

ForeverGreen Board Retreat
January 12, 2011
Lakewood Community Center, Lakewood
12:00 to 4:00 p.m.

Attended: Ernie Bay, David Boe, Bryan Bowden, Brianna Charbonnel, Jayme Gordon, Kirk Kirkland, Kathy Kravit-Smith, Jane Moore, Tim Payne, Lyle Quasim, Kendal Reid, David Seago, and Jack Wilson. Randy King (Deputy Superintendent, Mt. Rainier National Park) attended in lieu of Dave Uberuaga. Katrina Bloemsma, Outreach Specialist (REI).

Minutes Taken by: Jayme Gordon

Open and Introduction: ForeverGreen President Dave Seago opened the meeting at 12:07 p.m.

- Brianna introduced Katrina Bloemsma, the new Outreach Specialist at the REI Tacoma store. Katrina has been hired to fill the position Brianna recently held and will be representing REI on the ForeverGreen Board. Brianna, meanwhile, has been designated as the Tacoma Metro Parks representative to the Board when Jack Wilson can not attend.
- Dave S. then set the stage for the retreat by giving an overview of ForeverGreen's mission and purpose.
- Kirk gave an overview of ForeverGreen's efforts to pass legislation authorizing a local vote for trail, park, and open space funding.

December Board Meeting Minutes:

- The following corrections to the December 2010 minutes were noted: 1) President Jane Moore opened the meeting, not Vice-President Dave Seago; and 2) In the first bullet under the Government Relations section, it is in the House that ForeverGreen lost the main sponsor for the sales tax bill, not the Senate. *Jane motioned to approve the December board meeting minutes as presented, with the noted corrections. Brianna seconded the motion, which was approved unanimously.*

News and Updates

- Jack began by saying ForeverGreen may want to consider modifying or shifting focus to provide more support to overlapping and/or regional projects between Metro Parks and Pierce County Parks. Like so many others, Tacoma Metro Parks is looking for sources of sustainable funding. They are also watching the restructuring efforts of the parks and natural resource agencies at the state level. The governor's budget is directing money from recreation to the Puget Sound initiative. Metro Parks continues to keep trails a priority within their work plans – for example: new trail signage at Pt. Defiance, working on the trail connection between Pt. Defiance and Ruston Way.
- Kathy reported that talks are on-going between Dept. of Natural Resources and Pierce County Parks regarding the future of 80 acres adjacent to the new Nisqually-Mashel State Park. This property includes part of a trail planned to connect Eatonville to the new park. Kathy asked if Tacoma Metro Parks has any plans to connect NW Trek to Eatonville; Jack responded that they currently do not, but it would be a great thing.
- Kathy also reported that some special revenue accounts that have traditionally been an important source of trail funding have decreased by as much as 58% in some cases. Therefore, master plans and many big projects are currently on hold due to a lack of funding. Taking care of Sprinker and completing the Foothills Trail to Buckley are the two priority projects right now. Dave S. asked if there is a way ForeverGreen could help

with these two priorities. Kathy responded that being ready and willing when called upon to write letters, make phone calls, put articles in the paper, etc. is a big help.

- Pierce Co. Parks' operations and maintenance budget is really in bad shape. Neighborhood parks will not be maintained – i.e. grass will not be cut, bathrooms will not be open. She also clarified that there is not a problem with the unions in regards to using volunteer help to take care of parks.
- Kathy also shared that the city of Auburn is planning to approach Sens. Cantwell and/or Murray for help connecting the Interurban Trail to Sumner, Edgewood, and Milton. The Pierce Co. Executive is interested in seeing this connection also include the Riverwalk and Foothill Trails.
- Randy and Bryan reported that the Rivers and Trails Conservation Assistance program is working on the Pierce Co. Open Space Task Force, a Community Forest study with the Nisqually Land Trust, and the Land and Water Conservation Fund is “still limping along.” They are waiting to see how National Park Service budgets will be affected.
- Kirk provided an update on the Puyallup-Fife-Tacoma trail connection study. A plan was presented to the Puyallup Tribe in late 2010, which was rejected by the tribal council because it increased access to tribal fishing areas on the Puyallup River and the possibility for increased conflicts. He would like to develop a new plan that will look for the trail connection in Fife, and will also have a component that links First Creek Middle School to Freighthouse Square via Portland Ave, which would need tribal support.

2011 Work Plan

- Tim began by reviewing 2010's goals and accomplishments, a summary of which is shown on page 4.
- Tim framed the following conversation about the 2011 goals by saying that ForeverGreen needs to have a clear and firm idea of meaningful objectives and deliverables to show value to our partners.
- Kathy said that from Parks' perspective, examples of value from ForeverGreen include participation on the Citizens Advisory Council, Open Space Task Force, county Trail Plan, and advocating for Parks' budget (especially park and trail building and operations and maintenance).
- Jack asked: What can ForeverGreen do for the Tacoma Mobility Plan, Ruston Way, legislative agendas, or other concrete deliverables to justify funding from the City of Tacoma?
- Following are a list of goals/deliverables brainstormed during the retreat:
 - **Goal:** Expand ForeverGreen's advocacy role. **Deliverable:** Develop a speaker's bureau and presentation to take to audiences that are not currently familiar with ForeverGreen's mission. **Other Comments:** Examples of groups to make presentations to include the Pierce Co. non-elected/appointed officials; Chamber of Commerce/Visitor and Convention Bureau; health care community. Don't give up on seeking funds from public entities, but also work on engaging the private sector. Need to show the benefits to individual communities in order to gain their support.
 - **Goal:** Develop a case for trails. **Deliverable:** Select and develop a specific project or deliverable and submit a grant proposal to fund steps to move forward. **Other Comments:** Develop a message that is tailored to the benefits of trails in Pierce County. Research and organize the Pierce County trail story. Utilize Pierce County trail statistics. Developing a hard copy and web-based version of a Tacoma/Metro Parks walking guide was one example of a specific deliverable that could be done by ForeverGreen.

- **Goal:** Facilitate the Puyallup-Tacoma trail connection. **Deliverable:** Reach some form of agreement with the Puyallup Tribe.
- **Goal:** Support the Open Space Task Force's recommendations to the Pierce County Council. **Deliverable:** Adopt the Open Space Task Force's recommendations as ForeverGreen priorities.
- **Goal:** Expand and refine board membership. **Deliverable:** Ask director of Pierce County Public Works to appoint a representative to the board. **Other Comments:** Also consider inviting representatives from the Pierce County mayor's group and the non-elected/ appointed officials group to participate on the board.
- **Goal:** Make the Pierce County Trails Conference self-sustaining, if not revenue generating. **Deliverable:** Seek sponsorships and charge registration fee to cover costs.
- **Goal:** Establish and grow cooperative relationships with both obvious and not-so-obvious partners. **Deliverable:** N/A
- **Goal:** Improve communication and public outreach. **Deliverables:** Publish newsletter at least twice a year; update website on a monthly basis; solicit story ideas regularly from ForeverGreen members. **Other Comments:** Consider regular email updates such as those sent out by the Historic Tacoma group.
- At the end of this discussion, it was tentatively agreed that the primary goal for 2011 would be to facilitate the Puyallup-Tacoma trail connection.
- The Executive Committee will draft a list of 2011 Goals to present at the February board meeting.

Budget

- The "final" 2010 profit and loss statement was reviewed. The only outstanding items are fees, etc. that are on hold until the GTCF sends out the 4th quarter statement.
- The 2011 budget that was adopted on Dec. 8, 2010, was reviewed.
- The 2011 profit and loss statement (current through Jan. 12, 2011) was reviewed.
- As of Jan. 12, 2011: \$2,592 has been received in donations. \$1,000 has been received as anonymous match. Total raised so far: \$3,592.
- In summary, funding projections appear to be on track for 2011 and into 2012, assuming that the trails conference is self-sustaining and the Pierce Conservation District covers the executive director (Jayme's) salary for 2011.

Information Sharing:

- Ernie – The Washington State Conservation Commission would like support to avoid being folded into the Dept. of Agriculture as proposed by the Governor. The board agreed to consider a response.
- Kirk – Offered to draft a letter on behalf of ForeverGreen in support of maintaining the WWRP fund. He was asked to take care to balance and finesse the message.

Pierce County Bicycle Map Update:

- Comments were collected and submitted to Pierce County Public Works.

Meeting adjourned at 4:05 p.m.

The next board meeting will be Wednesday, February 9, 12-1:30 p.m. at the Tacoma Metro Parks headquarters.

2010 Goals Review

Programs and Meetings

1. Conduct a minimum of two Trails Advisory Committee meetings. **Not fully accomplished (one meeting was held). Eliminate in 2011.**
2. Hold a winter board retreat. **Accomplished. Keep for 2011.**
3. Assist in the planning of the 2010 WA State Trails Conference. **Accomplished. Eliminate in 2011.**
4. Co-sponsor a social event associated with the 2010 WA State Trails Conference. **Accomplished. Eliminate in 2011.**
5. Assist Pierce County Parks and Recreation's Citizen Advisory Committee to set priorities for the Pierce County Trail Plan. **Accomplished. Revise for 2011.**
6. Participate in development of the City of Tacoma's Mobility Plan. **Accomplished. Revise for 2011.**
7. Participate in the Pierce County Open Space Task Force. **Accomplished. Keep for 2011.**
8. Sponsor a meeting of all Pierce County jurisdictions to assess trail progress and facilitate coordination and communication. **Not accomplished. Keep for 2011.**
9. Complete a trail agreement with the Puyallup Tribe. **Not accomplished, but not for lack of trying. Keep for 2011.**
10. **Add for 2011:** Hold a Pierce County Trails Conference.

Budget and Finance

1. Support passage by the state legislature of the Conservation Assessment Fee increase. **Not accomplished, but not for lack of trying. Eliminate in 2011.**
2. Promote the vision and concept of a Trails Assistance Office to support local communities' trail building efforts. **Not accomplished. Eliminate in 2011.**
3. Continue education efforts to increase city participation in ForeverGreen funding. **Accomplished. Eliminate for 2011.**
4. Secure funding for the ForeverGreen budget and develop a 5-year funding plan. **Not fully accomplished. Keep for 2011.**
5. Work on passage of the Pierce County trail funding legislation. **Not accomplished. Revise for 2011.**
6. Refine the process for soliciting funds from private donors. **Not fully accomplished. Keep for 2011.**
7. Develop a product and/or service to promote ForeverGreen when soliciting funds. **Not accomplished. Revise for 2011.**
8. **Add for 2011:** Develop a position on legislative issues when necessary.
9. **Add for 2011:** Develop a case statement for trails.

Communications and PR

1. Maintain and update trail map and website, and publish newsletter a minimum of twice a year. **Accomplished. Revise for 2011.**
2. Develop a progress report to community trail advocates and supporters. **Not accomplished. Maintain a contact list of interested parties. Accomplished. Keep for 2011.**
3. Improve outreach, communication, and public relations with Pierce County communities, trail advocates, and supporters, specifically the Foothills Trail Coalition and Tacoma Wheelmen. **Accomplished. Revise and combine with #4 for 2011.**
4. Participate in the Environmental Advisory Council with the Pierce County Executive. **Accomplished. Revise and combine with #3 for 2011.**
5. Compile and produce an annual report that includes an accounting of board members' in-kind contributions. **Not accomplished. Revise for 2011.**