



**MINUTES OF COMMITTEE OF THE WHOLE
BOARD OF PARK COMMISSIONERS
October 30, 2023**

PRESENT: Tim Reid
Rosie Ayala
Michael Liang
REMOTE: Aaron Pointer
Andrea Smith

IN THE CHAIR: Aaron Pointer

PLACE: MPT Headquarters 4702 S. 19th St.

The meeting was called to order by Commissioner Pointer at 5:30pm.

APPROVAL OF THE MINUTES

September 18, 2023 COW Minutes.

It was moved and seconded that the minutes be approved as presented; seconded and passed unanimously.

DISTRICT BRANDING

Sandra Eliason opened the conversation by noting the District has not refreshed its brand in over 25 years. She indicated that staff has been working with a strategist to look at coordinating with the updated vision, mission, values and long-range plan to reinforce how all the pieces fit together. Ms. Eliason commented that the District has an opportunity to align with community partners around the concept of a “City in a Park” concept.

Dave Miller of Stoke Strategy was introduced. Mr. Miller commented on the research that has been done both internally and externally. The Board was then informed of the key findings of the research that parks are most associated with MPT but there is confusion or a lack of understanding of the full breadth of places and programs MPT provides. Mr. Miller stated that a clearer, stronger brand would more closely align these.

Mr. Miller commented that the research demonstrates that making everyday recreation easy is the single most important stated motivator for MPT users which includes the following:

1. Provides access to local parks, facilities and the outdoors, to make everyday recreation easy.
2. Provides a sense of escape from the everyday, for health, relaxation and enjoyment.
3. Helps me/my family enjoy nature and wildlife.

There was then a brief discussion about brand essence and brand values that will become the basis for further positioning work, including how the District describes itself and the stories it will tell.

Mr. Miller then described the brand audit and inventory that took place, noting the over a dozen logos that exist for the District's locations and sub-brands. He noted that given this inventory, the District needs to decide on an architecture that will guide how its places and programs tie back to the parent brand. Mr. Miller spoke of the need to simplify the visual identity of the District for better clarity and alignment, by leading with its strongest feature. Mr. Miller then described the strategy to tie the brand architecture to be "Tacoma-centric and Wildlife", with the parent brand recommendation of *Parks Tacoma*.

Staff commented that the next steps include updates to the District Senior Leadership Team and the District's Advisory Councils. Additionally, a steering committee will be formed, and staff will be coordinating the launch with the long-range strategic plan update planned for April 2024.

Commissioner Smith exited the meeting.

Q3 FINANCIAL & WORK PLAN UPDATE

Tania Wink opened the presentation by reviewing several graphs to remind the Board of the sources of District Revenue and uses. Ms. Wink then showed graphs comparing property and sales tax revenue comparing budget to actual for 2021-2023. It was noted that sales tax looks to be on target for 2023 but there may need to be a budget amendment in this area for 2024. Graphs showing a comparison of earned revenue for 2021-2023 were then reviewed by Ms. Wink.

Each Department then highlighted several areas from their work plan for the 3rd quarter. The Office of the Executive Director touched on work in areas within racial equity, health and safety, and conservation. The Business, Administration & Planning Department (BAP) highlighted their progress in the 3rd quarter on becoming a workplace of choice, updating the District's brand identity, and cultivating planning partnerships. BAP did note that there were some emergent issues during the 3rd quarter related to the logistical and contractual demands for Asia Pacific Cultural Center and Peck Sports Park.

The Parks and Recreation Department stated that during the 3rd quarter their work plan continued to focus on youth, provide resourceful, equitable and productive employment pathways & volunteer opportunities; and develop and maintain collaborative partnerships. The Zoological & Environmental Education Department (ZEED) commented on their work plan items during the 3rd quarter that focused on enhancing relationships, building empathy and telling the story of guest experience; and embedding their strategic plan. Staff commented that emergent issues within ZEED include tram operations.

Financial statements were distributed to the Board.

OTHER

ADJOURNMENT

Being no further business, Commissioner Pointer adjourned the meeting at 7:35 p.m.

APPROVED:

President

Clerk

Submitted by:
Jennifer Bowman, Secretary