

ARC BOARD MEETING MINUTES

April 8th 2015

The ARC Board meeting was called to order by Vice President, Jonathan Hartung at 6:31 pm. Board members present were Charlie Zaragoza, William Lowe, Julie Morse, Antoinette Angulo, Terry Holme, Edith Elion, Trang Hoang, Vic Roberson, Douglas Dunham, Jonathan Hartung, Chris Copacino, and Sprout Hochberg. Dave Towne was excused (was not able to get there due to traffic).

ARC staff present was Christina Arcidy, Sharon Mauze and Naho Shioya. Seattle Parks was represented by Kelly Guy.

We also had guests – Candace Bailey and Frana Milan, both ARC Board member candidates. And Guest Speakers from UW School of Public Health – 3 graduate students (Anne, Jen and?) with their professors/consultants, Peter House and Jennifer Calleja

It was determined that a quorum of Board members was present. The approval of the agenda and March minutes was offered by Terry Holme and seconded by Doug Dunham. The Agenda was approved; however, Doug questioned the approval of the March minutes, stating that there was a section missing from the March Minutes regarding the discussion of the financials. It was discussed that there's a need to schedule a working board meeting to discuss this matter fully. Vic Roberson motioned to amend the March minutes to include the missing discussion, and Trang Hoang seconded the motion. The motion was approved, and Julie Morse will amend the March minutes to reflect the discussion.

Public Comment: There was no public comment at the April meeting.

Introduction of the ARC Board Candidates: Christina Arcidy introduced the new ARC Board candidates – Candace Bailey and Frana Milan. Candace volunteers at Garfield Community Center, and is a member of the Garfield Advisory Council. Frana Milan is with King County Parks Division and is currently working in the Business Development Partnership Division.

Presentation by UW School of Public Health Students:

At 6:39pm, graduate students from University of Washington gave a presentation on their research, "Increasing Seattle Parks and Recreation Community Center Engagement – with a special focus on the Yesler and High Point Center".

They presented their findings on each of the community's history, demographics and challenges, and the methods used to come up with the recommendations – identify stakeholders, create interview questions, community outreach, and data analysis.

The recommendations that came out of their research were – provide training opportunities/offer specialized trainings on skill building, improve visibility by increasing outreach activities and leveraging the existing community assets, increase participation by lowering the barriers to participating in the Advisory Council to encourage greater community engagement, identify leaders to sustain ongoing participation and engagement, and strengthen partnership and increase communication and collaboration with others.

Link to their PowerPoint presentation is below:

https://prezi.com/1npuwh5tv9er/increasing-engagement/?utm_campaign=share&utm_medium=copy

Board members commented on their presentation: Comments included - thank you for the research and the presentation, talk about diversity and pointing out the shortcomings, how the visibility of Advisory Council in the community was striking etc. Kelly Guy mentioned how the city staff had more engagement in Advisory Council recruitment process in the past. Candace Bailey commented on the Advisory Council approval process and the duration. Doug Dunham questioned about the process, and the need for this to be improved. William Lowe asked when they will come back to assess if and how the recommendations were implemented and measure the outcomes. Professor Peter House commented that this is a project that requires partnership, and perhaps this could be the next year's graduate students' project.

William Lowe commented that the environment of the Yesler Community will dramatically change due to the new construction project, and Candace Bailey asked if we have people from the community who will work with us –

Jen, one of the graduate students pointed out that the Advisory Council Application process is based on the Dominant/White Culture, and Sprout Hochberg echoed the sentiment.

Candace Bailey commented that we need people on the Advisory Council to look like them, talk like them and live like them.

Jonathan Hartung thanked the guests for their presentation, and this was concluded at 7:15pm.

ARC Board Development Committee:

Antoinette Angulo gave an update from the ARC Board Development Committee – including the ARC Board member recruitment update; successful on-boarding of Chris Copacino and Sprout Hochberg, and introduction of Candace Bailey and Frana Milan.

Antoinette also talked about upcoming Board retreat on May 9th, and reported that the new executive team (Tamara Driscoll, Jonathan Hartung and Trang Hoang) will take a lead on the agenda/planning.

Antoinette also announced that the June 3rd Public Board Meeting will be changed to working Board meeting, and we will go through the RSJI training, “Cracking the codes” with Darlene Flynn from Seattle Office of Civil Rights (SOCR).

William Lowe talked about the Board engagement, and Charlie Zaragoza pointed out that we have more engaged board, and how this will help getting involved on making organizational choices, and not rely solely on Bill Keller and Christina Arcidy.

Terry Holme asked how we bring the new board members up to speed on the RSJI training and other stuff.

Christina Arcidy responded that the topic is being discussed.

Trang Hoang asked if the May meeting will include the issue Doug Dunham brought up earlier about the financials. Christina responded saying that is up to the Executive team to determine as they create agenda.

There was a concern that Sara Lawson, the consultant will be at the May Board meeting, as well as the auditor who will be giving the audit report. It was determined that this should be discussed at a working meeting. The scheduling of this meeting will be discussed by the Executive team to make a recommendation, as May already have two meetings including the retreat.

Edith Elion will not be available on May 9th for the Board retreat.

Jonathan Hartung made the motion to change the June Public meeting to a working Board meeting. The motion was seconded by Julie Morse, and it was approved unanimously.

ARC Orientation Presentation: Christina presented the ARC Orientation Presentation she shared with the Council member Jean Godden with the Board.

She started by asking people to think about ARC and any questions they may have about ARC. Then asked to pair up and share their thoughts. Questions then, were shared by the group.

Questions included:

- How was ARC formed?
- Had the name/brand changed over the years?
- How did we get involved in Child Care business?
- Did we ever have loss for the year?
- How many Executive Directors has ARC had?
- Why does ARC pay “par” fee (“participation fee”)?
- Did Advisory Councils exist before ARC was created?
- How and why did this morph into 14 million dollar business?

Christina went on with her PowerPoint Presentation explaining the history and the formation of ARC –Advisory Councils were originally grassroots/neighborhood groups back in 1950s recommending programs and activities and reviewing plans for the community centers. Dave Towne, Parks Superintendent at the time made a recommendation to have Advisory Councils be the way to retain the earnings and invest back to their programs, and created 501c3, and made ARC as the umbrella organization to be the fiscal sponsor.

In 1998, Bill Keller was hired as the first Executive Director of the ARC, and City Ordinance was created, and amended Seattle Municipal Code chapter 18. Currently, we are operating on the new Master Service Agreement.

(8:03pm, Chris Copacino leaves)

Comment from the Board included – if this information was on our website, if this could be shared with the Advisory Council members etc.

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Christina Arcidy mentioned the hiring of a new training coordinator in the office, and reported that one of the tasks of this position was to create Advisory Council training plan.

There was a question, if this is unique to us, and the answer is yes. Charlie Zaragoza brought up a point during the discussion that we brand “Parks”, but not ARC, and there’s a fine line as we work in support of Parks. Terry Holme mentioned that the growth of the City and History of the growth of ARC should be part of our message.

The ARC Orientation Presentation concluded at 8:18pm.

Executive Director’s Report: Christina reported that the fall registration starts in May. She also reported on the summer staff training plan stating that there are over 56hrs of training planned for this summer. We have 12 weeks of summer this year, and Christina explained that ARC have decided to take the first week and offer one day camp on Tuesday, and another one-day camp on Wednesday (as school ends on Monday this year), and taking Thursday and Friday for training. Christina reported on the staff change – Zach Wilson, ARC Marketing Director’s last day is on May 1st. We have hired a new training coordinator, Lotte Mulder. Registration – we are up 9%, though School Age Care was down 5% (about \$200K) at this time, due to summer registration lag. No questions were asked after the report

Next Meeting: The next Meeting will be held on Wednesday May 6th 2015.

There being no further business Charlie Zaragoza made a motion to adjourn and Edith Elion seconded. The April meeting was adjourned at 8:35 pm.

Respectfully submitted,

Trang Hoang
ARC Board Secretary

Cc; Naho Shioya