



Peninsula Metropolitan Park District

PO Box 425 – Gig Harbor, WA 98335
 253-858-3400 – info@penmetparks.org
www.penmetparks.org

STUDY SESSION – MINUTES

January 20, 2026, 5:00 PM

PenMet Parks District Headquarters - 2416 14th Ave NW, Gig Harbor, WA 98335

Call to Order Time: 5:03 PM

Commissioner Roll Call:

	Present	Excused	Comment
William C. (Billy) Sehmel, President	X		
Kurt Grimmer, Clerk	X		
Steve Nixon			Via Zoom
Maryellen (Missy) Hill		X	
Laurel Kingsbury	X		

Quorum? Yes

ITEM 1 Board Discussion

1a. 2026 Strategic Communications Plan

Director of Operations, Brynn Grimley, provides a brief overview of the Strategic Communications Plan, focused on Parks, Recreation, Open Space (PROS) and Strategic Plan objectives, audience, methods, social media platforms and measures of success.

Based on community feedback, constituents get information primarily through our Website and Rec Guides; major website upgrade in progress this year.

Social media platforms allow multi-faceted communication, including short-term, quick outreach, planned campaigns in addition to emailed newsletters, and one-time communications for target audiences.

Print materials are primary communication method for programming information; good relationship and interaction with two local news organizations are very involved and report on our community.

Board Question: Do we communicate through Peninsula School District (PSD) with Peach Jar flyers or digital links? **Answer:** Yes, we have a Peach Jar subscription, mixed feedback on which features people prefer.

Marketing Coordinator, Derek Gibson, notes primary social media channels are Facebook, Instagram and LinkedIn, with different types of content used on each platform, based on user demographics.

Board Question: Penlight often uses Twitter for outages, service updates, have we thought about using it for informational purposes? **Answer:** We do have an X/Twitter account, which has been used at a local level, but less likely to consistently build presence; we can explore options.



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Board Question: Would it be beneficial to upload those same reels we are creating for Instagram under TikTok or YouTube? **Answer:** We would like to look at expansion to YouTube; TikTok requires a greater level of attention and depends on the audience; Records retention in these formats is also a concern for government agencies. **Comment:** Harbor WildWatch has had great success in reaching a much wider audience.

Board Question: Do we use sponsored ads for major events? **Answer:** Not recently, but the opportunity is there; can explore details on different target radius or reach settings to see where it would be most successful.

Women, ages 35 – 54, comprise our largest demographic at 83%, but we don't have a large teen audience; so, we are being thoughtful in how we reach them; our Teen Advisory Committee (TAC) members engage through their own social media, as their peers are more likely to engage with them.

Weighing demographics helps determine how much success we can realistically expect to generate via social, or if there are other better methods.

Goal to include a piece of content that touches on our message and themes every week, overlap is okay, through advertisements and calls to action.

Successful examples include our Black Friday discount passes, staff highlights, fun demos, project progress, Park district dollars at work; helpful to highlight as many faces, places as possible;

Posts that did extremely well included thanking people for coming out and showing neighbors, friends, families, using the Rec Center; people also responded well to the Tacoma DeMolay Sandspit re-opening, and the popularity pushed the reach further into the social media platform audience

Success measurements include website and email or Listserv analytics, like opens and clicks; news media features based on content identified in media releases; social media analytics, real-life interaction and results, comparison with attendance; comments and feedback from the public.

Social Media analytics comparing to Q4 2025 to Q42024 show Impressions up 423%; Engagements up 440%; Net Audience Growth up 720%; Video Views up 114%.

Real-Life impact: Black Friday passes led to 102 passes sold = \$4,972 in net revenue; Meta Badge as a Rising Creator means they will push our page and content out more and to bigger audiences

Board Question: Do we send out thank you emails following program sessions with a link for feedback? **Answer:** Yes for some, like youth sports, but not all; a general user survey also went out.

Board Question: When a program comes up for new season or offering, renewal, do you send out an email to all previous participant? **Answer:** Depends on program, but Rec staff frequently communicates new registration details to past participants. One of our strategic goals this year is to learn more in real time from community; gathering feedback that feels more like a conversation, less like a broadcast advertisement.



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Board Question: Have we looked at ways to reach out for feedback on things beyond programming with our constituents, like funding or other issues on the horizon? **Answer:** Yes, we can use all our channels; social media is great for awareness; direct mail, survey links are great for feedback; we have many interested party lists for specific segments; also want to target correctly based on location, demographic, content or topic; use community connections, partners to expand our reach cohesively. Larger goal is to tell our story, create an umbrella, build community relationships now so that when we are ready for more focused conversation, they have a memory of our previous engagements and outreach.

Board Question: Senior Center and Aquatics are key topics; as we hear comments from the larger community, how do we reach out specifically to gather feedback from our district residents and constituents, is that email and targeted print mailers in addition? **Answer:** We will look into that.

Board Question: Do we have a Rec Center active user list, and can we give them an option to sign up for specific information segments or newsletters and provide links to our social media platforms? **Answer:** We have links for specific programs and pages; having something centralized is a great idea.

Board Comments: Compliments on the amount of growth achieved; feedback is very positive; the uptick in fun, light-hearted, engaging messaging is really hitting the mark for our community as a whole. People are enjoying both the content and flow of information. Thank you both for the work you have done

ITEM 2 Adjournment Time: 5:50 pm

BOARD OF PARK COMMISSIONERS MEETING PROCEDURES

The Board of Park Commissioners encourages the public to attend its Board meetings. All persons who attend Board meetings must comply with Board Policy P10-106 providing for the Rules of Decorum at Board Meetings. This Policy is to preserve order and decorum and discourage conduct that disrupts, disturbs, or otherwise impedes the orderly conduct of Board meetings. A copy of the policy is available at each meeting and at www.penmetparks.org.


Approved By the Board on 02/03/2026



William C. (Billy) Semmel, Board President



Kurt Grimmer, Board Clerk



Attest: Amanda Walston, Board Secretary