

DRAFT

Subject:
Advertising and Sponsorship

Number: 01-200 - a
Original Issue: 6/2000
Revision:

Purpose:

To allow advertising and sponsorship in order to generate revenue to support and enhance VPD events, publications, programs and facilities. To maintain control of and share in the economic benefits of the commercial use of district property, image and trademark. To ensure that advertising in VPD parks is appropriate for all age levels, is not offensive to the general public and is in the best interest of the community.

Policy:

No advertising is accepted which:

- Inhibits the use or function of any park, park facility, program or event.
- Attacks any ethnic, racial, religious or minority group
- Promotes the use of illicit drugs, tobacco, alcohol or firearms
- Promotes hostility, disorder or violence
- Is libelous
- Is of a sexual nature
- Infringes on the rights of others
- Promotes a specific religion or religious belief
- Promotes or opposes any political candidate or cause

Advertising and sponsorship may be accepted for appropriate Vashon Park District resources, including but not limited to, recreation and youth programs, district-sponsored special events, printed materials, outdoor recreation areas, and district facilities.

Advertising and sponsorship recognition will be provided in one location at the facility or program location and will display the advertiser or sponsor name and logo in a standard format. This format will be established on a case by case basis by district administration.

Applicability:

The District will only accept those advertising messages and sponsors that are supportive of the district's goals and are in the best interests of the community and the VPD. All recognition will be integrated thoughtfully, tastefully and only where appropriate.

VASHON PARK DISTRICT BOARD MINUTES

DATE: July 11, 2000

BOARD MEMBERS PRESENT

B. AMELING

D. BROWN

J. JACOBOVITCH

X

X

X

C. IRELAND-MCLEAN

T. O'BRIEN

X

X

ISSUE

DISCUSSION AND OUTCOME

FOLLOW-UP

The meeting was called to order by Truman at 7:30pm.

Additions or Comment on the Agenda

It was asked that the Comprehensive Plan and "People for Parks" be added to the agenda.

Corrections to the Minutes

The June 13 minutes were accepted and no changes were made. It was noted that the Ober Park architect will not be able to make a Board meeting until August 8th.

Bond Resolution

Wendy announced that the lawyer found the resolution to be acceptable. Bill stated that the resolution was complete and just needed to be signed. Jake asked that the ballot and resolution read, "up to 2 million" ... in the qualifier.

Wendy will check into any legalities for changing the resolution terminology.

Comprehensive Plan

The five year plan will come out of the bond project wish list. The addition of the current comp. plan document will create a working master plan for IAC and other grant uses. It can also be used to support the bond with history, inventory, CIPs, open space/ acquisition and financials. An editor is needed to combine the documents and make it a working plan.

The Board will offer Wendy possibilities of persons they feel are qualified for the editing position. Wendy will select an individual who is suitable.

Policy Drafts

Wendy presented the Board with three separate policy issues and different drafts of each. She also informed them of an article she would like to place in the Island View which encourages the public

Wendy will work with the Board's suggestions and terminology. She will update the policies accordingly.

to become involved in the policy drafting process. See attachment #1 (Policy for Memorials, Advertising and Sponsorship, and Stewardship Bulletin Boards). The Board asked that the following terms be defined for use in enforcing policy: Memorial, Sponsorship, Fundraising, Advertising and Commemorative. All of the policies presented are still under discussion. The Board made several comments regarding terminology. They also felt that all information to be placed on a park bulletin board must first be passed through the office.

Village Green

The design plans are being displayed and public comment is being encouraged. There is a public meeting on July 19th, followed by a series of meetings to determine the public's favorite design. This process will culminate in a committee presenting the public's choice to the Board. Jake also mentioned that a more solid agreement needs to be established between VIGA and the Chamber. He also suggested that next year the Village Green remain a usable park during Strawberry Festival.

The Board will update the agreement at a later date.

Mid-Year Budget Review

Bill asked to drop the \$500 Admin. and \$2000 Maintenance additions. These costs will be absorbed into an over/ under number for 2000.

Wendy will re-work the numbers to reflect Bill's suggestion.

Commissioner's Reports Jensen Point

Carol informed the Board that there is much public use centered around Jensen Point.

J.A.R.C.

Carol also mentioned that the BARC Stewards would like to have a Board commissioner assigned to their park.

Truman will assume this role.

Ober Park

Deborah informed the Board that the Friends of Ober Park have restructured into a more organized group. They have pushed their project date back to 2001.

Fern Cove

Deborah also stated that the Land Trust and Fern Cove have moved to have their organizations work as one.

Isabeula Park

Bill made a motion to have the park gate locked by 6 PM effective

Wendy will contact the police to

D R A F T

Subject:
Advertising and Sponsorship

Number: 01-200
Original Issue: 6/27/2000
Revision: 7/11 and 8/8

Purpose:

To allow advertising and sponsorship in order to generate revenue to support and enhance VPD events, publications, programs and facilities. To maintain control of and share in the economic benefits of the commercial use of district property, image and trademark. To ensure that advertising in VPD parks is appropriate for all age levels, is not offensive to the general public and is in the best interest of the community.

Policy:

To assure that all funding support by sponsors and advertisers is standard throughout the District the following guidelines will be followed:

- Recognition will be provided in one location at the site.
- Recognition will be made by including each sponsors name and logo on a plaque or sign in lettering and size standard to all.
- The design and material of the plaque or sign must complement the site or program.
- Maintenance of the sign or plaque will be the responsibility of the District for as long as the program or site is part of the District. The District is not required, however, to replace a sign or plaque due to vandalism or loss if not practical.

All proposed plaques or signs must be reviewed by District Administration and approved by the Board of Commissioners.

Applicability:

The District will only accept those advertisers and sponsors that are supportive of the district's goals and are in the best interests of the community and the VPD.

Vashon Household Easement

Draft Policy

Jake reported that the easement is not one that the District appears to need. It was moved to release the easement only if the project goes forward as Senior housing.

Wendy shared the format she developed to keep track of the process of drafting and reviewing policy. This will be updated as needed to show the process of drafting and adopting policy.

Advertising/Sponsorship -

Fundraising -

Rowing Club Fundraising Project - the proposal to install tiles at Jensen Point was reviewed.

Commissioner's Report

Bill - Lisabeula. A email was received from a park user expressing their concern over the park closure. Bill asked that the county sheriff be asked again to follow up on the Park District's request that the park be closed at 7pm. It was also suggested that G. Nickels be informed of the lack of response we have received from the sheriff's office to date.

Deborah - Deborah, Wendy, Julie Berman and Ann Splers met to talk about the stewardship guidelines for all property held by the District and stewarded by the Land Trust. She also reported on a recent purchase the LT made in the Shinglemill area.

Jake - Village Green. Jake updated the Board on the progress on the Village Green design. The VG group will bring their

review and get the corrected copy printed for an all-island mailing.

Wendy will work with the V. Household and attorney to assure that the easement will only be vacated if the project is for senior housing.

Change the name to "Recognition of Donation". Use the term "donors" rather than "sponsors and advertisers". Remove the option of including logos to recognition.

Groups proposing to do fundraising will provide a proposal to the Board before fundraising begins.

Find out more about the total amount collected and how the rowing club would propose to use the funds.

Wendy will bring that information back to the Board at the next meeting.

Wendy will contact the sheriff and G. Nickels' office and have a report to the Board for the next meeting.

Deborah will continue to work with the LT to get the plans drafted. She will also find out more about the land purchase and how the Bill Fisher fund will be used.

August 8, 2000

D E A U U

Subject:
Recognition of Donation

Number: 01-200
Original Issue: 6/27/2000
Revision: 7/11,8/8,2/6/01

Purpose:

In recognition of donations to support and enhance VPD events, publications, programs and facilities. To maintain control of and share in the economic benefits of the commercial use of district property, image and trademark. To ensure that advertising in VPD parks is appropriate for all age levels, is not offensive to the general public and is in the best interest of the community.

Policy:

To assure that all funding support by donors is standard throughout the District the following guidelines will be followed:

- Recognition will be provided in one location at the site.
- Recognition will be made by including each sponsors name on a plaque or sign in lettering and size standard to all.
- The design and material of the plaque or sign must complement the site or program.
- Maintenance of the sign or plaque will be the responsibility of the District for as long as the program or site is part of the District. The District is not required, however, to replace a sign or plaque due to vandalism or loss if not practical.

All proposed plaques or signs must be reviewed by District Administration and approved by the Board of Commissioners.

Applicability:

The District will only accept those advertisers and sponsors that are supportive of the district's goals and are in the best interests of the community and the VPD.

Subject:
Recognition of Donation

Number: 13-04
Original Issue: 6/27/2000
Revision: 2/13/01, 4/11/06
Approved: 5/8/01, 4/11/06

Purpose:

To recognize donations that support and enhance VPD events, publications, programs and facilities while ensuring that advertising in VPD parks is appropriate for all age levels, is not offensive to the general public and is in the best interest of the community.

Policy:

To assure that all donor recognition is consistent throughout the District the following guidelines will be followed:

- Donation must be approved in advance.
- A donor will be recognized once per site.
- Recognition will be provided in one location at the site.
- Recognition will be made by including each sponsors name on a plaque or sign in lettering and size standard to all.
- The design and material of the plaque or sign must be compatible with the site or program.
- Maintenance of the sign or plaque will be the responsibility of the District for as long as the program or site is part of the District. The District is not required, however, to replace a sign or plaque due to vandalism or loss if not practical.

All proposed plaques or signs must be reviewed by District Administration and approved by the Board of Commissioners.

Applicability:

The District will only accept donations that are supportive of the District's goals and are in the best interests of the community and the VPD.