



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Tuesday, December 1, 2020
6-7:30 PM
Zoom

<p>BOARD PRESENT: Darren Riordan, Chair Fairview City Councilor Mike Abbaté, Vice Chair Fairview Resident Scott Harden, Wood Village Resident Tom Miles, Wood Village Resident Dr. Danna Diaz Reynolds School District Chelsea Jones, 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: Patricia Smith, Wood Village City Councilor</p> <p>GUEST: Mayor Brian Cooper, City of Fairview</p> <p>STAFF ABSENT:</p>
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1. Call to order: Chair Riordan called the meeting to order at 6:06pm.

Minutes for November 2020: Miles motions to approve minutes, Abbate seconds, and minuets pass.

2. Fall Recap:

Rios-Campos shares final numbers for fall programming highlights the ability to run yoga class helped the program reach the needed registration revenue to be in good financial shape. Rios-Campos share that even though the program is in good financial shape the participation number does not reflect that. He mentions this is due to COVID and not being able to offer the free in-person program PlayEast has offered in years past (drop-in soccer, art workshops, and the summer sports program in partnership with the Wood Village Baptist Church), it shows in the participation numbers.

Abbate ask if Rios-Campos could share more about the yoga program. Rios-Campos share PlayEast hosted two yoga classes, one for students ranging from 6-10 years of age with four participants and one for adults with three participants. Classes were held at the Wood Village Baptist Church, simultaneously but in different buildings. Rios-Campos shared that a packet deal was created for the students to purchase equipment for the class and they would receive a much greater scholarship to participate in the class. This would help with ensuring all participants had their own equipment and help with the health and safety of all participants including the instructor. A similar packet was created for adults, but no scholarship was included.



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Rios-Campos shared over all six successful classes were hosted in the fall.

Dirks asked if there was information from other agencies in the region showing a decline in participation as well. Rios-Campos shared that meetings he has attended through Oregon Recreation and Parks Association (ORPA) other agencies share their adult programming has stayed the same with participation but have seen a decline in youth programming. He also shared neighboring agencies as Portland Park and Recreation have not offered any in-person offering since March and converted complete all too virtual. He states he is unaware of how attendance is tracked. Rios-Campos mentions that Troutdale did not offer any youth recreation in the fall and that they are referring parents to PlayEast.

Rios-Campos agreed to do research on other agencies attendants and report back to the board. The board agrees this information would be useful as it captures an evidence of the impact COVID had.

3. Facilities & Piano Update:

Rios-Campos shares they are moving to finalize the agreement with The Courts at Clear Creek, but due to the current County freeze things have been put on hold until further notice. Rios-Campos is hopeful that at the start of the New Year the agreement will be final. Rios-Campos also mentions that for marketing purposes PlayEast will add location of classes with a disclaimer that location is subject to change due to COVID and OHA guidelines.

Rios-Campos shared that he is asking the piano instructor to help identify pianos for the program to purchase. This information will be shared with the Wood Village City Council for their approval to allow PlayEast to purchase equipment and for rental of the facility to run in-person programming, funds will be use from the \$10,000.00 extra the city has contributed to the program.

Rios-Campos shared once pianos are purchased, they will be looking for a facility to run programming. Fairview Community Center is an option, Rios-Campos mention wanting to talk with the Wood Village Baptist Church on available space.

Abbate asked if there has been future communication with Anthem Church. Rios-Campos shares that there has not, mentions they might also be on the freeze and are waiting new guidance from OHA.

4. Winter Program Guide Update:

Rios-Campos shared the proposed guide, mentioning keeping COVID-19 disclaimer as well as the thank you to our sponsors. Rios-Campos share virtual offering have change but will continue to offer their most popular classes including soccer, basketball, cheer, and physed. Rios-Campos mention in-person offerings include soccer, basketball, and yoga for two age group (3-5, 6-12). Rios-Campos is still waiting on confirmation for art. Rios-Campos also mentions PlayEast current piano instructor is unable to commit to teach for the winter but is



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hopeful to teach in the spring. Rios-Campos has asked Traci can recommend an instructor to fill-in for the winter term; this would also be beneficial to have a secondary instructor as the piano program grows.

Rios-Campos highlights the last page brings an opportunity for the board to decide what content to include. The discussion among the board was to create a page that shared the current state of the program as well as upcoming plans. Also include the program needs instructors for various areas of the program. In addition, the board agreed to add a section emphasizing due to contributions and donations of our sponsor the program can succeed and grow. Providing opportunities for community members to contribute to the program as well. Young shared to include a short piece of what the future hold for the program. The consent of the board is to wrap all the ideas into the last page. Rios-Campos will work on the content and send it out to the board.

5. Fundraisers Committee Update:

Riordan shared the subcommittee has decided on May 6th as the date to hold the fundraising event with May 13th as a second option. Riordan also shared the committee has also researched software Auctria to use for the event. He shared that the software has the capacity for all the components the committee is planning on for the event. Riordan shared the committee agreed on finding sponsors for the event, having a silent auction, and potentially a raffle. The committee also agreed on asking for monetary contributions as well as in-kind donations or purchase items off a "wish list".

Rios-Campos will share the list of sponsor and donors PlayEast has received in the past, he is asking for the board members to identify certain organizations, business and or individuals on the list and agree to contact them to make the "ask". The board members will then relay that information to Rios-Campos, as a form to track potential donors and not ask them twice. Rios-Campos also shared if board members know of potential donors not on the list, for them to share that information with him and he will add to the list.

The consent from the board was to create a letter that was attractive to the sponsors as well as expand the current sponsor list. A small conversation was had around who could be an Emcee for the event. Next committee meeting is scheduled for December 15th.

6. Las Posadas:

Rios-Campos shared that the Nature Leader community group from Fairview and Wood Village will be hosting the 10th Annual Las Posadas. He shared the group as asked if PlayEast would like to participate and donate arts and craft kits for around 300 students in the community. The event will be a drive-thru style event to help with physical distancing and ensure everyone's health and safety.



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The event would cost \$300-\$500 and the money could come from the Wood Village contribution. The consents of the board were in favor to support this community event as a connectivity component as well as helping PlayEast through a marketing standpoint.

7. Additional Funding Needs:

Rios-Campos share opportunities to continue marketing the program at events, suggest looking at other marketing tool strategies.

Abbate share an idea on how to use additional funds to grow the program and considered capital assets instead of disposable items. One suggestion was purchasing a booth to have for events; another suggestion was purchasing a vehicle with the PlayEast logo and use it as a mobile recreation center as well as for storage.

Discussion amongst the board was to have staff research and provide more information on some details. The board is in full support of suggestion. Staff has concern on ensuring program has the financial capability to maintain this type of assets.

Rios-Campos suggestion was more on giveaway items form marketing. Discussion amongst the boards was to include we registration website on marketing materials.

The board backtracks to previous agenda item of Las Posadas and Riordan asked for a motion to approve PlayEast to be a part of Las Posadas and spend up to \$500 on arts and craft activity. Abbate first the motion, Miles seconds. Motion passes unanimously.

8. Other Items:

Dirks share that on the December 8th Wood Village City Council meeting they will be reappoint board and commission members, including the members on the PlayEast Board. He mentions the city will just be rearranging appointments to this board, have Mayor Harden as the Council representative and Councilor President Smith will serve as the citizen representative. No action needed from the board on this matter.

Jones share she will be relocating outside the Fairview city limits and will no longer serve as the Fairview citizen representative. The board will need to fill the vacant position. Board encourages Jones to keep participating in other areas of the program.

9. Adjournment:

Chair Riordan adjourned the meeting at 7:28

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Darren Riordan, Chair

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Jairo Rios-Campos, Program Manager

2/26/2021

Date

3/23/2021

Date