

CITY OF EVERETT
BOARD OF PARK COMMISSIONERS MEETING
Tuesday, June 14, 2016
6:00 P.M.
Spruce Hall

Roll Call
Adoption of Meeting Agenda
Acceptance of Minutes: May 10, 2016
Member Reports
Parks Director Comments
Council Liaison Report
Citizen Comments

RECOMMENDATION ITEM

Riverfront Three Acre Park Name Recommendation
to the Historical Commission

Paul Popelka

INFORMATION ITEMS

2017 Swim and Pool Fees
Swim Center Maintenance Closure Photo Review
Senator Jackson Park Photo Review

Marianne Pugsley
John Petersen
John Petersen

DISCUSSION ITEM

Projects/Programs Highlights Q&A

Lori Cummings

Other Business

Next Meeting

Adjourn

Next Meeting
Tuesday, August 9, 2016
Spruce Hall
6:00 PM

MISSION STATEMENT:

"The Parks and Recreation mission is to bring all Everett citizens and visitors together on our common grounds and facilities. We provide a wide variety of quality recreational and park experiences that welcome everyone. We measure our success by customer satisfaction, efficiency and community development of our public spaces and recreation services that meet the values and needs of our citizens and visitors. We provide parks, play fields, recreation amenities, trails and pools that are attractive, clean, safe, and accessible."

CITY OF EVERETT
BOARD OF PARK COMMISSIONERS MEETING
Tuesday, May 10, 2016
6:00 P.M.
Spruce Hall

Roll Call

Members present: Ryan Taylor, Tom Norcott, Megan Burger, Tina Hokanson, Joel Taylor, Marcia Isenburg and Michael Swanson.

Staff present: Lori Cummings, John Petersen, Paul Kaftanski, Jeff Price, Karen Stewart and Sue Stimson.

Approval of agenda: Tom motioned to adopt the agenda as submitted, seconded by Marcia. All approved.

Approval of minutes:

Tina motioned to approve the minutes of April 12, 2016 seconded by Megan. All approved.

Member Reports

Michael—attended Arbor Day festivities, the Jackson Park grand opening and the WRPA awards banquet, enjoying all. He also reported spending personal time in Garfield park with T-ball activities. Thanks to staff for quick replacement of netting at the pickle ball court.

Ryan-no report

Joel— very pleased with the results at Jackson Park.

Tom—attended Jackson Park grand opening and the WRPA conference. He stated appreciation for the presentation regarding intergenerational play options.

Megan—reported damage to tree bark in Garfield Park for staff to evaluate. Also the tennis court does not have a net. John replied that bike polo fans use the court heavily but nets are available if requested. A resident at the community garden area was concerned about the City spraying near organic plots. John reviewed the notification process and precautions taken.

Marcia— shared positive comments regarding the Jackson Park grand opening.

Tina— attended Arbor Day and enjoyed the participation of the school children.

Parks Director Comments—Lori commented on the Howarth Park bridge closure which will be extended past the initial completion date of Memorial Day. Completion is expected closer to end of July.

Council Liaison Report—Council member Brenda Stonecipher had nothing to report. Michael asked if design standards for the Grand Ave. bridge had been reviewed. Brenda shared that a design within the cement walls and gridwork to support foliage is expected which would be an improvement on the original plan. The downtown farmers market project is continuing to move forward with new developers.

Citizen Comments-none

RECOMMENDATION ITEM

Parks, Recreation and Open Space Plan

Lori introduced Tom Beckwith who reviewed plan chapters in detail. Joel motioned to recommend to Everett City Council the amended PROS Plan which would contain slight revisions per discussions. All approved.

Next Meeting—Tuesday, June 14, 2016.

Adjourn

The meeting adjourned at 8:00 PM. Board members thanked staff for the comprehensive work on this project. Lori thanked the board members for their extensive volunteer work towards this effort.

MISSION STATEMENT:

"The Parks and Recreation mission is to bring all Everett citizens and visitors together on our common grounds and facilities. We provide a wide variety of quality recreational and park experiences that welcome everyone. We measure our success by customer satisfaction, efficiency and community development of our public spaces and recreation services that meet the values and needs of our citizens and visitors. We provide parks, play fields, recreation amenities, trails and pools that are attractive, clean, safe, and accessible."

**CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET**

TITLE: Riverfront Three Acre Park Name Recommendation to the Historical Commission	<input type="checkbox"/> Adoption	Staff	Paul Popelka
	<input checked="" type="checkbox"/> Recommendation	Phone	425-257-7155
	<input type="checkbox"/> Discussion	Date	June 14, 2016
	<input type="checkbox"/> Information		
	<input type="checkbox"/> Other		

DESCRIPTION SUMMARY:

The Parks and Recreation Department staff sent a recommendation to the Mayor's Office in February, 2016 for the city parcel to initiate the "naming process". The name recommended to initiate the process was Riverview Park.

The Historical Commission researched and considered several names including Eclipse Mill Park, Eclipse Park, Enid Nordlund Park, Nordlund Park, Milwaukee Road Park or a Native American name. At their May 24th meeting the Historical Commission unanimously recommended Eclipse Mill Park as their first choice and Enid Nordlund Park as their second choice.

Paul Popelka, City of Everett Planner and Historical Commission staff liaison, will share information regarding this recommendation at the Board of Park Commissioners meeting on Tuesday June 14, 2016.

RECOMMENDATION

Review the Historical Commission recommendation and recommend a name for the city parcel to the Historical Commission for its deliberation and action (which is a recommendation to the City Council).

**CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET**

TITLE: Everett Parks and Recreation 2017 Swim and Pool Fees	<input type="checkbox"/> Adoption	Staff	Marianne Pugsley
	<input type="checkbox"/> Recommendation	Phone	425-257-7347
	<input type="checkbox"/> Discussion	Date	June 14, 2016
	<input checked="" type="checkbox"/> Information		
	<input type="checkbox"/> Other		

DESCRIPTION SUMMARY:

The 2017 swim and pool rental fees will be presented at this meeting along with the rationale for the decision not to increase or change any fees in 2017.

The Cost Benefit Policy approved by City Council on December 19, 2007 and reviewed as recently as 2013 is also attached as a reference. This policy provides the framework for fees suggested by staff.

RECOMMENDATION

Review and feedback.

2017 Swim and Pool Fees



**Presented to City of Everett
Board of Park Commissioners**

June 14, 2016

Historical Fees 2012-2016

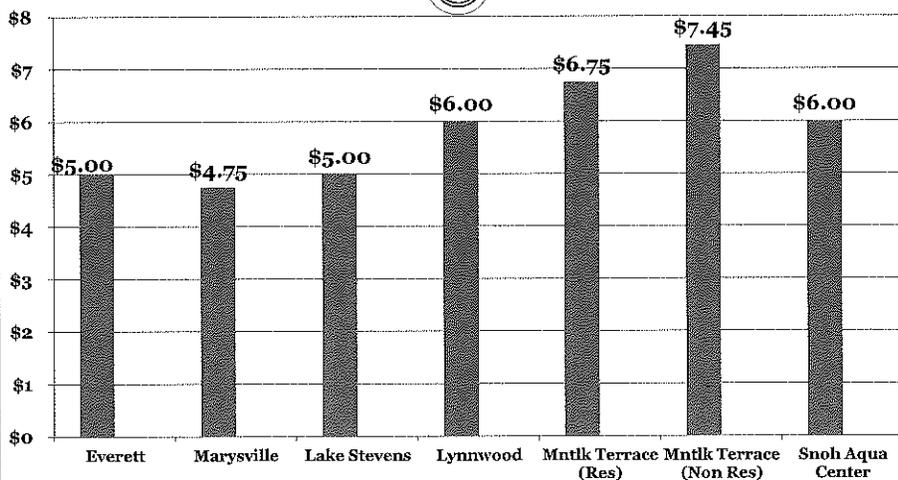
Daily Admissions	2012	2013	2014	2015	2016
Adult	\$3.50	\$3.75	\$3.75	\$3.75	\$4.25
Senior	\$3.00	\$3.25	\$3.25	\$3.25	\$3.50
Special Needs	\$2.75	\$3.00	\$3.00	\$3.00	\$3.25
Family	\$7.50	\$8.50	\$8.50	\$8.50	\$8.75
Youth	\$3.00	\$3.25	\$ 3.25	\$ 3.25	\$3.50
Cards (10 swim)			Discount Cards		
Adult	Res/ \$28.75 NR/ \$ 35.00	Res/ \$32.25 NR/ \$ 37.00	\$33.75	\$33.75	\$38.25
Youth/ Senior	Res/ \$24.75 NR/ \$30.00	Res/ \$27.75 NR/ \$32.25	\$29.25	\$29.25	\$31.50
Special Needs	Res/ \$22.50 NR/ \$27.50	Res/ \$25.75 NR/ \$27.50	\$27.00	\$27.00	\$29.25
Family	Res/ 65.00 NR/ \$75.00	Res/ 65.00 NR/ \$75.00	\$72.50	\$74.25	\$78.75

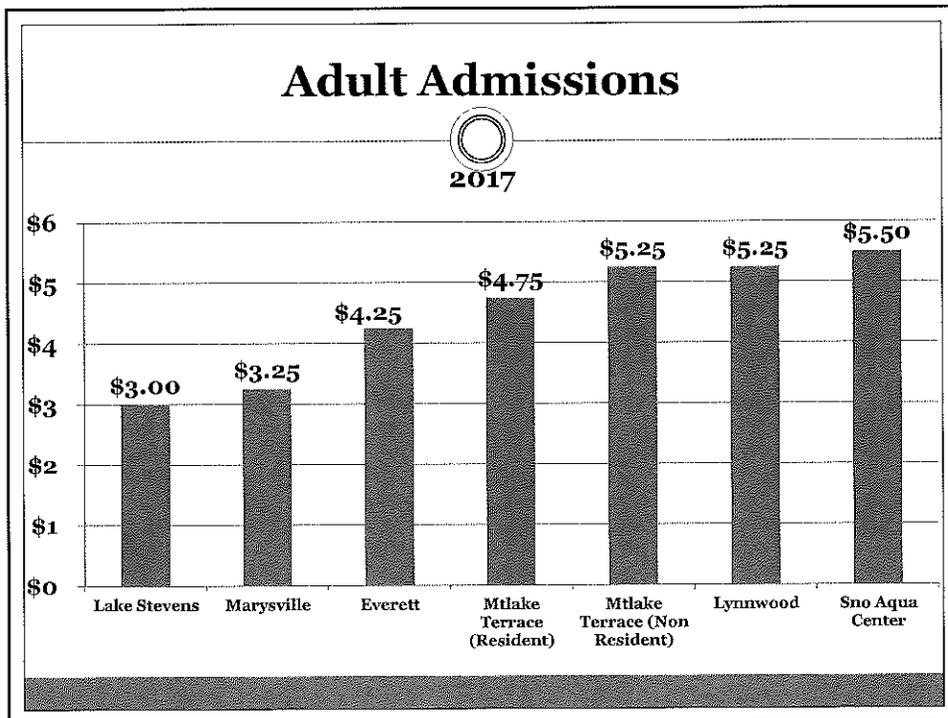
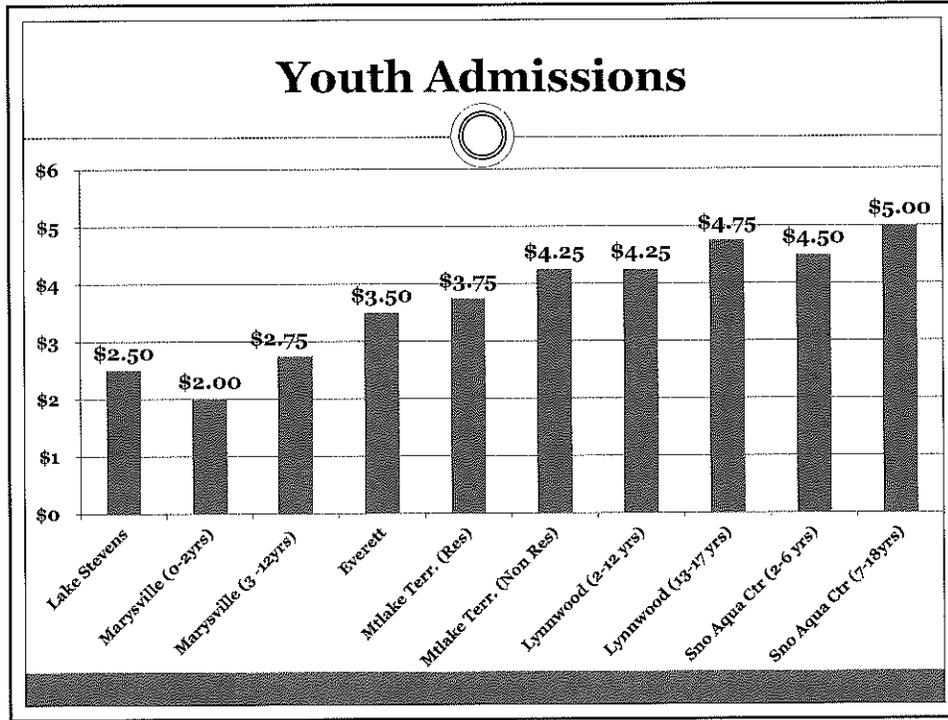
Rationale

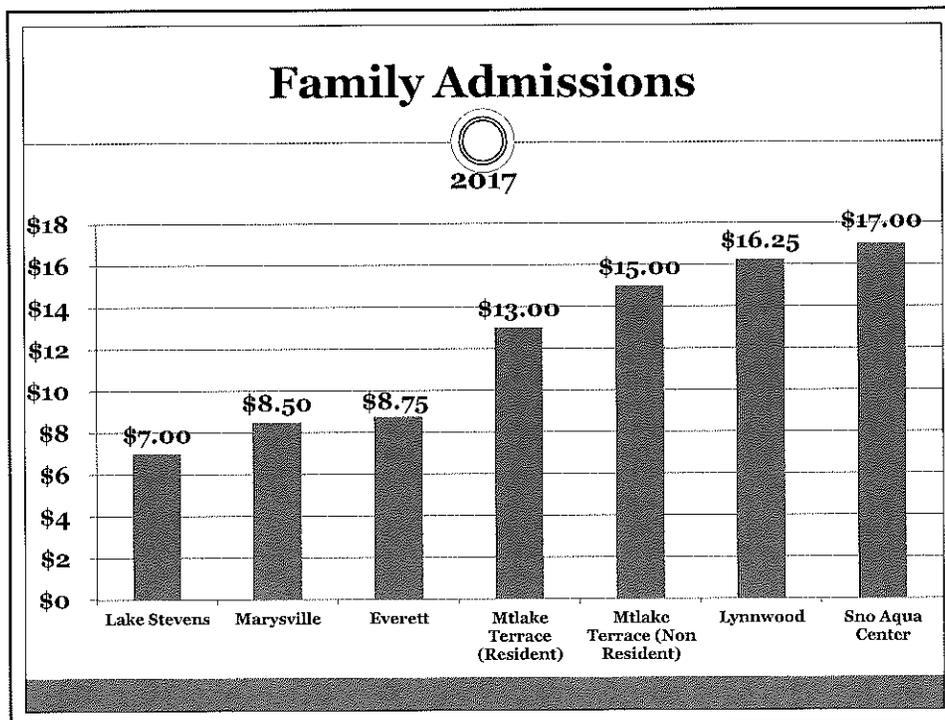
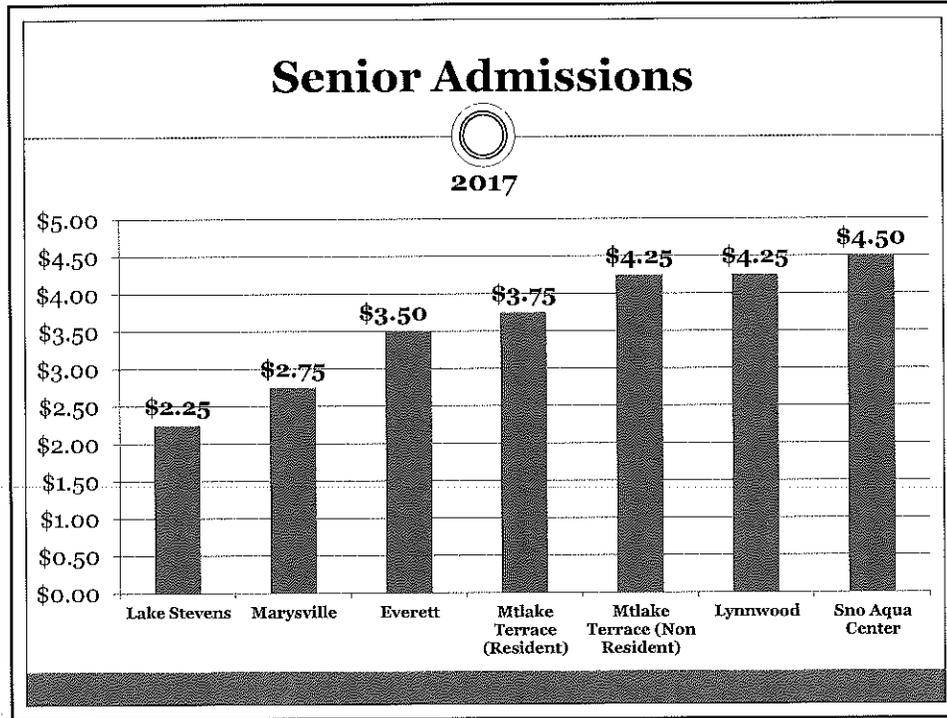


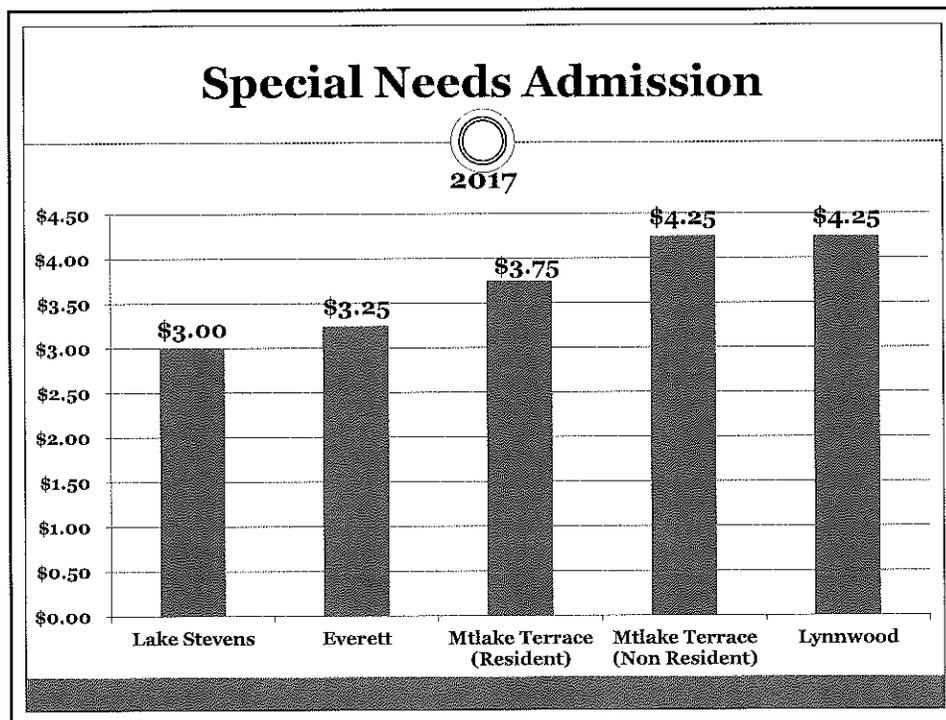
- Meet cost recovery targets
- Fees changed yearly for 11 years
- Closed for 6 weeks in 2016
- Increase in scholarship requests for 2016
- Market place positioning

Preschool/Youth Instruction



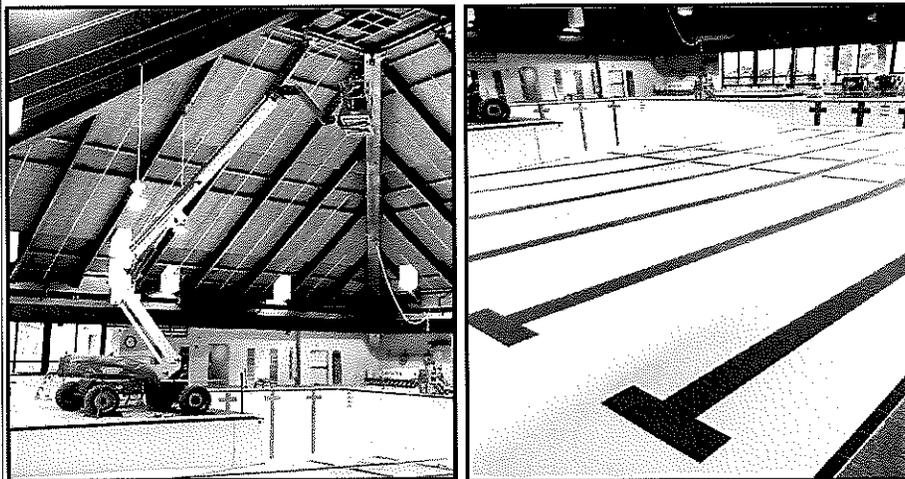






- ### On-going Efforts
- Upgrades and continued improvements
 - Utilizing social media
 - Customer service training
 - Quality training for lifeguards/ instructors
 - Community outreach

Renovations 2016



Utilizing Social Media

- Serving the Everett community for over 40 years.
- Over 140 years combined staff experience.
- Join the over 300 customers already registered for summer programs





RESOLUTION NO. 5972

A **RESOLUTION** establishing a Cost Benefit Policy for the City of Everett Parks and Recreation Department.

WHEREAS, the Parks and Recreation Department's Strategic Plan adopted by City Council on March 21, 2007 recommends an overall departmental cost recovery goal of 35% for all programs and services based on direct and indirect costs; and

WHEREAS, the current (2007) cost recovery is approximately 18%; and

WHEREAS, adoption of a cost benefit policy will guide the Parks and Recreation Department in its efforts to achieve a 35% cost recovery; and

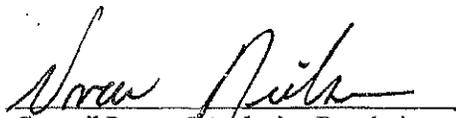
WHEREAS, multiple strategies will be employed to help achieve a 35% cost recovery such as sponsorships, partnerships, donations, grants, program fees, and operational efficiencies; and

WHEREAS, there is also a policy need to provide a framework for recreation program pricing based on community benefits, individual benefits and program costs; and

WHEREAS, the Everett Parks Board of Commissioners, after reviewing community input submitted from five public forums and other venues recommended that City Council adopt the accompanying cost benefit policy:

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EVERETT AS FOLLOWS:

- 1) That City Council adopts the attached City of Everett Parks and Recreation Cost Benefit policy.


Council Person Introducing Resolution

PASSED and APPROVED this 19th day of December, 2007.


Council President

City of Everett
Parks & Recreation Department

COST BENEFIT POLICY

1.0 TABLE OF CONTENTS

- 1.0 TABLE OF CONTENTS
- 2.0 PURPOSE
- 3.0 REFERENCES
- 4.0 DEFINITIONS
- 5.0 POLICY

2.0 PURPOSE

- 2.1 To establish a fully allocated, and clearly articulated, Cost Benefit policy for Everett Parks & Recreation programs and services.
- 2.2 This policy will be used for identifying program and service cost recovery rates, and identify strategies for additional funding to reach recovery rates, as outlined in the department's Strategic Plan.
- 2.3 This policy will help to ensure that the Parks & Recreation Department has a framework for the pricing of services based on the participant/community benefits, costs to provide the services, including direct costs, indirect costs, and administrative overhead, and receipt of operating revenue from sponsorships, donations and partnerships.
- 2.4 This policy considers the overall magnitude type and distribution of the benefits for programs and services.
- 2.5 This policy will be used as a guideline for establishing and developing program budgets.

3.0 REFERENCES

The Everett Parks & Recreation Strategic Plan, adopted by Everett City Council in March, 2007.

4.0 DEFINITIONS

- 4.1 Cost benefit – The percent of operating costs, administrative overhead, direct and indirect, covered by program/service revenue.
- 4.2 Direct costs – Costs that can be specifically identified with a particular project or program and which can be directly assigned to such activities with relative ease and a high degree of accuracy.
- 4.3 Indirect costs – The costs of doing business not readily or easily identified with a particular project or program, but necessary for the operation of the activity.
- 4.4 Tax Subsidy – The amount of tax money required to pay for a program or service's direct and indirect costs, less revenue.
- 4.5 Administrative Overhead – Costs associated with program/service governance, management, finance, and administrative support.
- 4.6 Community Benefit – Facilities, programs or services that benefit the community as a whole; enhances the overall quality of life; addresses social needs.
- 4.7 Community/Individual Benefit – Facilities, programs or services that provide some individual well being and recreational skill development.
- 4.8 Individual/Community Benefit – Provides slightly more individual benefit than community benefit, and provides advanced beginner to intermediate skill level development.
- 4.9 Mostly Individual Benefit – Provides for specialized services to a smaller segment of the community.
- 4.10 Highly Individual Benefit – Very limited or no benefit to community and serves a very narrow portion of community.

5.0 POLICY

The Everett Parks & Recreation Department:

- 5.1 Desires to provide high quality park and recreation activities and opportunities suitable for people of all ages and abilities; and
- 5.2 Cultivates volunteers, community partnerships and sponsorships to help fund services; and
- 5.3 Seeks to efficiently provide services that are not readily available elsewhere in the community; and

- 5.4 Desires to make park and recreational opportunities affordable to community members who need assistance through its scholarship program; and
- 5.5 Cost benefit will be reviewed and updated, as appropriate, every 3 years; and
- 5.6 Defines through the budget process the amount of taxpayer support available for recreation activities; and therefore
- 5.7 Establishes these fully allocated cost benefit goals as follows:

Cost Benefit Categories and Rates

Highly Individual	Mostly Individual	Individual/Community	Community/Individual	Community Benefit
100% - 125% Recovery	75% - 100% Recovery	50% - 75% Recovery	25% - 50% Recovery	0% - 25% Recovery
<ul style="list-style-type: none"> ▪ Merchandising/Vending Concessions ▪ Elite Youth Sports Teams ▪ Elite Adult Sports Teams ▪ Youth Individual/Private Instruction ▪ Adult Individual/Private Instruction ▪ Lockers 	<ul style="list-style-type: none"> ▪ Facility Rentals ▪ Adult beginner and intermediate level instruction/classes ▪ Adult advanced level instruction/classes ▪ Trips and tours ▪ Adult recreational leagues ▪ Boat Launch 	<ul style="list-style-type: none"> ▪ Scholarships ▪ Adult drop-in program (staffed) ▪ Youth advanced level instruction/classes ▪ Camps 	<ul style="list-style-type: none"> ▪ Special Events ▪ Special Needs/Adaptive ▪ Youth drop-in program (staffed) ▪ Youth Recreational Leagues ▪ Youth beginner and intermediate level instruction/classes 	<ul style="list-style-type: none"> ▪ Open Space/Parks ▪ Playgrounds

**CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET**

TITLE: Forest Park Swim Center Maintenance Closure - Photo Review	<input type="checkbox"/> Adoption <input type="checkbox"/> Recommendation <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information <input type="checkbox"/> Other	Staff John Petersen Phone 425 257-8371 Date June 14, 2016
---	--	--

DESCRIPTION SUMMARY:

The maintenance work performed during the March 2016 closure of the Forest Park Swim Center is complete. Staff will provide a photo review of the work performed and highlight some upcoming maintenance projects.

RECOMMENDATION

None - for information only.

**CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET**

TITLE: Senator Jackson Park Photo Review	<input type="checkbox"/> Adoption <input type="checkbox"/> Recommendation <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information <input type="checkbox"/> Other	Staff John Petersen Phone 425 257-8371 Date June 14, 2016
--	--	--

DESCRIPTION SUMMARY:

The construction of Senator Jackson Park is complete. Staff will provide a photo review of the project and share feedback on the results.

RECOMMENDATION

None - for information only.

**CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET**

TITLE: June 2016 capital projects and major programs updates	<input type="checkbox"/> Adoption <input type="checkbox"/> Recommendation <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Information <input type="checkbox"/> Other	Staff Lori Cummings Phone 425-257-8353 Date June 14, 2016
---	---	---

DESCRIPTION SUMMARY:

Attached is the monthly update regarding progress for the months of April and May 2016 regarding current capital projects and initiatives/milestones for key recreational programs.

RECOMMENDATION

None. Selected items will be highlighted by staff. Other items will only be discussed if there are questions from Park Board members.

**Board of Park Commissioners
General Projects/Programs Update
June 14, 2016
Activity for the Months of April-May, 2016**

<u>Major Projects/Programs</u>	<u>Status</u>
Senator Jackson Park	Park construction complete. Grand re-opening ceremony April 30. Community Garden plots have all been sold. Received AIA Award and will be featured as one of WWRP's most successful projects - past 25 yrs.
Howarth Park Ped Bridge	Final documents have been submitted to BNSF. Final step (scheduling flaggers) can be completed immediately upon BNFS approval.
S. Everett Forest Preserve	Park open now. Tour scheduled for August Park Board meeting.
Kasch Park Fields 2/3	Construction began mid-May. Progress is estimated at 15% complete. Completion is anticipated by Labor Day.
Grand Ave Utility/Ped Bridge	Bidding is anticipated to occur the second half of 2016.
Green Lantern Trail Project	Permit applications submitted to various agencies. Construction of the improvement is scheduled to begin early fall.
PROS Plan	City Council approved the plan on May 25. Required planning self-certification and final plan was submitted to RCO on June 7
Wiggums Hollow Restrooms	Construction in progress. Anticipated completion July 3.
Senior Center	Restroom remodel will start July 5. Center will be closed through late August. A \$23,000 grant was awarded to the Senior Center from Snohomish County Human Services to upgrade the video surveillance system.
Forest Park Swim Center	Sauna Work was complete as of May 31. Re-opened April 11 th .
Cemex Property	Site vegetation removal and rough grading was begun in May in anticipation of property transfer to the City. No transfer date has been set.
Phil Johnson Ball fields	Grants were submitted in May to RCO for renovation of the baseball field playing surfaces and for an overflow parking lot (NE of fields). Project costs are estimated at \$2.95M. Parks is asking for grants totaling \$750K (YAF \$250K, WWRP \$500K).
Howarth Beach Restoration	Started construction June 1.

PARKS AND RECREATION BOARD OF COMMISSIONERS

6:00 pm – 8:00 pm

Anticipated Agenda Calendar

Revised 6/9/16

<u>ACTION</u>	<u>ITEM</u>	<u>MEETING DATE</u>	<u>LOCATION</u>
Recommendation Information Discussion Information Discussion	-3 acre Riverfront Park Naming Recommendation -Proposed 2017 Swim Fees -Swim Center Maintenance Closure Photo Review -Senator Jackson Park Photo Review -Projects/Programs Highlights/Q&A	June 14	Spruce
	No Meeting	July 12	
Discussion Discussion	-South Everett Forest Preserve Tour -Projects/Programs Highlights/Q&A	August 9	Depart from Spruce at 6 p.m.
Discussion Discussion Discussion Discussion	-Animal Services Overview -Kasch Park Multi-Use Fields 2 & 3 Project -IPM Guidelines Annual Report -Projects/Programs Highlights/Q&A	Sept. 13	Spruce
Adoption Discussion Information Discussion	-Set 2017 Board Meeting Calendar -Senior Center Overview Review of summer programs -Projects/Programs Highlights/Q&A	Oct. 11	Spruce
Discussion Information	2017 Draft Departmental Budget Submittal Projects/Programs Highlights/Q&A	Nov. 8	Spruce

* Designates a 'workshop' as needed

** Designates a retreat

*** May require a separate special meeting later in the month