



**PLAYEAST!**  
East County Recreation

**BOARD MEETING MINUTES**

**Tuesday, December 7, 2021**  
**6-7:30 PM**  
**Zoom**

<p><b>BOARD PRESENT:</b> Darren Riordan, Chair Fairview City Councilor Mike Abbaté, Vice Chair Fairview Resident Jenni Webber, Fairview Resident Scott Harden, Wood Village City Council Tom Miles, Wood Village Resident Stephanie Field, 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> Patricia Smith, Wood Village Resident</p> <p><b>GUEST:</b></p> <p><b>STAFF ABSENT:</b></p>
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**1. Call to order:** Chair Riordan called the meeting to order at 6:06pm.

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

**2. Scholarships:**

Rios-Campos shares graph indicating year to year awarded scholarship. Graph indicated in the first few years significant number of scholarships awarded with a big decline in years three, four and five. Rios-Campos mentions scholarships are captured in the moment participants accepts the scholarship and finalizes registration even if the registered class is in a later date.

Rios-Campos share a second graph reflecting scholarship dollar amounts and in same effect there is a decline with those numbers. Rios-Campos shared a small increase in dollar amounts awarded, he mentions this is due to participants registering for summer camps.

Miles asked what has contribute to the trends. Rios-Campos replies unaware of the trend in the first couple of years. He mentions in the last few years staff has really dedicated in ensuring low fee for registration. Rios-Campos mentions there are still areas of improvement and understands needing to do more outreach to community members that would benefit from programs and scholarship opportunities.

Weber asked what percent of participants enrolled in the program received scholarships.

Staff did not have the data but agreed to acquire it and send it to the board.



Board discussed having the information presented in a different form could better help identify trends in the scholarship program.

**3. Winter Guide:**

Rios-Campos shared the PlayEast winter guide. Mentions first few pages typical to what they have done in that past. Rios-Campos shares the program page highlighting there will be eight programs offered this winter, five sports programs and three enrichment programs.

Rios-Campos share final pages of the guide, sharing he was able to include the fundraiser opportunity with McMenamins as well as city events, the program still needing instructors and parks information.

Discussion amongst the board of being more specific of what types of instructors the program is looking for. Weber states the board should discuss what type of classes the program should offer. This would help in identifying what types of instructors are needed.

Riordan suggest adding that conversation as an agenda item in a future meeting.

The board agreed to add that as an agenda item to discuss in an upcoming board meeting.

Abbate ask if staff could provide what programs PlayEast has offered and what were the participation numbers. He also encourages staff to bring ideas they might have to the conversation.

**4. Facilities:**

Rios-Campos shares finalizing agreement with the Reynolds School District (RSD) for facility use of the Fairview Elementary gym for two days to provide winter basketball and soccer classes.

Rios-Campos also shares using the Fairview Community Center for art and the Wood Village Baptist Church for piano class.

Riordan left the meeting.

**5. Fundraising Update:**

Rios-Campos shares the fundraising committee met in November and are planning to meet in the later part of December. Rios-Campos share the Friends & Family fundraising opportunity with McMenamins. Event will take place Tuesday February 8th from 5pm to close at the Powerstation Pub in McMenamins. McMenamins will give PlayEast 50% of all proceeds from that night as a donation to grow the program.

Rios-Campos mention this event would be a great opportunity for the board to engage and educate those who are not too familiar with the program.



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Rios-Campos has a meeting with the bar manager in January to finalize logistics of the event.

Abbate ask if this was our focus for this year's fundraiser.

Rios-Campos mentions this is an additional effort to help meet our fundraising goal.

Rios-Campos mentions creating promotional materials and promoting the event is solo responsibility of PlayEast and the board.

Harden mentions looking at other restaurants for fundraising opportunities.

Board agreed to move forward with promotional materials and event.

Rios-Campos shared the committee is recommending hosting another virtual fundraiser on followed by an in-person celebration with all the sponsor in the summer.

The dates for the virtual event are proposed for Thursday May 12th or Thursday April 28th.

Miles shared the committee has all proposed Abbate be the emcee for the event. He also shares for the thank you/celebration the committee proposes hosting at the Fairview Food Plaza.

The board agreed with both proposed ideas. Abbate added looking for a form to have the vendors proved the food for the event.

Young states the Food Plaza will be open mid-March.

Rios-Campos mention the committee proposes using Auctria as the fundraising platform (like last year). He also mentions reaching out to other individuals that were a part of the fundraising committee in hopes they will join again. Rios-Campos mentions looking for other volunteers with experience with fundraising events.

Abbate agreed to emcee the virtual event.

The board agreed to host the virtual event on Thursday April 28th with Thursday May 12th as an alternative date.

Rios-Campos mentions McMenamins shared interested in hosting a PlayEast 5K Fun Run. Rios-Campos shares the committee discussed the event and is proposing to host this event in fall 2022.

The board like the idea, also is leaning towards creating a name for the event that could help generate participants.



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Abbate suggest meeting with McMenamins marketing team for assistance on 5K event and promotion.

Abbate also mention keeping track of what both events generate as fundraisers and acknowledge McMenamins in their respective category as a sponsor.

### **6. Event Recap:**

Dirks share the City of Wood Village held their first in-person event since the pandemic, the Wood Village tree lighting was held at the town center. Dirks mentions a rough estimate of 300 people at the event. Dirks mentions events having the grinch present provided by the West Columbia Chamber of Commers, as well as live music from the Mt. Hood Community College. He also shares having a local business providing Mexican piasters and hot beverage for the event. Dirk shares PlayEast provide arts and craft goody bags.

Abbate shares Fairview hosted their Tree Lighting as a drive-thru event. Mentions they had the tree lit before the event started. They also had Santa presents. Abbate mentions they handed out stockings filled with items, about 100 cars drove by for the event.

Rios-Campos shared that PlayEast will be a part of the 11th Annual Las Posadas hosted by the Wood Village Latinx Community. Rios-Campos shared the event will take place Friday December 17th from 6-8pm at the Wood Village Baptist Church. The event will be an in-person event held outside as a resources fair.

### **7. Gresham Recap:**

Abbate share the Gresham Parks Advisory committee had their second meeting Thursday December 2nd. He mentions the committee is large and the first meeting was spent on introductions. Abbate mentions the second meeting was spent on Diversity Equity and Inclusion training (DEI). Abbate shared there was great discussion about the makeup of the City of Gresham and how diverse the city is. No big decision has been made with the committee; next meeting is scheduled for Thursday January 6th.

Harden mentions Rios-Campos will be taking his place as City of Wood Village representative.

Discussion amongst the board of thoughts on where the City of Gresham is headed with their committee. Members of the PlayEast board that are also on the committee will continue updated the group on major changes or decisions.

### **8. Other Items:**

The board elects to move the current scheduled meeting in January to a later date. Rios-Campos will reach out to other board members who are not present and see what works best.



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Rios-Campos asked if the board would like to continue meeting virtually or would prefer meeting in-person. Rios-Campos mentions with in-person meetings all participants would be required to wear face coverings, he recommends that the board decided to either all meet in-person, or all met virtually.

The consensus of the board is to have the January meeting virtually and revisit the discussion then.

### 9. Adjournment:

Vice Chair Abbate adjourned the meeting at 7:30pm

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*Mike Abbate*  
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3/18/2022  
Date

DocuSigned by:  
*Jairo Rios-Campos*  
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3/24/2022  
Date

Mike Abbate, Vice Chair

Jairo Rios-Campos, Program Manager