

The Parks & Community Services Board approved these meeting minutes on April 9, 2019.

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

Tuesday
March 12, 2019
6:00 p.m.

Bellevue City Hall
Room 1E-113
Bellevue, Washington

BOARDMEMBERS PRESENT: Chair Kumar, Vice-Chair Trescases, Boardmembers Clark Hamilton, Heath¹, Synn, Unger

COUNCILMEMBER PRESENT: Councilmember Robertson

PARKS STAFF PRESENT: Betsy Anderson, Toni Esparza, Angela Ferguson, Patrick Foran, Nancy Harvey, Kim Indurkar, Alex O'Reilly, Camron Parker, Colin Walker

OTHERS PRESENT: Jordan Aune, Betsi Hummer, Brad Jones (Visit Bellevue Washington), Emily Mather, Karen Mauden, Benjamin Premack, Darrell Tsukiji, Patricia Wheeler

MINUTES TAKER: Michelle Cash

1. **CALL TO ORDER:**

The meeting was called to order by Chair Kumar at 6:01 p.m.

2. **APPROVAL OF AGENDA:**

Motion by Boardmember Clark and second by Boardmember Unger to approve the meeting agenda as presented. Motion carried unanimously (7-0).

3. **APPROVAL OF MINUTES:**

Motion by Vice-Chair Trescases and second by Boardmember Hamilton to approve the January 8, 2019 meeting minutes as presented. Motion carried unanimously (7-0).

¹ Arrived at 6:03 p.m.

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

Darrell Tsukiji & Emily Mather
Youth Link Board

On behalf of the Bellevue Youth Link Board, Mr. Tsukiji and Ms. Mather invited Boardmembers to the 20th Annual Gumbo Night, which will be held on April 17, 2019 at the home of former Parks Boardmember Sherry Grindeland.

Benjamin Premack
15455 SE 47th Pl., Bellevue, WA

Mr. Premack expressed his concern about the number of off-leash dogs in many of the park facilities, specifically Lewis Creek Park. He also encouraged inclusion of additional off-leash dog parks, particularly in southeast Bellevue.

Betsi Hummer
14541 SE 26th St., Bellevue, WA

Ms. Hummer explained that an application has been submitted to change the zoning for the Bellevue Technology Center so that it can be developed into a multifamily development. The community has worked hard to keep this property as a large open green space. Ms. Hummer encouraged Boardmembers to pay close attention to this project, since it impacts the open green space and tree canopy. If the multifamily facility is approved, additional parks will be needed to accommodate the additional people.

5. **COMMUNICATIONS FROM CITY COUNCIL, COMMUNITY COUNCIL, BOARDS AND COMMISSIONS:**

Councilmember Robertson provided the following update on Council projects:

- The annual Council Retreat was held—operating guidelines and emerging issues were discussed among other items.
- The Boys & Girls Club of Bellevue withdrew their proposal for a fieldhouse facility.
- The Wilburton Area Update is forthcoming.

Councilmember Robertson also expressed her enthusiasm for the Meydenbauer Bay Park Grand Opening, as well as Gumbo Night.

6. **DIRECTOR'S REPORT:**

Councilmember Robertson expressed her appreciation to Patrick Foran for his dedication and years of service to Bellevue. Mr. Foran recently announced his retirement. Mr. Foran has been a zealous advocate for parks and will be deeply missed. Other Boardmembers expressed their appreciation to Mr. Foran as well.

7. **BOARD COMMUNICATION:**

Boardmember Unger enjoyed spending time at Downtown Park, Hidden Valley Park, and Surrey Downs Park. She is also looking forward to the Meydenbauer Bay Park Grand Opening.

Boardmember Clark enjoyed spending time at Downtown Park.

Boardmember Hamilton recently visited Wilburton Hill Park. He also attended the Tree Canopy public meeting.

Boardmember Synn enjoyed spending time at Kelsey Creek Farm.

8. **CHAIR COMMUNICATION & DISCUSSION:**

Chair Kumar looks forward to the Meydenbauer Bay Park Grand Opening.

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

No reports.

10. **DISCUSSION/ACTION ITEMS:**

A. **Visit Bellevue Washington**

Mr. Jones explained that Visit Bellevue Washington (VBW) falls under the Bellevue Convention Center Authority. The BCCA has three divisions, including Meydenbauer Center, Meydenbauer Center Theatre and VBW. VBW serves as Bellevue's official destination marketing and management organization and has the following strategic goals:

- Strategy 1: Attracting overnight visitors to Bellevue
- Strategy 2: Maximizing visitor engagement and spending
- Strategy 3: Branding Bellevue
- Strategy 4: Enhancing the Bellevue visitor experience
- Strategy 5: Managing the destination development plan

Mr. Jones further reviewed the Destination Development Plan, included in Strategy 5. The vision of the Destination Development Plan is for Bellevue to be a premium, vibrant gateway destination to the Greater Seattle Region for national and international visitors that delivers a number of unique shared experiences that inspire visitors to share with family and friends and come back again and again.

Mr. Jones noted that VBW recently released their Visit Bellevue Strategic Vision 2020 and is undergoing a major Branding update. Part of this update includes working with a mobile-based survey to get real-time feedback from visitors about Bellevue parks and other interests.

Boardmember Synn asked how deeply other communities are in providing insight about what bring people to Bellevue. Mr. Jones responded that VBW is currently developing new oversight and governance for the organization that will represent various areas of Bellevue. There are also advisory committees and various councils to assist with this aspect—most members are from the community. Mr. Walker added that the branding consultant is paying close attention to this so they can determine who and what Bellevue is as a destination so it can ultimately be marketed to visitors.

Boardmember Hamilton asked if the lid park and the aquatic center are an important part of VBW marketing campaign. Mr. Jones responded that sports and recreation are a big part of the tourism strategy. It is also a developing sector of Bellevue. Mr. Jones clarified that VBW is working on a more regional approach to sports than Bellevue-centric to take advantage of multiple opportunities. He added that the lid park is also a great way to connect both sides of the community. The lid park needs to be programmable so that people can gather and use it as an attraction (i.e., festivals, concerts, farmers markets, etc.).

Boardmember Clark asked if VBW is targeting the future employees of Bellevue. Mr. Jones labeled these as “Bleisure” visitors. These are business visitors that extend their trip for leisure. VBW is working to bolster weekend visitors. Mr. Jones noted that VBW is evaluating the park assets and how to circulate visitors in a sustainable way—signage and wayfinding is critical to Bleisure visitors. Transportation options are also being evaluated (i.e., trolley service or other means).

Boardmember Unger asked if there is a current branding statement versus how we want to brand ourselves. She called specific attention to the term “pretentious.” Mr. Jones clarified that Bellevue has great hospitality and is in between the luxury/upscale/outside/corporate world. The city needs to be marketed in a non-pretentious/authentic manner. Boardmember Unger also inquired if VBW is trying to capture Seattle visitors. Mr. Jones explained that Bellevue needs to be introduced in the right way to intercept interested Seattle visitors.

Chair Kumar asked if “City in a Park” will be incorporated into the branding strategy. Mr. Jones explained that once a concept is determined, it will be vetted through various departments and organizations for buy-in. The brand should be maneuverable. The tagline and logo are not as important as the brand platform. Vice-Chair Trescases added that the branding exercise is VBW’s exercise, not the city’s exercise. The goal is to attract visitors; therefore the brand strategy might be different for Bellevue residents.

Mr. Foran stated that there are many priorities important for Bellevue’s strategy to attract visitors: workforce, affordable housing, regional transportation, etc.

B. Community Services Planning Update

Ms. Esparza explained that the Parks & Community Services Department provides a wide spectrum of services to the community. To provide a more complete picture of the diverse programs and services that are offered, the following presentations were provided:

- Kim Indurkar, Community Services Supervisor and the Department's Inclusion Coordinator
Choices for People with Disabilities Plan

Ms. Indurkar explained that the Choices for People with Disabilities Plan was created as a resource for city staff to provide access and equity for residents with disabilities into programs, services and facilities. The current update includes a proactive approach to access.

Ms. Indurkar stated that having a plan that provides the greatest choice of recreation activities and experiences supports full and active participation of individuals with disabilities in the same community activities as individuals without disabilities. This develops community support and encourages attitudinal changes to reflect the right of all people to dignity, self-respect, and community involvement.

The goals of the Choices for People with Disabilities Plan include:

- Physical access into facilities, parks, playgrounds
 - Recreation choice opportunities
 - Staff training
 - Outreach
 - Expansion of services
- Angela Ferguson, Business Systems Manager, and Diversity Liaison for Parks & Community Services
Diversity Strategic Plan

Ms. Ferguson explained that in collaboration with the City's Draft Diversity Advantage Plan, the Parks Department plans to roll out its Diversity Strategic Plan with three objectives:

- To examine current policies, practices, and procedures as it pertains to diversity and equity related issues.
- To incorporate strategies and best practices developed under the Diversity Advantage Plan as guiding principles for the mission and vision of all Parks & Community Services work plans.
- To cultivate a department culture that understands, reflects and celebrates diversity as its standard, while continuing to provide high quality programs and services for all communities and groups in Bellevue.

Ms. Ferguson added that the intent is to utilize the Draft Parks Diversity Strategic Plan as guiding principles for the City's work as best practices in programs, policies, planning, and services are developed.

Based on the Department Assessment, the following five objectives have been identified for the workplan:

- Policies
- Programs & Services
- Communication & Outreach
- Recruitment & Retention
- Training

Ms. Ferguson explained that the Draft Diversity Strategic Plan will allow staff to address the changing demographics and better meet customers' needs. More importantly, the plan will provide and equip staff with the necessary training, tools, and strategy to engage the community effectively. It can also be used to address the changing demographics and better meet customer needs.

- Alex O'Reilly, Human Services Division Manager
Human Services Needs Update

Ms. O'Reilly provided a briefing on early efforts to collect community feedback for the 2019-20 Human Services Needs Update. The biennial report looks at the needs of Bellevue residents and explores how to leverage the community's resources most effectively. The information will ultimately guide the Human Services Commission's funding recommendations.

Initial outreach and data collection has started and will continue through the summer, using a variety of tools including community surveys, focus groups and interviews with community stakeholders.

The draft report will be reviewed this fall with expected adoption by the Human Services Commission.

- Betsy Anderson, Senior Planner
*Recreation Program Plan
Strategic Plan*

The Recreation Program Plan guides the department's investment in recreation programs, with a focus on programming and spending to meet the needs of those with limited opportunities for recreation. An update to the Recreation Program Plan is due in 2020 to meet Commission for Accreditation of Park & Recreation Agencies (CAPRA) standards. Ms. Anderson noted that while the core tenets of the plan remain relevant, staff is embracing the opportunity to update the plan to more fully align with the

citywide Diversity Advantage Initiative and integrate principles of equity, diversity, and inclusion. The plan update also strives to more fully reflect the breadth of programming and services undertaken by the department. Ms. Anderson added that staff is also working to make the plan's structure and graphic layout more user-friendly.

Boardmembers can expect a dedicated presentation on the Recreation Program Plan update in April, in advance of the public outreach that will be undertaken over the summer. This is a plan that will be seeking Parks Board feedback and endorsement over the next year.

Ms. Anderson noted that like the Recreation Program Plan, the department's Strategic Plan was last updated in 2015 and is due for an update in 2020. The Strategic Plan acts like a bridge—it helps staff translate policy-level guidance from city- and department-level plans and initiatives into actions that can then be turned into work plans. The plan confirms the department's mission and guiding principles and, through goals and strategies, identifies the focus for the next five years.

Ms. Anderson noted that the Board will be receiving a presentation specific to this planning effort in the coming months.

11. **NEW BUSINESS:**

None.

12. **PROPOSED AGENDA FOR NEXT MEETING:**

Boardmember Hamilton suggested that Boardmembers debrief the BGCB fieldhouse process at a future Board meeting. Councilmember Robertson suggested that this be added to a retreat agenda. Boardmember Heath added that he would like to invite the BGCB to participate in the discussion. He would like to learn lessons so the Board can work with potential community partners in a proactive manner.

Boardmember Unger expressed her support of a retreat and would also like to discuss future agenda topics and projects that the Parks Board might like to work on. Vice-Chair Trescases reminded Boardmembers that there is a five year work plan for the Parks Board that can be used as a starting point. Councilmember Robertson added that the Parks Board is an advisory Board for City Council and should ask Council for permission if they want to go outside the scope of the work plan list or Council priorities.

Motion by Boardmember Heath and second by Vice-Chair Trescases to extend the meeting until 8:35 p.m. Motion carried unanimously (7-0).

Councilmember Robertson added that Boardmembers may want to postpone a retreat until the new Parks Director has been appointed.

Boardmember Heath expressed his frustration with the structure of current Board meetings. He feels that the process and structure does not allow for creativity and back/forth dialogue.

Motion by Vice-Chair Trescases and second by Boardmember Hamilton to extend the meeting until 8:40 p.m. Motion carried unanimously (7-0).

Chair Kumar and Vice-Chair Trescases will work with staff to plan a Board retreat.

13. **OTHER COMMUNICATIONS:**

- A. CIP Project Status Report
- B. Meydenbauer Bay Park Grand Opening flyer
- C. Letter from Boys & Girls Clubs of Bellevue re fieldhouse
- D. Council Packet Agenda Memo re acquisition (1-22-19)
- E. Memo from staff re Natural Resource/Resource Management Volunteerism
- F. Email from Judy Matthew about reducing light pollution
- G. Email from Gregg T re Boys & Girls Clubs at Wilburton Park
- H. List of upcoming Parks special events

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

Karen Mauden

316 – 131st Ave., Bellevue WA

Ms. Mauden thanked Boardmember Heath for his comments regarding the BGCB/Wilburton fieldhouse proposal. She clarified that the Wilburton community is not against the BGCB specifically—they are merely against the fieldhouse proposal. A fieldhouse in the Wilburton community goes against Bellevue's City in a Park principles. Ms. Mauden suggested that the BGCB and Wilburton community be invited to come together for a dialogue.

Betsi Hummer

14541 SE 26th St., Bellevue, WA

Ms. Hummer expressed her appreciation to Mr. Foran, noting that the Parks Department is first class from top to bottom, which is reflective of Mr. Foran's leadership.

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Ms. Hummer is concerned about some of the urban boulevard development and traffic flows, not to mention the tree canopy and treescapes. She will forward an overview on what these boulevards should look like to Boardmembers.

15. **ADJOURNMENT:**

Motion by Boardmember Synn and second by Boardmember Hamilton to adjourn the meeting at 8:41 p.m. Motion carried unanimously (7-0).