



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Monday, January 10, 2021
6-7:30 PM
Zoom

BOARD PRESENT:

Darren Riordan, Chair Fairview City Councilor
Mike Abbaté, Vice Chair Fairview Resident
Jenni Webber, Fairview Resident
Scott Harden, Wood Village City Council
Patricia Smith, Wood Village Resident
Stephanie Field, Reynolds School District

BOARD ABSENT:

Tom Miles, Wood Village Resident

GUEST:

Brian Cooper, Fairview Mayor

STAFF PRESENT:

Jairo Rios-Campos, Program Manager
Nolan Young, Fairview City Administrator

STAFF ABSENT:

Greg Dirks, Wood Village City Manager

1. Call to order: Chair Riordan called the meeting to order at 6:01pm.

Minutes for November 2021: Smith moves to approve minutes, Abbate seconds, and minutes pass.

2. Winter Registrations Update:

Rios-Campos shares winter guide was delivered to all Fairview, Wood Village and Troutdale residents. He mentions still two weeks until schedule programs start. Rios-Campos shares a graph showing trend of registrations. He mentions that in the current fiscal year winter is in line with registered participants, with 52. He added still time before start of classes. Rios-Campos shares all scheduled classes will be running this winter reaching the minimum registered participants.

Rios-Campos shares registration revenue graph, mentioning program is contestant with previous years.

Rios-Campos mentions PlayEast will be partnering with Shooting Stars Adventures to offer a five-day spring-break camps called "Taste of Summer" this year at Donald L. Robertson Park, a previous of what types of camps will be offered during the summer.

Rios-Campos mentions meeting with the organization after the guide was submitted for design but will make other efforts to promote camp.

Abbate ask what activities would be offered through the spring-break camp.



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Rios-Campos mentions the camp will preview Shooting Stars Adventures Wilderness Skill Camp, Junior Naturalist Camp, and Nature Arts & Engineering Camp.

3. Fundraising Committee Update:

Rios-Campos mentions the committee met in December to identify a committee member who will draft these years fundraising letter. The committee elected to still use sponsorship table as previous years. Rios-Campos shares he will send out sponsorship master list to all board members to review and identifying who each member will reach out to. Also, to review list and add potential sponsors to the list.

Rios-Campos mentions he will update the PlayEast brochure to use as a tool when talking with potential sponsors.

Committee is scheduled to meeting later this month to discuss next steps.

Abbate suggest the fundraising letter should include the impact COVID has had on the program but also highlight the successes the program had last year.

Riordan reminded the board of the fundraising event in partnership with McMenamins on February 8th.

Rios-Campos mentions he was able to include it into the winter guide as well as in the City of Wood Village's newsletter. He mentions other outlets to promote this event. Rios-Campos also states he will share the flyer digitally with the board so they can share with in their network.

4. Gresham Parks Advisory Committee Update:

Harden mention there was interest in the PlayEast program and asked if they could give some information on it. Harden mentions Abbate did a great job sharing about the program. Haden mention reminding the advisory committee any youth in the Reynolds School District is eligible to participate in the program as well as benefit from our financial assistance and that there is not fee difference between residence and non-residence.

Harden mentions one of the Gresham staff asked about how many participants the program has served. He replied with 1,853 unique registrations with piano being the most popular program.

Harden states a sense of the committee wanting to learn more about the PlayEast program with a potential of partnering up with PlayEast. The committee leaning towards recreations as the focus for their recommendation to the Gresham City Council.

Abbate added the focus of the meeting was identifying the values of the committee around Parks and Recreation and programming.



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Harden mentions the meeting he has participated in have had Diversity Equity and Inclusion presentations from Amy Simons from MT Hood Community College. He recommends inviting Amy to give presentation to the PlayEast Board in a future meeting.

5. Program Strategy Part I:

Rios-Campos shared with the board information of all the programs PlayEast has offered since the beginning, including SUN school programming.

Rios-Campos shared a graph of all the classes separated into eight categories SUN Programming, sports, dance, yoga/movement class, music, art, and nature. Rios-Campos shared number of classes in each category, number of participants, number of full classes, and number of max capacities for each category.

Rios-Campos shared due to COVID and Oregon Health Authority recommendation PlayEast lowered the max capacity for each class. Out of 189 classes offered 84 reached max capacity.

Rios-Campos states staff looking for direction from the board regarding programming. What would the board like to see PlayEast offer?

Abbate asked if staff could clarify what a class was (NIA). Rios-Campos state it was a movement class like yoga but with a different philosophy.

Abbate shares a popular offering is “yoga and me” aimed for preschool aged participants. Notice participation was low in classes offered through PlayEast, suggested looking into offering mommy and me yoga style class.

Rios-Campos mentions COVID was a factor when PlayEast offered yoga last summer.

Harden mentions looking at other agencies favorite offerings and outdoor activities were amongst those. Harden shares the City of Troutdale was offering a family craft day, suggest this is something that could be offered monthly through PlayEast. He also mentions Troutdale offering virtual tours. Harden states very interesting opportunity.

Rios-Campos agrees with the one-day craft offerings. He mentions prior to COVID offering one day artwork shops in the community that had great success.

Weber asked looking at what has been offered in the past what classes should be priority for the program, she mentions dance and movement classes as they are not currently offered. Weber suggest offering educational opportunity to help teach youth how to practice self-care and provide resources to them.

Discussion amongst the board on other ways to help youth around mental health. Harden mentions journaling.



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Abbate suggested nature programs, he states when nature programs have been offered there has been a good response of participants. Abbate states indoor facilities are PlayEast limitation nature programs are done outside. Abbate mentions all the nature amenities in our local area.

Abbate states finding instructors for these classes is also a challenge, suggest identifying a local schoolteacher or local resident that would be interested in instructing program.

Field share the Reynolds School District is focusing on literacy, she would like to see if there were opportunities to incorporated into recreational offerings.

Riordan asked if there was a way to get in touch with teachers that are interested in teaching recreation classes. Abbate added an opportunity to pare high schools' students with teacher to assist in the teaching. Field shares the district is always looking for opportunities for the teach staff to keep engaged with students especial during the summer months. She mentions this is something she could pass on to the teaching staff and promote.

Riordan mentions as a board need to identify areas where the help is needed before reaching out to teachers.

Riordan also mentions agreeing with prioritizing nature and dance classes but ask Rios-Campos if he knew how well yoga class was attended in Troutdale. Rios-Campos shared yoga for adults is a popular class was unaware of yoga for kids. Riordan shares is this something PlayEast can help promote since Troutdale is already offering class and help grow their class but also help strengthen the partnership.

Rios-Campos shares collaboration between both programs is forming. He mentions Troutdale has include a small section regarding spring-break camps, since we were not able to include it into the PlayEast side. Rios-Campos also shares Troutdale will also transition to CommunityPass as their new registration software. This will allow participants to create one account but will allow to login to both registration sites.

Rios-Campos shares staff is looking into programs not offered before through PlayEast. He mentions looking into offering Chess for Success in summer. Rios-Campos also mentions the program is more than just chess there are other components they will cover. Rios-Campos mentions other instructors are also adapting their curriculum to include other areas for a more rounded camps/classes.

Riordan asked Rios-Campos if through the surveys date was collected on what parents are waiting for programs. Rios-Campos shared something staff have already addressed during the winter term indoor space and offering more of the same classes.

Discussion amongst the board to identify instructors for classes. With a priority on nature, dance and incorporating social, emotional, and mental health education. In hopes to be able to offer classes in the fall.



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Weber suggested looking at Mt. Hood Community College regarding instructors. Students entering their field need work experience, and this could provide that opportunity. Field added retire teachers would be another great option.

Board agreed with that approach.

Rios-Campos mentions staff will continue providing surveys for parents to complete after program is complete and keep improving in areas they share.

6. Adjournment:

Vice Chair Abbate adjourned the meeting at 6:56pm

DocuSigned by:
Darren Riordan

3/23/2022

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Darren Riordan, Chair

Date

DocuSigned by:
Jairo Rios-Campos

3/24/2022

9A3627B42C5A461...
Jairo Rios-Campos, Program Manager

Date