



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Tuesday, October 6, 2020
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 Scott Harden, Wood Village Resident Chelsea Jones, Fairview Resident Dr. Danna Diaz Reynolds School District</p>	<p>BOARD ABSENT: Tom Miles, Wood Village Resident</p>
<p>STAFF PRESENT: Jairo Rios-Campos, Program Manager Nolan Young, Fairview City Administrator Greg Dirks, Wood Village City Manager</p>	<p>STAFF ABSENT:</p>

1. Call to order: Vice Chair Abbaté called the meeting to order at 6:07pm.

Minutes for September 2020: Diaz mention so corrections need to be made in minutes (page 5 third paragraph) but move to approve the minutes, Smith seconds. Minutes pass.

2. Fall Program Recap:

Rios-Campos shared registration revenue graph showing \$1,902 dollars, mentions PlayEast was successful in launching four in person camps, two soccer camps ages 3-5 and 6-12 and two basketball camps ages 3-5 and 6-12, doubling our summer registration revenue. He shared thirty participants in total were served where one of the program offerings maxing out at ten participants two of the programs coming close with eight participants and the last one with four participants. Rios-Campos mentions basketball classes are held at the Wood Village Baptist Church, and soccer classes are held at Donald Robertson Park. All classes are ran by SkyHawks and follows all new guidelines to ensure safety for all participants.

Jones ask about virtual offerings. Rios-Campos shared no participants registered for virtual offerings but there are still opportunities for participants to register for the later part of fall.

Rios-Campos mention that the scheduled yoga class was not successful in lunching but is working to offer yoga for adults and youth, amide to start the last week of October with identified families. Working with the current yoga instructor and a colleague of hers who works with parents to offer a four-week course amid to start the last week of October and end the week before thanksgiving. Scholarships will only be available for the youth. Smith asked the



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capacity of participants for each course. Rios-Campos shared that the max capacity would be 10 for both parents and youth.

3. Facilities Strategy:

Diaz shared information the governor is looking into lowering restrictions for schools and in-person learning. The district is currently working with their principles to prepare for hybrid learning, once this is achieved, schools will also be able to open to community partners allowing PlayEast access to facilities.

Rios-Campos mentioned with this facility assessment it helps identify if city parks are adequate to host programming on site. He mentions without the partnership of the school district would PlayEast be able to have grown as it has. Rios-Campos also shares indoor space is limited as well, noting that the space at Smith Memorial Church has reached its capacity limits even before COVID. Stating that we need to look at what the program needs is.

Abbate mention that both cities should look at the future and the possibility of bringing facilities to the areas. Mentions that without the support of the district and our faith base community partners PlayEast has very few options to provide programming. Abate also shares this is a conversation not had by the board but a much needed one. Riordan agrees with Abbate's statement he suggest this is a bigger conversation to have had with others such as city council and the parks committees from both cities.

The discussion among the board highlighted good intentions of plans the park committee has, but also mentions there is a need to prioritize project where it could be beneficial for all.

Dirk confirms the plan that the city of wood village will upgrade their parks to have the opportunity for multifunction as well as nature trails. Dirks also shared the new City Hall will be equipped to hold some indoor activities as well as storage.

Harden shared the program could explore other partners such as the MESD school and the Arata Creek School that have facilities we could explore for PlayEast to use. Rios-Campos agreed with Harden, he shared he has been exploring options to partner up with other organizations and businesses that have indoor space to run program. He mentions the possibility of a facility but would require a renter's fee. The board agreed to look into open indoor spaces to run programming as well as a work session with both cities Parks committees.

4. 5K Recap:

Rios-Campos shared a total of 13 participants registered for the event. All participants received a medal, t-shirt, water bottle, wristband, and other items from First Community Credit Union. Rios-Campos also shared event did not meet total expectations but with minimal expense and the \$300 donation from Jamba Juice was able to have small revenue of \$200.

Abbate ask if organizing another virtual 5K would be wise or should wait until we could host in-person event. Brook campus shares hosting the event virtual implies less work in coordinating



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efforts. Rios-Campos does recommend the board to focus on hosting one 5K event per year where the location could alternate between the city of Fairview and Wood Village. He shares having further discussion with other colleagues and their process including yearlong promotion with better incentives of registering early for the event. This would also help in identify sponsors and target specific groups for the event.

The consent of the board agreed to focus the effort on creating one good event. They also would like to identify a theme the 5K could represent, something fun where folks from all over would like to come participate.

5. Program Opportunity:

Dirks shared the City of Wood Village has allocated \$10,000.00 to support PlayEast. Dirks shared the first idea to provide financial literacy to youth in the community. With the possibility to partner up with First Community Credit Union to provide this course. Dirks also mention all participants that complete the course would have the opportunity to open a bank account and some of the funds from the \$10,000.00 could be used to help the youth open the account. The second idea Dirks shares is providing a tech class, he shares that MetroEast Community Media use to hold a similar program where participants got basic training on device use and at the end of the course were able to keep the device. Dirks shares the idea is to work with other partners to create this opportunity.

Harden shares even though this is not a typical recreation class it could help provide chance for community members that would like to participate in virtual classes that opportunity. He also shares regarding the financial literacy the opportunity for older participants to receive partial school credit for completing the course.

Smith shares she is in favor of both these programs recommends for the financial literacy to partner up with first Community Credit union. Her only concern with the computer course is the capacity for participants to obtain Internet.

The board discusses logistics of the programs, it was mention if Rios-Campos could find a partner to teach the course and he would just handle the administration component of the program. Some partners identified to reach out to are First Community Credit Union and Metropolitan Family Services (MFS).

The discussion among the board leads to identify how these opportunities are line with the mission and vision of PlayEast. The board is in support to identify opportunities to use fund to better serve youth and families in our community.



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6. Adjournment:

Chair Riordan adjourned the meeting at 7:05

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Darren Riordan
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2/26/2021

Darren Riordan, Chair

Date

DocuSigned by:
Jairo Rios-Campos
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3/23/2021

Jairo Rios-Campos, Program Manager

Date