



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Tuesday, June 6, 2021
6-7:30 PM
Zoom

<p>BOARD PRESENT: Darren Riordan, Chair Fairview City Councilor Mike Abbaté, Vice Chair Fairview Resident Patricia Smith, Wood Village City Councilor Dr. Danna Diaz, Reynolds School District Jenni Webber, Fairview Resident</p> <p>STAFF PRESENT: Jairo Rios-Campos, Program Manager Nolan Young, Fairview City Administrator Greg Dirks, Wood Village City Manager</p>	<p>BOARD ABSENT: Scott Harden, Wood Village Resident Tom Miles, Wood Village Resident</p> <p>GUEST:</p> <p>STAFF ABSENT:</p>
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1. Call to order: Chair Riordan called the meeting to order at 6:05pm.

Minutes for May 2021: Smith moves to approve minutes, Diaz seconds, and minutes pass.

2. FY 2021-22 Budget:

Rios-Campos share the adapted budget that the board recommended to both cities. Rios-Campos shares both Cities of Fairview and Wood Village approved the budget.

3. Fundraiser Debrief:

Rios-Campos shared a graph displaying areas where funds were generated from. He mentions that with the four auction items the event generated \$765.00. Rios-Campos mentions the bulk of the funds were generated before the event with sponsorships and contributions in the amount of \$29,527.00. During the actual event we received 12 donations (not including the silent auction) for the amount of \$2,145.00. Individuals were able to donate after the event; there was one person for the amount of \$100.00.

Next graph demonstrated most of the funds were generated before the event and through individuals donating at the event. The silent auction did not prove to hold the same values as planned.

Rios-Campos mentions looking for direction for next year’s event, does the board feel an in-person, virtual or a hybrid model would work best.

Discussion amongst the board to set a goal early and work towards reaching before the event and have a more favorable outcome.



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Board also discusses giving Jesse Sticka a gift card for his help with the event. Staff recommends it coming from the fundraising material expenses to cover the gift card.

Abbate make motions to provide Jesse Sticka a \$100.00 gift card. Weber seconds motion. Vote passes unanimously.

Discussion amongst the board if next year's event should be held in-person or virtually. Abbate mentions all the efforts the virtual event took and what was generated before the event. He states is holding a event necessary to fundraise or are there other reasons of have the event that are not monetary.

The board discussed the importance of the in-person event and the connection of having the event brings. Smith mentions folks are more willing to give during a dinner and they feel rewarded for their efforts, as well as an in-person auction.

Weber mentions the event was in the middle of a pandemic and virtual was the best option. Stating that people were not as active and that could have contributed to their giving. May need to work harder next year. The event could be a celebration after the pandemic.

Young stated that the fundraiser was also created to celebrate the successes of the program and has been very instrumental to establish the program with its partners. The event also provides a celebration and showcasing of all the PlayEast partners.

Abbate shares the committee discussed a hybrid style event. Noted the complexity and effort this will create for the event. Mentions it is possible there will just need to be a lot of coordination.

Conversation amongst the board is to move in locating a venue and potentially moving toward having an in-person event with the rough dates of late March through April.

4. Spring Recap:

Rios-Campos shares registration revenue, highlighting quarter four of FY 2019-20 as this was when the program shutdown due to COVID. He also highlights how over the course of the year the registration revenue has increased.

Rios-Campos mention the projected registration revenue for quarter four of FY 2020-21 was around \$2,400.00. the program has doubled that projection. Share there is a great need for recreation opportunities due to the pandemic and the ability to offer two sessions during the spring helped as well.



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Rios-Campos mentions end the fiscal year close to \$10,000.00 in registration revenue, down about 26% from the projected amount. He mentions that quarter four has been the quarter with the most registration revenue even in previous years.

Rios-Campos shared participation number for the FY 2020-21. He mentions due to COVID and restrictions not being able to offer programs like in previous years.

Abbate stated summers are usually the biggest draw for registration, but numbers do not represent that in this case. Rios-Campos states that in previous years summer was an opportunity to grow registrations that was not establish yet until the third year of the program in which it grow nearly 270%. Rios-Campos shares this was in big part of PlayEast offering summer sport camps.

Rios-Campos shared in FY 2020-21 due to the pandemic summer camps were not offer but in the new FY 2021-22 PlayEast is scheduled to offer 6 summer camps. He also shared with early registrations it is projected that all camps will be running. Rios-Campos states in quarter one of FY 2021-22 registrations numbers will increase.

Rios-Campos shared registration graph for SUN programs, mentions due to the pandemic unable to partner and provide programming through SUN.

Rios-Campos shares spring term is finishing and starting summer classes in mid-June with summer camps starting in July.

5. Summer Programs:

Rios-Campos mentions excited for summer as PlayEast is offering variety of camps. Shared PlayEast will be partnering up with Shooting Stars Adventure for a new naturalist camp. The camp will take place in the Fairview Salish Ponds wetlands. Rios-Campos mentions if the camp is successful plans are in place for the fall to provide introduction skills for camping. With a potential opportunity of a camping trip for families who traditionally have not before.

Dirks ask if Rios-Campos could share about the free summer lunch program. Rios-Campos shared PlayEast has applied to be a nutrition site for the summer at the Donald L. Robertson Park. Rios-Campos mentions this is an expansion of the partnership with the Wood Village Baptist Church. He also shares most of the camps will be at the Donald L. Robertson Park and lunches will be offered to the camp participants as well as others in the park. Rios-Campos mentions in previous years parents mentioning not always being able to provide meals for their participants, this program helps with that barrier. Rios-Campos mentions the nutrition program will start June 28th through August 5th. This follows the Reynolds School District time of offering summer meals.



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Weber mentions the desire to explore how to increase accessibility to programs for all participants focus on those will limited accessibility. The board was in favor and discuss bring this topic back in a future meeting

6. Financial Literacy Program:

Rios-Campos shared the financial literacy program is finalized with the First Community Credit Union and will be once a week for 4 weeks for an hour. The focus will be youth thirteen and older and no more than 10 participants as requested by Khari from the bank, the program is free for participants.

Discussions amongst the board of give all participants a deposit for completing the course to open a bank account and funds coming from the scholarship funds. Dirks mentions the Wood Village City Council has granted an additional funding for PlayEast for the use of growing programs and mentions this would be in the realm of that scoop. Abbate states the deposit money should be split between the City of Wood Village and PlayEast with the amount being \$100.00. Rios-Campos mentions providing the youth with \$50.00 to open the account and encourage them to save by providing a match up to \$50.00.

Smith makes a motion – “PlayEast agrees to help support the financial literacy program with funding for completing students and the Wood Village City Manager will ask City Council to support as well as match the funds.” Abbate seconds; motions passes.

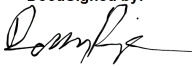
7. Other Items

Rios-Campos shared staff has created a list of items that are need to run summer programming and will be purchasing them before the end of the fiscal year.

Board has also agreed to skip the July board meeting and reconvene in August.

8. Adjournment:


Chair Riordan adjourned the meeting at 7:25pm

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9/13/2021

Darren Riordan, Chair

Date

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9/10/2021

Jairo Rios-Campos, Program Manager

Date