

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

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

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Deputy Mayor McConnell, Councilmembers Chang, McGlashan, Roberts, Robertson, and Scully

ABSENT: Mayor Hall

STAFF: Debbie Tarry, City Manager; Eric Friedli, Parks, Recreation, and Cultural Services Director; and Allison Taylor, Deputy City Clerk

GUESTS: Seattle Park Foundation: Thatcher Bailey, President and CEO and Allegra Calder, Board President
City of Kirkland: Lynn Zwaagstra, Parks & Community Services Director
Kirkland Park Foundation: Sally Otten, Executive Director

At 5:47 p.m., the meeting was called to order by Deputy Mayor McConnell, who welcomed the guests from Seattle and Kirkland. Eric Friedli, Parks, Recreation, and Cultural Services Director; explained that the goal of the conversation for the evening was for the City Council to gain a common understanding of Parks Foundations as the City researches ways to create philanthropic opportunities for funding Parks projects.

Thatcher Bailey, President and Chief Executive Officer of the Seattle Park Foundation, reviewed the process the twenty-year-old Park Foundation followed to initially build on identified emerging conservancy efforts. He shared observations on establishing an identity and cultivating a relationship with the City and said there is enormous value in how a Foundation can engage community members.

Sally Otten, Executive Director of the four-year-old Kirkland Park Foundation, offered that her Foundation did not employ a consultant for their initial feasibility studies, saying that technology allowed them to enable and mobilize their community. She shared her early realization that donors were interested in funding specific projects, rather than contributing to a general fund. Ms. Otten gave examples of some of her Foundation's initial projects and corporate connections and described their use of crowdfunding.

The ways in which both organizations gauge community interest and keep donors engaged and committed to the broad, flexible mission of their Foundations were discussed, as was the appeal of offering opportunities for legacy gifts in the forms of planned giving and estate planning.

Lynn Zwaagstra, Parks and Community Services Director for the City of Kirkland, described the City's role and growing teamwork with the Kirkland Park Foundation. She shared examples of collaboration between the two entities and the ways in which she has been able augment projects because of the support of the Foundation. It was expressed that a foundation increases constituency connections, bridges stakeholders, and creates new networks.

The evolutionary path of the growth of Foundations were discussed and the makeup, roles and contributions of foundation boards were listed. Ms. Otten gave advice on identifying partners and establishing confidence within the community, and Mr. Bailey impressed upon Council the importance of having community leaders who are strategic thinkers.

Deputy Mayor McConnell thanked the visitors for sharing their time and expertise.

At 6:44 p.m. the meeting adjourned.

Allison Taylor, Deputy City Clerk