

**ABGC 2007 Annual Retreat Minutes – Approved**  
**Miller Community Center**  
**November 7, 2007**

**Attendance:**

ABGC Voting Members: Jack Collins (City), Theresa Doherty (UW), Donald Harris (City), John Johnston (Arboretum Foundation), David Mabberley (UW), Paige Miller (Arboretum Foundation), Iain Robertson (UW), and Dave Towne (Washington State)

Others: Jan Arntz (UW), Royal Alley-Barnes (City), Della Balick (Interested), Bruce Bare (UW), Kathleen Blanchard (City), Colleen Browne (City), Barb DeCaro (City), Allen Ferrin (Arboretum Foundation), Tim Gallagher (City), Belinda Gigliotti (City), David Graves (City), Fred Hoyt (UW), Carlene Jones (City), Wendy Kelley (UW), Elizabeth Loudon (University of Washington), Tom Mentele (UW), Kathleen Pierce (Interested), Andy Sheffer (City), and David Zuckerman (UW)

**INTRODUCTIONS**

The sixth annual retreat of the Arboretum and Botanical Garden Committee (ABGC) was called to order at 8:00 a.m. by ABGC Chair Donald Harris. The retreat was held at the newly-remodeled Montlake Community Center, with 28 attendees representing the Arboretum Foundation, City of Seattle, University of Washington (UW), and Washington State. The retreat was broken into two segments, with the voting and primary members of the ABGC remaining for the second session, as well as Dean Bruce Bare of the UW's College of Forest Resources and Tim Gallagher, Seattle Mayor Nickels' nominee as the new Seattle Parks Superintendent.

Welcome and Brief Introductions

Donald welcomed everyone and each person introduced herself/himself and gave their name, title, and affiliation to the ABGC and Arboretum. He also gave a brief review of the history of the ABGC and its previous retreats, with the first one being held in 2002. This has been an exciting year for the ABGC, with many substantial accomplishments. He reviewed major items the ABGC has worked on this past year, including: developing a naming/recognition of donors policy; installing identifying boulders at the Arboretum's north and south entrances; continuing focus on space needs at Graham Visitors Center; consideration of a citizen presentation for an Arboretum bike trail; interaction with the State Legislature; and the potential impacts of the SR520 project on the Arboretum.

**PROJECT UPDATES**

Staff next gave updates on various Master Plan and other projects:

*Holly Relocation:* Fred Hoyt reported that the relocation of the holly collection is now 1/3 complete and showed a drawing of the project. When the project is completed, the 130-species collection will be the best holly collection in the United States and possibly the world. The garden also includes an enclosed invasive holly species to show the public the difference between good (non-invasive) and bad (invasive) hollies. The University provided most of the work and funding for this project. He thanked David Zuckerman of the UW and Andy Sheffer and David Graves of the City for all their assistance. He also thanked Iain Robertson, who designed the garden 'pro bono.' A number of trees were removed for the project without any criticism from the public. He attributed this to the extensive public notice of the removals and to the good public information efforts.

Pacific Connections

Donald stated that it has been great to have Andy Sheffer, Seattle Parks' project manager, as lead project manager for the Arboretum. Andy has brought the completed projects in on schedule and under budget – and some had major changes. He complimented Andy's ability to "get things done." Andy stated that there is lots of activity at the Arboretum and he is pleased to be a part of it and to be working with these exciting projects. The Pro Parks Levy fund has been instrumental in funding a number of infrastructure projects.

*Japanese Garden Entry Structure:* The Pro Parks Levy has provided \$450,000 for this project and the Arboretum Foundation and Japanese Garden Advisory Group matched that amount and raised even more. The Arboretum Foundation feels confident they will raise the remaining funds needed for the \$1.3 million dollar project.

Construction is scheduled to begin in April 2008. For more information on this project, see: <http://cityofseattle.net/parks/ProParks/projects/Arboretum-JapaneseGarden.htm>

*Irrigation Mainline Loop:* This project was successfully completed and cost \$1.2 million. For more information, see: <http://cityofseattle.net/parks/ProParks/projects/Arboretum-Irrigation.htm>

*Arboretum Drive:* The Drive was repaired and partially repaved at the conclusion of the irrigation project using project contingency funding.

*Graham Visitor Center HVAC:* The Arboretum Foundation paid for the Seattle Parks' Heating, Ventilation, and Air Conditioning (HVAC) crew to install a "swamp cooler" to help keep the Visitors' Center cooler for on-site staff. The HVAC crew strongly supported the use of the swamp cooler at this site.

*Phase II – Pacific Connections:* Andy displayed a large board showing a potential critical path for Phase II of the Pacific Connections project. For more information on the project, see <http://cityofseattle.net/parks/ProParks/projects/Arboretum-Pacific.htm>. He pointed out the different gardens and described each. A major component and strategy of the project involves scheduling plant procurement so that the plant materials (thousands for each garden) are ready for each garden's planting. This is a very complicated process. [For more information on the types of plants to be collected for the five garden exhibits, see:

- [Chile](#) & [New Zealand](#) & [Australia](#) & [China](#) & [So. Oregon / No. California](#) (Cascadia)

## REPORTS

- Paige Miller, Executive Director of the Arboretum Foundation
- David Mabberley, Director of the University of Washington Botanic Gardens
- Bruce Bare, Dean of the University of Washington's College of Forest Resources
- Tim Gallagher, Mayor Greg Nickel's nominee as new Superintendent of Seattle Parks and Recreation
- Dave Towne, Governor Gregoire's representative to the ABGC
- John Johnston, President, Arboretum Foundation

Each addressed their respective organizations' accomplishments, perspectives, and strategies in relation to the Arboretum.

### Arboretum Foundation, Paige Miller, Executive Director

- Ms. Miller became Executive Director of the Arboretum Foundation six months ago, after the retirement of Deb Andrews, and is working hard to raise funds for the well-loved Arboretum at a time when so much is happening with the Master Plan implementation.
- The Foundation has been very successful in its fundraising efforts for the Arboretum's Master Plan implementation's initial phase. The Pacific Connections project received generous donations to date of \$2 million, had a very successful groundbreaking in mid-October, and the project is now under construction. Fundraising for **the \$1.3** million Japanese Garden Entry project began in mid-September, after the Pro Parks Levy directed \$450,000 toward the project. The Foundation has nearly completed raising the additional \$830,000, and expects to raise the remaining funds by the end of 2007.
- The Foundation is looking ahead to the future by mapping out steps with its partners and also by seeking Washington State funds for the Arboretum's benefit. She has written Governor Gregoire and is working to schedule a meeting with the State budget director.
- Other possible projects for the Arboretum include the daylighting of Arboretum Creek and a bike path on Arboretum Drive.
- Challenges include:
  - Ongoing coordination of the Arboretum Foundation, City, and UW in their oversight of the Arboretum, as all have a different mission that affects the Arboretum and all have a different "piece of the action";
  - Raising visibility of the Arboretum and expanding its financial supporters;

- Reversing the high turnover rate of Arboretum Foundation staff;
  - Solving the space needs to accommodate adequate staff for maintaining the Arboretum; and
  - Ensuring that the replacement of State Route 520 project has the least impact on the Arboretum.
- She is a member of the Governor's "Group of 34" mediation panel, who are meeting to discuss the proposals.

### **David Mabberley, Director of the University of Washington Botanic Gardens**

- Tremendous gains have been made on the Arboretum's educational front:
  - 6,000 local students are enrolled in the youth programs;
  - each year, thousands of adults tour the Arboretum;
  - the North American Plant Consortium continues to assess the Arboretum's collections:
    - the maple collection being assessed this week, and the sorbus will be assessed next as the best of these collections in North America;
    - the sorbus collection will be assessed next as the best; and
    - the holly collection has already been assessed as the best in the world and the viburnum collection is the best in North America.
- He thanked Iain Robertson for his pro bono work on the design for the holly relocation.
- The Arboretum consists of 234 acres, with 12 acres of that being used for the new Pacific Connections gardens.
- The Pro Parks Levy has been an enormous boost to implementation of the Arboretum's Master Plan. Working with Andy Sheffer as the project manager, is a joy.
- The Arboretum Foundation's extensive fundraising and the very successful October groundbreaking helps to put the Arboretum on the map, both nationally and internationally.
- A series of expeditions are planned to collect needed plant materials for the five Pacific Connections gardens, with an expedition to China planned for the fall of 2008.
- The Wayfinding Plan, funded by the UW, is being implemented.
- Several staff issues face the Arboretum:
  - The UW staff are poorly paid and this issue is being addressed.
  - Lack of a curator for the University of Washington Botanic Gardens, which includes the Arboretum, is a serious problem. The UW cut the position in a prior budget cut and UWBG staff are working to find funding to once again fill the position.
- Arboretum events and issues:
  - The December 2006 windstorm downed a substantial number of trees in the Arboretum. Luckily, none of the significant collection was lost. Both the University of Washington and Arboretum Foundation helped fund the cleanup after the storm.
  - Space needs are a serious consideration for the Arboretum staff, especially to house future grounds staff. It is very important to have temporary space in the Museum of History and Industry Building.
  - He is working with Christ Church Garden in New Zealand on a memorandum of understanding (MOU) for getting materials, a plant exchange expedition, and a possible staff exchange where staff work at the other garden for six-month periods.
  - Earth Day 2007 was a successful event. UWBG staff are working to be even more involved with other environmental organizations.
  - At the successful October groundbreaking event, Mayor Nickels planted a Whitney crabapple in the Arboretum. This type of event helps bring public focus and attention on the Arboretum.
- Future Arboretum plans include:
  - Arboretum Foundation and UW work more closely together on fundraising efforts for the Arboretum;
  - Secure funding for and hire a curator for the UWBG and additional grounds maintenance staff;
  - Complete the Pacific Connections portion of the Master Plan and move to the next phases.
  - Secure staff space in the Museum of History and Industry;

- Continue working to develop the Children's Arboretum as part of the Washington Park Arboretum; and
- Continue to focus on the SR520 project and protect the Arboretum. A Danish team is looking at a tunnel alternative, which would be the best for both the Arboretum and community.

### **Bruce Bare, Dean of University of Washington's College of Forest Resources**

- This year marks the 100 year anniversary of the College of Forest Resources and, just recently he re-read the book Long Road Traveled: An Account of Forestry of the University of Washington by Henry Schmitz.

*Excerpt: "Olmsted Brothers was perhaps the most distinguished firm of landscape architects in the country at the time... A plan prepared by this firm had both status and stature. Clearly the initial contribution made by the Seattle Garden Club in making it possible to retain this firm to develop the original plan for the Arboretum was a most significant one."*

*By the 1940s, considerable progress had been made in developing the Arboretum. "Thousands of trees and shrubs had been planted following in general the Olmsted plan and many thousands more were growing as seedlings in the Arboretum nursery for future planting on appropriate sites," wrote Schmitz. Many people donated plants. Azalea Way, for example, approved by the UW in 1939, was planned and sponsored by the Seattle Garden Club. It was planned to have some 11,000 azaleas representing 140 different varieties, 700 flowering cherries and 150 eastern dogwoods.*

*"[S]ince the Arboretum was established, some of Seattle's leading and most public spirited citizens have devoted their time, their talents, and their money to make the Arboretum a reality. Although they, perhaps, never considered the possibility, the University of Washington Arboretum will be a perpetual monument to the quality of their citizenship, their idealism, and indeed their tenacity," Schmitz concluded.]*

- Washington Park Arboretum was the first arboretum to be located on a university campus.
- One of his roles is to strengthen the partnership with the City so that Arboretum maintenance runs well; another is to help integrate staff into the UW Botanic Garden Union Bay and Arboretum; and continue to look for ways for the College of Forest Resources to partner with land trusts and environmental groups, partner with the City and County, and get new funding sources from the federal government..
- He thanked the Arboretum Foundation for its generous support of the Arboretum for the past 60 years.
- The College of Forest Resources has worked for the past five years with the State on how best to preserve working (not urban) forests. That is also a goal of the Land Conservancy and other groups. Five forums have been held to date.
- An exciting new department at the UW is the proposed College of the Environment. The proposal is in high level discussions and will go before the UW Regents next week.

### **Tim Gallagher, Mayor's nominee as Superintendent of Seattle Park Department**

- Comes to Seattle from the Los Angeles County Parks system, which included four arboretums.
- The Washington Park Arboretum has the best partnership with its foundation that he has observed.
- The relationships between the City, University of Washington, and Arboretum Foundation, as relates to the Arboretum, will only work as well as the top personalities want it to work.
- He complimented Donald and Andy, as City staff, for their high-quality work for the Arboretum.
- Seattle Parks is working to develop a five-year Strategic Action Plan (or vision for the Department), with the draft to be released on March 15, 2008. The Plan will address the Department's core functions and policies and procedures.
- His two top issues/concerns are environmental sustainability and childhood obesity. He is interested in how the Arboretum will fit with both.

### **Dave Towne, Governor Gregoire's representative to the ABGC**

- He briefly referred to the 1960's and 70's and the threat of the R.H. Thompson expressway to the Arboretum, as well as the contentious period between the UW and City in relation to the ABGC. Now, relations between the two work very well and, once again, State Route 520 is in the forefront of concerns for the Arboretum. Supporters of the Arboretum must fight to protect it, although the outcome of 520 the proposals won't be known for several years.
- The ABGC's role is to make elected officials and donors know the Arboretum's importance.

- Although Washington Park Arboretum (WPA) is Washington State's only official arboretum, there are no State funds that go directly to it. The State designates funds to the UW, and the Arboretum must then compete with any number of other UW budget items.
- UW staff all work for the State, making it difficult for them (David Mabberley, Dean Bare, etc.) – to lobby the State's legislature for direct WPA funding; the Arboretum Foundation are the primary WPA advocates to Washington State, local government agencies, and the public.
- He congratulated Paige on her new role as Executive Director of the Arboretum Foundation and appreciates Tim's sensitivity to the Arboretum and what it means to the community.

#### **John Johnston, Arboretum Foundation President**

- He is pleased and optimistic about the implementation of the Master Plan that is now under way
- However, events are happening fast and there are serious consequences if it doesn't go well
- Fundraising efforts must be coordinated between the Arboretum Foundation and University of Washington

### **ADDRESSING THE CHALLENGES: PLANNING FOR THE FUTURE OF THE ARBORETUM VISION & MISSION**

Donald introduced Kathleen Pierce, Seattle University instructor. Ms. Pierce attended today's retreat to help the group determine where it is going and how to get there. She spoke briefly about the importance of the partnerships that have been forged for the benefit of the Arboretum, a vision for the Arboretum's future, and the importance of building community around the Arboretum.

She distributed two handouts and broke the group into four groups. See pages 9-14 of these minutes for the questions posed to the group, the responses, and a summary by Ms. Pierce.

### **BREAK**

The group took a 15-minute break and approximately half of those present left. Those remaining included the ABGC voting members, staff who regularly attend the ABGC meeting, Dean Bare, and Superintendent-nominee Tim Gallagher.

Those remaining discussed the following two questions:

**Discussion Issue #1:** How do we increase funding for the base or basic operations, curation, and maintenance of the Washington Park Arboretum and what are the roles or responsibilities of the University, City, and Arboretum Foundation in addressing this issue? Do we know what the base level of funding is?

Note: This question is somewhat different from the question posed in 2006, which tended to focus on M&O funding for newly-implemented Master Plan projects.

#### *Base level of funding:*

- The base level of current funding for the Arboretum is unknown.
- Determining this for the Arboretum is especially complicated, as City and UW staff – and volunteers – do the maintenance work.
- UW is just shy of spending \$1 million annually and the Arboretum Foundation spends an additional \$180,000-\$200,000 each year.
- Arboretums across the country were looked at to determine the staffing needs to maintain the Arboretum and all the new Master Plan projects. The projection is an increase in full time staff of the current six to 42 – which would cost \$3.8 million annually. This does not include administrative costs for the new staff.
- Portico, Master Plan consultant, determined that 42 is the needed number of staff. Is that amount reasonable? Does it assume that volunteers will do some/none of the needed work?
- In addition, a staff of 22 full time employees is needed for the administration, security, etc., of the Arboretum and its horticultural staff.

#### *Strategies for Determining Maintenance & Operation Needs:*

- Seattle Parks will begin looking at all its properties to determine how much it is currently spending on the various sites, how much its partners are spending, and how much is needed to fund base level services.
- Determine where the Arboretum is today, what is needed, and how short it is, in staff and funding.
- Also determine how much more will be needed to maintain the new Japanese Garden entry.
- Base the needed number of staff not only on the new Master Plan and other projects, but also on the current, tattered condition of the Arboretum.
- Over the next 5-10 years, determine how much staff and funding is needed and build the budget on that.
- Also figure into the M&O budget the cost for plumbers, electricians, and other City crews that do Arboretum maintenance.

#### *Fundraising Strategies:*

- Remember that the word garden is both a noun (Garden as in the Arboretum) and a verb (to garden or to maintain the Arboretum.) The two are inseparable. Strategize funding to not only develop new gardens but also to maintain them.
- Help donors to develop a long-term engagement with the Arboretum: “Be a part of Washington State’s Garden for the Ages.”
- Seattle is an incredible place for fundraising; however, the donor base for the Arboretum is shrinking. Look for other sources, such as the State legislature and matching funds.
- Develop strategies to raise funds for both the capital and maintenance funds as endowments, and allow donors to give both large and small amounts. Develop broad-based strategies so that donors don’t look at funding endowments as an “elite” option for the wealthy. Provide lists of maintenance needs and allow donors to give gifts of \$100, etc., to help.
- Give donors many ways to give: develop a budget, denote what amounts are needed and for what, and devise various ways donors can give to help reach that goal.
- Encourage donors to visit the Arboretum and see what their money has helped do & ensure they can do so in an environment that feels safe to them. Build security into the budget.
- Fundraising will be most effective if the UW and Arboretum Foundation (the two who generally ask for donations to the Arboretum) develop and follow tight protocols when asking for donations. They currently do not share priorities or lists of names – and donors are confused when representatives from both ask for donations for the same projects. Representatives of the two (David M and Paige M) agreed to coordinate, collaborate, and cooperate to optimize fundraising efforts.
- Figure in communication, outreach, and education needs – all three help garner funding support for the Arboretum.
- The Arboretum’s Master Plan was completed in 2001 and the City, University, and Arboretum Foundation all approved it. When they did so, each accepted responsibility for funding the plan. Tim, Paige, and David M should remind their organizations – the City, Arboretum Foundation, and UW, respectively, – of their obligations.
- Must have a constituency in the community for the previous statement to work. Arboretum Foundation members and others can testify and call the University, City Council, and State Legislature urging their financial support of the Arboretum.
- Arboretum Foundation members write the State legislators whose areas include the Arboretum to educate them about the Arboretum’s importance and budget needs.
- Make sure Tim as Superintendent of Seattle Parks, Paige as Executive Director of the Arboretum Foundation, and Bruce Bare as Dean of the UW’s College of Forest Resources work closely together to determine budget needs and take the information back to their organizations.

Donald summarized the outcome of the discussion as:

- (1) The City, UW, and Arboretum Foundation must cooperate on fundraising efforts for the Arboretum
- (2) re-establish the baselines of funding & staff needed to adequately maintain the Arboretum
- (3) develop a new approach for who is donating to the Arboretum

**Discussion Issue #2:** Using issues identified in the development and implementation of the first phase of the Pacific Connection project; how should the challenges of creating and planting ecographic collections be managed and over what period of time? Including:



- Acquisition/propagation of many thousands of individual plants
- Documentation, curation, accession, records management
- Procurement, expeditions, growing, and holding
- Permitting, etc.

Many of the varieties and quantities of the specified plants are not grown or available for purchase in this area and will need to be procured, either via nurseries or plant expeditions. In earlier discussions, staff talked with 30 local nurseries and only Wells Medina Nursery staff believed they could get most of the thousands of plants needed for the Pacific Connections' five gardens.

In subsequent discussions, Wells Medina determined that it would not be cost effective for it to undertake this large challenge. Now, an alternate plan must be determined and finalized, with staff looking to other nurseries, renting a van to go and buy plants that are available locally, and organizing plant expeditions to the various countries and areas. Staff members are also working with plant consultant Dan Hinckley to determine if and when locally-available plants may be substituted in a particular garden.

Suggestions/issues included:

- Events are moving and the sequencing must be determined quickly.
- Managing the projects and procuring the needed plant specimens at the proper time is a huge challenge, because the design, number of plants needed for each garden, and funding must be in place for these major expeditions.
- Suggestion: hold the final public meetings and then schedule the first expedition
- The Arboretum Foundation has been asked to fund a February plant expedition; however, staff must first know the sequencing of which garden is to be planted first, and what types and how many plants should be brought back from the expedition.
- Suggestion: There is \$300,000 left from the Pacific Connections' design funding, which could be used as seed money for the New Zealand or Chile Garden plant expedition
- Must determine what plants are grown locally that also grown in New Zealand – and have been selected for the Arboretum's New Zealand garden.
- The UW may propagate some of the needed plants.
- The UW catalogs its' existing exhibits and will want to catalog all the new plants as they are planted
- The design and funding must be in place so that the leaders of each plant expedition will know how many plants to procure
- Suggestion: Prepare a schedule through 2014 for getting the appropriate plants at the proper time and where they will come from: local procurement or plant expeditions? Include plant cataloging in the schedule.

Other issues:

- The Arboretum Foundation will work to raise funds for the expeditions, but currently has no campaign manager for the effort, and a second development staff person recently gave their resignation.
- The \$300,000 has also been suggested for use for a pedestrian entry; requested that the full ABGC determine how the funds are best spent.
- Ensure there is a backup for Andy Sheffer.

Strategies:

- Ask multinational companies who do business in the plant expedition countries to sponsor some/all of the expeditions
- Many of the plants are difficult to get – use a map of the world showing where they grow as part of the sales pitch to help fund the needed expeditions
- A developed plant list is good leverage for asking donors to help fund the expeditions

## **ANNOUNCEMENTS/REMINDERS**

- ABGC regular attendees were asked to review the Goals & Objectives (work plan) and send any updates to Sandy Brooks.
- Seattle Parks and Recreation will hold a citywide Strategic Action Plan meeting at the Graham Visitors Center on November 8.
- Mayor Nickels is considering a candidate to fill the vacant City-appointed position on the ABGC.

There being no further business, the retreat adjourned at 12:30 p.m.

APPROVED

\_\_\_\_\_  
David Mabberley, Secretary

\_\_\_\_\_  
Date



**ABGC RETREAT - Attachment**  
**Summary of Small Group Discussions**  
Prepared by Kathleen Pierce

At the ABGC retreat on November 7, 2007, four small groups of about six people each were asked to discuss four questions and then share two important thoughts. This report synthesizes key themes that emerged from the conversations and includes unedited notes created by the facilitators and the recorders for each group.

## **I. DISCUSSION QUESTIONS**

The current mission of the Washington Park Arboretum focuses on providing three major benefits to the community:

- **Education**
- **Recreation**
- **Conservation**

We'd like to know:

1. What do these terms mean to you? What are some examples of how we are doing, or have done, these things well?
2. What other benefits does or should the Arboretum provide?
3. How do current trends, challenges and opportunities impact our work? What might we do differently to capitalize on these?
4. If we are successful, what would success look like in 5-10 years?

## **II. DISCUSSION THEMES RELATED TO MISSION, VISION & VALUES**

### **Key themes:**

- We need to capitalize on increasing concerns about the environment, health, and urban growth (which makes our green space more precious than ever), including partnering with organizations focused on these issues and demonstrating environmentally sustainable practices.
- We need to better capitalize on internal resources—Pacific Connections, daylighting Arboretum Creek, health benefits of plants, highly-valued collections, increased connections with global communities our plants and gardens reflect.
- We need to define, expand, and diversify the community we serve so that it reflects the demographic diversity of our city/region, and make WPA highly accessible to all. We also need to diversify our own boards and staffs.
- Conservation, education, and recreation are important—and related—purposes of WPA, but we need to reframe them to appeal to new audiences and reflect new uses. For example, the term education may not adequately describe the kinds of hands-on learning and community service opportunities WPA provides, which promote changes in behavior as well as knowledge. Recreation does not adequately capture WPAs contributions to healthy lifestyles including spiritual health (a place of serenity, beauty, tranquility) and community connections (a place for diverse people to meet and work together). Also, we need to do a better job of explaining what we mean by conservation and why it is important.
- We need more resources (money, staff, & stewards) and a sound financial model in order to realize our goals for WPA.

### **Potential Arboretum mission elements**

- Conserve and enhance high-quality collections and forests, plant diversity, rare and endangered plants, natural ecosystems, wildlife habitats, Olmsted legacy, cultures, open space.
- Provide diverse opportunities to enhance life-long learning, horticultural and environmental literacy, community service, and healthy lifestyles, and to connect people and communities.
- Ensure that WPA and programs are easily accessible to all.

- Set an example of sustainable horticultural and environmental practices in a park.

#### **Potential ABGC mission elements**

- Raise widespread awareness and appreciation of WPA among local and international audiences.
- Successfully implement 20-year master plan as the highest priority.

#### **Potential Arboretum vision elements**

- WPA is a major attraction that everyone in our region and state values, visits, and supports.
- WPA is respected internationally for its collections, biologically diverse plantings, beauty, high quality programs, accessibility, and sustainable practices.

#### **Potential values we believe in**

- Environmental sustainability—reflected in our buildings, water systems, plant maintenance, etc.
- Diversity—of plants, public users & supporters, partner boards and staff
- Stewardship—caring for treasures we have inherited and investing resources cost-effectively
- Creativity—using science and technology effectively to meet our goals
- Adaptability—adapting to new trends and opportunities
- Excellence—stellar grounds and collections
- Accessibility—WPA is free to all and easy to access and use
- Health—of plants, persons (spiritual and physical), environment, community

### **III. DISCUSSION NOTES**

#### **BACKGROUND—Strategic challenges & opportunities for WPA (Presenters)**

- Change
- Governance/partnerships
- Raising visibility for WPA & collections
- Increasing support (\$ and advocates; state \$; \$ for operations)
- Collections
- Access
- 520
- Space for Arboretum Foundation, plant stock (MOHAI potential)
- Pacific Connections: MOUs, SYGW & land trusts, new partnerships
- Environmental concerns: sustainability, “Urban Forest,” College of Environment
- Childhood obesity; healthy parks

#### **Group #1—Elizabeth Loudon, recorder**

##### *Q1: Meaning of terms, examples*

- partnership—more can get accomplished
- structured programs/formal
- plant propagation
- community is not always knowledgeable about WPA
- life long learning is lacking
- we need to nurture more people to be stewards of WPA
- define our community
- engage adults
- conservation and education about it is occurring but could be broader
- conservation hampered by lack of staff
- doing more requires funding
- to adequately do the 3 components of our mission we need more funding
- Pacific Connections garden provides new opportunities
- recreation—no information on distance
- Bicycle Sunday on Arboretum Drive

*Q2: Other benefits*

- What else does WPA provide?
  - serenity/quiet
  - nature
  - trees/green space
- What else could we do?
  - arts—challenge could be crowds & parking
  - performances—“ “ “ “
  - define community to be more in alignment with our city/state/region demographics through intentional programs

*Q4: Success*

- Everyone in the city/state knows where & what the WPA is \*
- Grounds & collections always look stellar
- Adequate funding & staff (endowments)
- Major attraction that all want to visit & support \*
- Set the example of sustainable practices in a park \*

**Group #2—David Graves, recorder**

*Q1: Meaning of terms, examples*

- Education:
  - Children
  - General community
  - Seniors
  - College students
  - Outreach vs. academia
- Recreation:
  - Passive > active conservation
  - Individual
  - Active (running)
- Conservation
  - Long history in Arbo
  - Management obligation (collections)
  - Olmsted legacy—native vegetation, urban forest, formal garden

*Q 2-3?*

- Education:
  - partnership with environmental learning centers
  - Facilities—programs (education & conservation)
  - Attract more youth, service opportunities
  - Volunteers, service opportunities
  - STAFF
- Conservation
  - Daylight Arbo Creek (educational opportunities)
  - Connection to Madison Valley (community, hydrological, physical)
- Stewardship \*
  - Sustainability
  - Staff
  - Education
  - Conservation
  - Recreation
  - Health—physical, ecological, environmental
  - Climate initiative
  - Green Seattle partnership \*
  - Invasive species

- Growth \*
  - Urbanization
  - Shrinking resources
  - Economic development

*Q 4 Success*

1. Daylight Arbo Creek—aquatic ecosystems
2. Staffing adequate to handle completed master plan
3. Healthy native community matrix
  - growing the collections
4. No net loss of education, conservation, recreation opportunities
  - Successful leveraging of \$
5. Visible community resource to support healthy lifestyles
6. Vehicles traveling at the posted speed (25 mph) to view the arboretum

*Two ideas:*

1. stewardship
2. Growth & response to surrounding growth

**Group #3—Donald Harris, recorder**

*Q1 Meaning of terms, examples*

- Education
  - Children: teaches kids about plants, appreciation & introduction to outdoors
  - Staff: development & training
  - Public: increasing awareness & appreciation of Arb
- Conservation
  - Why is it important
  - Tie in with global warming

*Q3 What do we need to do differently?*

- Education & raising awareness \*
  - Value of Arb
- Reach new audiences \*
  - Especially young people \*
    - Nature deficit disorder
  - Diversity
- Sense of urgency—environmental issues
- Relevance – opportunity w. Pacific Connections (global)
- Cultural events, like Japanese Garden
- We need financial business model
  - Knowing costs – projects
  - Better developed budgets
  - Best allocation
  - Would lead to increased confidence in donors; > \$

*Q4 Success*

- More diverse representation
  - Boards
  - Staff
  - Public we're reaching?

**Group #3—Kathleen Pierce, recorder**

*Q1 Meaning of terms, examples*

- All important—sweet spot where they meet
- Recreation & health
  - Health important

- Traditionally re-creation, recharging
- Enjoyment
- Beauty
- Tranquility
- Compare arts, spiritual, transformation
- Education
  - Talk about environmental literacy vs. education
  - Need to redefine, bring understanding to a higher level
    - Understanding is a key concept
    - Passive knowledge has value
    - But need behavior change too; doing as well as learning
    - Need to sustain “hands on learning” opportunities—“practical engagement”
  - Tech transfer
- Conservation increasingly important
  - This is the end result
  - Bio-diversity
  - Arb is “an ark for plants”
  - Arb is a haven, safe place for rare & endangered plants
  - Conservation is linked to health; plants have potential health benefits
  - 3 kinds:
    - Exotic
    - Natural (our own plants); linked to ecosystems
    - Animals: preserving habitat, wetlands
  - Also conservation of open space in city choked by development
  - Sensory conservation—what a forest smells like

#### *Q2 Other benefits*

- Preserving our heritage is a national obligation
  - Olmstead
  - Collections
  - Cultural (Japanese garden)
- Excellence
- Community—both an end and a means
  - Working together
  - Social capital (grease)
  - Ex. Student conservation association –helping them as partners for the future
  - Being a neighborhood bridge, a connector
    - Across class, ethnicity, income, culture
  - We need to be more inclusive: “plants are more diverse than we are”

#### *Q3 Trends. What do we need to do differently?*

- Increase visitors, numbers and diversity
- Increase visibility
- Increase new ideas
- Increase financial stability
- Increase community involvement of students
- Daylight Arboretum Creek
  - Would provide benefits to environment, opportunity to educate the community, create buzz
- Increase interactions with global communities connected to our collections
- Create a Children’s Arboretum
- Bike paths
- Environmental sustainability, green technology (buildings, storm water, water system)
- Have the best collections
  - Capitalize on expeditions to raise friends, supporters
- ‘Integrated technology’

- Better use of the Internet

#### *Q4 Success*

- Increased appreciation, understanding valuing of what the Arb can do for the community—international, national, state, local
- Building a diverse community
- We talk differently about our purposes:
  - Physical & spiritual health
  - Heritage and legacy

### **WRAP UP**

#### Group #1:

1. WPA should set an example of sustainable practices
2. Everyone in the state and city view WPA as a prime attraction

#### Group #2:

1. Stewardship, including sustainability +
2. Growth, WPA should respond, gain ground

#### Group #3:

1. Education – value
  - New audiences
  - urgency
2. Financial business model (costing, budgets)

#### Group #4:

1. Increase understanding, values, appreciation
2. Capitalize on cultural awareness
3. Don't get hung up on recreation, education, conservation terms
4. Be intentional—define the community
5. Staffing!!!!