CITY OF EVERETT
BOARD OF PARK COMMISSIONERS AND TREE COMMITTEE MEETING
Tuesday, February 12, 2019
6:00 P.M.
Spruce Hall

Roll Call
Adoption of Meeting Agenda
Acceptance of Minutes: January 8, 2019

Public Forum – 2019 Proposed Golf Rate Revisions
Kimberly Shelton

Member Reports
Parks Director Comments
Council Liaison Report
Citizen Comments

DISCUSSION ITEMS
Economic Development Update
Dan Ernissee

RECOMMENDATIONS/ADOPTION
Set Public Hearing for Silver Lake Boating Regatta
Scott Pool
Board Rules of Procedure
Lori Cummings
2019 Golf Rates
Kimberly Shelton

TREE COMMITTEE AGENDA
Staff Reports - Public Works and Parks
PW and Parks
Overview /Continued Discussion
Bob Leonard

OTHER BUSINESS

Adjourn

Next Meeting
March 12, 2019
Spruce Hall

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."
Vice Chair Linda War Bonnet called the meeting to order at 6:02 PM.

**Board members present:** Linda War Bonnet, Sergiy Ryzhonkov, Megan Burger, Tom Norcott

**Board members not present:** Michael Yates (excused), Pamela Gerla (excused)

**Not Present:** Brenda Stonecipher, Council Liaison.

**Staff present:** Lori Cummings, Director; Bob Leonard, Asst Director; Kimberly Shelton, Asst Director; Danielle Marks, Admin Asst.

**Review and Acceptance of Minutes:** Vice Chair War Bonnet asked for acceptance of the meeting minutes from December 11, 2018. A motion to approve the minutes of December 11, 2018 was heard from Tom Norcott, and seconded by Megan Burger. Motion/Second/Approved (m/s/a) unanimously to accept the minutes as presented from December 11, 2018.

**Acceptance of Meeting Agenda:** Vice Chair War Bonnet asked for acceptance of the agenda as presented. A motion to approve the agenda was heard from Megan Burger, and seconded by Tom Norcott. Motion/Second/Approved (m/s/a) unanimously to accept the agenda for January 8, 2019 as presented.

**Member Reports**

**Sergiy Ryzhonkov** – No Report.

**Tom Norcott** – Shared about his visits to various parks in Everett and surrounding areas, and his participation in the Green Everett Partnership event in December.

**Megan Burger** – Shared about her enthusiasm of Grand Avenue Park, as well as the aesthetics of the stairs to the Grand Ave Bridge.

**Linda War Bonnet** – Shared about her visit to Loganberry Lane and that the park is looking good.

**Director Report**

Lori Cummings reported on the following items:

- There is a city council retreat this Saturday January 12th. The link to the agenda is on the City website under City Council agendas. An update will be provided at the February Park Board meeting.
- Alternative Funding for Parks may be a discussion item in 2019. There appears to be interest in discussing a Metropolitan Park District, Park Impact Fees, or other alternative funding. An update will be provided at the February Park Board meeting.

**Council Liaison Report**

- No report
Citizen Comments
- No comments

Discussion Items
Board Rules of Procedure, outlined by Lori Cummings
The Board Rules of Procedure were highlighted including order of meeting, presentation time limits and Board member attendance expectations. The Board should review and propose changes collaboratively and prepare to adopt the Rules of Procedure for 2019 at the February Board of Park Commission meeting.

2019 Proposed Golf Fees, presented by Kimberly Shelton
The 2019 proposed golf fees and pricing plan were introduced. The overall goal is to maintain a competitive pricing structure yet keep affordable golf feasible for Everett golfers. The pricing strategy is to establish a dynamic pricing model that will optimize play, as well as revenue per round. It creates a pricing model based on occupancy or demand, similar to the airline and hotel industries.

Information Items
Recreation in Review 2018, presented by Kimberly Shelton
- Implementation of a new Point-of-Sale (POS) software, CivicRec, has shown to be very successful with 6883 customer accounts entered in 2018. Additional access to the POS system has been added at the Swim Center as a more convenient option for customer registration.
- Aquatic programs have shown increases in both participation and revenue in 2018.
- Softball league registrations in 2018 were down a bit from 2017. A direct correlation can be seen with the construction closure of the Meadowdale softball complex. Many teams may have registered back to their home field once construction was complete. Soccer field rentals are doing well with over 13,000 participants using the soccer fields in 2018.
- Fitness/Wellness/Enrichment: Some classes have been moved over to the Senior Center which has shown to be a great move to allow for a larger space and utilize another Parks facility.
- Outdoor programs have seen a revenue increase of 16.5% with over 183 Outdoor program excursions offered, and over 80 trips and tours were offered in 2018.
- The Parks department has co-sponsored many community events in 2018 to include: Mutt Strut/Senior Pet Parade, 4th of July parade, festival and fireworks; Sorticulture Garden Arts Festival; Casino Road Futbol Academy; and Badges for Baseball/Softball Camp.
- Facility Rentals have seen an increase in both rentals as well as revenue, with revenue increasing 20%.
- Summer Activities include a variety of day camps to include: Sandblasters; Camp Patterson; Code 10; Adventure Camp; Science and STEM camps; a variety of sport camps.
- Jetty Island Days recorded 39,675 visitors to Jetty Island this past summer. This is a 4.26% increase, even with the 27 ferry runs that were cancelled due to low tides.
- Animal Farm had an annual donation increase of over $2500, and over 70 participated in the Rent-a-Bunny program, and Animal Farm Adventure camp was at 93% capacity on average.
- 2018 was a good year for the recreation programs.
Other Business

Board of Park Commissioners to assume Tree Committee – Lori Cummings

The Tree Committee is an advisory board, or sub-committee, of the Board of Park Commissioners. The Tree Policy and Ordinance were established in the early 1990s. The intentions of the Tree Ordinance outlines the committee make up to include seven members, consisting of one member from the Planning Commission, a board member from Park Commission, a member from the Council of Neighborhoods, a member of the Historical Commission, and the remaining three members be Everett residents. It has proved to be difficult to gain the representation of the City committees required by the Ordinance and there may be a more efficient way to meet the Urban Foresters protection goals.

Duplication of the Tree Committee work and the work of the Park Board is another challenge. The recruitment and retention of the members, as well as the staff resources to support two similar boards has also been a challenge.

Efficiencies the Board of Park Commissioners were asked to consider include:

- A more efficient way to address goals of the Tree Committee with no net loss of the tree canopy on City’s public lands.
- Measurable gain in canopy and overall health of trees.
- With efficiencies, is there enough time to complete Park Board and Tree Committee work during the monthly meetings?

Park Board members agreed there would likely be enough time to complete both Park Board and Tree Committee work on a monthly basis, and that the Tree Committee role could possibly be assumed by the current Board of Park Commissioners since much of the work is overlapping.

The next steps include following up with Administration and Council, as well as develop an implementation plan and timeline for review at the February meeting. A March workshop may also be necessary to review the Ordinance and Tree Policy. A 2019-2020 drafted work plan will also be collaboratively drafted for discussion at the Park Board meeting in April.

Meeting Adjourned @ 7:30pm.

Next meeting: February 12, 2019 in Spruce Hall

Respectfully submitted,
Danielle Marks
Administrative Assistant
TITLE:
City of Everett Economic Development Update

□ Adoption
□ Recommendation
□ Discussion
✔ Information
□ Other

Staff
Dan Eernisse

Phone
425-257-8700

Date
February 12, 2019

DESCRIPTION SUMMARY:
Dan Eernisse, city of Everett Economic Development Director, will present to the Board an update regarding its vision and strategic planning efforts to date. Dan has provided the accompanying Economic Development Vision for your review prior to his presentation.

RECOMMENDATION
Review the Economic Development Vision document and provide input.
Our VISION – A thriving, connected, and sustainable economy that lifts all Everett residents

Our SETTING – Economic forces are driving rapid change in our region

**Commercial air service** at Paine Airfield Everett (PAE) drives increased hospitality spending and growing investment in airport-dependent industries

**Growing automation** in aerospace manufacturing reduces line jobs while creating an opportunity for an advanced manufacturing research & development center

**Evolving consumer habits** create a volatile real estate climate along highway corridors with widespread conversion of property uses

**Dramatic population growth and demographic changes** drive demand for neighborhoods where shopping, dining, services, and transit are an easy walk or bike ride away

**A widening housing affordability gap** displaces renters and reduces home ownership as neither supply nor income growth keep pace with rising rents and sale prices

**Traffic congestion and talent shortages** drive growth in industry clusters where employers capitalize on proximity to mass transit and competitors’ workforces

**Growing numbers of distribution centers** consume large industrial properties, provide few jobs, and contribute little to the surrounding economy

**Voter passage of $50 billion Sound Transit 3** provides funding for 2036 light rail service to Everett’s Boeing Station, Evergreen Station, and Downtown Station

**Explosion of searchable data and social media** drives investment to those providing authentic branding, engaging web presence, and creative placemaking
Our VISION – A thriving, connected, and sustainable economy that lifts all Everett residents

Our METHOD – Guide regional economic forces using city assets, processes, and tools to accomplish our four focused goals

1. **Downtown Everett reaches new prominence** as thousands of residents and dozens of businesses join those who already make downtown home

2. **The Westmont-Holly-Evergreen-Boeing (WHEB) Triangle** maps an economic development course to capitalize on its unique opportunities and distinctive community assets

3. **Placemaking drives cultural transformation** through engaging digital messaging, thriving art and food scenes, robust tourism, and growing participation by residents from all parts of the city

4. **The economy is propelled forward** by industry and institutional leaders and by investment in transformative infrastructure and properties

Our PROGRESS – Annually track benchmarks to gauge our effectiveness

- Assessed property value of new construction
- Population, household income, per capita spending, and cost of living
- Housing quantity and affordability
- Residential and commercial rents and sales pricing
- Event attendance, venue offerings, and tourism spending
- Industry cluster growth
- Transformative property and infrastructure development
DESCRIPTION SUMMARY:

Ordinance 1183-85 provides for a formal permit process by organizations requesting permission to hold events on Silver Lake. A public hearing before the Park Commission is part of this permit process. A recommendation is sent to City Council for final approval.

The Seattle Outboard Association has applied for a permit to hold its 2019 Boating Regatta on Silver Lake on Saturday, June 1st from 7am to 6:30pm. Park staff requests that the Commission set a Public Hearing on March 12, 2019.

The alternatives available for the Park Commissioners are as follows:

1. Approve the request.

2. Deny the request.

RECOMMENDATION

Set a Public Hearing at the Park Commission meeting on March 13, 2018 for the purpose of accepting public comment regarding the Seattle Outboard Association's application for request for use of Silver Lake on June 1, 2019.
DESCRIPTION SUMMARY:
On an annual basis, board members and management staff review the current rules of procedure for potential changes. The rules are adopted by the board on an annual basis.

The attached rules of procedure were reviewed during the January 8, 2019 board meeting. No changes were recommended. Attached are the 2019 Rules of Procedure. Board members will be asked to sign the signature page during the Board meeting.

RECOMMENDATION
Adopt 2019's rules of procedure.
Rules of Procedure 2019
City of Everett Board of Park Commissioners

The City of Everett Charter identifies in Article V Section 5 the establishment of the Advisory Board. Ordinance 2924-06 establishes position terms.

The Rules of Procedure are intended to codify meeting details such as length, day/time, agenda, conduct and responsibilities.

<table>
<thead>
<tr>
<th>Number</th>
<th>Rule of Procedure</th>
<th>Rationale</th>
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<tbody>
<tr>
<td>1.0</td>
<td><strong>Meeting Length</strong></td>
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<td>1.1</td>
<td>The length of board meetings and workshops shall not exceed two hours unless the board approves an extension past two hours.</td>
<td>Research demonstrates that the productivity of attendees tends to rapidly diminish after meeting for two consecutive hours.</td>
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<td>1.2</td>
<td>The length of special board meetings and retreats will be jointly determined by the Perks and Recreation Department Director (&quot;Director&quot;) and the Board of Park Commissioners' Chair (&quot;Chair&quot;).</td>
<td>This provides the necessary flexibility based upon the timing of projects and issues that need to be discussed prior to actions that may be taken by the board.</td>
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<p>| 2.0    | <strong>Meeting Day, Time and Location</strong>                                               |                                                                                                |
| 2.1    | The regular meeting of the board shall be the second Tuesday of each month at 6:00 PM. The Director and Chair will jointly determine if a regular meeting will be canceled. All meetings of the board are open to the public. | The second Tuesday has been the traditional day for the regular meeting. |
| 2.2    | Workshops, if scheduled, shall be held on the fourth Tuesday of a month unless otherwise agreed in advance by a vote of the board. All workshops of the board are open to the public. | Provides consistency of a meeting date, regardless of the type of meeting. |
| 2.3    | Special meetings may be called by the Director, in consultation with the Chair, if a formal action is required of the board and the action must be taken prior to the next regularly scheduled board meeting. Public notice will be provided in advance of special meetings. | On the rare occasion there may be a need to have a special meeting for an item that is unanticipated and cannot wait until the next regularly scheduled meeting. |
| 2.4    | Regular meetings and workshops (if scheduled) will have a standard meeting time for each calendar year. The meeting time will be decided at the regular meeting in October for the subsequent year. | This gives the board flexibility to balance a variety of factors that can affect attendance. |
| 2.5 | All meetings and workshops shall be held at the same location throughout the year at a Parks and Recreation facility unless otherwise agreed to by the Director and Chair, and posted in the city's official newspaper, on the City's website and Facebook page at least one week in advance of the meeting date. The meeting location will be decided at the regular meeting in October for the subsequent year. | This gives the board the ability to move its meetings and workshops around the community on an annual basis and also allows for a different location to have a meeting and/or workshop due to a special circumstance. |
| 2.6 | A board retreat may be held once per year at a Parks and Recreation facility. The decision to hold a retreat will be made at a regular meeting at least three months prior to a retreat. | A retreat provides board members an opportunity to discuss issues in a more in depth level of detail, if desired. |
| 2.7 | When a regular meeting or workshop falls on a holiday or specially recognized day of celebration (though not an official holiday), the Director and Chair shall jointly determine if the regular meeting or workshop will be canceled or re-scheduled. | Necessary because occasionally, a conflict will occur. |
| <strong>3.0 Meeting Agenda</strong> | | |
| 3.1 | All regular meetings, workshops, special meetings and retreats shall have an agenda prepared by the Director to guide board member and staff discussion. The agenda shall be distributed to board members no later than three business days before regular meetings and workshops. Agenda for special board meetings shall be distributed no later than one business day before said meeting. A retreat agenda shall be distributed no later than five business days before said retreat. | This helps to ensure that discussion is focused and that the intent of meetings, workshops, special meetings and retreats is accomplished. |
| 3.2 | The Chair has the authority to alter the order of the agenda prior to adoption of the meeting agenda by the Board. | Provides the needed flexibility to account for any issue. |
| 3.3 | Regular meeting agenda shall include, at the minimum, the following in the order stated: 1) roll call of members; 2) acceptance of minutes from the previous meeting; 3) acceptance of | This order closely aligns with the order of the city council meetings. An opportunity is also provided to more fully discuss board member initiated ideas, observations and/or concerns as part of |</p>
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<td>minutes from a workshop that falls between the current and immediate past regular meeting; 4) adoption of the meeting agenda; 5) board member comments; 6) director comments; 7) city council liaison report; 8) public comment on any item not on the agenda; 9) board action items (adoption, public hearings and/or recommendation to city council); 10) discussion items; 11) information items; 12) new business as time allows and as allowed by the Chair; and 13) adjournment. Under board member comments, members may include requests to have an item placed under new business to allow an appropriate amount of time to initiate discussion, including a request to place items on an agenda at a future meeting. The only planned exception to the agenda is when a public hearing/public forum is scheduled at the meeting. If scheduled, the public hearing will constitute the second item on the agenda.</td>
<td>the new business section without necessarily needing to speak to these types of items under their board member comment’s section. Additionally, the time between workshops can be long. In order to minimize the possibility of “not remembering” most discussion details, approval of workshop minutes at the next regularly scheduled meeting helps to mitigate this issue. There are usually several meetings during the year where a public hearing or public forum is scheduled as part of the Board meeting. In this case, placing hearings/forums as the second agenda item allows staff to advertise a specific time to the public when the hearings/forums will begin.</td>
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<td>3.4</td>
<td>Special meeting agenda shall only include action items (adoption and/or recommendation to city council). No other item is discussed.</td>
<td>By its nature a special meeting is for a more narrow purpose than a regular meeting.</td>
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<td>3.5</td>
<td>Workshop agenda shall only include items for discussion. These items are of a nature that extended discussion by board members may be necessary. Items for discussion at workshops would typically precede an action by the board. The Chair shall determine if public comment will be allowed during workshops.</td>
<td>Typically, policy items and comprehensive plan processes affecting staff work priorities are the types of items that would usually be scheduled.</td>
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<td>3.6</td>
<td>Retreat agenda will be jointly developed by the Director and Chair in consultation with all board members.</td>
<td>Issues may vary from year to year. Potential retreat topics may be suggested from board members for consideration and discussion prior to agenda finalization.</td>
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<tr>
<td>4.0</td>
<td><strong>Meeting Conduct</strong></td>
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<td>4.1</td>
<td>In all practical cases, Robert's Rules of Order will govern the conduct of meetings, special meetings, workshops and retreats.</td>
<td>This is to help ensure fairness and protection of speech by all board members.</td>
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<td>4.2</td>
<td>Acceptance of minutes and board actions (adoptions, public hearing closure and recommendations to city council) require motions (first and second) and a quorum. A quorum consists of a simple majority present based on the total number of appointed positions. A quorum shall be four (4) members based upon six (6) or seven (7) appointed positions. A quorum shall be three (3) based on four (4) or five (5) members appointed. Actions shall be determined by a simple majority vote of the members present. Voting shall be by voice unless a board member requests a roll call vote.</td>
<td>Motions apply to formal board activity. All other activity involves discussion and consensus.</td>
</tr>
<tr>
<td>4.3</td>
<td>Board member, city council liaison and general public comments are limited to three (3) minutes each unless otherwise approved, in advance of the meeting, by the Chair. Discussion items shall not exceed 25 minutes in length (including board questions/comments unless otherwise arranged ahead of time between the Director and Chair. Information items shall not exceed 15 minutes in length unless otherwise arranged ahead of time between the Director and Chair.</td>
<td>This is to help ensure that the gist of the comment is identified and discussion/information items are concisely presented to help ensure that the agenda is followed in the time available.</td>
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<td>4.4</td>
<td>Discussion of any issue not on the agenda and brought up under board member comments, may be further discussed under new business as time allows. The issues can then be scheduled for further board consideration at a future meeting (see 3.3 above).</td>
<td>This is to help ensure that the rules of procedure framework is utilized in a manner to promote appropriate discussion based on the application of standard meeting protocols. It also allows, as time is available, for additional discussion prior to a potential scheduling of issues at future board meetings.</td>
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<tr>
<td>Section</td>
<td>Description</td>
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<td>4.5</td>
<td>It is the responsibility of board members to take the initiative to comment on agenda items. The Chair will conclude agenda items prior to board action and/or direction by offering an opportunity for “final” comments through a general appeal to board members.</td>
<td>This is to both ensure that discussion is not prematurely “closed” and that individual board members are not required to speak on an issue if they desire to remain silent.</td>
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<td>4.6</td>
<td>The public can speak on any item not on the agenda as the eighth agenda item (see 3.3 above). The public will also have the opportunity to speak on any item on the agenda after staff presentation and prior to board discussion. Each member of the public is also limited to three minutes.</td>
<td>This follows city council meeting protocol.</td>
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<td>4.7</td>
<td>The Parks and Recreation Department shall keep minutes of all regular meetings, special meetings, workshops and retreats, including actions of the board, all of which shall be housed in the Parks and Recreation Department. Minutes are public records and subject to public disclosure. The minutes are designed to capture the essence of dialogue and are not meant to be a verbatim summary of remarks.</td>
<td>Specifies in writing what is today’s common practice.</td>
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<td>4.8</td>
<td>All board members, staff and guests are expected to comport themselves with respect and collegiality.</td>
<td>Proper etiquette is to be exercised as a requirement of participation.</td>
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<tr>
<td>5.0</td>
<td><strong>General Meeting Responsibilities</strong></td>
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<td>5.1</td>
<td>Each board member commits to read agendas and agenda packet materials prior to the start of a meeting, special meeting, workshop and/or retreat.</td>
<td>Board members cannot discharge their responsibility without reading, absorbing and thinking about the material prior to discussion and/or action.</td>
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<td>5.2</td>
<td>During discussions, the Chair “officiates” (i.e. facilitates) the meeting. In this role, the Chair progresses the meeting through the agenda, recognizes all speakers, including board members, extends and/or limits discussion and helps to ensure that, where practical, Roberts rules of order are followed. If an agenda item is likely to require additional time that may impede the likelihood of addressing all agenda</td>
<td>The chair is in the position to promote the conduct of a meeting that is smoothly run. Occasionally, it is not possible to conclude discussion and/or take action as planned. In these cases, it is appropriate for board members to discuss how they wish to proceed, in light of any constraints as may be identified by the Chair and/or Director.</td>
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<td>5.3</td>
<td>The Chair may also 1) appoint ad hoc committees as needed; and 2) select a member to chair any meeting that the Chair and Vice Chair cannot attend. The Vice Chair is to serve as Chair in the event that the Chair is unable to do so.</td>
<td>Provides additional clarity regarding procedure.</td>
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<td>5.4</td>
<td>The Chair will restate all motions to help ensure that board members understand the intent of the motion.</td>
<td>Avoids a situation when someone might say he/she didn’t realize what was associated with the vote.</td>
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<td>5.5</td>
<td>Board members commit to frame discussion around the department’s vision, mission, the magnitude of benefits, costs and cost savings as a guiding principle. The principal board role is related to policy advice as opposed to administration or “how” to implement policies and/or programs/facilities.</td>
<td>This commitment is to reinforce the notion that there is a balance between the extent of benefits received and the resources needed to extend the benefit. It is also to clearly define “policy advocacy” from “administration.”</td>
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<td>5.6</td>
<td>Board members who wish to schedule a discussion of a specific issue will request that the Chair work with the Director to place the issue on an upcoming agenda.</td>
<td>This is to prevent a meeting from veering off the agenda which is not fair to anyone in attendance.</td>
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<td>5.7</td>
<td>Suggestions, ideas and initiatives that are introduced at a meeting where the board members are hearing it for the first time or have not been included in an agenda packet for review will not result in any type of board action and/or commitment at the meeting where first introduced.</td>
<td>No one should be placed on the spot and forced to indicate a position or comment on the worthiness of a proposal without having the opportunity to think about a suggestion, idea or initiative outside of a meeting.</td>
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<td>5.8</td>
<td>Board members commit to analyzing staff proposals, asking questions and helping to ensure that they are well thought out and balance benefits with costs. Questions are encouraged by board members during staff and/or consultant presentations in all practical cases.</td>
<td>This is a fundamental responsibility. Most presentations also are structured to have questions asked throughout the presentations.</td>
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<td>5.9</td>
<td>In discussing issues, board members and staff are asked to respond to comments as opposed to react to comments. In doing so, referring to individuals is strongly discouraged. The reference needs to be the comment.</td>
<td>Responding to comments is a result of expressing an opinion and/or perspective. Reacting is generally a rebuttal and defensive in nature.</td>
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| 6.0 | **Meeting Attendance** |  |
| 6.1 | Board members commit to respond to the Board’s administrative liaison by 5:00 p.m. the day before a meeting, workshop, or special meeting if they cannot attend. | This helps to ensure that the Director and Chair are aware if agenda items need to be revised and that the proper meeting supplies are prepared in advance, thereby avoiding unnecessary expense. |
| 6.2 | Board members commit to attending a minimum of 75% of the total of all regularly scheduled meetings, workshops, special meetings and retreats during a rolling 12 month period. | This is generally the minimum percentage to help ensure continuity of discussion and minimize the probability of board and staff time being devoted to reviewing material previously discussed and/or acted upon by the board. |
| 6.3 | In addition to the requirement of 6.3 above, board members commit to not missing more than three consecutive board meetings, in any combination of sequence of regular meetings, workshops, special meetings or retreats. | This helps to prevent significant knowledge gaps from developing which could hinder board member activities, discussions and/or actions. |
| 6.4 | Board members, whose attendance does not conform to the requirements of section 6.3 or 6.4 above, and after taking into account any unique circumstances that may affect attendance based on discussion between the member and the Director and Chair, may be recommended to the Mayor for removal from the board by formal action of the board at a regular meeting. | This is to help ensure that the probability is maximized that there will be full board member attendance. |

<p>| 7.0 | <strong>Officers</strong> |  |
| 7.1 | The board shall have two officers, a Chair and Vice Chair, to be elected from the members of the board. | Positions are necessary to conduct the meeting. |</p>
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<td><strong>7.2</strong></td>
<td>The election of the officers shall take place annually in the month of December. The term of office shall run until the next subsequent election.</td>
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<td><strong>7.3</strong></td>
<td>In the event of a vacancy of any officer position during the term of office, the board shall elect a successor from its membership.</td>
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Approved this 12th day of February, 2019

Michael Yates, Chair

Linda War Bonnet, Vice Chair

Pamela Gerla

Sergiy Ryzhonkov

Tom Norcott

Megan Burger
CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>Adoption</th>
<th>Recommendation</th>
<th>Discussion</th>
<th>Information</th>
<th>Other</th>
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<tbody>
<tr>
<td>Everett Parks and Community Services Golf Fee Adjustment Recommendation</td>
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</tr>
<tr>
<td>Staff</td>
<td>Kimberly Shelton</td>
<td>Phone</td>
<td>425-257-8305</td>
<td>Date</td>
<td>February 12, 2019</td>
</tr>
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DESCRIPTION SUMMARY:
At the January 8, 2019 Park Board meeting, Commissioners were notified of staff’s intent to hold public forums for proposed golf fee revisions effective March 1, 2019. Public forums were held on January 22nd and January 24th, 2019. One additional public forum will be held at the Park Board meeting on Tuesday February 12, 2019. The public forums were advertised in The Daily Herald, on the city’s website, at the golf courses and a notification was sent via the Cities “notify me” system.

There was one attendee at the forum held on January 22nd and three attendees at the forum held on January 24th. The golfer in attendance at the January 22nd forum had questions about the future of golf at Walter Hall, but had no pricing concerns. The golfers that attended the forum on January 24th were pleased with the proposed prices and had questions about the range of pricing they may see once dynamic pricing is implemented. Beyond the referenced rates, staff will continue to have the authority to discount golf rates at Legion Golf Course until the entire course is deemed fit to reopen all holes after the storm water detention pool project that spanned the majority of the golf season last year. We also heard from one citizen via email about his concerns with the current aeration schedule and equipment. This email was forwarded onto appropriate staff to respond.

Staff does not anticipate recommending any change to the proposed fee modifications presented at the January 8, 2019 Park Board meeting.

A copy of the attached PowerPoint presentation will be shown during the public forum.

RECOMMENDATION
Board recommend to staff the proposed golf fee modifications become effective on March 1, 2019.
City of Everett Parks & Recreation
2019 Golf Fees

Presented to City of Everett
Board of Park Commissioners
Date: 02-12-19

Introduction to 2019 Pricing Plan

Overall Goal
- Maintain a competitive and reasonable pricing structure to keep accessible and affordable golf viable for the Everett golfer

Competitive Position
- Everett’s attributes (Location, courses, price)
- Relationship to competitors (Same)

Pricing Strategy
- Price to our competition and create a value position
- Optimize play with pricing appropriate to our perceived value
- Establish dynamic pricing model to optimize revenue/rounds

Dynamic Pricing Model

Model
- Creates prices based on "occupancy"
- Similar to airline and hotel industry
- Used to both increase and discount rounds based on demand

Benefits
- Fills the needs of both time and cost conscious golfers creating a win/win for the customer and course
- Local leagues still receive staff/reference rates
- Results may enhance revenues
Historical Pricing
Legion Memorial - Regular Green Fees
November - February

Historical Pricing
Walter Hall - Regular Green Fees
November - February

Golf Rates – 2018/2019

<table>
<thead>
<tr>
<th>Peak</th>
<th>2018 Rate</th>
<th>2019 Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekend Legion Memorial Adult</td>
<td>$27.50</td>
<td>$39.00</td>
</tr>
<tr>
<td>Weekend Walter E. Hall Adult</td>
<td>$35.50</td>
<td>$37.00</td>
</tr>
<tr>
<td>Weekday Legion Memorial Adult</td>
<td>$33.00</td>
<td>$36.00</td>
</tr>
<tr>
<td>Weekday Walter E. Hall Adult</td>
<td>$31.00</td>
<td>$33.00</td>
</tr>
<tr>
<td>Weekday Legion Memorial Senior</td>
<td>$16.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Weekday Walter E. Hall Senior</td>
<td>$14.00</td>
<td>$25.00</td>
</tr>
</tbody>
</table>
The End
CITY OF EVERETT
BOARD OF PARK COMMISSIONERS
AGENDA ITEM COVER SHEET

TITLE:
Tree Committee Discussion
☐ Adoption
☐ Recommendation
☒ Discussion
☐ Information
☐ Other

Staff
Bob Leonard
Phone
425-257-8335
Date
February 12, 2019

DESCRIPTION SUMMARY:

Parks Staff will lead a follow-up discussion from last meeting specific to the Board of Park Commissioners acting in a dual role as Tree Committee members.

An overview of the Tree Committee's roles and responsibilities, a summary of agenda items the Commissioners might expect to see on future Park Board / Tree Committee agendas and input specific to scheduling and outcomes related to a proposed March retreat for a "deeper dive" into the Tree Ordinance and Policy will be discussed.

RECOMMENDATION

Provide input
Tree Committee
Continued Discussion

2/12/19

Background

- Ordinance / Tree Policy from early 1990's
- Specificity about Committee Make-Up
- Intentions in the 1990’s

Challenges

- Challenges
  - Duplication: Tree Committee and Park Board
  - Recruiting and Retaining Members
  - Staff Resources to Support Two Similar Boards

Role as Tree Committee Members

- Periodic Data Review and Input
- Time Sensitive Info/Recommendations
- Work To Come
  - In Progress
  - Anticipated New Work

March Retreat

- Date/Time
  - (Could be the March Board meeting?)
- Proposed Agenda