

**REGULAR PARK BOARD MEETING AND AGENDA  
MARCH 14, 2022  
6:00 PM REGULAR MEETING**



---

**THE PARK BOARD HAS RESUMED IN PERSON MEETINGS**

**Metro Parks Headquarters  
4702 s 19<sup>TH</sup> St. ,Tacoma, WA 98405**

Via Telephone: 1-253-215-8782  
Enter Meeting ID: 825 2632 4935  
Participant ID: no ID needed just press #

Join Zoom Meeting  
<https://us06web.zoom.us/j/82526324935>

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 March 14, 2022 by e-mailing them to Jennifer Bowman at [jenniferb@tacomaparks.com](mailto: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 March 14, 2022. Verbal comments will also be allowed during the meeting both in-person and remotely. 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**

**MARCH 14, 2022**

**6:00 P.M.**

**Metro Parks Headquarters  
4702 S 19<sup>th</sup> St.  
Tacoma, WA 98405**

Via Telephone: 1-253-215-8782

Enter Meeting ID: 825 2632 4935

Participant ID: no ID needed just press #

Join Zoom Meeting

<https://us06web.zoom.us/j/82526324935>

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

**COMMISSIONERS**

**ANDREA SMITH, PRESIDENT**

**AARON POINTER, CLERK**

**ERIK HANBERG**

**TIM REID**

**ROSIE AYALA**

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

**ROLL CALL**

**FLAG SALUTE**

**SPECIAL PRESENTATIONS**

**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 March 14, 2022 by e-mailing them to Jennifer Bowman at [jenniferb@tacomaparks.com](mailto: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 March 14, 2022. Verbal comments will also be allowed during the meeting both in-person and remotely. 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 FEBRUARY 28, 2022 REGULAR BOARD MEETING

**CONSENT AGENDA**

(11-12) **RESOLUTION NO. C16-22**: APPROVAL OF WARRANTS CLAIM FUND FOR FEBRUARY 2022  
(Contact: Debbie Russell, Director of Business Administration & Planning)

(13-14) **RESOLUTION NO. C17-22**: SWAN CREEK PHASE II PROJECT NO. J2020-12 FINAL ACCEPTANCE TO CECCANTI INC.  
(Contact: Debbie Russell, Director of Business Administration & Planning)

**REGULAR AGENDA**

**PURCHASING RESOLUTIONS**

*(Requiring one reading for adoption)*

- (15-18) **RESOLUTION NO. P18-22**: AUTHORIZING PURCHASE OF GOODS AND SERVICES FOR METRO PARKS TACOMA
1. COLEMON & ASSOCIATES CONTRACT AMENDMENT NO. 2 FOR WORK RELATED TO STRATEGIES FOR REVISING POLICY AND STANDARDS THAT SUPPORTS DISTRICT-WIDE DIVERSITY, EQUITY & INCLUSION IN THE AMOUNT OF \$30,000  
(Contact: Shon Sylvia, Executive Director)
  2. MERLINO MEDIA GROUP FOR MEDIA BUYING SERVICES IN THE AMOUNT OF \$880,000  
(Contact: Alan Varsik, Director of Zoological & Environmental Education)

**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**    PARK BOARD VACANCY

**BOARD COMMENTS**

**ADJOURNMENT**

**UPCOMING BOARD MEETINGS**

March 16, 2022	Capital Improvement Committee	5:00 PM	Remote Meeting
March 21, 2022	Committee of the Whole	5:30 PM	Park Headquarters
March 28, 2022	Regular Board Meeting	6:00 PM	Park Headquarters
March 30, 2022	Capital Improvement Committee	5:00 PM	Remote Meeting

\*Remote meeting details can be found on the Metro Parks Website [www.metroparkstacoma.org](http://www.metroparkstacoma.org)

\*Committee Meetings are subject to change - please check the Metro Parks Website, [www.metroparkstacoma.org](http://www.metroparkstacoma.org) for the most up to date meeting schedules.





**MINUTES OF REGULAR MEETING  
BOARD OF PARK COMMISSIONERS  
FEBRUARY 28, 2022**

PRESENT: Andrea Smith, President  
Aaron Pointer, Clerk  
Erik Hanberg  
Tim Reid  
Rosie Ayala

IN THE CHAIR: Andrea Smith

PLACE: Hybrid Remote Meeting

**STUDY SESSION**

**LEGISLATIVE UPDATE**

Hunter George was introduced to give an update on the current legislative projects.

Mr. George began by reminding the Board that in 2021 the legislature authorized a childcare licensing pilot project. The goal of the project is to streamline processes by establishing organizational licenses for entities with multiple childcare sites. Mr. George then reminded the Board of the benefits of this pilot project which include establishing a central person to manage multiple site licenses and making services available to more families through state childcare subsidies. Mr. George then commented on a few details related to the pilot project including the scope which includes 3 to 7 sites per organization, Metro Parks Tacoma will have three sites which are Eastside Community Center, People's Center, and STAR Center. Mr. George then commented that there is a three-year timeline on this pilot project which will allow for collection of data and a report to the legislature culminating in a 2025 ask to the legislature to fully implement this program.

Mr. George then comment on the Parks Rx pilot project. Mr. George reminded the Board that this project was authorized by the legislature in 2021 thanks to Senator T'wina Nobles. The Board was reminded that studies prove health benefits of spending time in nature and participating in active lifestyle choices. The budget proviso in place recommends the design of three pilot Parks Rx projects in the state, modeling agreements to enable insurers to offer incentives to employers, and public-private partnerships. Mr. George continued by noting that the Parks Rx pilot project is facilitated by the Washington Department of Health and a 14-member state task force. Staff then highlighted some of the challenges related to this project including connecting to insurance, making sure the initiative is equitable, and getting stakeholders to see the benefits beyond just exposure to nature. Mr. George then commented that a report will go to the legislature this summer and will ask them to fund a pilot program in 2023.

Mr. George then remarked on current legislative initiatives for the District. It was noted that a capital budget request has made relative to work on Dash Point Pier, Titlow Park/Hidden Beach bridge, and pedestrian bridge at Swan Creek. It was explained that Titlow Bridge is in both budgets, with the House on the higher level at \$350,000. Staff indicated that the District will continue with lobbying work to hopefully get Dash Point and Swan Creek included into the

budget. It was further noted that the derelict vessel program has bipartisan support for an extra \$8 million. The Board was also informed that that the local parks sales tax initiative being spearheaded by WRPA is dead for the session; WRPA will be seeking a new strategy in moving that initiative forward in the future.

### **REGULAR MEETING**

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

Commissioner Hanberg moved to amend the meeting agenda for the purpose of adding Resolution No. R15-22; seconded and passed unanimously.

### **SPECIAL PRESENTATIONS**

#### **Greater Metro Parks Foundation**

Teri Moore, Executive Director of the Foundation was present to inform the Board of the Foundation's work over the past year.

Ms. Moore showed several slides that introduced the Foundation's Board and staff members. She then highlighted shadow outcomes such as securing a \$230,000 Seek grant, & application for a second SEEK grant for 2022, and private unveiling of the Billy Ray Shirley sculpture at ESCC. Ms. Moore then noted several organizational improvements included activating a benefits package for the foundation staff, creating an employee handbook, and making several improvements around accounting and investment policies was achieved over the past year. Ms. Moore then commented on some account clean-up resulting in a transfer of \$753,743 to the Eastside Endowment and distribution of funds for Zina Linnk Park at over \$173,000. Board members were the informed that the Foundation was successful in 81% of its grant applications resulting in \$466,842 in 2021.

Other notable highlights for the Foundation for 2021 included supporting the park bench memorials program, supporting Melanie's Park donor stewardship and supporting the Conservatory Foundation campaign.

Commissioner Hanberg commented on the great work and success of the Foundation. He inquired as to whether the Foundation may consider the name change as recommended in a past report. Ms. Moore indicated that the Foundation Board is continuing to discuss that recommendation.

#### **Zoo Society**

Ruthann Howell, Executive Director of the Zoo Society was introduced to give a summary of the Society's work in 2021 and plans for 2022.

Ms. Howell noted the following society highlights: met budgeted obligations to the zoo, increased generosity to the community, exceeded revenue goals, acquired 449 new donors, continued to see high board engagement and 100% board giving, created a new website and VSG marketing contract, and increased bequest requests. Ms. Howell then highlighted some

specific funding amounts related to certain areas including \$25,000 for Zoo support in programs; \$125,000 for JEDAI; \$193,000 for conservation; \$100,000 for education programs; and \$320,000 for animal care. Ms. Howell then commented on 2022 key focus areas for the Society including utilizing the skills and talents of increased staffing to generate support for the Zoo, continuing to build the board as well as increased representation of the community, providing more opportunities for supporters to be on grounds and have meaningful experiences, building more grant funding opportunities, and continuation of building towards a future capital campaign.

### **PRESIDENTS REPORT**

President Smith commented that the Board will resume in-person Regular Board meetings beginning March 14<sup>th</sup>.

### **STANDING COMMITTEE AND COUNCIL REPORTS**

#### **Arts & Heritage Advisory Council**

Commissioner Ayala commented that she recently attend the council's meeting. The council discussed the mural unveiling event at the Eastside Community Center.

President Smith and Commissioner Reid commented on the success of the recent Zoo Volunteer Recognition event. President Smith commented that over the past year volunteers contributed over 12,000 hours equating to about \$408,000.

### **EXECUTIVE DIRECTOR'S REPORT**

Executive Director Shon Sylvia commented on the following:

- Staff is canceling the CIC meeting for Wednesday, March 2<sup>nd</sup>.
- Staff is planning a COW meeting for Monday, March 21<sup>st</sup>.
- Alan Varsik introduced new Zoo Employee Lindsey Justin

### **COMMUNITY COMMENTS**

Heidi Stephens commented that she is displeased to hear about the Asia Pacific Cultural Center's future plans to demo the existing USO building, noting that as it is more environmentally sustainable to improve the current building. Ms. Stephens also commented she has concerns about the removal of mature trees as improvements at Owen Beach are occurring. Ms. Stephens also commented that she has concerns related to the City's lack of progress to take any action related to the green space above the aquifer in South Tacoma.

### **MINUTES OF THE FEBRUARY 14, 2022 REGULAR BOARD MEETING**

Commissioner Pointer moved to adopt the minutes as presented; seconded by Commissioner Hanberg and passed on a vote of 5-0.



**CONSENT AGENDA**

**RESOLUTION NO. C9-22:** ACCEPTING 2021 MEMBERSHIP REVENUE SHARE AND ANNUAL FUNDRAISING COMMITMENT FROM W.W. SEYMOUR BOTANICAL CONSERVATORY FOUNDATION

**RESOLUTION NO. C10-22:** ACCEPTING \$408,012.94 IN CONTRIBUTIONS FROM THE GREATER METRO PARKS FOUNDATION FOR MULTIPLE METRO PARKS PROJECTS AND PROGRAMS

Commissioner Pointer moved to adopt the consent agenda; seconded by Commissioner Hanberg and passed on a vote of 5-0.

**PURCHASING RESOLUTIONS**

**RESOLUTION NO. P11-22:** AUTHORIZING PURCHASE OF GOODS AND SERVICES FOR METRO PARKS TACOMA

1. LAMAR ADVERTISING FOR BILLBOARD ADVERTISING IN AN AMOUNT NOT TO EXCEED \$135,000 FOR 2022
2. KAMMIE MCARTHUR/ANDY NORDFORS FOR CREATIVE SERVICES/ADVERTISING CAMPAIGNS IN THE AMOUNT OF \$140,000 FOR 2022

Commissioner Pointer moved to adopt the resolution ; seconded by Commissioner Hanberg.

Alan Varsik stated that Lamar has the largest inventory of billboards in the South Sound area. He noted that billboard advertng was reduced a bit during closures resulting from COVID but there is a now a need to increase use of billboards for the Zoo, Zoolights and NW Trek. Mr. Varsik then commented that the contract with McArthur & Nordfors will be focused on building successful summer advertising campaigns for the Zoo and NW Trek.

Being no additional comments, the question was called and the resolution passed on a vote of 5-0.

**PUBLIC WORKS PURCHASING RESOLUTIONS**

**RESOLUTION NO. PW12-22:** SEYMOUR CONSERVATORY REHABILITATION PEASE CONSTRUCTION – CHANGE ORDER NO. 7

Commissioner Pointer moved to adopt the resolution ; seconded by Commissioner Hanberg.

Debbie Russell commented that this change order is being requested to account for additional work related to chimney crack repairs and unknown pipe leakage repair. Ms. Russell commented that this item has been reviewed by the CIC.

Being no additional comments, the question was called and the resolution passed on a vote of 5-0.

**RESOLUTION NO. PW13-22:** OWEN BEACH ACCESS BID NO SWR J2022-05,  
CONTRACT AWARD TO WILDWOOD CARPENTRY LLC

Commissioner Pointer moved to adopt the resolution ; seconded by Commissioner Hanberg.

Debbie Russell commented that 4 bids for the project were received. Ms. Russel commented that this project is related to safety improvements for the vehicle entrance to Owen Beach. Commissioner Hanberg noted his concern about tree removal for these improvements. Ms. Russell commented that although there are trees that will be removed, staff has work diligently and have taken great care through the deign process so as to limit the removal of existing trees. President Smith requested additional information from staff related to the contingency costs.

Being no additional comments, the question was called, and the resolution passed on a vote of 5-0.

**SINGLE READING RESOLUTIONS**

**RESOLUTION NO. R14-22:** ACCEPTING AND APPROPRIATING ASSOCIATION OF WASHINGTON CITIES GRANT: SUMMER EXPERIENCES & ENRICHMENT FOR KIDS FUND (SEEK FUND) A PROGRAM OF THE WASHINGTON OFFICE OF SUPERINTENDENT OF PUBLIC INSTRUCTION (OSPI) FOR METRO PARKS TACOMA (MPT) LIFETIME FIELD TRIP ADVENTURES AND TACOMA NATURE CENTER SUMMER PROGRAMS AND AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT

Commissioner Pointer moved to adopt the resolution ; seconded by Commissioner Hanberg.

Joe Brady commented that this resolution will approve funding through the SEEK grant funds administered by AWC. Mr. Brady commented that the funds have been made possible by federal COVID-19 relief funds given to OSPI. Mary Tuttle then commented on the types of field trip and programs that are being offered to the community as a result of the funding. Ms. Tuttle also indicated that the programs have included a meal for participants.

Commissioner Ayala requested addional demographic information on participants that were served with last year's SEEK grant.

Being no additional comments, the question was called, and the resolution passed on a vote of 5-0.

**RESOLUTION NO. R15-22: AMENDING THE OPERATING AGREEMENT WITH GREATER METRO PARKS FOUNDATION**

Commissioner Pointer moved to adopt the resolution; seconded by Commissioner Hanberg

Shon Sylvia began by recognizing the great partnership with the Metro Parks Foundation. He further commented that an amendment is needed at this time to be able to secure additional support and services such as grant writing and other projects from the foundation. Mr. Sylvia noted that the original agreement was for \$650,000, the amendment requested is for \$150,000.

Being no additional comments, the question was called, and the resolution passed on a vote of 5-0.

**SECOND READINGS RESOLUTIONS** None

**FIRST READING RESOLUTIONS** None

**UNFINISHED BUSINESS** None

**NEW BUSINESS** None

**BOARD COMMENTS**

Commissioner Hanberg read a letter of resignation to the Board stating that after twelve years of serving on the Board he has decided to resign due to family and work obligations. He stated he will resign his seat effective March 31, 2022.

President Smith made a motion to accept Commissioner Hanberg’s resignation effective March 31, 2022; seconded by Commissioner Pointer and passed unanimously.

President Smith acknowledged Commissioner Hanberg’s leadership for the past 12 years as a member of the board. President Smith stated she will work with all of the board members and legal counsel to determine the process by which a replacement commissioner will be selected and appointed. That appointment process will be shared with the public at a future Park Board meeting.

**ADJOURN**

Being no further business, the meeting was adjourned at 7:06 p.m.

---

President

---

Clerk

Submitted by: Jennifer Bowman, Board Secretary

**METROPOLITAN PARK DISTRICT OF TACOMA**

**RESOLUTION NO. C16-22**

**APPROVAL OF WARRANTS CLAIM FUND FOR FEBRUARY 2022**

WHEREAS, the Board of Park Commissioners approved, appropriated and adopted the 2021-2022 Biennial Budget in Resolution No. RR56-20, dated December 14, 2020, to meet public expenses, bond retirement, interest and operational expenses for the biennium ending December 31, 2022: and

WHEREAS, the Board of Park Commissioners has authorized the Executive Director to establish procedures to meet the fiscal year public debt, to maintain accountable records of all transactions, and to provide certification that labor and debt claims have been met; now, therefore, be it.

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma that the warrants issued to meet obligations in the Warrants Claim Fund and the Disbursements by Funds in the amounts and for the period indicated on Attachment "A" have been audited and certified by the auditing officer as required by RCW.42.24.080 and those expense reimbursement claims certified as required by RCW 42.24.090, be approved for payment.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a regular meeting held on \_\_\_\_\_, 2022.

ATTEST:

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary

\_\_\_\_\_  
Clerk

BLANKET CERTIFICATION AND WARRANT APPROVAL FORM

## AUDITOR'S CERTIFICATION

I, the undersigned, do hereby certify under penalty of perjury, that the materials have been furnished, the services rendered, or the labor performed as described herein, and that the claim is a just, due and unpaid obligation against the Metropolitan Park District of Tacoma, and that I am authorized to authenticate and certify to said claim.

FOR THE PERIOD STARTING FEBRUARY 1, 2021 AND ENDING FEBRUARY 28, 2022.

WARRANTS CLAIM FUND

## ACCOUNTS PAYABLE CLAIMS FUND:

Warrant Serial Numbers <u>336199</u> to <u>336420</u>	AMOUNT:	<u>\$5,141,576.07</u>
---	---------	-----------------------

## PAYROLL CLAIMS FUND:

Warrant Serial Numbers <u>054483</u> to <u>054596</u>	AMOUNT:	<u>\$60,515.13</u>
---	---------	--------------------

(Most employees receive payment through direct deposit advice, which are paid to the bank through the Accounts Payable Claims Fund.)

TOTAL	<u>\$5,202,091.20</u>
-------	-----------------------

---

Business & Operational Support Auditing Officer  
Metropolitan Park District of Tacoma

- Warrant summary reports are available with the board secretary.
- Detail reports and claim vouchers are available in the Finance and Administrative Services Office.



**MEMORANDUM**

TO: Board of Park Commissioners

THROUGH: Shon Sylvia, Executive Director

FROM: Debbie Russell, Director of Business, Administration and Planning

**SUBJECT: Swan Creek Phase II, Project No. J2020-12  
Final Acceptance to Ceccanti Inc.**

DATE: March 8, 2022

**EXECUTIVE SUMMARY:** This resolution authorizes final acceptance for Swan Creek Phase II to Ceccanti Inc.

**BACKGROUND:** The scope of work for Swan Creek Phase II provided the following components:

- Demolition and clearing
- New and renovated trails and multi-use paths
- Two picnic shelters
- New restroom
- 4 acre dog park
- Interpretive and wayfinding signage
- Landscaping
- 75 parking stall lot
- Site furnishings
- Utilities

The project was inspected by staff and was completed as specified. Final contract amount was \$2,894,758.15 with sales tax.

**FISCAL IMPACT:** The project funding includes:

<b>Funding:</b>	
2014 UTGO Bond Fund	\$ 4,243,723
2005 UTGO Bond Fund	\$ 21,389
RCO/NPS LWCF Legacy Grant#16-1695D	\$ 720,323
Open Space Fees-Eastside	\$ 15,756
Greater Metro Parks Foundation (Dog Park)	\$ 17,500
1% For Art To District Art Fund	\$ (32,894)
<b>Total</b>	<b>\$ 4,985,797</b>

<b>Budget:</b>	
Planning & Design	\$ 837,958
Land Acquisition	\$ 81,158
Construction (includes tax)	\$ 2,894,758
Other costs	\$ 221,457
Contingency (Remaining)	\$ 950,466
<b>Total</b>	<b>\$ 4,985,797</b>

**ADDITIONAL INFORMATION:** For additional information, please contact Debbie Russell, Director of Business, Administration and Planning at 253-305-1086 or [debbiet@tacomaparks.com](mailto:debbiet@tacomaparks.com)

**METROPOLITAN PARK DISTRICT OF TACOMA**

**RESOLUTION NO. C17-22**

**SWAN CREEK PHASE II  
PROJECT NO. J2020-12 FINAL ACCEPTANCE TO CECCANTI INC.**

WHEREAS, the Board of Park Commissioners of the Metropolitan Park District of Tacoma desired to make improvements to Swan Creek Park; and

WHEREAS, at the meeting of November 9, 2020, the Board of Park Commissioners approved the contract with Ceccanti Inc.; and

WHEREAS, Ceccanti Inc. has completed the project as specified and inspected by staff; Now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma that: Acceptance of the Swan Creek Phase II J2020-12 Project;

The forgoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a regular meeting held on \_\_\_\_\_2022.

\_\_\_\_\_

President

ATTEST:

\_\_\_\_\_

Secretary

\_\_\_\_\_

Clerk



**MEMORANDUM**

TO: Board of Park Commissioners

FROM: Shon Sylvia, Executive Director  
Alan, Varsik, Director of Zoological Education

SUBJECT: **Purchasing Resolution**

DATE: March 9, 2022

**EXECUTIVE SUMMARY:** This resolution authorizes the Executive Director to enter into the necessary agreements for the purchase and acquisition of the goods and services detailed in Exhibit A to the Resolution and in the supporting information below.

Proposed goods and services for purchase and/or acquisition:

Item No. 1

<b>VENDOR</b>	Colemon & Associates
<b>GOODS OR SERVICES</b>	Equity Consulting Services
<b>PRICE</b>	\$30,000 contract amendment No. 2
<b>SOURCE OF FUNDING</b>	Governance & Direction Operating Budget
<b>CONTACT</b>	Shon Sylvia (253) 305-1091

**BACKGROUND:** This resolution authorizes contract amendment No. 2 to Colemon & Associates in the amount of \$30,000 bringing the total contract total to \$80,000. Colemon & Associates has worked with Metro Parks since 2019 providing various training opportunities and support of the District's equity and inclusion work.

In May of 2020 the District entered into a contract for \$50,000 with Colemon & Associates to provide support for survey work, park equity investment report, support for development of a neighborhood equity committee, and support of revising a District DEI Plan. In February of 2021 the contract was amended to extend the contract through December 2021.

With the evolving needs of the community and the District resulting from COVID, there is a need to amend the contract by \$30,000 for continued services and extend the contract end date to December 31, 2022 in order to complete this scope of work.

**FISCAL IMPACT:** This contract is being funded through the 2022 Governance & Direction Operating Budget.

**ADDITIONAL INFORMATION:** For additional information, please contact Shon Sylvia, Executive Director at (253) 305-1019 or [Shons@tacomaparks.com](mailto:Shons@tacomaparks.com)



Item No. 2

- **VENDOR** Merlino Media Group
- **GOODS OR SERVICE** Media Buying Services
- **PRICE** \$780,000 (ZEED) for 2022  
\$100,000 (P&R) for 2022
- **SOURCE OF FUNDING** Department Operating Funds
- **CONTACT** Alan Varsik, (253) 404-3634

**BACKGROUND:** Merlino Media Group was selected through a Request for Proposals (RFP), completed in February 2022, to provide media buying services for Metro Parks Tacoma. Three firms submitted proposals and staff interviewed two finalists.

Merlino advises District staff on overall paid media strategies and negotiates advertising rates, placements and value-added promotions to help achieve District revenue goals. Merlino's broad range of clients, collective purchasing power, and negotiating expertise enable the agency to secure significantly lower advertising rates, better advertising placement and higher added value than if District staff purchased the media directly.

Janice Merlino, the principal of Merlino Media Group, has over three decades of experience in media buying and brings extensive experience working with other family-focused Puget Sound destinations and programs, such as Pacific Science Center, Space Needle, and the Washington 529 GET/Dream Ahead program.

The total cost of \$880,000 includes both the fee paid to Merlino Media Group and the cost of the actual advertising purchased. Merlino's commission rate of 8.75% is significantly lower than the standard 15 percent commission rate charged by most media buying firms.

**FISCAL IMPACT:** These expenses are budgeted in the department operating budgets.

**ADDITIONAL INFORMATION:** For additional information, contact Alan Varsik, Director of Zoological & Environmental Education at 253-404-3634 or [Alan.varsik@pdza.org](mailto:Alan.varsik@pdza.org)

**METROPOLITAN PARK DISTRICT OF TACOMA**

**PURCHASING RESOLUTION NO. P18-22**

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

WHEREAS, the Board of Park Commissioners have established polices governing the purchase of good and services for Metro Parks Tacoma through the adoption of Resolution No. RR21-15, Authorizing Amendment of Purchasing Policy for Metropolitan Parks 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 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 Commissioners of the Metropolitan Park District of Tacoma at a regular meeting held on \_\_\_\_\_, 2022.

ATTEST:

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary

\_\_\_\_\_  
Clerk

**Exhibit A**  
**to**  
**Purchasing Resolution No. P18-22**

Item No. 1

- |                            |   |
|----------------------------|---|
| • <b>VENDOR</b>            | Colemon & Associates                    |
| • <b>GOODS OR SERVICES</b> | Equity Consulting Services              |
| • <b>PRICE</b>             | \$30,000 contract amendment No. 2       |
| • <b>SOURCE OF FUNDING</b> | Governance & Direction Operating Budget |
| • <b>CONTACT</b>           | Shon Sylvia (253) 305-1091              |

Item No. 2

- |                            |   |
|----------------------------|---|
| • <b>VENDOR</b>            | Merlino Media Group                                   |
| • <b>GOODS OR SERVICE</b>  | Media Buying Services                                 |
| • <b>PRICE</b>             | \$780,000 (ZEED) for 2022<br>\$100,000 (P&R) for 2022 |
| • <b>SOURCE OF FUNDING</b> | Department Operating Funds                            |
| • <b>CONTACT</b>           | Alan Varsik (253) 404-3634                            |