



# PLAYEAST!

East County Recreation

## BOARD MEETING MINUTES

**Tuesday, August 10, 2021**  
**6-7:30 PM**  
**Zoom**

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

**Minutes for June 2021:** Smith moves to approve minutes, Webber seconds, and minutes pass.

Rios-Campos introduced Stephanie Field serving as Interim Reynolds School District Representative, while Dr. Danna Diaz is on leave until April 2022.

Riordan highlights the importance the partnership with the Reynolds School District has been to the success of program.

**2. Summer Recap:**

Rios-Campos shared projected registration and revenue numbers for the summer. Mentions there are a few more classes scheduled to start in mid-August. Rios-Campos shared that free summer sports program that were offered in three different locations (Wood Village Baptist Church, Donald L. Robertson Park, & Fairview Community Park) were not reflected in this first document shared. Rios-Campos shared two of the three sites were new, he also mentions across all three sites there was a lower attendance than expected. Rios-Campos shared some insights of what parents mention to him that factored in the low attendance but is hopeful for next year.

Field is hopeful for next year and excited to help promote offerings to RSD families.

Riordan asked if there were any updates on the partnership with SUN schools. Rios-Campos mentions PlayEast SUN partners are still waiting further direction but are hopeful to start in October for the fall.



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Rios-Campos Shared this was PlayEast First year hosting a Free Summer Lunch program held at the Donald L. Robertson Park. He mentions this was at the request of previous participants' parents, mentioning that providing lunches for full day camps was a barrier for some. Rios-Campos mentions that lunches were offered to all youth K-12 grade regardless of in a camp or not. Meals were served Monday through Thursday noon-1pm from June 28th through August 5th. Rios-Campos mentions they served nearly 350 meals during this time.

### 3. FY 2020-21 Budget:

Rios-Campos shared a graph of registration revenue and registrar participants from the preliminary budget of FY 2020-21 in comparison to previous years. Rios-Campos mention the big decline in participants and registration revenue quarter one of the fiscal year 2020-21 due to the pandemic, but he also highlights as the year continued the steady increases in both aspects.

Rios-Campos shared registration revenue for quarter one of fiscal year of 2021-22, highlighting it being the biggest year for registration revenue in program history generating more than \$10,000.00. Rios-Campos mention this is due to the increases in camps offered during the summer. Rios-Campos also shared a graph with registered participants, shared the decline is due to low participation in our free programs. Rios-Campos mention no current partnership to help provide SUN programs but is hopeful as the fall approaches.

Dirks asked Rios-Campos to clarify participation numbers from previous year. Rios-Campos states numbers reflect solely PlayEast programs and do not include SUN program participants.

Rios-Campos shares expense and revenue of the program, highlighting the program was able to cover 157% of the program expense with program revenue. Rios-Campos credit the very successful fundraising event that generated more than \$32,000.00 for the program.

Rios-Campos shared scholarships provided over the course of the program. He highlights the fact staff has worked hard to ensure the registration cost is low for participants and those numbers are reflected.

Riordan asked if there are better ways the program can connect with families that need financial assistance. Rios-Campos stated parents have mention location of programs is a factor of them registering for programs or asking for scholarships. If they are unable to get to the program, they won't ask for the scholarship.

Rios-Campos mentions in past years holding programs at the Fairview Elementary helped with location for many participants and there was a bigger request for scholarship by parents.

Riordan request the board identify other ways they can reach more participants that need finance assistance.



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Discussion amongst the board was the impact the COVID has had on families and the unfamiliarity of the process of requesting for assistance. Other discussion was on what verbiage is used to describe assistance and if participants are aware ahead of time the amount of assistance they will receive.

Rios-Campos mentions the board adopted a similar method the RSD uses for free and reduces lunch. One participant fills out the form it is reviewed, and an amount is awarded.

Rios-Campos shared the current process to award a participant is a barrier as well. Having a system that requires multiple steps to receive the assistance prevents participants to complete the process. Rios-Campos suggest board allowing staff to look for a more updated system that will allow for the features that are need to better server families.

Rios-Campos also mention other agencies are also looking to update the system to better help their services.

Board agrees staff look at other systems that can better help serve participants.

Rios-Campos shared the program ended financially stable and will have a great starting balance for the new fiscal year. Rios-Campos also mention receiving an extension of last year scholarship to attend National Recreation and Parks Association (NRPA) annual national conference, diminution program expense for FY 2021-22.

#### **4. Financial Literacy Program Recap:**

Rios-Campos shared a successful launch to the financial literacy program. Mention the program had 5 participants thirteen and older. The program was a four-week course, once a week for an hour. Allowing participants to learn in an interactive and fun way. The partnership with the First Community Credit Union has been vital and there are conversations on creating more programs.

Rios-Campos also mentions all participants that completed course would receive \$50.00 to start an account with the bank and if participants demented growth within three months PlayEast would match up to \$50.00.

#### **5. Event Recap:**

Rios-Campos mentions a list of events PlayEast has been a part of over the course of the summer. Providing arts and crafts and personal protection equipment through a partnership with Multnomah County at each event as well as coordinating other agencies or organizations to donate resources. Serving well over 3000 residents. Rios-Campos also shared helping organize and coordinate COVID-19 vaccine clinic.

Rios-Campos also shared PlayEast hosted its very first Play Ball Double Feature in partnership with Friends of Baseball. Due to weather conditions only the Play Ball part of the event took place. Rios-Campos thanked Mayor Cooper and Mayor Harden for the proclamation made for



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the event. Rios-Campos is hopeful that this event is a yearly event that will grow with participants.

Dirks shared Commissioner Stegmann was in attendance and supportive of the efforts and event.

Rios-Campos shared upcoming events PlayEast will be a part of, Fairview Elementary back to school night and Wood Village City Hall Grand Opening. PlayEast will be unveiling Mobile Mural Project through a grant received through Metro.

Riordan suggested tracking all the community engagement through community events PlayEast is a part of. He mentions it will help tell how involved PlayEast is in the community.

### **6. Fall Programs/Facilities:**

Rios-Campos shared potential classes that will be offered in the fall, mentions using an old provider that will assume the role of offering soccer classes. This was a decision made to help maintain registration cost down. Rios-Campos also shared the return of piano class. He mentions through the Wood Village funds being able to purchase 10 portable pianos to grow the program. Rios-Campos also share the piano classes would be taken place at the Wood Village Baptist Church as the facility allows the program to grow.

Rios-Campos mentions all fall sports program will be held outside to help with safety. Rios-Campos also shared still working with the Reynolds School District on an agreement to use facilities potentially starting in October. Art class will be held at the Fairview Community Center, he added that all indoor programs will be required to wear face coverings.

Webber asked if dance or a movement class would be offered. Rios-Campos mention PlayEast is currently looking for an instructor and encouraged the board to ask with in their networks to identify potential instructor.

Riordan ask what the biggest needs for the program to continue growing. Rios-Campos states the program is not at capacity yet and there is still room in its current state. He mentions biggest indicator if participants' returning to the recreation program but due to OHA guideline and restrictions it is difficult to predict any growth.

Dirks shared the City of Wood Village piloted a computer class for parents, shared a need was activities for the kid. Dirks also mention this could be an opportunity to grow for PlayEast in coordinating classes to take place at the same time and location as adult computer class.

Field suggested looking into tech programs to help youth with introduction to technology. Rios-Campos agreed this is area other agencies are looking into providing and is on the rise.



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The board agreed that staff should investigate providing these types of programs.

Rios-Campos shared the fall guide is scheduled to be mailed September 22nd, a little later than usual.

Discussion amongst the board when should staff explore acquiring additional support for Recreation Manager during the summer. Board agrees staff should consider for next fiscal year.

### 7. Adjournment:

Chair Riordan adjourned the meeting at 7:38pm

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Darren Riordan, Chair

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Jairo Rios-Campos, Program Manager

9/10/2021  
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Date