



# PLAYEAST!

East County Recreation

## BOARD MEETING MINUTES

**Tuesday, February 2, 2021**  
**6-7:30 PM**  
**Zoom**

<p><b>BOARD PRESENT:</b> Darren Riordan, Chair Fairview City Councilor Mike Abbaté, Vice Chair Fairview Resident Scott Harden, Wood Village Resident Patricia Smith, Wood Village City Councilor Tom Miles, Wood Village Resident Dr. Danna Diaz Reynolds School District</p> <p><b>STAFF PRESENT:</b> Jairo Rios-Campos, Program Manager Nolan Young, Fairview City Administrator Greg Dirks, Wood Village City Manager</p>	<p><b>BOARD ABSENT:</b></p> <p><b>GUEST:</b> Mayor Brian Cooper, City of Fairview Chelsea Jones, Fairview Resident</p> <p><b>STAFF ABSENT:</b></p>
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**1. Call to order:** Chair Riordan called the meeting to order at 6:02pm.

**Minutes for January 2021:** Miles moves to approve minutes, Abbate seconds, and minutes pass.

**2. Facility Update:**

Rios-Campos shares the governor has released new recreation guidelines for counties in the extreme risk level. He mentions the new guidelines allow for indoor recreation for a max capacity of 6 participants in an indoor space of 500 square feet. Rios-Campos shares that all sports programs will continue to run outdoors at this moment with the same guidelines that have been set in place.

Rios-Campos mentions that three out of the four sport programs are max with ten participants, to meet new guidelines the program would have to be split into two groups making it financially unfeasible for Skyhawks. Rios-Campos mentions parents are not opposed to outdoor recreation.

Rios-Campos shares new guidelines allow for indoor recreational opportunity, he is currently working to offer art and piano.

Abate asked for indoor offering if it is financially possible to run with 6 participants. Rios-Campos shares piano class size in the past was 6. He mentions the program offered different times that help increase participants. Rios-Campos shared they are looking to provide same structure for piano. Rios-Campos mentions with art 6 have been what they have had in years past.



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New COVID-19 safety protocols will be implemented for indoor recreation as well.

Miles asked if Piano class would continue at Smith Memorial Presbyterian Church. Rios-Campos mention the church does not meet safety guidelines for indoor recreations and will be looking to host class at the Fairview Community Center.

### **3. Winter Registration Update:**

Rios-Campos share a graph reflecting registration revenue for the current fiscal year. He mentions registration has increased over the course of each quarter and is hopeful to finish they year with this trend. Rios-Campos mentions the program is projected to have a 50% decrease in registration revenue due to COVID.

Rios-Campos shared a graph displaying registered participants. He mentions decrease is due to not being able to offer traditional programming like in years past including all the community programs.

Abbate mentions the graph not displaying number for quarter four in fiscal year 2019-2020. He states if this was due to the program shutting down. Rios-Campos state the program shutdown halfway through quarter three and carried over into quarter four confirming Abbate's statement. He mentions registration was projected to me higher in quarter three. Rios-Campos also states the shutdown carried over into the new fiscal year reflecting in registered participants.

Rios-Campos shared SUN registered participant graph, stating due to the shutdown of school facilities no SUN programs have been offered. He mentions currently trying to identify ways for collaboration.

Rios-Campos share a graph displaying current revenue and expense of the program halfway through the fiscal year. Currently the program revenue is coving 90% of their expense. Rios-Campos mentions last fiscal year ended with about \$8,000.00 over projected, he mentions this is not reflected in the graph.

Dirks state the staff has been diligent to ensure community connects continues as the program navigates through the pandemic. Dirks mentions Rios-Campos also help with other areas such as the census, Las Posadas, COVID outreach, and other events.

Rios-Campos shares he has reach out to other agencies regarding event participation. He mentions those agencies are keeping those participation numbers separated but are tracking them.

### **4. Spring:**

Rios-Campos shared already planning for spring with Skyhawks and looking for creative ways increase participation. He mentions looking to offer two four-week sessions instead of the usual one six-week session. Rios-Campos mentions with all the success the winter term has brought



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they will start promoting spring as soon as possible. He also mentions as restrictions lessen being able to modify number of participants.

Conversation around what ways the board could support the program as restrictions begin to allow for more recreation. Rios-Campos mentions the possibility to live stream programming. He mentions this has potential of currently enhancing program offerings.

Miles asked if this was a technical question on how to proceed. Rios-Campos agrees with Miles but also states financial concern and capacity.

Miles extends personnel resources the Wood Village Baptist Church has help with livestreaming. Riordan mentions identifying volunteer to help with livestreaming.

Discussion amongst the board in regards of creating appropriate content as well as having all the proper authorization from parents to release content. Rios-Campos states in the current waiver parents' signoff on photo release, allowing the program to capture images for promotional materials. He also mentions wanting to ensure video content is covered by the waiver.

### **5. Fundraising Committee Update:**

Rios-Campos shared meeting with the fundraising committee and Patrick Siver (professional auctioneer) to discuss potential opportunities for the virtual fundraising event as well as contracting him for his services a cost of \$3,500.00. The committee would like to meet with Patrick before making any recommendations to the board. The community would also like more input from the board on how to move forward.

Harden states a concern of not having enough items of value to auction during the event to cover cost of contracting Patrick's services and to generate funds for the program.

Miles states this is a philosophical question of what the board is trying to accomplish with the event. Miles shared this could be a year to build on looking into the future.

The board discussed logistical components that still need to be worked to ensure the success of these year program. The consensus among the board was to use this as a year to build the sponsors, donors, in-kind donations, and audience to ensure a more robust event in the coming years.

Diaz mentions enlisting community members to help with auction items. She mentions a lot of the community PlayEast serves has unique skills that could help the event. Diaz also states being culturally relevant regarding auction items. She offers some items that could be use for the event.

The committee will meet to discuss all the boards concerns and prepare a recommendation to the board on the March PlayEast Board meeting.



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Miles mentions concern of not have a robust audience at the live event to host the paddle raise. He states where should the board focus the effort in.

The board discussed if they would like the committed contributions in advance or during the live event. Harden stated for the live event not having to high of a starting point for a paddle raise. He mentions could have a negative effect.

Rios-Campos mentions the board could agree to have segments that business could sponsors as a method of promotion.

### 6. Fundraising Contact Update:

Riordan reminded the board of the sponsor master list; he encourages members to commit to contacting names from the list and or adding new names to the list.

Rios-Campos mentions he can help and assist board members after commitment has been made by their contact. He also mentions contribution check should be made out to The City of Fairview and in the memo section they can add PlayEast.

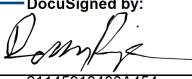
### 7. Other Items:

Diaz share the Reynolds School District will have four positions available on their school board. They are looking for committed member that will support the work of the district.

Rios-Campos shared that staff has been looking into upgrading the recreation guide and will move forward in do so. This will provide a better-quality marketing tool for the program.

### 8. Adjournment:

Chair Riordan adjourned the meeting at 7:23

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Darren Riordan, Chair

9/13/2021  
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Date

DocuSigned by:  
  
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Jairo Rios-Campos, Program Manager

9/10/2021  
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Date