



AGENDA

SHORELINE CITY COUNCIL WORKSHOP DINNER MEETING

Monday, April 8, 2019
5:45 p.m.

Conference Room 303 · Shoreline City Hall
17500 Midvale Avenue North

PARK FOUNDATIONS

Thatcher Bailey, President and CEO, Seattle Parks Foundation

Allegra Calder, Board Chair, Seattle Parks Foundation

Lynn Zwaagstra, Parks & Community Services Director, City of Kirkland

Sally Otten, Executive Director, Kirkland Parks Foundation

1. **CALL TO ORDER** 5:45 p.m.
2. **DISCUSSION ON THE ESTABLISHMENT, OPERATIONS AND EXPECTATIONS OF A POTENTIAL PARKS FOUNDATION FOR SHORELINE**
3. **ADJOURNMENT** 6:45 p.m.

The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2231 in advance for more information. For TTY service, call 546-0457. For up-to-date information on future agendas, call 801-2230 or see the web page at www.shorelinewa.gov. Council meetings are shown on Comcast Cable Services Channel 21 and Verizon Cable Services Channel 37 on Tuesdays at 12 noon and 8 p.m., and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m. Online Council meetings can also be viewed on the City's Web site at <http://www.shorelinewa.gov/government/council-meetings>.



Memorandum

DATE: April 8, 2019

TO: Shoreline City Council

FROM: Eric Friedli, PRCS Director

RE: Dinner Meeting: Discussion about Creation of a Shoreline Parks Foundation

Tonight, Council will have the opportunity to hear from:

- Thatcher Bailey, President and CEO, Seattle Parks Foundation
- Allegra Calder, Board Chair, Seattle Parks Foundation
- Sally Otten, Executive Director, Kirkland Parks Foundation
- Lynn Zwaagstra, Director, Kirkland Parks and Community Services Department

Additional information about these individuals and the Seattle and Kirkland Parks Foundation is below.

This discussion is intended to stimulate ideas and provide background about the establishment, operations and expectations for a potential Parks Foundation for Shoreline.

Background

The City Council established “Explore establishment of a Shoreline Parks Foundation” as a 2019-2021 Action Step under its Council Goal #2: Continue to deliver highly-valued public services through management of the City’s infrastructure and stewardship of the natural environment.

The idea of a park’s foundation has been discussed more frequently as the City contemplates the funding necessary to implement the Action Initiatives in the PROS Plan 2017-2023.

Seattle Parks Foundation

Everyone in Seattle should feel connected to safe and beautiful green spaces and have easy access to recreational opportunities that meet their needs and the

needs of a growing and changing population. (Seattle Parks Foundation Vision Statement). <https://www.seattleparksfoundation.org/about-us/>.

Conceived as a nonprofit partner for Seattle Parks and Recreation, Seattle Parks Foundation (SPF) was founded as an independent nonprofit in 2000. Its first endeavors included supporting the acquisition and development of Lake People (Xacua'bs) Park near Columbia City, the restoration of Schurman Rock at Camp Long in West Seattle, field and play area enhancements at Maple Elementary School on Beacon Hill, and early planning for Lake Union Park. Since then, donors have contributed \$54 million through SPF to support more than 200 community-led park projects spanning almost every neighborhood in the city.

The organization currently serves as fiscal sponsor for 84 community groups, providing tax-exempt status and a suite of accounting, insurance, fundraising, communications, and advocacy services. SPF also manages capital campaigns, large-scale community park planning, and civic-scale parks and public space advocacy initiatives. Finally, SPF oversees restricted and general-purpose funds, including endowments, for donors who want to make long-term and legacy investments in Seattle's parks and public space system.

Thatcher Bailey, President and CEO

Since 2010, Thatcher has led planning, major fundraising, and advocacy initiatives for Seattle Parks Foundation. He has founded or served as leader and board chair of several other Seattle-area nonprofits, including organizations focused on public space, health, arts and culture, and community philanthropy.

Allegra Calder, Board Chair and Principal, BERK Consulting

Allegra has been on the Board of the Seattle Park Foundation since 2014 and has been Board Chair since 2018. Allegra is active in many civic initiatives professionally and as a volunteer. She is a member of the Citizen Oversight Committee for the King County Parks Levy and Chairs the Seattle Downtown Residents Council.

Kirkland Parks Foundation

The Kirkland Parks Foundation works with the community to conceptualize, plan, fund and implement park improvements and activities that enhance the quality of life for the citizens of Kirkland (Kirkland Parks Foundation Mission Statement). <https://www.kirklandparksfoundation.org/>.

It was born, built on a crowd funding platform with the goal of giving the citizens in Kirkland a vehicle through which they can conceptualize, plan, fund and implement projects in our parks that are beyond the scope of the good work the Kirkland Park Department already does. The Kirkland Parks Foundation is essentially a start-up and a 501(c)(3) that was formed in the

spring of 2015. We are a 100% volunteer effort and all donations it receives – whether designated for a specific project or unrestricted – are fully tax-deductible.

KPF works in conjunction, but separately from the Kirkland Parks Department, the KPF enables citizens and groups in the community to enhance our parks and therefore the quality of life in Kirkland.

Sally Otten, Executive Director

Sally is the founding Executive Director of the KPF. Since 2015, Sally has led the development of the foundation and led its eight-person Board. Sally has a broad range of experience in a variety of areas including finance, marketing, fundraising, operations, start-ups, etc.

Lynn Zwaagstra, Director, Kirkland Parks and Community Services Department

Lynn has been the Director of Kirkland’s Parks and Community Services Department since 2016. Lynn led recreation departments in Arizona, Colorado and at military bases prior to moving to Kirkland. Kirkland Parks department maintains over 550 acres of park land and open space and employs approximately 50 permanent staff.

Possible Discussion Questions

1. What role did Kirkland and Seattle Parks staff play in establishment of the Foundation?
2. What’s the relationship between the City and the Foundation like now? Is there a written agreement?
3. How are projects selected for financial support? What is the magnitude of the typical project? How much money is raised annually?
4. Are funds raised for outdoor parks projects or is funding also raised for facilities such as pools or community centers?
5. What’s the biggest challenge faced by the Foundation?
6. What would you do differently?