

## Arboretum and Botanical Garden Committee (ABGC) Minutes Graham Visitors Center – March 9, 2016

*The Arboretum and Botanical Garden Committee is a Joint effort of the Arboretum Foundation, Seattle Parks Department, and the University of Washington, and designated by Seattle City Council Ordinance 65130, approved December 27, 1934, and Ordinance 116337, approved September 8, 1992.*

### Voting Members

#### Arboretum Foundation

- *Excused*, Paige Miller, Arboretum Foundation Executive Director
- Jim Reid, Arboretum Foundation Board President

#### City of Seattle

- Kenan Block, Mayoral Appointee
- Jack Collins, Mayoral Appointee
- Michael Shiosaki, Seattle Parks, Projects & Planning Division, Director

#### University of Washington

- *Excused*, Sally Clark, University of Washington, Director of Regional and Community Relations
- Sarah Reichard, University of Washington Botanic Gardens (UWBG), Director
- Iain Robertson, University of Washington, Associate Professor, Dept. of Landscape Architecture

#### Washington State

- *Excused*, David Towne

### Other Staff Present:

- Fred Hoyt, University of Washington Botanic Gardens (UWBG), Associate Director
- Rachel Acosta, Seattle Parks and Recreation, ABGC Coordinator
- Daniel Sorensen, University of Washington Botanic Gardens (UWBG)

### Standing Committees

#### Partners Committee:

AF: Jim Reid & Paige Miller

City: Christopher Williams & Michael Shiosaki

UW: Tom DeLuca & Sarah Reichard

#### Master Plan Implementation Group (MPIG):

AF: Paige Miller & Jason Morse

City: Michael Shiosaki (lead) & Andy Sheffer

UW: Fred Hoyt & Sarah Reichard

#### SR520 Technical Committee:

City: David Graves; UW: Fred Hoyt

### Opening Items

Jim asks for a Motion to approve the January minutes, Kenan moves, Michael seconds, and Jack abstains. The January 13, 2016 minutes are approved.

Jack gave tours of the Arboretum to a daughter of a past UWBG Director. She had many fond memories of her time in the Arboretum as a child.

## Loop Trail Communication Strategies

Presented by Meg Mathews, Strategic Communications Manager for the UW College of the Environment, Niall Dunne, Communications Manager for the Arboretum Foundation, and Karen O'Connor, Public Information Officer at Seattle Parks and Recreation

The partners collaborated to create a communication plan to ensure positive advantage of the Arboretum Loop Trail project – communicating the significant benefits of this trail. They developed a specific plan because there are challenges. The plan will serve as a guideline to create timely proactive communication efforts meeting stakeholders where they are. The plan is coordinated across partners – messages are the same. The partner organizations have split up the work so that each group answers questions related to their topics.

- UWBG – collection, plants
- Arboretum Foundation - benefits to the people
- Seattle Parks and Recreation– construction and project timeline

The focus will be to tell stories about the relevance of the trail, the connection between the Loop Trail and Master Plan, and considers all impacts.

Next step – media tour in late March – Garrett, Paige and Ray. The tour will focus on:

- Introduction
- Walk them through a few sections
- Demonstrate improvements to collections
- Tour will emphasize restoration work, connection to Madison, conservation, recreation and education, amount of care and thought going into every decision. Tells a good story.
- Digital press kit with really good pictures.

The partners will provide media training for spokespeople. There are social media plans. There is a crisis communication plan in place.

SPR to put out a press release that will drive people to the website – there will be listserv access on the website. #arboretumlooptrail will be the hashtag. The 6-foot wide sign will be up on the Wilcox Bridge for 2 weeks; a very simple sign that provides the web address: [Looptrail.seattle.gov](http://looptrail.seattle.gov). After 2 weeks, the sign will be put up on the construction fencing. They have designed banners for the light posts, although there is questions about whether they will be used. They will push out quarterly emails and maps of the construction impacts will be situated around the Arboretum.

Fred followed up with Mary Bond at Audubon asking for a letter of support, this was refused. Garrett mentions they have rerouted the trail to avoid large native trees and will lead off with an ornithologist – looking for nesting birds prior to tree removal.

700 trees have already been planted and invasive plants removed from all around the sports fields. Signage at the play fields emphasizes people can get involved. Niall has already produced 5 electronic articles and 3 print articles. He may create a current narrative with nice visuals. He is working to keep Arboretum Foundation members in the loop.

Transparency and responsiveness is key. Construction is starting in a week or two. Those who work at the Arboretum will be trained in communication and carry business cards with website.

They have done a tremendous job preparing for the media and public.

## Budget, Personnel and Other Items

### **Parks**

Dan Johnson, Director of Parks is leaving to City of Shoreline. His last day is Friday, March 24. Donald Harris' Retirement Party is March 31 at Golden Gardens from 5-8pm, Rachel will send out the invitation.

### **Arboretum Foundation**

Opening Night Party at the Northwest Flower and Garden Show was the best party yet! The Arboretum Foundation raised \$110,000 from Raise the Paddle and \$230,000 total. The format was changed to allow for a sit down dinner. Anne Wyckoff did a great job as honorary co-chair.

Summer party is coming up on July 14. The goal for this event is to target a different audience.

Japanese Garden Committee are having their 1st meeting on March 15. Skip will chair, with a blend from the Japanese Garden Advisory Council and the Arboretum Foundation.

Opening ceremony at the Japanese Garden was last weekend. The rain stopped long enough for a Shinto blessing. It was a sold out event.

### **University of Washington –**

Seattle Garden Club donated \$10,000 to thank Sarah for her work on their conference. The UWBG applied the funds toward the Camellia Garden restoration.

UW received a \$33,000 grant for a composting toilet at the farm. Sarah hopes this will be successful enough to use at the Arboretum.

Staff are working on a children's garden and developing 2nd grade curriculum.

Increased CSAs to 40 shares and they have already sold out.

In negotiations with a qualified arborist, Sarah and Fred are excited to fill this position.

Jack asks about the status of the stumps on Arboretum Drive by the greenhouses. Fred answers they have to wait for it to dry out to remove them.

Jack reminds everyone the unsightliness of the green plastic sign that says "slow down." UWBG staff say they don't put them out. Jim will talk with Paige.

## MPIG

Education Building – Putting a committee together to create a draft rendering of footprint and visuals and brainstorm how to use the space. Figuring out how to fund the pre-design stage.

Azalea Way Pond Restoration - Seattle Garden Club asked for more information on a potential grant; it is 1 of 4 potential projects.

Ridgetop trail – potential donor for a portion near the Woodland Garden that is not ADA accessible.

Waterfront Trail – Will be applying to the Washington state Recreation and Conservation Office for a grant to match shoreline mitigation money.

UW Education Shelter – Working diligently to get the price down to make it feasible. Bob Hoshide has been working closely with the UWBG. Small projects in the UW are hard to get done – vice president understands this and has convened a committee to come up with a better system.

Drinking fountains – still working to get them working – issues with supply line and drainage.

Bench sites – There will be additional bench sites for donated benches – particularly along the Loop Trail. Paige and Michael to review the Bench Policy.

March 19 UW Sound Transit Station Opening – UWBG staff will be there handing out “Tree Cheers for the Arboretum” stickers. UWBG education staff will be in the booth.

David Zuckerman had a conversation with Broadmoor maintenance and they agreed to let the Arboretum take out the Cypress and plant up the area in front of their property and maintenance area.

## Old/New Business

Equity Committee Update: The Committee is working towards finding training for the ABGC to better prepare them for outreach to under-represented communities. They have a meeting scheduled with Leadership Tomorrow to discuss their project to help further the goal of engaging with more diverse communities in the Arboretum.

There being no other new business, the meeting adjourns at 9:50am.

APPROVED \_\_\_\_\_ DATE \_\_\_\_\_

Jim Reid, ABGC Chair