

Diana Dupuis
Director



STATE OF WASHINGTON
WASHINGTON STATE PARKS AND RECREATION COMMISSION

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July 18, 2024

Item E-9: Commission Policies – Requested Action

EXECUTIVE SUMMARY: This item asks the Washington State Parks and Recreation Commission to consolidate two Commission policies related to commercial advertising in state parks by repealing Commission Policy 45-14-1: “Advertising in State Parks: Digital Media and Printed Collateral” and by incorporating direction in that document in Commission Policy 45-16-1: “Commercial Advertising in Washington State Parks”. This action will create a single policy that contains all pertinent information previously adopted by the Commission in the original two policies.

Next, this requested action asks that the Commission repeal Commission Policy-10-07-1: “Working Capital Reserve Fund”. This policy was developed in 2007 and is no longer relevant to how the Parks Renewal and Stewardship Account is currently managed.

Finally, staff recommends amendments to Commission Policy 25-12-09: “Commission Travel” to align with current agency practices and Commission structure.

This item advances the Commission’s Strategic Plan goal, “Obtain and effectively manage resources needed to create and sustain an exceptional parks system”.

SIGNIFICANT BACKGROUND INFORMATION: Staff periodically reviews Commission and agency policies for updates and to assess their relevance to current agency operations. Changes to Commission policy must be adopted by an affirmative vote of the State Parks and Recreation Commission.

Advertising in State Parks

Commission policy 45-14-1: “Advertising in State Parks: Digital Media and Printed Collateral” and Commission Policy 45-16-1: “Commercial Advertising in State Parks” cover similar subject matter and should be combined into a single policy. This will be accomplished by rescinding Policy 45-14-1 and incorporating direction from that document into Policy 45-16-1. The amended policy will incorporate direction from both documents into one single policy and will eliminate the need for staff to review both policies to determine the Commission’s policy direction on advertising in state parks.

Working Capital Reserve Fund

Commission Policy 10-07-1: “Working Capital Reserve Fund” created the concept of a reserve fund for the Parks Renewal and Stewardship Account (PRSA). The PRSA is where most of the agency’s earned revenue is deposited, and funding is used to support the agency’s operating budget. The Commission policy directs the agency to create a capital reserve fund within the PRSA with a minimum of two months of estimated expenditures at the beginning of a biennium with a maximum amount equal to four months of estimated expenditures during a biennium. The Director and Budget Director are delegated authority to transfer funds from the reserve for emergency expenditures not greater than \$1 million; any amount over \$1 million must be formally approved by Commission action. The reserve fund was created to protect against the need to reduce services or raise fees because of temporary revenue shortfalls or unpredictable one-time expenditures.

This policy was adopted during a period when the agency’s primary source of funding was the state general fund, and the PRSA supported about 20 percent of the operating budget. Since the Great Recession, and the corresponding development of the Discover Pass and the Department of Licensing opt-out donation system, the agency is primarily supported by earned revenue.

The Office of Financial Management (OFM) develops agency budget instructions that direct state agencies to plan expenditures to preserve a working capital reserve in agency funds that are sufficient to cover two months’ of estimated average expenditures and that an ending balance must be sufficient to ensure the account does not end the biennium with a negative cash balance.

Parks budget requests are designed to reserve a sufficient projected ending fund balance for the PRSA through the Governor’s budget development process. Enacted legislative budgets may result in a shortfall to the Commission’s Working Capital Reserve Fund that are outside the control of the Commission or the agency.

Commission Policy 10-07-1 adds an additional layer of constraint on Parks’ ability to manage the appropriation authority in the operating budget and it creates a risk of an audit finding due to non-compliance with the Commission policy. Furthermore, a fund balance shortfall due to unforeseen circumstances or legislative action may drive sub-optimal budget management decisions to maintain alignment with this Commission policy that could otherwise be addressed by executive leadership, the Commission, or by the Governor and the Legislature.

Finally, the Commission is routinely informed of the status of the agency’s budgets at Budget Committee meetings and all regular Commission meetings, and the Commission approves the agency’s budget requests to the governor and the legislature.

Commission Travel

Commission Policy 25-12-09: “Commission Travel” outlines the process for selecting Commission meeting locations and tours as well as the process for travel reimbursement. The proposed amendments in Appendix 5 make changes that align the policy with current agency practices and Commission structure.

RECOMMENDATIONS:

- 1) Repeal Commission Policy 45-14-1: “Advertising in State Parks: Digital Media and Printed Collateral” and amend Commission Policy 45-16-1: “Commercial Advertising in

State Parks” to include direction from Policy 45-14-1. This action will create a single policy that includes all relevant policy direction adopted by the Commission related to advertising in state parks.

- 2) Repeal Commission Policy 10-07-1: “Working Capital Reserve Fund”. This policy creates additional fund management principles that are not governed or required by the Office of Financial Management, the Statewide Administrative & Accounting Manual, or the legislature.
- 3) Amend Commission Policy 25-12-09: “Commission Travel” to incorporate current agency practices and Commission structure.

SUPPORTING INFORMATION:

Appendix 1- Repeal of Commission Policy 45-14-1: “Advertising in State Parks: Digital Media and Printed Collateral”

Appendix 2- Amending 45-16-1 “Commercial Advertising in Washington State Parks, Digital Media and Printed Collateral”

Appendix 3- Repeal of Commission Policy 10-07-1: “Working Capital Reserve Fund.”

Appendix 4- Update to Commission Policy 25-12-09: “Commission Travel”

LEGAL AUTHORITY: RCW 79A.05.030

REQUESTED ACTION OF COMMISSION:

That the Washington State Parks and Recreation Commission:

- 1) Repeal Commission policy 45-14-1 and incorporate Commission direction from that policy into Commission policy 45-16-1.
 - 2) Repeal Commission Policy 10-07-1 “Working Capital Reserve Fund”.
 - 3) Amend Commission Policy 25-12-09: “Commission Travel” to incorporate updates related to current agency practice and Commission structure.
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Reviewer(s):

Kira Swanson, SEPA Review: Following review, staff has determined the action proposed for the Commission by staff is exempt from the State Environmental Policy Act pursuant to WAC 197-11-800 (14) Activities of agencies. The following administrative, fiscal and personnel activities of agencies shall be exempt: (h) All agency organization, reorganization, internal operational planning or coordination of plans or functions. AND (19) Procedural actions. The proposal, amendment or adoption of legislation, rules, regulations, resolutions or ordinances, or of any plan or program shall be exempt if they are: (a) Relating solely to governmental procedures, and containing no substantive standards respecting use or modification of the environment. **Van Church, Fiscal Impact Statement:** Language to be provided by Budget's office.

Andy Woo, Assistant Attorney General: July 1, 2024

Approved for Transmittal to Commission



Diana Dupuis, Director

APPENDIX 1

Repeal Commission Policy 45-14-1: “Advertising in State Parks: Digital Media and Printed Collateral”

~~I. Introduction~~

~~A. Purpose~~

~~This Commission Policy informs employees on the agency's advertising policy and guidelines for commercial advertising on its websites, social media channels and printed collateral. The Washington State Parks and Recreation Commission (Commission) operates websites and social media channels that are accessed by members of the public through the Internet. The agency also provides printed collateral that is available in hard copy as well as digitally. The Commission established these digital tools and collateral to communicate the features and benefits of the state park system to the public. Commercial advertising is not allowed in state parks except in digital or print media forms as provide herein.~~

~~B. Background~~

~~Through the 2009-11 and 2011-13 State Parks operating budgets, the Legislature directed the agency to work toward greater self-sufficiency. The agency's Transformation Plan identifies digital media and printed collateral as agency assets with significant potential to raise advertising revenue to support operations.~~

~~C. Definition – Advertising~~

~~The term advertising is defined as the activity of attracting public attention to a product or business through paid announcements. For purposes of this policy advertising in parks is not permitted unless otherwise authorized in policy, as part of an agency concession arrangement, or as part of future Commission action.~~

~~II. Commission's Executive Order~~

~~Employees are directed to follow this digital advertising policy for the posting of all revenue-generating advertising through the agency's websites and social media tools, to the extent allowed by law and in accordance with this policy. This policy advances the advertising program's revenue-generating objective by prohibiting advertisements that could detract from that goal by creating substantial controversy, interfering with and diverting resources from State Parks operations, and/or could be viewed as offensive, inappropriate or harmful to the general public.~~

~~III. Information to Carry Out this Policy~~

~~The Commission establishes policies, rules, and procedures for advertising that are consistently and fairly applied to protect public and state resources.~~

~~A. Digital Advertising Goals~~

~~The digital advertising program must be sensitive to public perception and balance revenue-generating goals with public policy issues. The goals and implementation steps are as follows:~~

- ~~1. Generate new revenue for the state park system through digital advertising.~~

- ~~Build a sales force with program, region and field staff helping to recruit advertisers and create market awareness.~~
- ~~Apply business enterprise principles, providing detail on operating costs and the project's ability to deliver net revenue to the agency operating budget.~~
- ~~Provide robust web analytics for program administration and marketing purposes.~~

~~2. Protect the public and state resources.~~

- ~~Evaluate the public's perception and online experience navigating sites with digital advertising by collecting and tracking public feedback.~~
- ~~Protect the agency brand and agency credibility by providing accurate, convenient, and current information on website and social media channels.~~
- ~~Prohibit advertising that is controversial, offensive, inappropriate or harmful to the general public.~~
- ~~Ensure website usability is maintained by conducting usability testing.~~

~~B. Advertising Review~~

~~To ensure agency review of advertising proposals is fair and consistent, the Director will establish a rigorous advertising review process consistent with any legislation, state directives, sound business practices and this policy.~~

- ~~1. State Parks staff will review and approve all advertising content. The agency retains the right to refuse any advertiser and any ad posting. The agency at any time may remove any advertisement it believes violates this policy.~~
- ~~2. Prior to placing an advertisement, State Parks staff will screen and evaluate the ad content to confirm compliance with the guidelines set forth in this policy.~~
- ~~3. On web pages with advertising space, the agency shall include a clearly posted policy and a disclaimer disavowing any endorsement of products and services advertised.~~
- ~~4. The Commission reserves the right to support or endorse certain products and services consistent with the agency mission.~~

~~C. Advertising Content~~

~~Advertising sold, solicited or allowed on agency websites and printed or digital collateral shall be limited to commercial advertising. By offering advertising for this limited purpose, **the Commission is not creating a public forum** or designated public forum. State Parks staff retains the right to limit advertising to the purposes set out in this policy or to discontinue the sale of commercial advertising at its discretion. By limiting the use of designated areas of the agency's websites and collateral to commercial advertising under this policy,~~

~~the Commission does not limit its right to engage in speech on behalf of itself and the State of Washington.~~

- ~~1. Any and all advertising sold shall be limited to informing members of the public of the availability of commercial goods or services. No statements of public policy, opinion or public matters shall be permitted, whether or not in the form of an advertisement.~~
- ~~2. Content must be in keeping with contemporary community standards and any standards for public area advertising.~~
- ~~3. State Parks staff may use designated advertising space for State Parks information, including promotion of agency programs, projects and services.~~

~~D. Prohibited Advertising Content~~

- ~~1. Content containing any of the following characteristics is not permitted:
 - ~~a. **Obscene or indecent.**~~
 - ~~b. **Discriminatory.**~~
 - ~~c. **Religious** (other than commercial advertising of service times and locations)~~
 - ~~d. **Political** advertising promoting or opposing a political party; the election of any candidate or group of candidates to federal, state or local government offices; and initiatives, referendums and other ballot measures.~~
 - ~~e. **Public issue** advertising expressing or advocating an opinion, position or viewpoint on matters of public debate about economic, political, religious or social issues.~~~~
- ~~2. Advertising that depicts or promotes the following products, services or other material will not be permitted:
 - ~~a. **Alcohol/tobacco/marijuana** products.~~
 - ~~b. **Gambling.**~~
 - ~~c. **Firearms** including ads promoting or soliciting the sale, rental, distribution or availability of firearms or firearms-related products.~~
 - ~~d. **Adult/mature rated films, television or video games** or other products rated by the industry as only suitable for mature audiences.~~
 - ~~e. **Adult entertainment or establishments**, including but not limited to adult book or video stores, adult Internet sites, adult telephone services, adult Internet sites, and adult escort services.~~
 - ~~f. **False or misleading material** that the advertiser knows or would reasonably be expected to know is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy.~~
 - ~~g. **Objectionable sexual or harmful subject matter** that is offensive based on contemporary community standards and would reasonably~~~~

~~foresee harm to, disruption of or interference with the operation of the state parks system.~~

- ~~h. **Insulting, disparaging or degrading material** directed at a person or group that is intended to be or could be interpreted as being disrespectful based on characteristics protected under federal or state law or that is so offensive as to reasonably foresee that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order.~~
- ~~i. **Illegal activity**, including any advertising that promotes any activity or product that is illegal under federal, state or local law or any advertising that contains material that is an infringement of a copyright or trademark or is otherwise unlawful or illegal.~~
- ~~j. **Profanity and violence**, including advertising that contains any profane language or portrays images or descriptions of graphic violence or intentional infliction of pain or violent action towards or upon a person or animal.~~
- ~~k. **Products, services or messages which might be contrary to the best interests of the agency**, including any advertisement that encourages or depicts unsafe behaviors or encourages unsafe or prohibited recreation activities.~~

~~E. Additional Restrictions~~

~~In addition to general restrictions, the following guidelines apply to advertisements on agency websites and social media channels:~~

- ~~1. The clarity and functionality of the websites and social media channels are paramount. Advertising that interferes with this goal or distracts or interrupts the agency's information, will not be allowed.~~
- ~~2. The agency shall specifically designate the advertising spaces available on its website. It is within the agency's sole discretion to determine which web pages, or portions thereof, shall be available.~~
- ~~3. Advertising must not slow or degrade access to information.~~
- ~~4. The advertising shall adhere to the agency's online privacy policy, Internet security requirements and accessibility guidelines.~~
- ~~5. All advertisements, including any javascript placed on any agency website must be served from a secure location/server. As applicable, ads shall be served through ad serving software. Advertisers must certify that content is free from any virus, infection, malware, or other code that places the website, its users, or any state resources in jeopardy.~~
- ~~6. The advertising content must be clearly identifiable as an advertisement, distinctive from agency content. Advertisements cannot mimic news headlines or agency documentation in design, tone, third-person sentence structure or topic.~~

- ~~7. Advertising content cannot mislead the user. For example, advertisements cannot be designed to appear as though they are a functional part of the agency's websites or mimic or resemble operating system or Internet browser error messages or dialog boxes (dropdown menus, search boxes, etc.). Actual interactive ads approved by State Parks staff are allowable.~~
- ~~8. Audio events in advertisements must be initiated by a user click, must include a clearly labeled button or link to stop audio, and cannot loop.~~
- ~~9. Advertisements that include links to websites outside of the agency's control must allow users to return the agency's websites by using their browser's "back" button; trap door effects are not permitted. Advertisements cannot launch multiple browser windows upon a user click.~~
- ~~10. All advertisers will execute contracts approved as to form by the agency setting out the rights and liabilities of the agency and the advertiser. The contracts will include a requirement that the advertiser agrees to hold the State of Washington and the Commission harmless and to indemnify the State of Washington and the Commission for any loss associated with the placement of an advertisement. State Parks staff will consult with the Office of the Attorney General regarding the appropriate form of such advertising contracts.~~

~~V. Review and Update~~

~~The Commission acknowledges that rapid changes in the development of new technology may create issues or opportunities that surpass the scope of the specific terms and conditions enumerated herein. In those cases, the Commission reserves all rights under law and delegates to the Director the authority to apply the intent demonstrated within this policy to questions and situations that are unforeseen or unforeseeable.~~

APPENDIX 2

Amend Commission Policy 45-16-1: "Commercial Advertising in State Parks"

Description: January 23, 2014 Advertising Digital Media and Printed Collateral 45-14-1 and March 31, 2016, Advertising in Washington State Parks policies are combined.

I. Introduction

A. Purpose

This Commission policy guides staff on commercial advertising in Washington State Parks and provides decision-making authority on advertising placement

to the Director or designee. The Washington State Parks and Recreation Commission (Commission) already allows commercial advertising on its websites, social media channels and printed collateral.

B. Background

Through the 2009-11 and 2011-13 State Parks operating budgets, the Legislature directed the agency to work toward greater self-sufficiency. The agency's Transformation Strategy identified commercial advertising on or within agency assets as having significant potential to raise advertising revenue to support park operations. The agency's Transformation Strategy identified digital and printed collateral as agency assets with significant potential to raise advertising revenue and support operations. In 2014, the Legislature enacted statute (RCW 79A.05.087) that allowed commercial advertising on or in State Parks lands and buildings under certain conditions.

C. Definition – Advertising

The term advertising is defined as the activity of attracting public attention to a product or business through paid announcements. For purposes of this policy, advertising does not include naming rights, donor recognition or sponsorships.

D. POLICY

II. Commission Direction

Employees are directed to follow this advertising policy for all revenue-generating advertising in Washington state parks, and the posting of all revenue-generating advertising through the agency's social media tools and collateral, to the extent allowed by law and in accordance with this policy. This policy advances the advertising program's revenue-generating objective while prohibiting advertisements that could create substantial controversy, interfere with, or divert resources from State Parks operations, and/or could be viewed as offensive, inappropriate or harmful to the general public.

III. Information to Carry Out this Policy

The Commission establishes policies, rules, and procedures for advertising that are consistently and fairly applied to protect public and state resources.

E. Advertising Goals

The advertising program shall be sensitive to public perception and balance revenue-generating goals with public policy issues. The goals and implementation steps are as follows:

1. Generate new revenue for the state park system through in-park and digital advertising.
 - Build a sales force with program, region and field staff helping to recruit advertisers and create market awareness.

- Apply business enterprise principles, providing details on operating costs and the project's ability to deliver net revenue to the agency operating budget.
 - Provide robust analytics for administration and marketing purposes.
2. Protect the public and state resources.
- Evaluate the public's perception and experience within person and online advertising when visiting state parks with advertising by collecting and tracking public feedback.
 - Protect the agency brand and agency credibility by providing accurate, convenient and current information in placed advertising.
 - Prohibit advertising that is controversial, offensive, inappropriate or harmful to the general public.
 - ~~Respect the First Amendment rights of prospective advertisers.~~

F. Review for impact to historic, archaeological and cultural landscapes/structures

1. Staff review of advertising proposals will ensure consideration of impacts to historic structures, archaeological sites and cultural landscapes. Each advertising proposal will be carefully screened to determine if it requires consultation with the Department of Archaeology and Historic Preservation (DAHP) and is in compliance with the memorandum of agreement between the two agencies. Staff will consult with DAHP on commercial advertising proposals in the following areas:
 - Within or directly adjacent to National Register-listed or eligible properties, including historic districts and cultural landscapes;
 - Within areas classified as a Heritage Area under the individual park's Classification and Management Plan;
 - Within or directly adjacent to previously recorded archaeological sites if the proposal includes ground disturbing activities;
 - If the proposal has the potential to impact a building 45 years of age or older, that has **NOT** been previously recorded, a Historic Property Inventory Form will be completed by staff and forwarded to DAHP for concurrence on eligibility;
 - Staff will consult with DAHP regarding commercial advertising in writing and will provide information regarding the nature of historic properties in the area along with the details of the proposed commercial advertising and staff comments on the proposal.
2. Temporary (less than one month) installations, i.e., event banners, will not require consultation provided they are not permanently affixed to historic properties or have ground-disturbing activities within or directly adjacent to previously recorded archaeological sites.
3. To achieve a timely response to advertising partners, DAHP will be provided a maximum of 30 calendar days to make comments.

G. Compliance with RCW 79A.05.087 - Commercial advertising on or in state parks lands and buildings

Staff will limit advertising for food and drink products to those that are consistent with healthy nutrition guidelines developed by the Washington State Department of Health whenever practicable. Additionally, staff will consult with DAHP as provided above, to ensure that any advertising in or on State Parks lands or buildings complies with RCW 79A.05.087. In particular, staff shall insure that advertising in or on State Parks lands or buildings:

1. Conforms to the United States secretary of the interior's standards for the treatment of historic properties when applied to advertising affecting historic structures, cultural and historic landscapes, and archaeological sites;
2. Does not detract from the integrity of the park's natural, cultural, historic, and recreational resources and outstanding scenic viewsheds.
3. Does not create a potential conflict of interest because of the commercial or corporate entity's regulatory or business relationships with the Commission;
4. Acknowledges individuals and organizations that are donors or sponsors of park events or projects or support the sustainability of park concessionaries, lessees, or service providers;
5. Does not include obscene, indecent, or discriminatory content;
6. Does not include political or public issue advocacy content;
7. Is not for products, services, or other materials that are offensive, insulting, disparaging, or degrading; and
8. Is not for products, services, or messages that are contrary to the public interest, including any advertisement that encourages or depicts unsafe behaviors or encourages unsafe or prohibited recreation activities.

H. Advertising Review

To ensure agency review of advertising proposals is fair and consistent, the Director or designee will establish a rigorous advertising review process consistent with any legislation, state directives, sound business practices and this policy.

1. State Parks Communications Division staff ~~Creative Services team~~ will review all advertising content. The agency retains the right to refuse any advertiser and any posting. The agency at any time may remove any advertisement it believes violates this policy.
2. Prior to placing an advertisement, State Parks staff will screen, evaluate and approve the ad content to confirm compliance with the guidelines set forth in this policy.
3. The agency shall include a clearly posted policy and a disclaimer disavowing any endorsement of products and services advertised within each park; with the exception that the Commission reserves the right to support or endorse certain products and services consistent with the agency mission.

I. Advertising Content

Advertising sold, solicited or allowed in any state park or on printed or digital collateral shall be limited to commercial advertising. By offering advertising for this limited purpose, the Commission is not creating a public forum or designated public forum. State Parks staff retains the right to limit advertising to the purposes set out in this policy or to discontinue the sale of commercial advertising at its discretion. By limiting the use of designated areas of state parks and collateral for commercial advertising under this policy, the Commission does not limit its right to engage in speech on behalf of itself and the State of Washington.

1. Any and all advertising sold shall be limited to informing members of the public of the availability of commercial goods or services. No statements of public policy, opinion or public matters shall be permitted, whether or not in the form of an advertisement.
2. Content shall be in keeping with contemporary community standards and any standards for public area advertising.
3. State Parks staff may use designated advertising space for State Parks information, including promotion of agency programs, projects and services. This space can be defined, but is not limited to, social media platforms, digital assets and the bulletin board found in a park office or on a wall in a park office.

J. Prohibited Advertising Content

1. Content containing any of the following characteristics is not permitted:
 - a. **Obscene or indecent**
 - b. **Discriminatory**
 - c. **Religious** (other than commercial advertising of service times and locations)
 - d. **Political** advertising promoting or opposing a political party; the election of any candidate or group of candidates to federal, state or local government offices; and initiatives, referendums and other ballot measures.
 - e. **Public issue** advertising expressing or advocating an opinion, position or viewpoint on matters of public debate about economic, political, religious or social issues.
2. Advertising that depicts or promotes the following products, services or other material will not be permitted:
 - a. **Alcohol, tobacco, marijuana, e-cigarette or vaping** products.
 - b. **Firearms**, including ads promoting or soliciting the sale, rental, distribution or availability of firearms or firearms-related products.
 - c. **Adult/mature rated films, television or video games** or other products rated by the industry as only suitable for mature audiences.
 - d. **Adult entertainment or establishments**, including but not limited to adult book or video stores, adult Internet sites, adult telephone services, and adult escort services.

- e. **False or misleading material** that the advertiser knows or would reasonably be expected to know is false, fraudulent, misleading, and deceptive or would constitute a tort of defamation or invasion of privacy.
- f. **Objectionable sexual or harmful subject matter** that is offensive based on contemporary community standards and would reasonably foresee harm to, disruption of or interference with the operation of the state parks system.
- g. **Insulting, disparaging or degrading material** directed at a person or group that is intended to be or could be interpreted as being disrespectful based on characteristics protected under federal or state law or that is so offensive as to reasonably foresee that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order.
- h. **Illegal activity**, including any advertising that promotes any activity or product that is illegal under federal, state, or local law or any advertising that contains material that is an infringement of a copyright or trademark or is otherwise unlawful or illegal.
- i. **Profanity and violence**, including advertising that contains any profane language or portrays images or descriptions of graphic violence or intentional infliction of pain or violent action towards or upon a person or animal.
- j. **Products, services, or messages that might be contrary to the best interests of the agency**, including any advertisement that encourages or depicts unsafe behaviors or encourages unsafe or prohibited recreation activities.

K. Additional Restrictions

In addition to general restrictions, the following guidelines apply to advertisements in Washington state parks and on social media channels:

1. The clarity of advertising and customer experience in Washington state parks are paramount. The transparency and functionality of social media platforms is essential. Advertising that interferes with these is goals or distracts from or interrupts the agency's information, will not be allowed.
2. The agency shall specifically designate advertising spaces available in state parks. It is within the agency's sole discretion to determine which sites, structures, locations, or portions thereof, shall be available. This shall be done in collaboration between park and Communications Division Creative Services staff.
3. The advertising content shall be clearly identifiable as an advertisement, distinctive from agency information. Advertisements cannot mimic news headlines or agency documentation in design, tone, third-person sentence structure or topic.
4. Advertising content cannot mislead the user. For example, advertisements cannot be designed to appear as though they are a functional part of the agency's brand or messaging.
5. Advertising that will not be permitted in state parks includes, but is not limited to, billboards or stand-alone neon signs (except neon and other signs displayed on park concessionaire buildings/facilities are permitted).

6. Digital advertisements that include links to websites outside of the agency's control must allow users to return to the agency's digital platform by using the "back" button. Trap door effects are not permitted. Advertisements cannot launch multiple browser windows upon clicking.
7. All advertisers will execute contracts approved as to form by the agency setting out the rights and liabilities of the agency and the advertiser. The contracts will include a requirement that the advertiser agrees to hold the state of Washington and the Commission harmless and to indemnify the state of Washington and the Commission for any loss associated with the placement of an advertisement. State Parks staff will consult with the Washington State Office of the Attorney General regarding the appropriate form of such advertising contracts.

L. Permanent signs

Permanent, free-standing signs will only be allowed for concessionaires doing business with a state park. The following guidelines must be met:

1. Signs will generally be attached to concession structures or other appropriate park structures (e.g., contact station, restrooms, or park office).
2. Free-standing signs will only be permitted for park concessions where a sign on a concession structure is not adequate to inform visitors of the concession service.
3. Sign colors must be visually subordinate to the park, mostly earth and neutral tones.
4. Signs cannot be greater than 8 square feet in area, not higher than 5 feet above grade and not internally illuminated.
5. Sign content and location cannot violate any other section of this policy.

M. Posting on Bulletin Boards and Kiosks

Permitted advertising in parks may include permanent or temporary postings on park bulletin boards or kiosks. ~~Communications Division Creative Services~~ staff will provide formatted advertising posters and signs featuring advertisers' information. Advertisers cannot post their own posters/fliers/rack cards/etc. on the boards or kiosks without a signed contract and approval from Parks staff.

N. Indoor advertising

1. Permitted advertising in state parks indoor accommodations may include:
 - a. Product placement typical of what can be found in commercial hotels, including shampoo, soap, and conditioner, in state parks indoor accommodations (e.g., cabins, vacation rentals, etc.).
 - b. Printed materials and other items typically found in commercial hotels (e.g., folder/notebook with local amenities, things to do and local businesses).
2. Permitted advertising in state park contact stations, welcome centers, park stores and other public gathering facilities may include brochure racks and business card holders that feature information about local businesses, features, amenities and things to do.

IV. Review and Update

The Commission acknowledges that changes in commercial advertising may create issues or opportunities that surpass the scope of the specific terms and conditions enumerated herein. In those cases, the Commission reserves all rights under law and delegates to the Director the authority to apply the intent demonstrated within this policy to questions and situations that are unforeseen or unforeseeable.

APPENDIX 3

Repeal of Commission Policy 10-07-1: “Working Capital Reserve Fund”

- ~~A. PURPOSE To establish a formal policy to guide the creation, maintenance and use of resources for a working capital reserve fund. Washington State Parks Commission shall maintain a prudent level of financial resources to protect against the need to reduce services or raise fees because of temporary revenue shortfalls or unpredicted one-time expenditures.~~
- ~~B. DEFINITIONS “Working Capital Reserve Fund” means a fund used to address temporary cash flow shortages, emergencies, unanticipated economic disruptions and one-time opportunities in accordance with policies adopted by the State Parks and Recreation Commission.~~
- ~~C. POLICY~~
- ~~1. The Commission shall maintain the fund with a maximum amount equal to four (4) months of estimated expenditures in the Parks Renewal and Stewardship Fund (PRSA) and minimum of two (2) months estimated expenditures at the beginning of each Biennium.~~

- ~~2. The amount in the fund can fluctuate due to earned and unearned reserve balances as long as the sum of both equal at least two (2) months of estimated expenditures during the Biennium.~~
- ~~3. The Commission authorizes the Director of Washington State Parks Commission and the Budget Director for Washington State Parks Commission to transfer funds from the reserve for emergency expenditures not greater than \$1 million provided that report is made to the Commission of the amount of the funds spend, the purpose of the funds and a plan to adjust for any shortfall is provided at the next scheduled Commission meeting. Any amount over \$1 million must be authorized by Commission action.~~
- ~~4. Funds may only be used for revenue shortfalls or emergency expenditures that are one time in nature. The Commission authorizes the Director and Budget Director to make a loan from reserve funds for anticipated grants or donations to be used as a bridge provided the funds are paid back with interest to the reserve fund in the same Biennium the loan was made, and the amount is not over \$1 million dollars. Any amount over that can only be authorized by Commission action. (CM June 14, 2007).~~

APPENDIX 4

Amendment to Commission Policy 25-12-09: “Commission Travel”

Commission Policy 25-12-09 – Commission Logistics

A. PURPOSE

The Commission and its staff follow the rules in the adopted Washington State Parks and Recreation Commission Travel Manual, which is based on and consistent with state law and the Office of Financial Management (OFM) travel regulations. Because the Commission is responsible for the operation of 124 state parks, additional undeveloped properties located throughout the state, several statewide recreation programs and Washington’s coastal seashore conservation area.

It is the Commission’s goal to hold Commission meetings in various locations around the State in order to better understand local needs and ongoing or emerging issues, to facilitate stakeholder interactions and to enable outreach with local officials and community leaders, and to provide opportunities for Commission members to tour parks and other properties and to meet with parks staff. The criteria used to select meeting venues and to plan tour itineraries shall accomplish the Commission objective of maximizing efficiency and cost effectiveness in working towards its goals. The Commission’s intent is to be visible and responsive to issues in different areas motivated by weather, population, location and types of recreational, historical, cultural and natural resource issues.

B. DEFINITIONS

1. **Official Commission business** means business related to the statutory functions of the Washington State Parks and Recreation Commission including, but not limited to, meetings on policy issues, conferences and association meetings, luncheons or dinners related to park commission business, park visits/tours, ribbon cuttings and dedications, tours of potential park sites or disposals of park lands, required attendance at work sessions and Commission meetings and travel to and from any official business.
2. **Commission tour(s)** are scheduled in advance and are conducted with a State Parks staff member for the purpose of conducting official Commission business.
3. **Commissioner Park Visit** means visiting park land or potential park land and does not include a majority of Commissioners for the purpose of conducting official Commission business.
4. **Reimbursable Expenses for Commission business** means official Commission business in excess of three hours.

C. POLICY

1. **Criteria for Selection of Commission Meeting Locations and Tours:**
 - a. The area must have sufficient lodging available at state per diem rates.
 - b. In order to minimize the use of public resources the Commission will seek to hold meetings at times and locations where lower off-season or reduced rates may be available.

- c. It important to give the public access to the commission, so meeting around the state is desirable. But, it also is necessary to reduce costs, reduce travel times, and ensure good availability of meeting space.
- d. Commission tours will be planned in conjunction with Commission meetings whenever possible to save taxpayer money. The Commission Secretary will work with the Director or Executive Assistant to the Director to plan and approve Commission tours. It may be necessary to schedule tours at times other than a Commission meeting at various locations, but scheduling will be done to maximize attendance and minimize cost.
- e. Commission tours are open public meetings. Tour itineraries with approximate times will be made available to the public.
- f. Commissioners who are touring or visiting parks on their own, outside of the tour planned by the Executive Assistant, must get approval from the Commission Chair if asking for lodging or travel reimbursement.

4. Staff Attendance at Commission meetings:

- a. The Commission wants to make informed decisions in the best interest of the State and it desires that appropriate staff be available for discussions and presentations at Commission meetings.
- b. Staff attendance is at the discretion of the Director.

5. Commissioner Reimbursement:

- a. Please see Travel Policy 10.70

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