



PLAYEAST!
East County Recreation

BOARD MEETING MINUTES

Monday, January 11, 2021
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 Dr. Danna Diaz Reynolds School District Chelsea Jones, Fairview Resident</p>	<p>BOARD ABSENT: Patricia Smith, Wood Village City Councilor 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>GUEST: Mayor Brian Cooper, City of Fairview</p>
	<p>STAFF ABSENT:</p>

1. Call to order: Chair Riordan called the meeting to order at 6:03pm.

Minutes for December 2020: Diaz moves to approve minutes, Harden seconds, and minutes pass.

2. Winter Guide:

Rios-Campos shared the PlayEast winter guide. He mentions that the guide has already been delivered in the mail and that registration is open to the public. Rios-Campos shared the layout of the guide emphasizing the sponsorship page, recognizing those who have donated to the program. He shared the actual programs that will be taking place virtually and in-person. Rios-Campos also shared the final page of the guide, where the board crafted a section titled “Looking Forward”. This page highlights the direction the board is going with the programs as well as opportunities for individuals to contribute.

A social media post was created to help with outreach as well as connecting with the Reynolds School District communications department to help reach families via their Peach Jar platform. Through these efforts’ participation numbers seem to be increasing. Rios-Campos mentions start dates for offerings will not be until the end of the month, allowing ample time to increase registration.

3. Facilities Update:

Rios-Campos shared the Courts at Clear Creek are currently waiting for the new Governor guidelines to be available. They do not want to proceed with an agreement or with payment until they are certain of allowing PlayEast to use indoor space.



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Rios-Campos mentions if the new guidelines still do not permit indoor recreation all sports programs are design and equipped to move outdoors.

Abbate asked where classes would take place outside. Rios-Campos shared for soccer Donald Robertson Park and basketball Wood Village Baptist Church. Same locations as the where fall programming tool place. He also mentions these locations have amenities in place for all safety protocols need. Rios-Campos mentions potential date and time change for soccer class, if moved to outdoors. Amid at safety for participants and instructors.

Question was asked if new information has been presented to the school districts regarding facility use. Diaz informs the board that Legislature past House bill 40-22 for COVID-19 liability. She states that the district still must follow Multnomah County COVID metrics. Diaz mentions new guidance will be coming out January 19th from Oregon Department of Education (ODE). Mentions they will review guidance and communicate with Rios-Campos of any changes.

Clarification on the bill. This will give school coverage on any relative matters to COVID; school districts must follow county metrics.

Rios-Campos mentions art class will still be able to proceed with current guidelines.

4. Participation:

Rios-Campos shared information gathered regarding participation amongst other agencies were at a decline from 50%-100% from previous years. He also shared that agencies that are able to do events are not tracking those participants. Rios-Campos shared PlayEast having numerous opportunities to interact with the community by participating in numerous community events. He shared PlayEast ability to capture some form of participation number through these efforts.

Riordan ask Abbate if he has seen or heard how other agencies have captured participation through engagement of community events. Abbate mentions to big shift have been to events and online offerings. He mentions not having figure but has seen great impacts through these efforts. Abbate mentions in his time at Portland Parks and Recs only counting registered participants towards their participation numbers and not event participation.

Request from the board to gather more information on how other agencies nationwide are capturing participation, including events. Rios-Campos mention he will also present this question to the local ORPA.

Harden asks if registrations are down does the program have the financial capacity to keep providing free kits. Rios-Campos shared arts and craft kits provided for the Wood Village Pumpkin Fest was made from last year's event and the kits for Las Posadas were purchased from the Wood Village \$10,000 contribution.



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The consensus of the board was to keep track of events and interactions with the community through events.

5. Las Posadas:

Rios-Campos shared picture from participants with finish arts and craft kits. PlayEast was able to organize other community partners to provide arts and craft kits for the other days of Las Posadas (including Free Arts NW and Metropolitan Family Services). He shared the event to place over the span of four days and 300 kits were handed out each night crafts included coloring book, snowflake, slime, picture frame, and hand molding.

Rios-Campos shared the Natural Leader group also provided a virtual component to the event, where community members could join and participate in other activities, games, and raffles.

6. Fundraising Committee Update:

Riordan shared the letter that was create for the virtual fundraising event expected to be held on May 6th. Abbate mentions a letter addresses current situation due to COVID and how the program has adapted. He also mentions the goal of raising \$25,000 by the end of May. Abbate mentions a strategy is to use the First Community Credit Unions donation as a match to draw in more donations.

Diaz suggested rephrasing the third sentence in the first paragraph to read “school facilities are not available”, since schools are operating in comprehensive distance learning.

The board will be receiving the letter in Word Document form to allow them the capacity to modify and personalize the letter to sponsors/donors. The letter will include both Mayors signature, website, and hyperlink for their convenience.

Riordan shared a revised donation table. Riordan mentions the committee’s decision to include a category for individuals who want to contribute but are unable to give a high dollar amount and still being able to recognize them.

The consent of the board was in favor of this category.

The board discussed other forms of recognizing sponsors and donors, the recreation guide could be an opportunity to draw interest for those to contribute to the sliver level or above.

The board discussed creating a monthly or annual membership to help generate donations. Some concern did arise as this would have administrative responsibility.

Rios-Campos shared a list of all the previous donors and sponsors, even those at the actual event. Rios-Campos mentions creating a google excel sheet where board members could add their name to and select potential donors to reach out too or add to the list. Rios-Campos is working on updating contact information on list.



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There was encouragement for the board to select names and reach out for potential donations.

Rios-Campos mention already receiving some donations from Lovett (\$600), Patricia Smith (\$100), Peter Marking (\$100), Target (\$1,000), and Beery, Elsner, and Hammond (BEH) City of Fairview's lawyer firm (\$500), a total of \$2,300.00.

Rios-Campos shared with the board the fundraising committee has decided to use Auctria as the software for the virtual event. Rios-Campos also shared the recommendation of the fundraising committee to have the board invest \$300.00 to purchase the next level package. This will allow for additional features as well as technical support if needed. Abbate did mention the potential of having a professional auctioneer help with the event, more information to come. Abbate also mention the possibility to have a live demonstration of the software if the board was inclined.

The consensus of the board is to move forward with the virtual event as well as spending \$300.00 to purchase the next level membership from Auctria.

The board discussed other logistical matters for the virtual event. Also, there was some discussion on acquiring in-kind donations for the auction portion of the event. Some concern of not being able to acquire top items for in-kind donations as the program do not have a 501 (c) (3) status and business or organizations not being able to get tax deduction. Dirks mentions that individuals can get tax deductions, but for those organizations or corporations that have stricter guidelines on who they are able to give donations to, they require a 501(c)(3) status.

Rios-Campos mentions all contributions should be made out to the City of Fairview. Donors could include in a memo directed to PlayEast.

7. Other Items:

Diaz shared with Multnomah County still at "extreme risk" level 93% of principals voted to stay with Comprehensive Distance Learning until after spring break. She also mentions a survey with teachers show only 30% were willing to do in-person learning until they have a vaccination. Diaz mentions having conversations are hoping to get the process started for teachers to receive vaccines in mid-February. Diaz mentions steps in creating a committee to help with transition to in-person learning, she will keep the board informed. Diaz also mentions 50% of parents still have concerns with COVID-19 and are hesitant to send students to schools. She mentions the district is taking all parties into consideration when making decision of a transition.

Rios-Campos shared having a meeting with representatives from the Portland Trail Blazers in regards of learning more about PlayEast and potential in-kind donation. Rios-Campos mentioning the meeting ended with both sides wanting to continue further discussion on potential partnerships. Will keep the board inform of direction of the discussions.



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The board discusses potential in-kind donations with suggestions on signed apparel, memorabilia, or tickets for a game in the upcoming session. Rios-Campos mentions their 50/50 fundraising opportunity that could be a great opportunity for the future.

The board discussed other auction items they might obtain as in-kind donations. Harden mentions contacting local collages. He mentions in past years the schools were willing to donate several tickets.


8. Adjournment:

Chair Riordan adjourned the meeting at 7:16

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Darren Riordan, Chair

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Jairo Rios-Campos, Program Manager

2/26/2021

Date

3/23/2021

Date