

**METROPOLITAN PARK DISTRICT
OF TACOMA**



AGENDA

**APRIL 8, 2019
6:00 P.M.
METRO PARKS HEADQUARTERS
4702 S 19TH ST.
TACOMA, WA 98405**

**MEETINGS ARE RECORDED AND MAY BE HEARD AT THE
PARK DISTRICT OFFICES UPON REQUEST**

COMMISSIONERS

**AARON POINTER, PRESIDENT
TIM REID, CLERK
ANDREA SMITH
ERIK HANBERG
JESSIE BAINES, JR.**

5:30 P.M. **STUDY SESSION** WILDLIFE CHAMPIONS PROGRAM

6:00 P.M. **CALL TO ORDER**

ROLL CALL

FLAG SALUTE

SPECIAL PRESENTATIONS

TACOMA ECONOMIC DEVELOPMENT BOARD EXCELLENT 10 AWARDS

PRESIDENT'S REPORT

STANDING COMMITTEE & COMMISSION REPORTS

EXECUTIVE DIRECTOR'S REPORT

REGULAR MEETING

CITIZEN COMMENTS



MINUTES

(5-10) MINUTES OF THE MARCH 25, 2019 REGULAR BOARD MEETING

CONSENT AGENDA

(11-12) **RESOLUTION NO. C28-19**: APPROVAL OF WARRANTS CLAIM FUND FOR MARCH 2019
(Contact: Erwin Vidallon, Chief Financial Officer)

REGULAR AGENDA

PURCHASING RESOLUTIONS

(Requiring one reading for adoption)

- (13-19) **RESOLUTION NO. P29-19**: APPROVAL OF PURCHASE OF GOODS AND SERVICE FOR METRO PARKS TACOMA
1. MERLINO MEDIA GROUP FOR MEDIA BUYING SERVICES IN AN AMOUNT NOT TO EXCEED \$695,000 FOR 2019
(Contact: Alan Varsik, Director of Zoological & Environmental Education)
 2. LAMAR ADVERTISING FOR BILLBOARD AND TRANIST ADVERTISING IN AN AMOUNT NOT TO EXCEED \$120,000 FOR 2019
(Contact: Alan Varsik, Director of Zoological & Environmental Education)
 3. KAMMIE MCARTHUR /ANDY NORDFORS FOR CREATIVE SERVICES/ADVERTISING CAMPAIGNS IN AN AMOUNT NOT TO EXCEED \$65,000 FOR 2019
(Contact: Alan Varsik, Director of Zoological & Environmental Education)

PUBLIC WORKS PURCHASING RESOLUTIONS

(Requiring one reading for adoption)

SINGLE READING RESOLUTIONS

(Requiring one reading for adoption)

SECOND READING RESOLUTIONS

(Requiring two readings for adoption)

FIRST READINGS:

(Requiring two readings for adoption)

UNFINISHED BUSINESS

NEW BUSINESS

BOARD COMMENTS

ADJOURNMENT

April 10, 2019	Capital Improvement Committee	5:00 PM	Park Headquarters
April 15, 2019	Committee of the Whole	5:30 PM	Park Headquarters
April 22, 2019	Regular Park Board Meeting	6:00 PM	Park Headquarters
April 24, 2019	Capital Improvement Meeting	5:00 PM	Park Headquarters

* Committee Meetings are subject to change - please check the Metro Parks Website, www.metroparkstacoma.org for the most up to date meeting schedules.





**MINUTES OF REGULAR MEETING
BOARD OF PARK COMMISSIONERS
March 25, 2019**

PRESENT: Aaron Pointer, President
Tim Reid, Clerk
Andrea Smith
Erik Hanberg

EXCUSED: Jessie Baines

IN THE CHAIR: Aaron Pointer

PLACE: 4702 South 19th Street

FLAG SALUTE: Commissioner Pointer

STUDY SESSION

Quarterly Capital Update

Debbie Terwilleger commented there were over 60 active projects starting in January. Erwin Vidallon gave a financial overview related to the projects. Quarterly spending graphs were reviewed. The Board was reminded of the two year capital budget that was approved during the budget approval in December. Mr. Vidallon noted that spending to date January through March 2019 was \$730,000 with a remaining balance of \$27M for 2019. Staff commented that \$250,000 is currently budgeted in the biennium for land acquisition. A graphic illustrating expenditures to date by funding source was reviewed by staff. Commissioner Pointer inquired about leveraged funds, staff commented leveraged funds is about \$4.3M.

Marty Stump then reviewed projects in progress. Mr. Stump then showed a list of the planned 2019-20 projects. He commented this will include approximately 60 projects. Mr. Stump noted that there have been some changes in staff with project manager vacancies. It was noted that project management moving forward will include MPT project management staff as well as contracted project management staff. Mr. Stump commented on completed projects including Eastside Community Center, Zoo Picnic Shelter, Aquarium, Seawater Supply Building, Bear Fence, Browns Point Accessibility, Charlotte's Blueberry Park Community Garden, Conservatory Restrooms, & Boat Elevator.

Mr. Stump then reviewed the projects in progress including Water Front Phase 1, Bald Eagle Exhibit, Titlow Lodge Garage, and Manitou Park vehicles barriers.

Staff then made note of projects in design phase include Norpoint roof, Loop Trail at Point Defiance, Owen Beach Improvements, Restroom Projects on the waterfront, Meadow Park Bridge, Swan Creek Phase 2. There was brief Board dialogue with staff about Swan Creek and the future amenities that citizens have advocated for including skate boarding, pump tracks and concerns about trails being located behind homes in the area. Other parks in design mentioned by Mr. Stump include Melanie's Park, Waterway Park both at the Foss, Dickman

that but Swan Creek could be a park to consider that sort of activity in the future. Mr. Stump indicated that Ruston Way Visioning Plan consultant work is expected to be completed in about two months.

Debbie Terwilleger then spoke about the close out of the major three projects. The Aquarium is very close to being closed out, and anticipated final acceptance should occur later in 2019. For Eastside Community Center, warranty work is underway, QUALICB funding does require some additional steps to be incorporated into the close out. With Waterfront Phase 1 there are some areas that are open to the public at this point and other are still in the punch list phase. There are still issues in Lot A related to an easement. Ms. Terwilleger stated that should mediation be required for this project there will likely be future executive sessions to inform the Board of the process involved. Anticipated schedule for opening is a soft opening by Memorial Day for Dune Peninsula. In addition, a soft opening for Wilson Way could happen by mid summer with a grand opening in September.

Commissioner Hanberg commented that he would like earlier Board involvement during scoping of park planning. Ms. Terwilleger and Shon Sylvia commented that there are some opportunities to improve this with the Board moving forward including the level of service plan.

REGULAR MEETING

The regular meeting of the Metropolitan Park District Board of Park Commissioners was called to order by Commissioner Pointer at 6:00p.m.

Commissioner Hanberg moved to excuse Commissioner Baines, seconded by Commissioner Smith and approved on a vote of 3-1 (Commissioner Pointer abstaining).

SPECIAL PRESENTATIONS

FORT NISQUALLY ACCREDITATION

Phedra Redifer and Jim Lauderdale recognized staff and supporters for their work and commitment on the recent Museum Accreditation.

Shon Sylvia thanked the Fort staff and volunteers for their leadership.

PARKS APPRECIATION DAY PROCLAMATION

Richard Madison commented that this is the 18th year of the event being held on April 27th. He highlighted other park clean up volunteer events during the month of April.

President Pointer read the official proclamation declaring April 27th at Parks Appreciation Day. President Pointer suggested getting more schools involved in the event.

GOVERNMENT FINANCE OFFICERS ASSOCIATION AWARD

Erwin Vidallon commented that the District has received the Award of Excellence for Financial Reporting. Finance staff was recognized and congratulated for their work on the CAFR.

PRESIDENTS REPORT None

STANDING COMMITTEE AND COUNCIL REPORTS

Commissioner Hanberg commented that he toured NW Trek with Congress Woman Kim Shrier last Sunday.

Arts and Heritage Advisory Council

Commissioner Smith commented that the council met with Coleman and Associates and learned

Commissioner Reid commented that he attend the last Titlow Park Master Plan Meeting. He noted it was well attended.

Commissioner Smith met with the Tacoma Education Association and spoke about their concerns related to parks including the elementary sports program.

EXECUTIVE DIRECTOR'S REPORT

Executive Director, Shon Sylvia commented on the following:

- Park Ranger Program after hours program was sold out on March 13th; April 19th is the next event, *Slugs and Mugs*.
- MPT Job Fair at the STAR Center on March 26th for seasonal and part-time employment.
- Melanie's Park funding and Titlow Lagoon funding are now being moved to the senate for consideration at the State level. Joe Brady commented that if the District is successful in getting the funding for Titlow, there will be work that needs to be discussed with BNSF.

CITIZEN COMMENTS NONE

MINUTES OF THE MARCH 11, 2019 REGULAR BOARD MEETING

Commissioner Hanberg moved to adopt the minutes as presented; seconded by Commissioner Reid and passed on a vote of 4-0 (Commissioner Baines being excused).

CONSENT AGENDA

RESOLUTION NO. C26-19: APPOINTING MEMBER TO THE BUSINESS & RESPONSIVE AGENCY ADVISORY COUNCIL

Commissioner Hanberg moved to adopt the consent agenda as presented; seconded by Commissioner Reid and passed on a vote of 4-0 (Commissioner Baines being excused).

The new member was thanked for her volunteer time to assist and improve the District.

PURCHASING RESOLUTIONS NONE

PUBLIC WORKS PURCHASING RESOLUTIONS

RESOLUTION NO. PW27-19: NW TREK BALD EAGLE EXHIBIT CONSTRUCTION BID #J2019-06 CONTRACT AWARD TO WILDWOOD CARPENTARY, LLC.

Commissioner Hanberg moved to adopt; seconded by Commissioner Reid.

Debbie Terwilleger commented that there were four bidders for the project, two being considered responsive. She noted that the CIC reviewed this item via email. A model of the exhibit was reviewed. Ms. Terwilleger commented on the great conservation message this exhibit will demonstrate. It was noted the District has not used this contractor before

Rick Dietz commented that there could be up to six eagles in the exhibit. Opening for the exhibit is scheduled for early July.

Being no additional comments the question was called and resolution passed on a vote of 4-0. (Commissioner Baines Being excused).

SINGLE READING RESOLUTIONS None

SECOND READINGS RESOLUTIONS None

FIRST READING RESOLUTIONS None

UNFINISHED BUSINESS None

NEW BUSINESS None

BOARD COMMENTS:

Commissioner Smith commended staff for the Under the Sea event held at the Zoo on Saturday evening.

ADJOURN:

Being no further business, the meeting was adjourned at 7:00p.m.

APPROVED:

President

Clerk

Submitted by: Jennifer Bowman, Board Secretary

METROPOLITAN PARK DISTRICT OF TACOMA

RESOLUTION NO. C28-19

APPROVAL OF WARRANTS CLAIM FUND FOR MARCH 2019

WHEREAS, the Board of Park Commissioners approved, appropriated and adopted the 2019-2020 Biennial Budget in Resolution No. RR92-18, dated December 10, 2018 to meet public expenses, bond retirement, interest and operational expenses for the biennium ending December 31, 2020; and

WHEREAS, the Board of Park Commissioners has authorized the Executive Director to establish procedures to meet the fiscal year public debt, to maintain accountable records of all transactions, and to provide certification that labor and debt claims have been met; now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma that the warrants issued to meet obligations in the Warrants Claim Fund and the Disbursements by Funds in the amounts and for the period indicated on Attachment "A" have been audited and certified by the auditing officer as required by RCW .42.24.080 and those expense reimbursement claims certified as required by RCW 42.24.090, be approved for payment.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a regular meeting held on _____, 2019.

ATTEST:

President

Secretary

Clerk

BLANKET CERTIFICATION AND WARRANT APPROVAL FORM

AUDITOR'S CERTIFICATION

I, the undersigned, do hereby certify under penalty of perjury, that the materials have been furnished, the services rendered or the labor performed as described herein, and that the claim is a just, due and unpaid obligation against the Metropolitan Park District of Tacoma, and that I am authorized to authenticate and certify to said claim.

FOR THE PERIOD STARTING MARCH 1, 2019 AND ENDING MARCH 31, 2019.

WARRANTS CLAIM FUND

ACCOUNTS PAYABLE CLAIMS FUND:

Warrant Serial Numbers <u>326922</u> to <u>327281</u>	AMOUNT:	<u>\$4,543,749.21</u>
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PAYROLL CLAIMS FUND:

Warrant Serial Numbers <u>049245</u> to <u>049519</u>	AMOUNT:	<u>\$83,649.32</u>
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(Most employees receive payment through direct deposit advices, which are paid to the bank through the Accounts Payable Claims Fund.)

TOTAL	<u>\$4,627,398.53</u>
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Finance and Accounting Auditing Officer
Metropolitan Park District of Tacoma

- Warrant summary reports are available with the board secretary.
- Detail reports and claim vouchers are available in the Finance and Administrative Services Office.



MEMORANDUM

TO: Board of Park Commissioners

THROUGH: Shon Sylvia, Executive Director

FROM: Alan Varsik, Director of Zoological & Environmental Education

SUBJECT: Purchasing Resolution

DATE: April 2, 2019

EXECUTIVE SUMMARY: The attached Purchasing Resolution seeks Board approval to enable the Executive Director to enter into the necessary agreements for the purchase and acquisition of the goods and services detailed in Exhibit A to the Resolution and in the supporting information below.

Proposed goods and services proposed for purchase and/or acquisition:

Item No. 1

- **VENDOR** Merlino Media Group
- **GOODS OR SERVICE** Media Buying Services
- **PRICE** Not to exceed \$660,000 (ZEED) for 2019
Not to exceed \$35,000 (P&R) for 2019
- **SOURCE OF FUNDING** Department Operating Funds
- **CONTACT** Alan Varsik, (253) 404-3634

Merlino Media Group was selected through a Request for Proposals (RFP), completed in November 2015, to provide media buying services for Metro Parks Tacoma. The contract was awarded to Merlino Media Group for two years with the opportunity for up to two two-year extensions. Sixteen firms submitted proposals and staff interviewed three finalists.

Merlino advises District staff on overall paid media strategies and negotiates advertising rates, placements and value-added promotions to help achieve attendance and revenue goals. Merlino's broad range of clients, collective purchasing power, and negotiating expertise enable the agency to secure significantly lower advertising rates, better advertising placement and higher added value than if District staff purchased the media directly.

Janice Merlino, the principal of Merlino Media Group, has more than 30 years of experience in media buying and brings extensive experience working with other family-focused Puget Sound destinations, such as Pacific Science Center, Space Needle, and Wild Waves.

The total cost, not to exceed \$695,000, includes both the fee paid to Merlino Media Group and the cost of the actual advertising purchased. Merlino's commission rate, ranging from 7.5 to 11.0 percent, is much lower than the standard 15 percent commission rate charged by most media

buying firms.

ITEM NO. 2

- **VENDOR** Lamar Advertising
- **GOODS OR SERVICE** Billboard and Transit Advertising
- **PRICE** Not to exceed \$120,000 (ZEED) for 2019
- **SOURCE OF FUNDING** ZEED Marketing Budget
- **CONTACT** Alan Varsik, (253) 404-3634

District staff negotiate billboard and transit advertising in-house to secure the best rates and placements for Point Defiance Zoo & Aquarium and Northwest Trek advertising campaigns. Lamar has the largest inventory of billboards in the South Sound area and sells advertising for Pierce Transit. District staff are negotiating smaller contracts with Pacific Outdoor Advertising and Sun Outdoor Advertising.

ITEM NO. 3

- **VENDOR** Kammie McArthur/Andy Nordfors
- **GOODS OR SERVICE** Creative Services/Advertising Campaigns
- **PRICE** Not to exceed \$65,000 (ZEED) for 2019
- **SOURCE OF FUNDING** ZEED Marketing Budget
- **CONTACT** Alan Varsik, (253) 404-3634

The team of Kammie McArthur and Andy Nordfors was selected through a Request for Proposals, completed in January 2017, to develop strategic, integrated advertising campaigns for Point Defiance Zoo & Aquarium and Northwest Trek. The contract was awarded to McArthur/Nordfors for two years with the opportunity for up to two two-year extensions. Eighteen firms submitted proposals and staff interviewed three finalists.

Kammie McArthur and Andy Nordfors have nearly four decades of combined experience working with clients to translate brand strategies into innovative, compelling, memorable and measurable campaigns. Their extensive combined client list includes Puget Sound Energy, Holland America Line, Fred Hutchinson Cancer Research Center, and Eddie Bauer.

In her previous position as creative director for Seattle advertising agency DNA, McArthur supervised the development of Northwest Trek's "Spend the Day in Nature" advertising campaign and Point Defiance Zoo's "Animals Make Us More Human" advertising campaign. More recently, in 2018, the MacArthur/Nordfors team developed the popular "Follow the Current" advertising campaign, helping the Zoo celebrate the opening of the Pacific Seas Aquarium and smash attendance and revenue records.

In 2019, Kammie McArthur and Andy Nordfors will work with staff to build on the successful Zoo and Northwest Trek summer advertising campaigns, with a focus on freshening up the television and digital video advertising.

FISCAL IMPACT: These expenses are budgeted in departmental budgets.

ADDITIONAL INFORMATION: For additional information, contact Alan Varsik, Director of Zoological & Environmental education at 253-404-3634.

METROPOLITAN PARK DISTRICT OF TACOMA

PURCHASING RESOLUTION NO. P29-19

**AUTHORIZING PURCHASE OF
GOODS AND SERVICES FOR METRO PARKS TACOMA**

WHEREAS, the Board of Park Commissioners have established policies governing the purchase of goods and services for Metro Parks Tacoma through the adoption of Resolution No. RR21-15, Authorizing Amendment of the Purchasing Policy for the Metropolitan Park District of Tacoma; and

WHEREAS, the Board of Park Commissioners through the adoption of Resolution No. R51-02, Adopting Board Policies and Procedures, authorized the use of a Purchasing Resolution for consolidation of all purchases seeking approval by the Board of Park Commissioners; and

WHEREAS, Metro Parks staff recommends the Board of Park Commissioners authorize the purchase of goods and services detailed below; now, therefore, be it

RESOLVED by the Board of Park Commissioners of the Metropolitan Park District of Tacoma to authorize the Executive Director to enter into the necessary agreements to purchase or acquire the following goods and services as detailed in Exhibit A to this resolution.

The foregoing resolution was adopted by the Board of Park Commissioners of the Metropolitan Park District of Tacoma at a meeting held on _____ 2019.

ATTEST:

President

Secretary

Clerk

Exhibit A
to
Purchasing Resolution No. P29-19

Item No. 1

- **VENDOR** Merlino Media Group
- **GOODS OR SERVICE** Media Buying Services
- **PRICE** Not to exceed \$660,000 (ZEED) for 2019
Not to exceed \$35,000 (P&R) for 2019
- **SOURCE OF FUNDING** Departmental Operating Funds
- **CONTACT** Alan Varsik, (253) 404-3634

ITEM NO. 2

- **VENDOR** Lamar Advertising
- **GOODS OR SERVICE** Billboard and Transit Advertising
- **PRICE** Not to exceed \$120,000 (ZEED) for 2019
- **SOURCE OF FUNDING** ZEED Marketing Budget
- **CONTACT** Alan Varsik, (253) 404-3634

ITEM NO. 3

- **VENDOR** Kammie McArthur/Andy Nordfors
- **GOODS OR SERVICE** Creative Services/Advertising Campaigns
- **PRICE** Not to exceed \$65,000 (ZEED) for 2019
- **SOURCE OF FUNDING** ZEED Marketing Budget
- **CONTACT** Alan Varsik, (253) 404-3634