



**Tuesday, April 5, 2022
6-7:30 PM**

Fairview City Hall, Council Chambers Room

BOARD PRESENT:

Mike Abbate, Vice Chair Fairview Resident
Patricia Smith, Wood Village Resident
Tom Miles, Wood Village Resident
Jenni Weber, Fairview Resident
Stephanie Field, Reynolds School District

BOARD ABSENT:

Darren Riordan, Chair Fairview City
Councilor
Scott Harden, Wood Village City Councilor

STAFF PRESENT:

Jairo Rios-Campos, Program Manager
Philp Morley, Fairview City Manager

STAFF ABSENT:

Greg Dirks, Wood Village City Manager

1. Call to order:

Vice Chair Abbate called the meeting to order at 6:07pm. Abbate mentions needing to leave at 6:30 and Weber will takeover facilitating the meet.

2. Introductions:

Philip Morley is introduced to the board as new Fairview City Manager. He shares that he sees the value in the recreation program as a community builder and will work to identify ways to assist the growth of the program.

The board members that were present introduced themselves and their roles on the board, they also shared their passion for recreation and service to their community.

3. Minutes for March 2022: Miles Motions; Smith seconds. Minutes pass

4. Gresham PRCAG Update:

Abbate shared the group did an exercise called Community Asset Mapping. This was to help Gresham staff identify assets the city currently holds and might be able to expand on or leverage. Abbate shared the goal for this group is to give Gresham City Council a recommendation about parks and recreation.

Smith asked if Mayor Stovall was apart of the group or if there was any inclination that the City of Gresham wanted to join PlayEast. Abbate mention that he hasn't participated at this time in the group and has not heard of the city wanted to join.



Smith mentions having an opportunity to meet with the Gresham Mayor and will share the success of PlayEast.

Rios-Campos will gather information for Smith to share with Gresham Mayor.

Abbate also shared next meeting was scheduled for Thursday April 7th.

Abbate leaves the meeting, board members Weber assumed as interim chair for remainder of the meeting. 6:31pm

5. Spring/Summer Guide:

Rios-Campos shared the recreation guide will be mailed to residents this week. He also shared staff has been proactive promoting open registration via social media and through other means of communication. Rios-Campos also share the new registration system is up and running. Mentions that it was a smooth transition with minor setbacks. Rios-Campos highlights the new system can translate into 39 different languages and has been very useful in helping community members register for programs.

Rios-Campos share the layout of the guide has changed to have a more appealing look. Rios-Campos also highlighted four summer camps (Chess for Success, Mini-Stars & Nature Art and Engineering). These camps are in line with what the board has envision the program should offer.

Smith asked if new Premier Partner would be called out as such in this guide. Rios-Campos mention this would be the last guide current Premier Partner will be advertised as. He shares being on a yearly cycle with sponsors starting in the fall and ending with spring/summer guide.

Rios-Campos shares adding QR codes to the guide making for easier access to community members using mobile devices. Directing them to current programming and financial assistance

Rios-Campos share spring and summer guide offers a wide range of programs and activities.

Miles asked who the organization was running the nature programs. Rios-Campos shares this is a newer organization PlayEast is partnering with. He shares last year this organization ran a Wilderness camp in the summer. Rios-Campos also states they are a local organization who is also working with the City of Troutdale Recreation Manager to provide camps. He states all three working in a partnership to offer more camps and activities.

Rios-Campos share the last page of the guide highlighting the community event “Friday Family Fun Night”. He shares this is an expansion of the event previously called “Play Ball Double Feature”



The board was excited for the guide but also for the lunch of the new software. Weber states grateful for the mindfulness of the research and finding a software that meets our community's needs.

6. Fundraiser Update:

Rios-Campos share the fundraising website is active and individuals can register to donate. He mentions this is the same software they used for last years virtual fundraiser.

Rios-Campos also share he has created a Facebook event for the virtual fundraiser as well as through other social media platforms. Board members are encouraged to share with in their social medial networks.

Rios-Campos shares the Zoom Webinar has also been created. Board members are encouraged to register for the virtual event as well as sharing the link in their networks so others can register and be present during the event.

Rios-Campos reminds the board the fundraising goal for this year is \$30,000. He shares that they have received \$5,975 and \$13,500 has been pledged by others. This covers 65% of the targeted goal.

Rios-Campos emphasizes the fundraiser is about a month away and encouraged board members to make last attempts to generate sponsors. He reminds them last year most of the funds were raised before the event and not during.

Weber asked if there would be a silent auction and if any items have been donated. Rios-Campos mentions not receiving any items and does not anticipate having a silent auction during the event as time is a big factor.

Weber asked what the run of show consist of. Rios-Campos shared it mainly consist of celebrating the milestones of the program during the pandemic as well as showcasing participants in actual programs.

Weber asked if everyone on the master sponsorship list been contacted and has been requested to donate this year. Rios-Campos shared he has not been made aware of everyone on the list been reached out to donate.

Rios-Campos reminds the board he had assigned them to individuals to outreach and make the ask of donations. Rios-Campos states that he has only been made aware of ten out of 40 individuals been outreached to make a donate. He mentions there is opportunity with the individuals they have on the list to create more donations.

Board discusses strategies to ensure all individuals on the list get reached out to by a board member. Morley suggest reminding board members of their assigned contacts. Rios-Campos will assist and remind board members of who they were assigned to.



Miles asked if there has been any luck out reaching to bigger corporations. Rios-Campos states corporations have stricter guidelines and deadlines and are difficult to apply for.

Morley asked if a silent auction was planned for this year. Rios-Campos states the committee did not plan for one. He also mentions not having enough time to gather and organize auction.

Rios-Campos suggested having items event participants can purchase, such as scholarship for specific classes or scholarships amounts.

The board was in favor of the idea. Also suggest revisiting the list and ensure those individuals were made aware of the fundraising event.

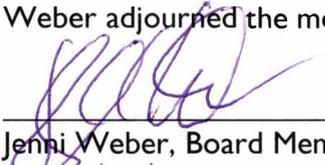
7. Spring Events

Rios-Campos shared both cities of Fairview and Wood Village will be hosting annual Easter event. Both events will be a drive-thru style held on Saturday April 16th from 10-noon or while supplies last. Rios-Campos asked the board for volunteers to be at both sites as PlayEast representatives. Smith and Harden will be at the Wood Village event. Abbate and Weber will be at the Fairview event.

Rios-Campos shared Fairview Elementary will be hosting a Cinco de Mayo celebration in partnership with the PlayEast, City of Fairview and the Community Engagement Committee. The event will take place on Friday May 6th, 5pm-8pm at the Fairview Elementary School.

8. Adjournment:

Weber adjourned the meeting at 7:05pm.



Jenni Weber, Board Member

5/3/2022

Date



Jairo Rios-Campos, Recreation Manager

5/3/22

Date