

ARC: Board Meeting Minutes

11/02/2016, 6:30p-8:30p, 100 Dexter, Parks Board Room

Board Members: Vic Roberson (VP), Terry Holme, Trang Hoang and Dennis Cook. **Staff:** Bill Keller, Christina Arcidy, Rachel Sorrels. **Parks & Recreation:** Lori Chisholm and Karl Fields. **Visitors:** Marc Hoffman Magnuson Center Coordinator, Carol Valdrighi & Evelyn Lemon from Magnuson AC.

EXCUSED ABSENCE: Jonathan Hartung (President) Frana Milan (Secretary), Chris Copacino, Bernardo Ruiz and David Towne.

Minutes:

WHEN	TOPIC	MINUTES
6:34pm	<p>Welcome & Introductions</p> <p>Consent Agenda</p> <ul style="list-style-type: none">Not enough Board members (4 of 9) for a quorum. Unable to approve October minutes or agenda. <p>Review goals for today:</p> <ul style="list-style-type: none">Learn about new marketing tool.Learn about the SPR subsidy/scholarship program.Prepare for the 2017 budget process and board review in December.	<ul style="list-style-type: none">Introduction of Board, staff and guestsAdd update from Trang and possible update on Race Power of an Illusion training
6:38pm	<p>Public Comment</p>	<ul style="list-style-type: none">Evelyn Lemon has questions about the scholarship program-low income housing already vetted, why can't we assume if they are in Brettler, why not that be a qualifier for scholarships and skip application process?Carol Valdrighi -questions about what relationship does ARC have over funding with Seattle.gov (city funds) ARC is a 501c3 but we have a city email address. Makes it hard when requesting funding. Bill A- we are contracted with the city to provide programs, classes and activities, and because of that contract the city provides us with office space and email service.

6:43pm	Brochure Flipbook	<ul style="list-style-type: none"> • Currently have a PDF on line-hard to use, especially with mobile devices. • With upgrade of SPR website good time to make a new move-current flipbook option. • Flipbooks are easier to use and search. Local company, also does publishing of hard copies. • Some exciting features <ul style="list-style-type: none"> ○ First open link, opportunity to place an ad. ○ Tabs on the front to go directly to a sight rather than scroll through the entire brochure ○ Option to preview all pages at once ○ Links, social media, search options, zoom option • Marc Q-can you make corrections to the online brochure this way? Katherine A-yes. It's seamless. Nimble. Add stuff at any time. • Trang Q-will there still be printed copies? Katherine A-For now. We'll see when we get metrics back. • Marc Q-will there be links to class in this? Katherine A-Renton does it. • Vic Q- can we get metrics on current system. Bill A-it's not very user friendly. • Evelyn Q-is there any cost and is it worth it? Katherine A- \$349 flat fee per brochure. Definitely worth it because, we will get more measurement than we've ever had before. We'll know exactly what people are looking at and can program based on that. • Terry Q-where are we going with translations. Katherine A- not there yet, but looking more and more at translations of marketing materials. Bill-marketing in other languages also includes fulfillment. Terry-that's part of the social justice piece. • Trang Q-what about people that don't have computers. Bill A-there are kiosks at all community centers. • Dennis Q-on the website you have to go to a community center page. Is there any easier way? Katherine A-we are looking at that. • Karl-this looks difficult for a mobile divide. Katherine-the mobile device looks completely different. • Evelyn Q-can we look at a city that uses this now? Katherine A-yes, Renton. • Marc Q-when do we plan for this to go live. Katherine A-I am hoping winter, but it may be summer camps. • Vic-quarterly brochure disappears. Katherine-for now we will still do a quarterly brochure. • One more feature-can select one class and print or send to someone. • Trang Q-is this linked to Spark. Katherine A-not yet, but we are looking into it. Bill- probably not a lot of work on that with ActiveNet around the corner. • Trang Q -Does SPR have data on how many actually enroll through Spark. Lori A-yes, but don't have the numbers right now. • Button on the top that shows you how everything works. Terry Q-staff training? Katherine A-might be a pay day meeting training.
7:06pm	Subsidy Program	<ul style="list-style-type: none"> • Out of School Time office includes scholarships and subsidy program • 1.5 FTE in the scholarship office • How does a person qualify? - 1) complete and submit application 2) qualify (financial qualification) 3) year cycle (June to June time frame)

		<ul style="list-style-type: none"> • 1040 but also accept other forms of financial documentation-try to remove the barriers, but also be fiscally responsible with public money • Income criteria-based on size of household and either monthly or yearly calculated gross income (based on 200% of the federal poverty level) • Distribution-SAC, Parks District Kickstarter, Aquatics supplemental, Parks District General recreation, Aquatic reduced fee, Advisory Council Scholarships • Total # of individuals applied and qualified: 2015-2016; 3951, 2016-2017 so far:5806 • Type of requests: 2015-2016:3444 general rec., 507 SAC 2016-2017:4851 general rec., 955 SAC • Qualify at 80% or 90% 2015-2016:90%, 2016-20187:87% • # of applications processed: 2015-n/a, 2016:2290 • Days to process 2015-n/a 2016/2017:4.48 • Carol Q-Have staff help people fill out the applications, and can they got to an offsite location? Lori A- Yes. We can set up dates off SPR sites. • Vic Q-Scholarships at Rainier Beach is that SAC? Lori A-It's largely aquatics. • Carol Q-what is the individual's cycle? Lori A- the scholarship cycle is a June through May, but people can apply anytime. Scholarship applications come out in December for the next cycle. • Ethnicity-right now it is volunteer, but it can be useful to show in comparison to the ethnicity data of the city in general, and see if we are reaching out to all groups as much as possible. • Terry Q-Any residence requirement? Do you track? Lori A- No, not a requirement and don't track because it's not a requirement. Don't want to discriminate based on where people live. • May and June is the peak for receiving applications. • If we can go to an online form, the data collection would be faster and more efficient. • Opportunities-still more around marketing and outreach (scholarship nights), data to inform • Vic Q-How can we advocate for making the application process easier. Lori A-utilities, free and reduced lunch already approved approach. Free and reduced lunch doesn't income verify. Utility discount program gives a flat discount of 50%, which isn't the level we get to and doesn't use 200% of federal income. • Evelyn Q-what about low-income housing? Lori A-If case worker verifies income and shares that info with us, then yes.
7:45pm	2017 Budget Process	<ul style="list-style-type: none"> • Kicked off budget process, and this is the first year with the consolidated fund balance • Provided every Advisory Council with budget tool to plan for the coming year. • 35-40% of Advisory Councils responded with planned budgets. There were some with minor adjustments to budget, and some with no changes. • Must have consolidated budget by November 5th to City Council and they will work on until November 21st. • Very few asked for funding for new programs or scholarships-most we feel are relying on the Recreation Scholarship funds created by the Parks District

		<ul style="list-style-type: none"> • Hope to have recommendations to you that involve equity work • One startling result-isolated recreation budget only, calculated a loss of \$401,145-subsidised by childcare, preschool and enrichment • Reimbursement of park staff hours (for programming outside of public hours)-The plan requested for 2017 totals \$360,892, an increase of 150%. • Difficult decisions for the 2017 budget • Funding to serve underserved populations wasn't activated by a single Advisory Council • Scholarship levels that we provide in 2016-2017 cycle won't be available in the next year (the roll over from previous year)
8:02pm	Director's Report	<ul style="list-style-type: none"> • Unaudited Net revenue thru October remains healthy. Revenue for consolidated units is up 11.5% YTD. SAC is up 24% YTD, Preschools 11% increase over last year. 5.7% increase in youth recreation. • \$14.6M total revenue to date • One problem: 41 position openings equaling 82 total staff need and really struggling to hire people • YMCA & Boys & Girls Club have to go to \$15/hr on January 1st, which will be a new challenge • \$15 min wage would cost \$ ½ Million-Terry Q- something we consider that for the budget? Bill-yes, we can discuss it in the budget process, would have to come out of the fund balance. • Vic-look at equity. Bill-will come to you with some suggestions. • Terry-request a preview of what's happened from the Parks budget out with Agenda for next meeting. • Juarez's blog lists Community Center funding recommendations. <ul style="list-style-type: none"> ○ Recommendation includes (\$930,000): <ul style="list-style-type: none"> ▪ Additional direct service staff at Alki, Bitter Lake, Delridge, Green Lake, Jefferson, Rainier and Rainier Beach ▪ Additional hours and staff at ID/C, Magnuson, Miller, South Park, Van Asselt, and Yesler ▪ Eliminating drop-in fees for all community centers ○ Recommendation does not include: <ul style="list-style-type: none"> ▪ Staffing for building partnerships ▪ Additional funds to collect data on program performance ▪ Additional funding for staff professional development ▪ Additional funding for free programs
8:15pm	Report on Oversight Committee	<ul style="list-style-type: none"> • Get moving fund and Recreation for All were major charges of the committee • RFP major projects challenge fund-one of the major charges
8:20pm	Review Assignments & Adjourn	<ul style="list-style-type: none"> • On November 21st the city council will adjourn and then reconvene as the Parks District Board • Bill- Equity Task force-we received an email that described how the task force will be built. Terry-staff could send it out in the final form. <p>Vic Roberson called for a motion to adjourn, Dennis Cook moved and Trang Hoang second. Motion was approved. Meeting adjourned at 8:29pm.</p>