

REGULAR PARK BOARD MEETING AND AGENDA
May 24, 2021
6:00 PM REGULAR MEETING
REMOTE MEETING



Protecting the public, our partners, and our staff are of the utmost importance.

Due to recent health concerns with the novel coronavirus and in compliance with the Governor's Executive Order 20-28.2 (amending 20-05, 20-28, 20-28.1 , 20-28.2, 20-28.3, 20-28.4, 20-28.7 , 20-28.8, 20-28.9, 20-28.10, 20-28.11,20-28.12, 20-28.13, 20-28.14, 20-28.15), this meeting will be held remotely.

The public is encouraged to participate via telephone or Zoom and will be given opportunities to comment, as noted below.

You can listen to the Study Session & Regular Park Board Meeting via telephone by following the instructions below:

Telephone Instructions:

Dial: 253-215-8782

Enter Meeting ID: 943 5050 3718 #

Participant ID: no ID needed just press #

You can listen and view presentations of the Regular Park Board Meeting via the Zoom link:

<https://zoom.us/j/94350503718>

Community comment is encouraged to be submitted in advance of the meeting in written form. Please submit written comments to the Board by 4pm on May 24, 2021 by e-mailing them to Jennifer Bowman at jenniferb@tacomaparks.com. Comments will be compiled and sent to Board members in advance of the meeting. Comments may also be left on voicemail at 253-305-1091 by 4pm on May 24, 2021. Verbal comments will also be allowed during the meeting. To request to speak during community comments, please press the Raise Hand button near the bottom of your Zoom window or *9 on your phone. All speakers will have up to three minutes to speak.

**METROPOLITAN PARK DISTRICT
OF TACOMA**



AGENDA

**MAY 24, 2021
6:00 P.M.
REMOTE MEETING**

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**MEETINGS ARE RECORDED AND MAY BE HEARD AT THE
PARK DISTRICT OFFICES UPON REQUEST**

COMMISSIONERS

**ERIK HANBERG, PRESIDENT
ANDREA SMITH, CLERK
AARON POINTER
JESSIE BAINES, JR.
TIM REID**

6:00 P.M. **CALL TO ORDER**

ROLL CALL

SPECIAL PRESENTATIONS

DISTRICT AUGMENTED REALITY EDUCATIONAL EXPERIENCES

PRESIDENT'S REPORT

STANDING COMMITTEE & COMMISSION REPORTS

EXECUTIVE DIRECTOR'S REPORT

"Park District meeting sites are accessible to people who require
special accommodations, please contact 305-1091
48 hours prior to the meeting time."



REGULAR MEETING

COMMUNITY COMMENTS

Community comment is encouraged to be submitted in advance of the meeting in written form. Please submit written comments to the Board by 4pm on May 24, 2021 by e-mailing them to Jennifer Bowman at jenniferb@tacomaparks.com Comments will be compiled and sent to Board members in advance of the meeting. Comments may also be left on voicemail at 253-305-1091 by 4pm on May 24, 2021. Verbal comments will also be allowed during the meeting. To request to speak during community comments, please press the Raise Hand button near the bottom of your Zoom window or *9 on your phone. All speakers will have up to three minutes to speak.

MINUTES

(5-10) MINUTES OF THE MAY 10, 2021 REGULAR BOARD MEETING

CONSENT AGENDA

(11-14) **RESOLUTION NO. C40-21:** APPOINTING MEMBER TO THE ACTIVE LIFESTYLES & COMMUNITY WELLNESS ADVISORY COUNCIL
(Contact: Marina Becker, Director of Parks & Recreation)

(15-18) **RESOLUTION NO. C41-21:** APPOINTING MEMBER TO THE NATURE & ENVIRONMENT ADVISORY COUNCIL
(Contact: Marina Becker, Director of Parks & Recreation)

REGULAR AGENDA

PURCHASING RESOLUTIONS

(Requiring one reading for adoption)

(19-22) **RESOLUTION NO. P42-21:** AUTHORIZING PURCHASE OF GOODS AND SERVICES FOR METRO PARKS TACOMA
1. JAYRAY FOR BRAND DEVELOPMENT AND CREATIVE DESIGN ESTIMATED AT \$90,000
(Contact: Sandra Eliason, Chief Marketing & Communications Officer)

PUBLIC WORKS PURCHASING RESOLUTIONS

(Requiring one reading for adoption)

SINGLE READING RESOLUTIONS

(Requiring one reading for adoption)

SECOND READING RESOLUTIONS

(Requiring two readings for adoption)

FIRST READINGS:

(Requiring two readings for adoption)

UNFINISHED BUSINESS

NEW BUSINESS

BOARD COMMENTS

ADJOURNMENT

UPCOMING BOARD MEETINGS

May 26, 2021	Capital Improvement Committee	5:00 PM	Remote Meeting
June 14, 2021	Regular Board Meeting	6:00 PM	Remote Meeting
June 16 , 2021	Capital Improvement Committee	5:00 PM	Remote Meeting

*Remote meeting details can be found on the Metro Parks Website www.metroparkstacoma.org

*Committee Meetings are subject to change - please check the Metro Parks Website, www.metroparkstacoma.org for the most up to date meeting schedules.





**MINUTES OF REGULAR MEETING
BOARD OF PARK COMMISSIONERS
MAY 10, 2021**

PRESENT:

Erik Hanberg, President
Andrea Smith, Clerk
Tim Reid

EXCUSED: Aaron Pointer
Jessie Baines

IN THE CHAIR: Erik Hanberg

PLACE: Remote call in meeting

STUDY SESSION

Q1 2021 DISTRICT FINANCIAL UPDATE

Mr. Vidallon opened the presentation by stating tonight's update will provide an update of the 1st Quarter Financials for the District, as well as an update on the American Rescue Plan funding coordination

A District-wide summary of total all funds was reviewed by Mr. Vidallon, he noted that the total variance for the 1st quarter was favorable by \$2.3 M. Mr. Vidallon then reviewed a slide that highlighting each fund as follows: General Fund \$629K positive variance, Regional Parks \$119K positive variance, ZEED \$1.6M positive variance.

The Board was then reminded of the updated District organizational chart, commenting that the method of reporting the financials tonight is aligned with how the organization is now structured. Financial tables for each department with divisional totals were then reviewed. Department total variances were noted as follows: Office of Executive Director \$125K positive variance, Business Administration & Planning \$157K unfavorable variance, Parks & Recreation \$780K positive variance, Zoological & Environmental Education \$1.6M positive variance.

Within the area of the District's capital funding Mr. Vidallon reviewed a table that highlighted the capital spending as of March 2021. The table showed the major categories of the bond as approved by Tacoma voters, that compared what has been spent and what remains to be spent in 2021. Staff commented that 2021 total expenditures for the bond in the first quarter \$1.4 M with a remainder of \$30M still to be spent in 2021. A second table showing the 2021 revenue related to the capital program was reviewed. The table displayed bond and non- bond leveraged funding such as, state, federal and donations. Staff commented that \$562K spent thus far in 2021 was bond related funding, \$877K spent thus far in 2021 was leveraged funds. Mr. Vidallon commented that the District will likely see a lot more activity in the capital area in the 2nd quarter.

Board members commented that they appreciated the new level of detail in the financial presentation.

Mr. Vidallon commented that the District has put together a work group to pursue funding from American Rescue plan. The work group is looking at criteria and pursuing funding related to revenue loss and program reimbursement and new opportunities. Outreach to the county, city,

state and feds is occurring by members of the team. Mr. Vidallon stated that any funding brought in will be part of the current biennium as 2020 is now closed.

The regular meeting of the Metropolitan Park District Board of Park Commissioners was called to order by Commissioner Hanberg at 6:00 p.m.

It was moved and seconded to excuse Commissioners Baines & Pointer; seconded and passed unanimously.

SPECIAL PRESENTATIONS

PROCLAMATION IN CELEBRATION OF ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH

President Hanberg read a proclamation in support of Asian American & Pacific Islander Heritage month. Suzanne Pak, representing the Koreans Women’s Association, and Lua Pritchard of the Asian Pacific Cultural Center spoke in support of the proclamation and recognized Metro Parks for ongoing partnerships with this community.

PRESIDENTS REPORT

President Hanberg commented that he is hosting the pre-shows for the State of the City Address on Monday nights.

STANDING COMMITTEE AND COUNCIL REPORTS None

EXECUTIVE DIRECTOR’S REPORT

Executive Director, Shon Sylvia commented on the following:

- US Treasury has announced it guidelines today for the American Rescue Plan funds. Staff will follow up with some information for the Board about the District’s approach for accessing funding.
- WRPA Spot Light Award presented at the WRPA conference 2 weeks ago to MPT for the Whole Child Initiative. Thank you to Commissioner Smith who attended the virtual awards ceremony on behalf of MPT.
- The following new employees and full-time employees receiving promotions were introduced to the Board; Antonio McLemore, Meagan Kula, Christy West, Daniel Russell & Jen York.

COMMUNITY COMMENTS

Kris Johnson submitted a written comment expressing concerns about at staff member at Point Defiance Zoo.

MINUTES OF THE APRIL 26, 2021 REGULAR BOARD MEETING

Commissioner Smith moved to adopt the minutes as presented; seconded by Commissioner Reid and passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

CONSENT AGENDA**RESOLUTION NO. C33-21:** APPROVAL OF WARRANTS CLAIM FUND FOR APRIL 2021

Commissioner Smith moved to adopt the consent agenda as presented; seconded by Commissioner Reid and passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

PURCHASING RESOLUTIONS**RESOLUTION NO. P34-21:** AUTHORIZING PURCHASE OF GOOD AND SERVICES FOR METRO PARKS TACOMA

1. TYLER TECHNOLOGIES FOR ELECTRONIC TIME & ATTENDANCE SYSTEM IN THE AMOUNT OF \$211,469
2. ALLIANT INSURANCE SOLUTIONS, INC. FOR EMPLOYEE BENEFITS INSURANCE BROKER IN THE AMOUNT OR \$315,000
3. BERRY DUNN FOR BUSINESS & OPERATIONAL PLANNING SERVICES FOR \$68,230.00

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Erwin Vidallon commented that the Tyler Technologies will be an added module to the District financial management software. The module will allow for cloud based, paperless, time and attendance solution, with incorporated comprehensive scheduling capabilities. Mr. Vidallon noted that Tyler Technologies was selected from a total of eight vendor submittals.

With regards to Alliant Insurance, Mr. Vidallon commented that this is the first two-year option extension is anticipated to cost \$75,000 per year, totaling \$150,000 for the biennium. There is no contract increase compared to the initial two-year period. The final two-year option for extension is estimated to be \$165,000, totaling \$315,000 for the next four years. Staff noted that Alliant has been our broker for the past two years and staff has been very satisfied with the firm and the project team in carrying out the services requested by the District.

Marina Beck then commented that Berry Dunn will develop a strategy-focused Business Operational Plan for the Parks and Recreation Department, establishing vision and an implementation plan. Ms. Becker explained with all the changes the community has gone through in the past year this planning effort will assist in working with community to develop plans around their needs and priorities.

Being no additional comment, the question was called and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

PUBLIC WORKS PURCHASING RESOLUTIONS**RESOLUTION NO. PW35-21:** MEADOW PARK GOLF COURSE BRIDGE REPAIR (HOLE 13) BID NO J2021-06, CONTRACT AWARD TO WILDWOOD CARPENTRY, LLC.

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Debbie Terwilleger commented this resolution has been reviewed and was recommended for full Board consideration by the CIC. Ms. Terwilleger commented that this project includes repairing all undermined foundations associated with the bridge, supplementing the existing timber retaining wall below the southeastern end of the bridge (the existing timber wall will remain in place), improve existing draining system at each end of the bridge, armor the existing slopes beneath the existing bridge, remove and replace the existing railing on either side of the existing bridge, and repair existing diagonal rod bracing between existing struts.

Staff noted that the bid opening was held on April 8th ; three bids responsive were received.

The construction is anticipated to take 120 calendar days to complete after issuance of a Notice to Proceed.

Commissioners inquired if the contractor has done prior work for the District. Staff noted that the vendor has done satisfactory work for the District in the past.

Being no additional comment, the question was called and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

RESOLUTION NO. PW36- 21: PDZA SOUTH PACIFIC AQUARIUM TANK REPAIRS & IMPROVEMENTS RFQ #J2021-03 CONTRACT AWARD TO SCHEMATA WORKSHOP

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Debbie Terwilleger commented this resolution has been reviewed and was recommended for full Board consideration by the CIC. Debbie Terwilleger commented that The South Pacific Aquarium’s main exhibit was constructed in 1989 and has never been drained of seawater. The required renovations are routine in the aquarium industry and due mostly to the age of the 32-year-old aquarium and its continual operating use over that time. This work will increase the lifespan of the exhibit itself and ensure that it is a safe home for the animals in the collection for years to come.

Being no additional comments, the question was called, and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

RESOLUTION NO. PW37- 21: NW TREK TRAM STATION BID NO J2021-05, CONTRACT AWARD TO LAKE TAPPS CONSTRUCTION

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Debbie Terwilleger commented this resolution has been reviewed and was recommended for full Board consideration by the CIC. Debbie Terwilleger commented that is project builds a new tram station that will accommodate the new trams at NW Trek. Among other station adjustments, the new trams require three-phase electricity to the trams and the tram storage, revised traffic access, updates to the animal security fencing, and pedestrian access

improvements for ADA compliance and enhanced visitor experience. She noted the scope of construction will include electrical upgrades, improving traffic flow through the area, building charging “cradles” in the new tour station, the new structure, and making adjustments to existing infrastructure.

Staff commented that the bid opening was held on April 26, 2021. Four responsive bids were received. The construction is anticipated to take 250 calendar days to complete after issuance of a Notice to Proceed.

Being no additional comments, the question was called, and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

SINGLE READING RESOLUTIONS

RESOLUTION NO. R38-21: DEACCESSIONING NEVER NEVER LAND FIGURES FROM THE HISTORIC AND CULTURAL ASSETS INVENTORY

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Ms. Terwilleger commented that Never Never Land attraction closed in 2001 after years of coping with constant vandalism and theft as well as the high cost of maintenance and operations, with the last pieces of the scenes permanently removed in 2010.

Ms. Terwilleger that the former site of the attraction has been identified through a Master Plan update process as a site for the development of a natural area for educational heritage programming. Board members were reminded that the collection of figures was stored in the Pagoda and suffered extensive losses due to the arson of 2011 and a secure place for storage and display for the remaining pieces has not been identified since that time.

Staff commented that Metro Parks Tacoma Historic and Cultural Assets Deaccession Policy #RR20-14 states that items on the inventory may be considered for deaccession due to Loss of Site, if the condition or security of an assets cannot be reasonably guaranteed or if proper storage cannot found, and/or damage beyond repair.

Ms. Terwilleger stated that the Cultural & Historic Advisory Council is recommending deaccession and auction of these items. Staff is recommending is to auction the items and destroyed items that are culturally inappropriate.

Being no additional comments, the question was called, and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

RESOLUTION NO. R39-21: APPROVING A PARTNERSHIP AGREEMENT WITH THE TRUST FOR PUBLIC LAND AND TACOMA PUBLIC SCHOOLS

Commissioner Smith moved to adopt the resolution; seconded by Commissioner Reid.

Ms. Terwilleger commented that this resolution authorizes the Executive Director to enter into an agreement for a partnership between The Trust for Public Land and Tacoma Public Schools

to design and build up to six Green Schoolyards. Ms. Terwilleger further noted that the parties have determined that the development of Green Schoolyards in Tacoma is the most efficient and economical method to improve performance in relation to the 10-minute level of service goal, while also benefitting school communities with coordinated curriculum involvement and improved schoolyard amenities.

Board members were reminded that the Green Schoolyards for Tacoma Implementation Plan was developed in March 2020. The agreement is needed to set forth their expectations regarding their respective rights, roles, and responsibilities in connection with the funding, design, construction, operations and maintenance of each Green Schoolyards Project constructed pursuant to the Green Schoolyards for Tacoma pilot program.

Being no additional comments, the question was called, and the resolution passed on a vote of 3-0 (Commissioners Pointer & Baines being excused).

SECOND READINGS RESOLUTIONS None

FIRST READING RESOLUTIONS None

UNFINISHED BUSINESS None

NEW BUSINESS None

BOARD COMMENTS:

President Hanberg commented that he was recently in Franklin Park and saw lots of people enjoying the park.

ADJOURN:

Being no further business, the meeting was adjourned at 6:55pm

APPROVED:

President

Clerk

Submitted by: Jennifer Bowman, Board Secretary



MEMORANDUM

TO: Board of Park Commissioners

THROUGH: Commissioner Aaron Pointer, ALCW Board Liaison

FROM: Garry Lindsay, ALCW Advisory Council Chair
Marina Becker, Director of Parks & Recreation

SUBJECT: Appointing Member and Reappointing Member to the Active Lifestyle and Community Wellness Advisory Council (ALCW)

DATE: May 15, 2021

EXECUTIVE SUMMARY: The members of the ALCW Advisory Council recommend that the Board of Park Commissioners approve this resolution to appoint Mallory Weaver to a first term and reappoint Janet Whaley on the Active Lifestyle and Community Wellness Advisory Council. A copy of the Mallory Weaver's application is attached.

BACKGROUND: The Board of Park Commissioners adopted RR20-14 to redefine citizen advisory councils roles to be better align with the District's four mission-driven areas. The District maintains these Councils in order to have citizen engagement in Park District functions and to foster a broad range of citizen input and expertise in strategic decision-making and policy-development. Citizen advisory councils are important vehicles for the implementation of the District's participation policy and are aligned with best practices in the industry.

Throughout their terms on the Council, all members and first term member, Mallory Weaver will demonstrate:

1. Knowledge, interest and skills related to the Advisory Council Charter.
2. Interest related to parks, programs, and facilities operated by Metro Parks Tacoma.
3. Have made a good addition to the existing composition of the Council.
4. Are willing and able to commit to the charter, schedule and goals of the Council.

According to Resolution No. RR201-14, nomination of an advisory council member for a consecutive term may be made by a majority of the council's members without advertising the position and may be forwarded to the Board of Park Commissioners for appointment. Janet Whaley is a valued member of the ALCW Advisory Council and has expressed a desire to serve a second term. The board and staff liaison to the ALCW Advisory Council, as well as the entire council membership, support the reappointment.

The Active Lifestyle and Community Wellness Advisory Council consists of a maximum of thirteen members and assists in recommendations to the Board concerning Adult and Youth Sports, Outdoor Adventures, Aquatics, Youth Development, Adapted and Specialized Recreation, Fitness and Camps for the Metropolitan Park District of Tacoma. Recruitment

occurs through direct contact, news releases and on Metro Parks Tacoma's website. This appointment and reappointment will put the council at nine members.

FISCAL IMPACT: None.

ADDITIONAL INFORMATION: For additional information, contact Marina Becker, Parks & Recreation Director at (253) 305-1024.

METROPOLITAN PARK DISTRICT OF TACOMA

RESOLUTION NO. C40-21

**APPOINTING MEMBER TO THE ACTIVE LIFESTYLES AND
COMMUNITY WELLNESS ADVISORY COUNCIL**

WHEREAS, the Metropolitan Park District of Tacoma created the Active Lifestyles and Community Wellness Advisory Council to assist in recommendations to the Board regarding Adult and Youth Sports, Outdoor Adventures, Aquatics, Youth Development, Adaptive and Specialized Recreation, Fitness and Camps for the Metropolitan Park District of Tacoma; and

WHEREAS, Mallory Weaver has applied to serve on the Council; and

WHEREAS, the board and staff liaison to the Active Lifestyles and Community Wellness Advisory Council, as well as the entire council membership, support this appointment; and

WHEREAS, Janet Whaley has completed a first term on the Council; and

WHEREAS, the board and staff liaison to the Active Lifestyles and Community Wellness Advisory Council, as well as the entire council membership, support the reappointment; now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma to appoint the Mallory Weaver to serve on the Active Lifestyles and Community Wellness Advisory Council for an initial three year term ending June 2024 and to reappoint Janet Whaley to a second three year term on the Active Lifestyles and Community Wellness Advisory Council ending June 2024.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a meeting held on _____, 2021.

ATTEST:

President

Secretary

Clerk

Mallory Weaver

I wish to serve on the following Advisory Council	Active Lifestyles & Community Wellness
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Occupation (If retired, please indicate former occupation)	Paralegal and Rule 6 Legal Clerk
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Current Employer (or state Retired)	McKinley Irvin
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Master of Public Administration
Seattle University, 2020

Education (Name of high school;	Paralegal Studies Certificate Program University of Washington, 2009
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college/university; year graduated/degree)	Bachelor of Arts Interdisciplinary Arts and Sciences University of Washington, 2008
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MEMORANDUM

TO: Board of Park Commissioners

THROUGH: Commissioner Tim Reid, NEAC Board Liaison

FROM: Jessica Stone, NEAC Advisory Council Chair
Marina Becker, Director of Parks & Recreation

SUBJECT: **Appointing Member to the Nature and Environment Advisory Council (NEAC)**

DATE: May 15, 2021

EXECUTIVE SUMMARY: The members of the NEAC Advisory Council recommend that the Board of Park Commissioners approve this resolution to appoint Joey Hulbert to a first term on the Nature and Environment Advisory Council. A copy of the candidate's application is attached.

BACKGROUND: The Board of Park Commissioners adopted RR20-14 to redefine citizen advisory councils roles to be better align with the District's four mission-driven areas. The District maintains these Councils in order to have citizen engagement in Park District functions and to foster a broad range of citizen input and expertise in strategic decision-making and policy-development. Citizen advisory councils are important vehicles for the implementation of the District's participation policy and are aligned with best practices in the industry.

Throughout their terms on the Council, all members and first term member, Joey Hulbert, will demonstrate:

1. Knowledge, interest and skills related to the Advisory Council Charter.
2. Interest related to parks, programs, and facilities operated by Metro Parks Tacoma.
3. Have made a good addition to the existing composition of the Council.
4. Are willing and able to commit to the charter, schedule and goals of the Council.

This appointment will put the council at nine members.

FISCAL IMPACT: None.

ADDITIONAL INFORMATION: For additional information, contact Marina Becker, Parks & Recreation Director at (253) 305-1024.

METROPOLITAN PARK DISTRICT OF TACOMA

RESOLUTION NO. C41-21

**APPOINTING MEMBER TO THE NATURE & ENVIRONMENT
ADVISORY COUNCIL**

WHEREAS, the Metropolitan Park District of Tacoma created the Nature and Environment Advisory Council to assist in recommendations to the Board regarding Conservation, sustainability, environmental education, and land stewardship for the Metropolitan Park District of Tacoma; and

WHEREAS, Joey Hulbert has applied to serve on the Council; and

WHEREAS, the board and staff liaison to the Nature and Environment Advisory Council, as well as the entire council membership, support this appointment; now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma to appoint the following citizen to serve on the Nature and Environment Advisory Council:

Joey Hulbert's, term expires in June 2024.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a meeting held on _____, 2021.

ATTEST:

President

Secretary

Clerk

Joey Hulbert

I wish to serve on the following Advisory Council	Nature & Environment
Occupation (If retired, please indicate former occupation)	Postdoctoral Research Fellow
Current Employer (or state Retired)	Washington State University, Puyallup Research and Extension Center
Education (Name of high school; college/university; year graduated/degree)	PhD (2020), University of Pretoria; MS (2014), Oregon State University; BS (2010), Washington State University
Please describe your interests and qualifications as related to this position	I am a resident in central Tacoma and I am passionate about urban greening and community services. I am an active visitor of MetroParks properties and I would like to help improve the accessibility and equity of the services provided by urban forests and green spaces.
Please list any involvement in professional/community activities, including any current/past involvement with MPT programs	I am the program director of the Forest Health Watch program at the WSU Research and Extension Center in Puyallup. I also volunteer at 2nd Cycle.
References (Name/Address/Phone)	Gary Chastagner, (253) 445-4528, 2606 West Pioneer Puyallup, WA, 98371-4998 USA.





MEMORANDUM

TO: Board of Park Commissioners

THROUGH: Shon Sylvia, Executive Director

FROM: Sandra Eliason, Chief Marketing & Communications Officer

SUBJECT: Purchasing Resolution for JayRay

DATE: May 19, 2021

EXECUTIVE SUMMARY: The attached Purchasing Resolution seeks board approval to enable the Executive Director to enter into the necessary agreement for the purchase and acquisition of the goods and services detailed in Exhibit A to the Resolution.

Proposed goods and services proposed for purchase and/or acquisition:

Item No. 1

- **VENDOR** JayRay
- **GOODS OR SERVICE** Brand Development and Creative Design
- **PRICE** Estimated \$90,000
- **SOURCE OF FUNDING** 1/3 from MPT general fund and remaining 2/3 contribution from TPS and participating partners via the Out-of-School Intermediary (OSTI)
- **CONTACT** Sandra Eliason, (253) 305-1016

BACKGROUND: Tacoma public schools, the park district, city government, private businesses, youth orientated-non-profits, health and social service providers, and cultural arts institutions are collectively working together to ensure that all children have access, exposure and opportunity for academic, social and emotional learning outside of school hours. This collaborative commitment is under the umbrella of the Whole Child Initiative.

This work includes MPT after-school sports, enrichment clubs and in-service day field trips. The goal is to build a comprehensive system, easily navigated by K-8 grade parents, that also includes a network of service providers who offer equitable and affordable arts, enrichment, science, nature, academic, fitness, sport programs and childcare for Tacoma students.

To communicate this collaborative effort to all Tacoma K-8th grade school families, staff believes that a branding & marketing campaign is essential for its success and to illustrate one cohesive and comprehensive program. Metro Parks Tacoma (MPT) is an integral partner in the Whole Child Initiative. Staff prepared a Request for Proposals (RFP), selected a brand agency and will manage the contract on behalf of this collaboration.

A local firm, JayRay, was selected through this RFP process, completed on May 17th 2021, as the preferred branding agency to engage in the prescribed work. JayRay has worked on a variety of MPT marketing projects and was the firm who created Tacoma Public Schools (TPS) logo and brand platform.

The Scope of the work includes development of:

Phase 1: Brand hierarchy & program name/logo including a brand guide and standards

Phase 2: After-school program brand platform

Phase 3: Whole Child Access Pass campaign

FISCAL IMPACT: Total project cost is estimated at \$ 90,000. Parks will serve as the fiduciary agent and project manager for these services within the three phases. Through a memo of understanding for the Whole Child Partnership, MPT will contribute \$30,000 and seek additional contributions for project costs from participating partners (OSTI and TPS) for their share upon completion of the work, which is estimated to be December 30, 2021.

FOR MORE INFORMATION: For additional information, please contact Sandra Eliason, Chief Marketing & Communications Officer at 253-305-1016.

METROPLITAN PARK DISTRICT OF TACOMA

PURCHASING RESOLUTION NO. P42-21

**AUTHORIZING PURCHASE OF
GOODS AND SERVICES FOR METRO PARKS TACOMA**

WHEREAS, the Board of Park Commissioners has established policies governing the purchase of goods and services for Metro Parks Tacoma through the adoption of Resolution No. RR21-15, Authorizing Amendment of the Purchasing Policy for the Metropolitan Park District of Tacoma; and

WHEREAS, the Board of Park Commissioners through the adoption of Resolution No. R51-02, Adopting Board Policies and Procedures, authorized the use of a Purchasing Resolution for consolidation of all purchases seeking approval by the Board of Park Commissioners; and

WHEREAS, Metro Parks staff recommends the Board of Park Commissioners authorize the purchase of goods and services detailed below; now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma to authorize the Executive Director to enter into the necessary memorandum of understandings and agreements to purchase or acquire the following goods and services as detailed in Exhibit A to this resolution.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a meeting held on _____, 2021.

President

ATTEST:

Secretary

Clerk

Exhibit A
to
Purchasing Resolution No. P42-21

Item No. 1

- **VENDOR** JayRay
- **GOODS OR SERVICE** Brand Development and Creative Design
- **PRICE** Estimated \$90,000
- **SOURCE OF FUNDING** 1/3 from MPT general fund and remaining 2/3 contribution from TPS and participating partners via the Out-of-School Intermediary (OSTI)
- **CONTACT** Sandra Eliason, (253) 305-1016