



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Tuesday, March 3, 2020

6-7:30 PM

Fairview City Hall, Heslin Room

BOARD PRESENT:

Patricia Smith, Wood Village City Councilor
Scott Harden, Wood Village Resident
Tom Miles, Wood Village Resident
Chelsea Jones, Fairview Resident
Dr. Danna Diaz Reynolds School District

BOARD ABSENT:

Darren Riordan, Chair Fairview City Councilor
Mike Abbaté, Vice Chair Fairview Resident

STAFF PRESENT:

Jairo Rios-Campos, Program Manager
Nolan Young, Fairview City Administrator
Greg Dirks, Wood Village City Manager

STAFF ABSENT:

1. **Call to order:** Temp Chair Harden called the meeting to order at 6:06pm.
2. **Minutes for February 2020:** February minutes will be presented at the April meeting.

3. IGA Update

Mayor Harden shared that Wood Village City Council unanimously approve the three year, Young also shared that it was presented to Fairview City Council and approved unanimously as well. Dirks announce that the IGA has been fully executed.

Mayor Harden mention the board needs to focus on fundraising now.

4. Budget FY 2020-21

Young Presented the FY 2020-21 budget. He informed that he had not made any monetary adjustments since presenting it in February, extra time was given so the board had proper time to review. Vice Chair Abbaté has encouraged staff to have sufficient funds for training purposes for the Recreation Manager. This year the budget has \$1,200 to send Recreation Manager to the Oregon Recreation and Parks Association (ORPA) conference plus one additional training. Young also mention that there was \$2,000 for volunteer/coaching training.

Young highlighted that there was an increase in the donations and sponsorships to \$17,000 and an increase of the fundraising dinner as well. The board will continue taking the lead in fundraising to allow Rios-Campos to focus on growing the program. Young mention that the budget also reflected a carryover of \$16,000, if the fundraising efforts aren't met this year there



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will be additional funds needed to be raise for next year. After review of the budget Young recommended the board to approve the budget and ask for a motion.

Smith motion to approve FY 2020-21 budget; Miles 2nd motion. Unanimous vote to approve budget.

5. Fundraising

Rios-Campos informed that First Community Credit Union has decided to be PlayEast Premier Partner for the 2nd year and donate \$10,000.00; he encouraged the board to keep up the hard work that there was still more to be done. Rios-Campos also shared that First Community Credit Union would like to do a presentation of the check. This would take place at Fairview City Council meeting on Wednesday March 4th at 7pm. Both Mayor Cooper and Mayor Harden would be present to accept the check on behalf of PlayEast. Young thank Wood Village for allowing Fairview to host the presentation of the check. It will be good to demonstrate to the Fairview City Council all the efforts the PlayEast Board is doing in fundraising. Efforts have been made to connect with local media about check presentation.

Rios-Campos presented brochure and donation letter with both mayors signature and with sponsorship levels on the reverse side, promotional material for the fundraising efforts. Rios-Campos sent the donation letter via email in a Word Document, allowing board members to personalize it when reaching out to organizations, business and individuals.

6. 5K

Rios-Campos shared that McMenamins has agreed to host event onsite again; date for event is May 16th. Rios-Campos presented 5K flyer with QR code that will help direct participants to register. He encourages board members to reach out to potential sponsors as he works on getting additional vendors. Jamba Juice has confirmed and will attend event, will reach out to First Community Credit Union about having booth at the event and providing the race arc. Rios-Campos mention that additional vendors could sponsor the event or pay a vendor fee to have booth. As time gets closer Rios-Campos will reach out to the board and ask for volunteers for the event. Dirks mention construction may be happening at Donald Robertson Park in May but will keep in communication with Rios-Campos about if any challenges arise.

Rios-Campos shared a strong buzz around event; mention that the Reynolds School District has help spread the word through their communication department and PeachJar.

Miles asked clarification of course and if McMenamins staff would be present at event. Rio-Campos shared that course would start at Donald Roberson Park weaving through McMenamins golf course and ending at the park again. McMenamins staff would be informed of event and would assist with informing guest of event in progress, giving 5K participant priority on the marked course. McMenamins would also help with signs to inform arriving guest of event and promotion of event.



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Mayor Harden shared that the meeting with McMenamins General Manager Jeff went well gave good impression that they would be willing to collaborate in the future for other fundraising opportunities.

Jones asked when is a good time to approach business for donations and how could align that with our fundraising efforts. Dirks mention that all business run their donations different and that the best way is just to ask. Rios-Campos recommended to give business at least 8-6 weeks before event, this allows them enough time to process.

7. Fundraising Dinner

Rios-Campos shared that the Fundraising Dinner Committee suggests the date of June 18th for the dinner and it will be held at the Wood Village Baptist Church. Tickets are available for \$1,500.00 as event sponsor; \$1,000.00 table sponsor; or \$125.00 individual chair. Last year 80 people attended, the venue has capacity to increase by 50% to 120 people. Rios-Campos shared that Mayor Cooper recommended a local Fairview resident for the catering with a Hawaiian theme. He is scheduled to meet with individual and discuss details of catering. Rios-Campos also shared that he has communicated with Traci and she will organize a group of piano students to perform at the event, Rios-Campos will also work with the art program in hope that they students could donate art work to sell at the dinner.

Miles ask about other forms of fundraising at the event, Rios-Campos shared that the committee had not yet identified other forms but were working on them. Rios-Campos shared that it would be a good time to reach out to the Timbers for donations to action at the dinner. He also mentions he had an old colleague that works for a local wine distribution and will connect with them about donations. Future discussion was had about fundraising dinner budget and how much it cost to put on event. Rios-Campos alluded to the benefit of having the event at the church; no extra expenses were made since the church has a lot of the amenities to host the event.

Rios-Campos shared last year's sponsor list and ask board member to identify organizations, business or individuals they commit to contact for fundraising efforts and if they could let him know to create contact list and avoid multiple board members contacting the same individuals for the same purpose. Also if board members have new contact of potential sponsors to provide that information to Rios-Campos to add to the current list. Rios-Campos will provide all promotional materials to board members electronically.

8. West Columbia River Gorge Event

Rios-Campos shared that Learn over Lunch Event went well; about 20 people were there and showed interest in 5k and Dinner. Rios-Campos will get list to follow up on. They have invited us to summer fest in booth and parade for additional exposure. Rios-Campos working on what that will look like.



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9. Adjournment:

The board adjourn at 6:48

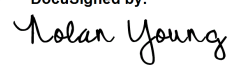
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Darren Riordan, Chair

2/26/2021

Date

DocuSigned by:

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Nolan Young, City Administrator

3/9/2021

Date