



**MINUTES OF COMMITTEE OF THE WHOLE
BOARD OF PARK COMMISSIONERS
MAY 20, 2024**

PRESENT: Andrea Smith
 Aaron Pointer
 Rosie Ayala
REMOTE: Tim Reid
 Matthew Mauer

IN THE CHAIR: Andrea Smith

PLACE: MPT Headquarters 4702 S. 19th St.

The meeting was called to order by President Smith at 5:30pm.

APPROVAL OF THE MINUTES

April 29, 2024 COW Minutes.

It was moved and seconded that the minutes be approved as presented; seconded and passed on a vote of 5-0.

BRAND UPDATE

Tara Mattina opened the meeting by reminding the Park Board of conversations at their retreat in February where this item was discussed. She followed by commenting on the additional work to date including presentation to staff, advisory councils a steering committee, key partners and a youth focus group, and three rounds of log concepts.

Staff commented on the reason for the proposed brand update including that it has been 25 years and the District is a much different organization, to gain greater organizational clarity and alignment, and to anticipate and plan for future needs.

Ms. Mattina that spoke about the brand research that was done that resulted in findings that demonstrated customers were not able to link our highly used facilities to Metro Parks Tacoma. She also commented that research conducted indicated that that what people values most includes the following and will help with positioning of the District's brand:

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

There was then conversation on the multitude of sub-brand logos at Metro Parks Tacoma which leads to customer confusion and the need to simplify. Staff noted some examples of other companies that have simplified their logo including Starbucks and Dunkin.

Conversation then ensued about the recommendation to update the District's name identity to Parks Tacoma. Commissioner Mauer shared concerns about the how that may be too limiting and may not aid in separating the District from the City of Tacoma and may add confusion by dropping "Tacoma" from the name. Commissioner Reid noted community often confuses Metro Parks Tacoma services with those of the City of Tacoma. Tara Mattina commented that the visual identity should help with that confusion.

Ms. Mattina then shared five logo concepts with the Board. She explained how each of the five encompasses the theme of *City in a Park*. Board members discussed the five logo concepts.

Commissioner Mauer stated that since policy requires a vote of the Board for this proposed name change that he would not be able to support the recommendation and would not approve the proposed name change.

Commissioner Ayala commented that any changes should made to brand should also be a bridge to where the District would like to be in the future.

Ms. Mattina noted that next steps include:

- Advancing logo concept for refinement needs Board confirmation on name recommendation.
- Amend Policy No. 000.001 Section I.
- Develop color palette, guidelines, templates, sub-brand applications, and training and rollout plans.
- Revised schedule aims for January 2025 public launch.

Commissioner Mauer requested additional information related to estimated costs for implementation of a brand update.

Sandra Eliason commented that if approved a launch would not occur until 2025. She further commented that there is staff acknowledgement that updating signage and assets is complex and will take time and money. Sandra commented that the goals would be to have all signs and assets updated in 3-4 years.

President Smith commented that a change to the name would require a policy language change to Policy 000.001 Section I. as noted:

The Board of Park Commissioners is charged with establishing the policy direction for the Metropolitan Park District of Tacoma under Washington State law. While recognizing the formal legal name of the entity as the Metropolitan Park District of Tacoma, Pierce County, Washington, the Board desires that the **legacy names of Metro Parks Tacoma and Metro Parks can continue to be used, but ~~name-of-Metro~~ Parks Tacoma will be preferred for the future ~~be utilized~~** in all references not requiring the formal legal name of the organization.

Shon Sylvia commented that he and staff are honoring the research that was done to guide the recommendations but also honor concerns raised by Commissioners.

He further stated that There will be cost to the rebrand but feels community deserves to clearly understand what the District offers for them and how they get access to all facilities, services and programs.

Staff commented that if the brand refresh occurs there is a brand awareness campaign that will occur once the new brand is launched.

OTHER

ADJOURNMENT

Being no further business, Commissioner Smith adjourned the meeting at 6:30 p.m.

APPROVED:

President

Clerk

Submitted by:
Jennifer Bowman, Secretary