebration.
- Attended the Downtown Park Open House.
- Visited Bridle Trails Corner Park.

Boardmember Powell made the following report:

- Attended the recent Recreation and Conservation Funding Board meeting to speak against the conversion.
- Enjoyed walking at Tam O'Shanter Park.
- Visited Mercer Slough Nature Park.

Boardmember Van Hollebeke made the following report:

- Visited Mercer Slough Nature Park.
- Attended the Downtown Park Open House.
- Attended the Hidden Valley Sports Park Grand Opening Celebration.
- Visited Bovee Park.

Boardmember George made the following report:

- Visited the Lake Hills Greenbelt and highlighted a few neglected areas of the trail system.

Chair Grindeland made the following report:

- Assisted with the presentation of the Comprehensive Plan Update to City Council.
- Visited Bovee Park and attended the Northtowne Meeting to inform the neighborhood about the process to rename Bovee park.
- Visited the Phoenix Botanical Gardens.
- Visited Robinswood Community Park.

8. **DIRECTOR'S REPORT:**

No report.

9. **DISCUSSION/ACTION ITEMS:**

A. Name Change for Bovee Park

Mr. Foran explained that on March 9, 2015, the Bellevue City Council directed the Board to begin the renaming process to rename Bovee Park. Per City policy, the Bellevue City Council has sole authority to designate the names of public parks. Unless agreements are in place stating otherwise, Council can change a park name at any time for any reason, with a majority vote.

Council Resolution No. 8229 was distributed to Boardmembers. The Resolution sets forth policies and procedures for naming public parks and recreational facilities. Criteria for choosing names listed in Resolution No. 8229 are:

- Neighborhood or geographical identification;
- A natural or geological feature;
- A historical figure or name of historical or cultural significance; and/or

*The Parks & Community Services Board approved these meeting minutes on May 12, 2015.*

- A corporation, non-profit organization, or an individual (living or deceased) who has made a significant land and/or monetary contribution to the park system and who has a compelling connection to Bellevue and/or the park system.

Ms. Haaseth noted that the City wants to continue to provide opportunities to the public to provide naming suggestions. Names will be collected through the end of April. A Park Board Special Meeting will be held on April 28, 2015 at 6:00 p.m. to hear public comment regarding the park renaming. Then, there will be an online survey for the community to select their top three favorite names. At the May 12, 2015 Park Board meeting, the Board will have the opportunity to select a naming recommendation to forward to Council.

#### B. Parks Re-Accreditation Update

Mr. Smith explained that in February, 2005, the Parks & Community Services Department first obtained accreditation from the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and earned reaccreditation in 2010. As part of the reaccreditation process for 2015, the Department is required to provide information documenting policies and practices currently in place. Mr. Walker reminded Boardmembers that they reviewed and endorsed the Structural Operations Plan, Maintenance Management Plan and Recreation Plan. Next, the Board needs to review and endorse the Marketing & Communications Plan, and the Parks & Community Services Strategic Plan.

Mr. Walker explained that in addition to maintaining a significant number of parks and trails, Bellevue Parks & Community Services serves over 14,373 unique recreation participants and is the only major discretionary service provider in the City. There are over \$10 million in user fees and charges collected each year with over 20 business lines, each with unique customer needs.

Mr. Walker noted that a decentralized approach is utilized for the Department's Marketing Model. There are several key areas of focus for the upcoming 3-5 years, including:

- Position Bellevue as a cohesive force that improves the quality of life and economic prospects for all residents, integrating concepts from the Diversity Advantage Plan in the Department's marketing and communications efforts.
- Improve the Bellevue Parks & Community Services website to enhance information access and dissemination.
- Implement new registration and scheduling system, and seek opportunities to leverage improvements in reporting, analytics, and communications tools.
- Explore opportunities to promote programs and services beyond current customer base using a combination of print and digital tools.
- Continue to evaluate opportunities to enhance the Marketing & Communications program.

Chair Grindeland commended staff for not only the Comprehensive Marketing Plan but also the Lake-to-Lake video.

Boardmember Powell questioned if there are ample resources to complete the desired marketing tasks. Mr. Walker responded that the department is able to accomplish a significant amount with limited resources.

Boardmember Van Hollebeke questioned what the next steps are regarding the MyParksandRecreation.com website. Mr. Walker explained that this program was originally developed as a one-stop shop for users. However, the technology is dated. Alternate programs and software are being evaluated to determine an option that will serve customers better.

Boardmembers commended staff on the Marketing & Communications Plan.

Mr. Parker explained that the Strategic Plan is the main document for identifying what the Parks Department does for the community. The Mission is: “We build a healthy community through an integrated system of exceptional parks, open space, recreation, cultural arts and human services.”

The guiding principles for organizational culture include:

- Commit to excellence.
- Be a learning organization.
- Deliver highly relevant and effective services.
- Maximize the value of resources.
- Apply the One City and High Performance Organization philosophy.
- Actively manage organizational health.

Mr. Parker noted that the continuum of services throughout the Strategic Plan are all interrelated. The Strategic Plan implementation goals include:

- Advance our Mission of building a healthy community.
- Assess relevancy and effectiveness of programs and partnerships.
- Leverage the value of assets, resources, technology, external funding and partnerships.
- Integrate Parks & Community Services into local and regional economic development strategies.
- Support policy outcomes that advance our Mission.
- Align organizational development activities with department guiding principles.

The Strategic Plan updates for 2015 include:

- Added City Council Vision and Parks & Community Services Board retreat summaries.
- Updated One City and High Performance Organization Guiding Principles.
- Added language supporting the citywide Environmental Stewardship Initiative.
- Referenced the Collective Impact service delivery model (aligned with 2015 Recreation Program Plan).

Boardmember George questioned how the Strategic Plan and the Parks & Open Space System Plan are related. Mr. Parker explained that the next update will be to the Parks & Open Space System Plan. The key difference between the two documents is that the Parks & Open Space System Plan focuses on the grass, trees, flowers, etc. of the parks system and not necessarily the people side of the plan. The main goal of the Parks & Open Space System Plan is to chart the 20-year plan of the parks system and the maintenance around this system.

Boardmember Van Hollebeke expressed his appreciation for the inclusion of the comments raised during the Board Retreat. He also liked seeing the parallels with the economic development and open spaces included in the update.

**Motion by Boardmember Van Hollebeke and second by Vice-Chair Evans to endorse the Marketing & Communications Plan, and the Strategic Plan for the 2015 CAPRA accreditation process. Motion carried unanimously (7-0).**

10. **BOARDMEMBER COMMITTEE/LIAISON REPORTS:**

Boardmember Kumar expressed her concern about the Puget Sound Energy (PSE) project along 148<sup>th</sup> Avenue Southeast. Mr. Smith clarified that this PSE project is being permitted through the city's Development Services Department. Staff will forward contact information to Boardmembers so they can request updates about the project.

11. **NEW BUSINESS:**

A. Future agenda items

In regards to the Bovee Park renaming, Boardmember Heath suggested that staff reevaluate the events that occurred over the past 20+ years to see what lessons can be learned. In the 1990s, the City Council opted to keep the park name the same. Boardmember Heath questioned if an opportunity was missed at that point in time, particularly because no new information has been brought forth. However, the Council recently reversed its 1990s decision.

Boardmember Heath stressed the importance of not further victimizing victims that have come forth. However, he would like the broader issue evaluated to determine why decisions were made, if mistakes were made, and/or if there are missed opportunities on diversity. He added that maybe the City and public would benefit from self-reflection.

12. **OTHER COMMUNICATIONS:**

A. CIP Project Status Report

B. Email from Dwight & Mary Schrag re Ashwood Park

*The Parks & Community Services Board approved these meeting minutes on May 12, 2015.*

C. Email from Stan Rauh re Parks staff

13. **INFORMATION:**

A. List of upcoming Parks special events

B. Special Park Board meeting—April 28, 2015, Bellevue City Hall

C. Next regular Park Board meeting—May 12, 2015, Bellevue City Hall

14. **ORAL COMMUNICATIONS/PUBLIC COMMENTS:**

Betsi Hummer, 14541 SE 26<sup>th</sup> Street, Bellevue, WA

Ms. Hummer questioned if the lighted field at Bellevue College will create competition for Bannerwood Sports Park. In addition, she asked if there is a coalition of groups that help out citizens that live in the area.

Ms. Hummer commended the City for the impressive facility at South Bellevue Community Center (SBCC) and requested additional information about Bellevue partnerships, like the partnership between Bellevue Boys & Girls Club and SBCC.

15. **ADJOURNMENT:**

**Motion by Boardmember Van Hollebeke and second by Boardmember Kumar to adjourn the meeting at 7:44 p.m. Motion carried unanimously (7-0).**