



**PORTLAND PARKS BOARD
MEETING MINUTES
July 3, 2013
7:30 – 9:30 a.m.
Lovejoy Room, City Hall**

Board members present: Mike Alexander, Mary Anne Cassin, Judy BlueHorse Skelton, Nick Hardigg, Tony Magliano, Andy Nelson, Jim Owens, Linda Robinson, Shelli Romero, Kathy Fong Stephens, Christa Thoeresz, Julie Vigeland, Mauricio Villarreal

Board members absent: Bob Sallinger, Tricia Tillman, Sue Van Brocklin, Dion Jordan, Meryl Redisch

Staff present: Warren Jimenez, Todd Lofgren, Jeff Shaffer, Margaret Evans, Deborah Lev

Call to order The meeting was called to order at 7:30 a.m. by Chair Andy Nelson.

Approval of the minutes Jim Owens moved to approve the minutes with an amendment. He noted that in the commentary about the site tour, he had commented that he thought the site tour illustrated the need to prioritize maintenance in our budgeting process. And that the tour also reinforced his belief that we should budget programmatically versus by line item. Andy Nelson said that this phrasing in the minutes would be corrected. Mike Alexander seconded the motion which passed unanimously.

Park of the Month The Fields is this month's Park of the Month. Andy Nelson commented that he was most impressed with the amazing dog area -- dog run. He thought that The Fields was the first park designed with one of those specifically. He also commented on the amazing and dramatic view of an old warehouse building on the edge of the property. When Linda Robinson visited The Fields, she saw a woman with a young child playing in the sand, and they were having a great time. Members of the board discussed how The Fields gives a great perspective of the mills, and makes one really aware of the close proximity of the mills, factory and water.

Andy Nelson reported that next month's Park of the Month is Delta Park.

Board Updates Andy Nelson noted that the Summer Free for All has gotten off to a great start, and that there has been good media attention on it. He commented that for a lot of families, it's a highlight of the summer to see a movie or concert in the park.

Andy Nelson reported that we are continuing to transition with Commissioner Fritz, talking to her team about the best ways to work together, and move

forward. We are also pivoting off the work we did on our retreat. Andy said that today's theme is more about building the case, and continuing with equipping ourselves, and making sure we are all informed and strong advocates for parks and parks needs.

Andy Nelson reported that we are in the process of reviewing our equity statement. He remembered that Christa Thoeresz and Judy Blue-Horse Skelton had volunteered to do this review, and Shelly Romero's name was suggested. Andy commented that we weren't able to launch this in June, but he would like to launch it in July. The plan will be to meet with Parks staff and take a look at the document, and work together to get an update on how we're doing on the things we set out to do. As appropriate, he thought they could present on it in August or September. Julia Vigeland reminded Andy that she will also be working on this with Christa and Judy. Andy said that he will also reach out to Shelly and invite her, if her time permits, to be a part of this. He thanked them all for taking this project on. Warren Jimenez noted that on the staff side, they can work through him to be sure to get connected with the right people. Andy noted that it was a thoughtful document, and a lot of hard work went into it, so we want to make sure we honor that process and see how we're doing.

Andy Nelson noted that he had met with Warren Jimenez and Mike Abbaté, and they were thinking about a way to acknowledge Nancy Stites, who retired Friday (June 28 2013). Andy suggested that the Parks Board pass a resolution to acknowledge her contribution in taking the minutes, as a fun way to thank her. He noted that she was very good at what she did, she kept us organized, and she took really impressive minutes. He noted that everyone really appreciated her.

Linda Robinson moved to acknowledge Nancy Stites and her years of service to Portland Parks. The motion was seconded, and passed unanimously.

Parks Foundation Update

Nick Hardigg said that he was reading from notes because he has a newborn at home. He announced that a baby girl wonderfully arrived Friday. Her name is Eleonor Parker Hardigg, and Parker means keeper of the parks. Nick noted that he and his wife have both spent their careers working for parks. They met at parks, and they love the parks so that's why they chose that name.

Nick reported that the Parks Foundation is not slowing down. The outreach effort is ramping up with concerts very soon. He said that they expect to have a tent at all 50 concerts, and that it would be great if anyone would like to join them under the tents. He noted that Commissioner Fritz has stated that she would love to join them at many of these events too, which is very welcome. Nick said that they are also going to be very present at the movies, with popcorn bags that have pro parks messaging and a new trailer that they are developing largely pro-bono. The movie trailer talks about the needs of parks. But the main thing they are promoting, he said, is the effort to get communities together for a city wide volunteer event that will be called Parke Diem on Oct. 11 and 12. They are coordinating the volunteer effort, but he noted that the real organization of the event is being handled by the volunteer coordinators at PP&R and the Friends groups. He said that they are thinking this could involve

40 sites, and approximately 1000 people. So far, he reported that they have Forest Park Conservatory, Leach Botanical Gardens, Hoyt Arboretum, Chinese Garden, and Pittock Mansion. He said that a huge variety of groups are signing up, and they think this could really raise the visibility of the needs of the parks system for Portland. Because it's not just about getting volunteer work done, he noted, it's about showing people what the needs are and messaging the community about that. Nick reported that they are currently designing projects, and getting groups to commit to their calendars. They are also raising \$75,000 to pay for outreach operations and Parke Diem. He said that they have reached \$30,000 so far and that fundraising is going well. He noted that it's going to be a great program, and they hope a new tradition. He concluded that the Parks Bureau has been very appreciative and engaged, and wanting to invest their staff time to help coordinate and make these volunteer projects possible.

Communications Update

Members of the Parks Board discussed the OPB story on the Eastern Portland area. It was noted that it was a fantastic and beautiful story that promoted a lot of our issues. There was a series of four stories about East Portland, and one of them was from Sun Parks. Andy Nelson asked wondered if we could get the links to these stories sent out. Warren Jimenez said that we will send out the links.

Bylaw Revision

Andy Nelson reported that they will meet in July and be back in August with a recommendation on what they're proposing for a bylaw revision.

E205 Investment

Warren Jimenez reported on the tour July 2, 2013 with Tim Crail, Patti Howard and Commissioner Fritz of some of the projects that have happened as a result of the E205 investment. They visited 5 different parks and Warren noted that it was fun to see what's possible, but also see that this could really be a tipping point for how we ensure that there is access and equity, and for people who currently don't have that access and equity, whether it's open space or any sort of park amenities, like dog off-leash areas.

Delta Park

Todd Lofgren reported that Parks went to Council on May 29th to propose a project/partnership with sports user groups in town, primarily soccer groups. He said that they will come together to make a commitment over an 8 year period to help us fund the conversion of three grass fields at Delta Park to synthetic turfs with lights. He commented that the big difference is utilization rates. Grass fields get used 400 to 600 hours per year, where as a synthetic field will be used 2000 to 3000 hours per year, and so it really enhances the park, especially adding lights. Todd reported that the 2020 vision plan actually identified converting the grass fields at Delta Club Park to synthetic turf. The current configuration includes nine fields - one of them is synthetic turf. This project was proposed at the end of May.

Todd reported that today at Council (July 3, 2013), they are bringing forward a partnership agreement with the Portland Timbers. The city will be putting forward \$100,000, Portland Timbers will put in 1.1 million to convert a 4th field with synthetic grass and lights, as well as adding bathrooms, locker rooms, and support space. Todd noted that the new building will be adjacent to the one existing synthetic field. Those projects are moving through permitting now and

they will be working on construction later this summer and early fall. The building won't be completed until later in spring.

Jim Owens asked Warren Jimenez, what specifically they had to take to Council. Warren answered that they are putting System Development Charge funds into the project, so they needed approval for the expenditure of those funds. He said that they also asked for operation and maintenance funds for any new amenities. He said that there are development agreements as well as license/permits or use agreements that go along with the project as well, so they needed authorizations on those.

BlueHorse Skelton asked about impacts to the area where the Delta Park Pow Wow is. Todd Lofgren said that it will not impact it at all because these are the existing grass fields that are on the eastern part of the property. The Pow Wow is on the northwestern part of the property, and so we are really just taking the exact footprint of the sports fields now and converting those.

**System
Development
Charge**

Warren Jimenez noted that one of the things he touched on earlier was increased capacity. He said that our System Development Charges are collected whenever a commercial or residential new property is being built, so when you go out and pull a permit, if you're a contractor, part of the fees in pulling that permit is called System Development Charges. He noted that transportation has an SDC, and Parks, also Sewer, and Water. He noted that Parks has had a Systems Development Charge program for about 15 years. It's volatile to the economy, so depending on whether people are building or not determines whether or not these fees are coming in. Again, the real key part of this is people, for example, if someone is building new housing units, that means that they are bringing in new populations, and as a result there's growth. The Systems Development Charge for Parks is to pay into handling that increased gross, in terms of increasing Parks amenities. In essence, these fees can be used only for increasing capacity in the park system. Delta Park is a good example in that even though we are converting from grass fields to synthetic fields, in essence, what we are doing is increasing our capacity in that project by allowing more usage in terms of hours because of the synthetic fields. So this is a good example of SDC.

Warren noted that every four years or so, the bureau goes through a legal process in reviewing our SDCs. Part of that means bringing together a stakeholders group, of various interests, to review this program to go through what's called an SDC update. Warren noted that Jim Owens is Parks Board representation on this SDC review. Warren asked Jeff to touch a little bit more about the process, where we're at today, and where we're headed in the coming months.

Jeff Shaffer reported that they are going through the update now. He said that Warren gave a good preview of what the SDCs are, which is accounting for the growth of the population. Jeff noted that every four years, they go in and look at population projections. (e.g. Is it really coming into central city? Is it really going out to outer east?) This gives them the ability to reallocate properly all the population ratios that were done four years ago. It also allows them to look

at their inventory. One thing about SDCs, he said, is that you can't look at every single component of what we call parks inventory. For example, in the last 4 year update, they didn't include community centers because when you add in a big building like a community center with a pool, the dollars are so phenomenal that it becomes unpalatable for the developers to try to pay that fee. But then you run into the issue of not having the means to build a community center, other than a bond or some other means because it's now illegal to build a community center with our SDCs with that methodology. So, he said, this is what they are going through now... (e.g. Do we want to change any of that inventory? Do we really want to include things like a maintenance facility, or things like community centers?) That's where they are right now in the process. They have updated all the data for the next plan, and they are going through and saying, okay here's what those rates would be, and now here are some other things we want to consider – do we want to consider changing the inventory - to add things in and take things out. Jim noted that they will be discussing that in the next meetings, and in spring 2014, they will be set to take it to Council and show the new rates, and inventory.

Warren noted that eventually the stakeholder committee will come up with a recommendation. At some point in this process, he said, we envision working closely with the Commissioner's office. We will be doing additional outreach on this issue, possibly in open forums, or going out to neighborhood coalitions. The timing of that will be either later in the fall, or beginning of winter. Warren noted that it is really technical because of the legal mandates associated with SDC programs. Warren noted that one of the things the Parks Board recommended in the budget letter was capturing 100% of the costs of growth. Currently, Warren said, we are collecting SDCs that only capture 75% of the cost. At some point, he said, it becomes a political conversation because if you increase the fees associated with collecting that additional 25%, he thinks you'll see a lot of developers having difficulty with that. Warren noted that the stakeholder committee is made up of a lot of the people who contribute to this program.

Nick Hardigg commented that he interacts with a lot of developers, while trying to raise money for parks, so he gets to hear a lot of the discussions regarding SDCs. He noted that he has feedback he can share on what they don't like.

Warren said that they will send an FAQ on System Development Charges, which answers the key questions associated with this program.

Linda Robinson commented that she served on the SDC committee the last time around. One of the concerns that bothered her then, and continues to bother her, is that affordable housing is exempt. She doesn't have a problem with affordable housing being exempt, but she has a problem with the fact that *affordable housing* includes a wide range, from really affordable to just moderately affordable. She noted that a lot of the housing development that occurs in some parts of the city is almost all, or a very large percentage, is considered affordable, so you're not collecting fees in some of the areas where the biggest growth is. Linda wondered if it could somehow be scaled, so that those that are moderately affordable, could pay at least a portion of the fee

because we desperately need parks in East Portland. There's a lot of new housing going in, she said, but a lot of that housing development is not paying SDC fees. Warren noted that this is definitely a policy decision that the Council has already weighed in on. Linda asked about what it takes to change policy? Warren noted that it requires a bigger conversation with Council and those impacted stakeholders. Warren said that as a Parks Bureau we don't weigh in on those issues. Linda commented that the problem is that you are required to spend in the zone or area where it's collected. So you've got SDC fees being collected in the high priced parts of town, but you're not collecting any in the lower priced areas. She noted that you can't spend it in the affordable housing areas, so it's really inequitable. She commented that she has a real problem with it, and she did when she was on the committee years ago. She asked if there is something that can be done to balance out that equity.

Jeff Shaffer noted that one thing that's nice about the equity piece is that it's now divided into central city, and non-central city, so there is the flexibility to ask: what's the biggest need outside of central city? And central city is pretty expensive, so there's not a lot of acquisition opportunities. You end up way to the other side with acquisition opportunities. Linda commented that this was a big change, because there used to be 5 or 6 sections. For example, she said, you could only spend money east of 82nd with money collected east of 82nd. Warren confirmed that there are just two sections now.

Warren noted that part of the reason he brought this up now is to bring everyone up to speed in the process. He said that when we send out the FAQ, he will be interested in their sense of additional questions, and that they will be looking to the Parks Board to really weigh in.

Tony Magliano asked if this revenue comes to parks quarterly, or annually. Jeff Shaffer said that it is actually more like weekly. He said that it is coming in from the developers paying the fees over at development services, and the deposits come directly to Parks.

Tony asked about the annual revenue amount historically. Jeff Shaffer said that 6 or 7 million has been the traditional target. Looking back into the 90s, when we first created it, we put it around 5 million. It was about 6 or 7 million before the recession hit. Tony asked if it goes into a general fund. Jeff said no, it's a special revenue fund. It has a specific use. You can't spend it on maintenance or operations because it's restricted to this growth, developing either acquisitions, or building out those acquisitions. Warren noted that it is capital, but it has to be for new growth. Tony asked if this is part of Park's capital budget that is submitted every year. Warren confirmed that yes, it is. Jeff noted that before the recession, the revenue stream from SDCs was around 6 or 7 million, but it was down to about 1.5 to 2.5 for a few years during the recession. He noted that we are now seeing development again, and we're getting good revenue streams again, so we can start discussing the needs of the city again, and the best ways to utilize those funds.

Jim Owens commented that SDCs are really critically important, maybe less so in this community than in other communities. In a lot of small communities, he

noted, it's the only funding for building parks and recreation facilities. Unfortunately, he said, the legislature has complicated and obfuscated the collection of SDCs. So there's a lot of legal framework to operate within. At the moment, he said he is feeling outgunned by the special interests on the committee. He noted that the University folks want to reduce charge for dormitories, and the development community wants to change how we calculate residential occupancy rates, so they get a lower SDC. Jim commented that he thinks the bigger issues are not on the table yet. One is central city boundaries, which he thinks needs to be examined. He noted that we are not talking about capturing 100% of the SDCs, and we should be, but it's not part of the agenda yet. Jim gave an early warning that he plans to push that. He noted that Linda Robinson made good comments about affordable housing exemptions, which is really complicated. He commented that you can have in a housing development 10% be affordable, and get an exemption. He noted that there are some formulas that need to be played with. Also, he said, they need to examine the difference between affordable housing developed by non-profits versus for-profits. He commented that he thinks that is a fair game policy issue. Jim also noted that he thinks the commercial sector likes to watch the residential interests all in-fight a little bit, so we don't talk about collecting from the commercial sector, and he thinks that needs to be looked at. He noted that the big thing we haven't talked about is if you make adjustments, how do those adjustments affect the income the city receives? He hopes we get into all of these issues. But we're not there yet.

Members of the board discussed how parts of the city have experienced more new development than others, and wondered how that would be fixed into the calculations of how SDCs are being distributed for new parks. For example, it was noted that there has been a lot of new development in the Pearl, downtown, and central city, but not much development as you go east of Cesar Chavez. Further, there is less affordable housing developed in the Pearl, so they won't have as many exemptions.

Linda Robinson noted that it was her understanding when they went through this the last time that they were going to be phasing in, and collecting SDCs on commercial development as well, but that got delayed. She asked if that was implemented. Warren Jimenez reported that we have both commercial and residential now.

Jim noted that he thinks it would be useful to get some of the bigger policy questions on the agenda. Andy agreed that we will track that, and the timing of those. Warren noted that we will get into the heat of those in September or October. It was noted that the Mayor has appointed both Parks and Development Services to Commissioner Fritz, and so we will have the full benefit of hearing from both Development and Parks. It's an opportunity to find that right balance this year.

Recruitments

Warren noted that Jeff Shaffer has been officially appointed as the Finance Manager, and that we are recruiting for a finance supervisor. We are also recruiting for park rangers. In particular, we are looking for bilingual park rangers. Warren asked Deborah Lev to talk about the AmeriCorps position.

Deb said that the AmeriCorps position is a partnership with the Environment Center. This position will be in our urban forestry division, working on a neighborhood street tree plan. This person will be organizing street tree planting, and education. They will develop an outreach plan to reach new communities with ethnic and socioeconomic diversity in Portland for street tree planning. Deb said that we are looking for someone with a real interest and love of trees, and hopefully a background and knowledge of trees. She noted that the closing date is July 18th. It was noted that a lot of the youth at the Rosemary Anderson High School and Portland's Industrialization Center were trained as Friend's of Trees crew leaders through the ODOT/I205 multiuse path, and some of them also have backgrounds working for the Forest Service.

Deb reported that there are several other positions either open, or about to open in Urban Forestry. An Arborist 1, and an Arborist 2, and an Arborist 4. Arborist 4 is a crew leader position. Arborist 1 and 2 are lower level, opened to our existing staff, but also opened to everyone in the community as an opportunity to get diversity. She said that we have botanical technician and horticulturist positions open too, and so it's a good time to be sending people to Portland Parks.

How great leaders inspire action

Andy Nelson noted that he wanted to do something a little different. Mainly at these meetings, he said, there are a lot of presentations to us, and he thought this exercise would lead to discussions among us. Our retreat on May 29th, he noted, was a chance for us to get out and see first hand what's going on. He noted that this is about building a case for what we need, and equipping us as real advocates for parks. We started this in anticipation of the bond, but he thinks wherever we are with that, it continues, because we are all committed to seeing more funding for parks. Today, he said, they wanted to show a Ted Talk, and he thinks it might be useful to take a look and then spend some time working on our own messaging.

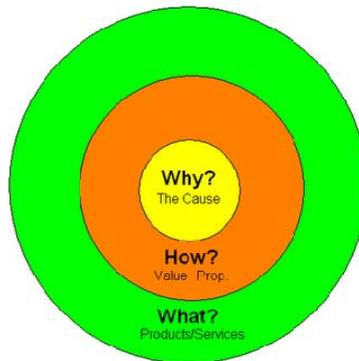
Ted Talk (abbreviated):

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

So, why does Apple, Martin Luther King Jr., and the Wright Brothers inspire when there are so many others doing the same thing? There's something else at play here.

There's a pattern. All the great inspiring leaders think, act, and communicate the exact same way, and it is the complete opposite to everyone else. It's probably the world's simplest idea. I call it the Golden Circle.

Golden Circle Concept



This little idea explains why some organizations and some leaders inspire where others aren't. Let me define the terms.

Everyone on the planet knows what they do. Some know how. But very few know "why." By "why," I don't mean a "profit." That's a result, and it's always been a result. By "why," I mean "cause," or "belief," or "purpose."

Why do you get out of bed in the morning, and why should anyone care. Most communicate from the outside in. This makes sense. We go from the clearest thing to the fuzziest thing. But great leaders, regardless of their size and industry all think, act, and communicate from the inside out.

People don't buy "what" you do, they buy "why" you do it.

The goal is not to do business with everyone who needs what you have, the goal is to do business with people who believe what you believe.

All of this grounded in the tenets of biology. Not psychology, *biology*. If you look at a cross-section of a brain top down, you find three major components that correlate perfectly with the Golden Circle. Our **neo-cortex** corresponds with the "**what**" level, rational, analytical, etc.. The middle two make up our "limbic" brains, "feelings of trust, loyalty, behavior, decision making, and **it has no capacity for language.**" In other words, when we communicate from the outside in, yes people are able to understand, it just doesn't drive behavior. When we communicate from the inside out, we're talking directly to the part of the brain that controls behavior, and then we allow people to rationalize it with the tangible things we say and do. This is where gut decisions come from. "**It just doesn't feel right.**" Sometimes we'll say, "leading with your heart, or leading with your soul."

If you don't know why you do what you do, how will you get others to buy what you do?

The goal is not to hire people who need a job, but to hire people who believe what you believe. If you hire people because they can do a job, they'll work for your money. If you hire people who believe what you believe, they'll work for you with blood, sweat, and tears.

Ever heard of Samuel Pierpont Langley? Given \$50k, well-connected, hired the best minds money can find, and the market conditions were fantastic, and the NYTimes followed him around everywhere. Why haven't we heard of him? A few hundred miles away, Orville and Wilbur Wright had no money, paid for their dream out of the proceeds from their bicycle shop, not a single person on their team had a college education, including the Wright brothers, and the NYTimes followed them around nowhere. The difference? The Wright Brothers were driven by a belief that if they could figure out this flying machine, it could change the course of the world.

Eventually, December 17, 1903, the Wright Brothers took flight, and no one was there to witness it. We found out about it days later. Further proof that Langley was motivated by the wrong thing, the day the Wright Brothers took flight, he quit.

Talk about what you believe, so you will attract those who believe what you believe.

Law of Diffusion of Innovation

2-3% of our population are innovators

13.5% are early adopters

34% are early majority

34% are late majority

16 % are laggards (the only reason why these people buy touch tone is 'cause you can't buy rotary phones anymore!)

The law tells us that you cannot have market success until you reach the tipping point, between 15-18%, and then the system tips. The early majority will not try something unless someone else has tried it first. Innovators and early adopters are comfortable making gut decisions, trusting what you believe about the world.

*People don't buy what you do, they buy why you do it, and what you do simply serves as the proof of what you believe. How they behave, then, proves what **they** believe about the world.*

Famous failure: **Tivo**. A household name, and even a cultural verb, but they've never made money. Why? They told us what they had. A device that pauses live

TV, skips commercials, etc. What if they had said, “If you’re the kind of person that likes to have total control over every aspect of your life, do we have a product for you”?

Famous success: **Dr. Martin Luther King Jr.** Summer of 1963, 250,000 people showed up for his speech at the Lincoln Memorial. He didn’t go around telling people what needed to change, he went around telling people what he believed. How many people showed up for him? Zero. They all showed up for *themselves*. It’s what *they believed* about America that got them to show up. Dr. King believed in two types of laws in the world, the laws of man, and the laws of the higher authority. And until the laws of man match the laws of the higher authority will we never live in a just world. By the way, **he gave the “I have a dream speech,” not the “I have a plan” speech.**

There are leaders, and then there are those who lead. Leaders hold a position of power, or authority. But those who lead, inspire us. We follow those who lead, not because we have to, but because we want to. We follow, not for them, but for ourselves. It’s those that start with “why” that have the ability to inspire those around them, or find others who inspire them.

Andy Nelson asked for initial reactions. Nick Hardigg commented that a lot of the leadership in Parks, including this room, are people that volunteer... who believe in something and have a vision, and that is dispersed all over our community. Over 100 groups that come together because they have that belief, that passion for improving their communities on a local level. He noted that those are the people who are leading. As long as those groups are fragmented, not united, and not empowered, he thinks that we will not move people forward for a better future for parks. He noted that the leadership is not in fragmented groups, and that is why he is so passionate about supporting them and helping bring them together for a larger vision than just what they have the power to do locally. Because they believe in this, they are active locally, but they believe regionally, that is the real power we can tap into for improving this system.

Mary Anne Cassin commented on her personal experience with the Metro Green Spaces program. She noted that it started with Mike Halprin, and a real strong passion more than 25 years ago. She said that she has seen it happen, and she is experiencing it happen now with the Gateway Green project.

Andy commented that there’s something larger that pulls all of us here, and with the Friends groups, and if you can articulate what that is, that’s pretty powerful. He said he thought we could spend a few minutes in groups of four, and work on this inside out communication. What’s our Why? What do we believe to be true about parks? He said that he thinks if this group can get really clear on it, he thinks that’s a hugely important galvanizing exercise for us. If we’re going to be leaders, and telling stories about parks, we have to know

what that “Why?” is.

- - Separate into groups of four for discussions. - -

Andy asks everyone to reconvene. He asked for a sampling of what everyone talked about.

One group felt that the gut level of association with parks is the connection with nature and connection with other people. Members of the group asked how do you turn that into a message, instead of describing the services, how do you explain that this is Portland’s way of life because of that connection to nature and connection to people?

Members of another group talked about how people go to parks for hundreds of different reasons, from chilling out in a hammock, from engaging in athletics, to enjoying birds. So finding that Why message, seems really difficult. It was noted that they kept struggling because we kept coming back to the what. They kept doing their own beliefs. But they were not all the same. It’s a long way to go, but it’s a great exercise. Andy said that he thinks that’s where it starts, and then you end up with some kind of a statement, that seems to capture it.

Members of the third group said that connections came up right away. Connections to place, to people, to nature. Building community, fun and happiness. At the end of the day, it is fun, being outside and it makes people happy. It is fun, and it is beyond fun. Fun -- people think laugh. It’s a sense of peace and well being, and not feeling less than. It’s that sense of community. And that is happiness, connecting to other people, a sense of belonging, connecting to nature, that’s almost the big picture. There are parks like Mt. Tabor -- nature in the city, which is really different than an Essex Park with a playground, and tennis courts, and a ball field, and then there are community gardens.

Andy said that in their group, they talked about the universal gathering place, how parks are essential to the health of individuals and communities. How it connects us together. Physical and emotional health. Parks are a manifestation of all that we believe to be true about ourselves and our community. They talked about the value of knowing the Why, and the fact that it’s already there. He said that we are articulating what is already there. Andy noted that regardless of what happens with bonds, and whatever comes up in the moment, it is really useful for this group to be clear and be able to articulate in some way why parks matter and why anyone should care about it. Admittedly it needs a little work, he said, but we can take these notes, and as a communications group, see if you can articulate what is already there. Why parks matter, and why we should care about it.

Jim Owens noted that there seems to be three parts to this. One is the why: Why do we care, why are parks important to us? The second is the problem statement: he thinks there are two parts to this one: why are we here, providing a service to the community? He doesn’t want us to stop there. In reality, he said, we need a bond measure in order to respond to why we’re

here providing this community service. He noted that he would ask the communications committee to help us frame that problem statement. The third is: what are we asking of folks, why do we want their attention? So the third part, he said, is what we want from others that share our values. Andy commented that this sounds like a case statement. He would like us to start with the Why, so we don't skip that part. He said Jim was absolutely right, and that he has diagnosed what needs to happen. If we come up with that, then we know why we exist, what matters, what's needed and how we're going to ask for it.

Judy noted that we have a harder time measuring the visual landscape, the value. She said that there is research showing that humans need to see a certain landscape. They showed color photographs of a barn in an agricultural setting, Mt. Hood, a downtown scene, or a neighborhood scene. Pretty consistently, Judy said, people will choose Mt. Hood. Even the managed landscape of the farmhouse or the barn falls into a second tier. So, she noted, despite whatever they may say in a survey, the visual response seems to say that something in human nature, whether they are going to hike or play, seems to need that in the landscape. Those are some of the intangibles. How do you capture that in language, and the diversity of the why, how do you get to the individual's why. One message may not resonate with everyone.

Andy thanked everyone, and asked them to give their notes to Christa. He thanked the communications committee for taking this on.

Adjourn

The meeting was adjourned at 9:30 a.m.