



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Tuesday, May 5, 2020
6-7:30 PM
GoToMeeting

BOARD PRESENT:	BOARD ABSENT:
Darren Riordan, Chair Fairview City Councilor Mike Abbaté, Vice Chair Fairview Resident 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	
STAFF PRESENT:	STAFF ABSENT:
Jairo Rios-Campos, Program Manager Nolan Young, Fairview City Administrator Greg Dirks, Wood Village City Manager	

- 1. Call to order:** Chair Riordan called the meeting to order at 6:05pm.
- 2. Minutes for April 2020:** April minutes presented. Miles motion to adopt, Harden second but wanted to have discussion before voting.

Harden highlighted minutes under the section of budget FY 2020-2021 on page 2 of 4, where is stated that Harden would ask Wood Village for funds for scholarship. Harden share he was made aware of a discussion that was had where fundraisers were for programming and that there was not a need for scholarship. Since the need for scholarships was down and there was not a value for the \$10,000. He mentioned that there was a cost for participating in the SUN school, he also mentioned that there has not been much discussion of programming when reaching out for donations that more of the efforts were highlighting scholarships needs. Harden mentioned that he would like to have a discussion of program costs around SUN schools and how much of the fundraising goes to programming. He mentioned that this discussion would have been appropriate before Wood Village spend time putting a budget together where it included \$10,000 for scholarships.

Young addressed Harden's concerns stating that in the prior meeting it was unclear how the temporary shutdown of the program would impact the program, and where the needs would be therefore there was no further discussion.

Abbate felt unclear of the discussion that was presented and how fundraising and SUN schools were connected. He asked if we paid the SUN schools to offer programs.



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Rios-Campos shared what traditionally had been the agreement between PlayEast and SUN School. He mentioned that the MOUs are structured at a split cost share of instructors, where PlayEast pays half of the cost and the organization for the SUN School pays the other half. This ensures more classes and activities for students at no cost to the students that are being served and the ability to serve more students. Without PlayEast support, SUN schools would not be able to offer as many classes or activities and as a result would not be able to serve as many students.

Abbate asked if there were recreation programs after school that would not have happened without PlayEast support.

Rios-Campos shared that there were recreation programs ranging from sports, art, music, dance and taekwondo. Depending on the SUN school programs need for instructors. Young clarified that the SUN schools did not receive money from PlayEast. PlayEast brings on the instructors as an independent contractor where payment is agreed with the SUN school of 50% from PlayEast and 50% from the SUN school organization. Where at the end of the agreed duration of programming PlayEast invoices the SUN school's organization for the amount agreed. Then PlayEast pays instructor full portion of payment. Our mode of operations has been that we do not necessary create a new program we help strengthen an existing program and that is what we are doing with the SUNs program.

Abbate stated that from Young's clarification PlayEast is receiving 50% cost share on the program PlayEast wants to offer.

Young agreed with Abbate's statement. He also mentioned the difference between this method and running programs on our own, when we run programs on our own; we charge a registration fee and then share that fee with the vendor. When participants registered for SUN program the participant does not pay a fee.

Hardin asked if information could be provided by expense items. He also stated that he was not disappointed helping the SUN program, he was more disappointed that in year four is when information about funding SUN schools was shared. He mentioned that should have been at the forefront of the discussion, so when we approach for donations, we have all the details on all the programming costs and be honest where some of the funds may be used. He also stated that he was on the budget committee for the Reynolds School District for several years and the campaign manager for the bond, he had approached many potential donors and many people don't necessarily like schools and is unsure if some of our donors would be happy to know that some of their money went to a program that already existed and students could already participate.

Young clarified there was an error in the statement made by Harden. The money is not going to a program that already exists the money is going to the vendor for an activity that would not exist without PlayEast's involvement.



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Young stated that he took exception of a few items. The board was informed of the SUN program and it was discussed during the budget presentation. He also mentioned that the board had copies of the budget presentation with information on expense items. Young read from proposed budget FY 2020-21 revenues from SUN partners is \$5,534 and the partnership course instructor is \$11,068, when divided in half should reflect \$5,534 which should be PlayEast portion and SUN partner portion. Young also mentioned where both cities were no longer helping with program costs, those program funds need to come from our fundraising and sponsorships.

Young clarified stating that the SUN school pays 50% of the cost of an instructor and we pay the other 50%. Their 50% is the \$5,534, we do not give money to the SUN schools they give money to us.

Abbate stated that is the distinction, we have partnered with SUN program since day one. Mainly because the participants in the SUN program are the same participants we are trying to serve. They are the ones who need the most. The initial focus in the partnership with the Sun school was to get the word out of the recreation program, with programming happening after school and summers. He mentioned there are many ways to categorize the partnership but this way we are providing a program we are getting 50% of the cost paid by the SUN program.

Harden mentioned not having a problem being a SUN partner but asked the board when looking for donations or sponsorship that mentioning of funds being used for the SUN program or if they only highlighted scholarships. He stated that he would like program details regarding costs of instructors.

Riordan agreed with Harden but mentioned that when looking for sponsorships he was not solely focused on scholarships but looking at the whole program. He shared he does mention partnership with the SUN program and the ability to provide more programming for students. He also mentioned trying to partner with others to share the cost of program not that when looking for sponsorships scholarships was a part of the pitch.

Rios-Campos mentioned the first PlayEast fundraiser was aimed for scholarships alone. He stated that once planning for the second fundraising event, the letter was created to state the fundraiser was to grow the program and for scholarships. He continued to state that the committee felt strong and clear it encompasses all aspects of the program. He mentioned the SUN program has been a crucial part of the growth of PlayEast.

Harden stated he would like to have the cost involved and not the revenue. He would like clarity on where the funds are being allocated.

Miles stated that it was clear to him when he drafted the most recent fundraising letter that it would not be solely for scholarships that it would also be for program. Harden mentioned that program has been discussed in the past there just has not been cost involved to share with donors. He noted that he was unaware of cost of instructors. Rios-Campos shared cost for



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instructors in the SUN program. For FY 2019-2020 to support three separate SUN school programs PlayEast share was \$5,500.

Abbate mention that the way that PlayEast was formed was that it was primarily funded by both cities and a big portion was going to be provided by donations. He mentioned that in year one the focus was on scholarships but the whole program is created as a public private partnership where we depend on providing about \$12,000 to help supplement the budget. He went on to state a motion was made and asked Harden if he would like to amend the minutes or was just wanted a discussion. Harden shared he just wanted a discussion.

Abbate highlighted significance of transparency with the budget, ask if staff could draft a memo to share with the board clarifying on what donations are needed and where they are projected to be useful.

Dirks mentioned he would like to clarify some confusion on the matter. He stated that staff meets monthly to discuss programming and had mentioned during the meeting that Wood Village Council would donate \$10,000 for scholarships. It was brought to his attention that the funding was not needed for scholarships. He asked the question why we are doing fundraisers if not for scholarships. He admitted that he was confused about what is programming. He appreciated Abbate's comment that in a future meeting or memo the categorization of funds and what they are used for. He mentioned it would help the whole board.

Riordan took vote to approve the minutes all approved.

3. Cancellation/Donation Letter:

Rios-Campos presented a letter he drafted to distribute to previous sponsors and donors about cancellation of fundraising events. In the letter he stated an option for business or organizations to still donate. The letter highlights local businesses that have decided to sponsor PlayEast. The letter still holds level of sponsorships. Rios-Campos had just adjusted names of levels of sponsorships also removing events.

Abbate mentioned great news on support from previous partners as well as new ones, he highlighted the board members efforts to connect and facilitate the donation. Harden shared the renaming of categories was a good move, he suggested to remove the phrase "operation budget" and use correct percentage to identify expense for programming.

Rios-Campos stated he would make suggested edit and send letter for board approval.

Smith asks about current donors and amounts.

Rios-Campos shared First Community Credit Union donated \$10,000, Public Consulting Group \$2000, Wood Village 76 gas station \$1500, Lovett Inc. \$600 and an undisclosed amount from Gresham Ford, for a total of \$14,600.



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Abbate mentioned time is an issue regarding the letter, and encourage the board to provide staff the authority to make changes without presented to the board for approval, the board agreed.

Rios-Campos asked the board for clarification on information desired on the letter. It was indicated by Abbate to ensure information is adequate and well represented.

4. Rescheduling 5K:

Rios-Campos shared he has been in communication with McMenamins on rescheduling the 5K fundraising event. He indicated it would take place in the fall in late September early October. He mentioned last year's event went well in early October with weather. He also stated rescheduling the event to the fall would give enough time to identify event specific sponsors. Smith agreed October date is ideal.

Rios-Campos shared dates of October 3rd October 10th and a September 26th date. The consent of the board was October 3rd, Rios-Campos noted only issue would be construction at Donald Robertson park.

Dirks mention that construction would be occurring during October and the biggest barrier would be overflow parking. Rios-Campos mentioned McMenamins offering their overflow parking in the pass and does not see an issue in use overflow parking for this event. Board gave consents to move forward on scheduling 5K in October.

5. Sponsorship Updated:

Rios-Campos stated already sharing information regarding sponsors. Will be working with First Community Credit Union on presentation of donation check via social media, he will also work on similar presentation highlighting the rest of the sponsors. He mentions adding thank you page in summer guide focus on all the sponsors and donors. Abbate was in agreement with Rios-Campos on full thank you page in guide , suggested 3 quarters of the page be dedicated on First Community Credit Union followed by the rest of the sponsors. He mentioned giving special thought on language ensuring donors feel honor in donating.

6. Summer Programming:

Rios-Campos shared his focus on summer programming. He mentioned consistent conversations with Oregon Recreation Parks Associations (ORPA) on guidelines for reopening summer camps. He mentioned reopening would come down to the Governor's executive order what the program would be allowed to offer. Rios-Campos also mention if the board would provide him direction on when to cancel summer programming and events. He mentioned he is working on summer protocol to ensure everyone's health and safety and is planning to offer summer camps as early as July. If unable to start in July, August would be targeted start date. Camp offerings would be focused on skill building multi-sport camps to help ensure social distancing between participants. There will be a total of four camps offered in the summer with two full day camps and two half day camps. He mentioned he is still planning to offer sports clinic in partnership what the SummerWorks program. He also mentioned working



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with piano instructor to offer piano in summer, he stated it would depend on how comfortable that instructor felt and social distancing would be in issue. Rios-Campos mentioned a pilot program of virtual classes provided by SkyHawks during the month of May. He mentioned with the uncertainty of summer this could be a prediction of offering virtual classes in the summer.

Hardin agreed with virtual classes especially sport classes, and mention that the Governor's outline for reopening state parks and sport field are among the last to do so.

Rios-Campos mentioned the efforts ORPA is putting to work with the Governor around recreation, he highlighted that all camps would folder under strict guidelines to include social distancing. He mentioned a registration fee would apply for virtual classes, given that they would be live. Rios-Camps is still working with PlayEast instructors to provide video content and share with participants at no cost.

Abbate asked if we were offering virtual art classes.

Rios-Campos shared that the art instructor is creating video content to share with participants for free. He mentioned that the art instructor would be open to offer virtual classes as well with a registration cost. Rios-Campos mention the art instructor has the capacity to offer virtual programming and is willing to do it through PlayEast.

The board discussed the benefit of having virtual art classes. Jones expressed without live feedback the participants would not be as engaged. She mentioned there is a lot of free online art content. Rios-Campos mentioned our instructor has the capacity to offer live classes with interaction with participants.

Harden asked if the same framework was in place with vendor regarding registration fee split. Rios-Campos mention that virtual classes we're at a 5% decrease to PlayEast then the original framework. He stated there would be a bigger decrease if the vendor was holding registrations. Abbate mentioned this is at a low cost to PlayEast.

Miles asked for clarification on live feedback, noting that participants would need some type of device to participate. Rios-Campos agreed with Miles stating that participants would need device to participate. Once participants had registered a link would be provided to join the virtual class.

Harden stated if participants are on Internet essentials, they might not have the capacity to live stream. Rios-Campos mention once participants had registered for class, they would have access to the recording sessions to watch at their leisure. Diaz ask if smartphones would work. Rios-Campos stated yes, the participants might need to download an application.

The board discussed alternative programs to offer including more interactive activities. Diaz mentioned all Reynolds school district students that have received devices will keep them during the summer. Also mentioned that district is working on providing hotspots for Wi-Fi



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access. Diaz stated supplemental learning will be taking place in summer. Rios-Campos asked if device would have the capacity to download zoom app. Diaz mentioned she would find out.

Miles stated anything to engage student is worth looking at. Harden mention we have to do everything to stay relevant and demonstrate the need for the recreation program. Miles also mentioned things that work in person do not always work virtually.

7. Other Matters :

Harden mentioned if Diaz could share plan of what the district is planning for the summer and how PlayEast can help and support

Diaz mentioned for high school students they will be focused on credit recovery; middle school students plan was still in progress and for the elementary they will provide them with games and activities to do from home. Diaz stated focusing on social and emotional state of students, art is a good avenue.

Harden and ask if physical activities were part of summer programming. Diaz was unsure of details.

The board discussed alternative options to partner with the school and providing much needed programming. Other options include local colleges for instructors.

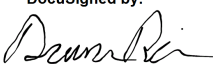
Diaz mentioned she could provide school direction for the next scheduled PlayEast board meeting. Diaz would invite members of the school district to join the June meeting to have conversation of reopening. Abbate offered himself if the district needed support before June's meeting.

8. Events:

Rios-Campos ask the board for direction on community movie nights. Noting that the first scheduled movie night was for the end of June. Rios-Campos recommended first movie to be postponed and 2nd movie to be pushed back into late August, with the option of coordinating with local schools if needed for a fall or winter movie event. The board was in concerns with the recommendation.

9. Adjournment:

Chair Riordan adjourned the meeting at 7:28.

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Darren Riordan, Chair

2/26/2021

Date

DocuSigned by:

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Jairo Rios-Campos, Program Manager

3/23/2021

Date