

ARC BOARD MEETING MINUTES

January 7, 2015

The ARC Board meeting was called to order by President, Charlie Zaragoza at 6:45 pm. Board members present were Charlie Zaragoza, William Lowe, Julie Morse, Antoinette Angulo, David Towne, Tamara Driscoll, Terry Holme, Edith Elion, Trang Hoang, Vic Roberston, and Jonathan Hartung. Douglas Dunham was excused. Darrell Drew was not present.

ARC staff present was Bill Keller. Seattle Parks was represented by Kelly Guy.

It was determined that a quorum of Board members was present. The approval of the agenda and December minutes was offered by David Towne and seconded by Trang Hoang. Minutes were approved as submitted.

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

Recap of 2014: Bill presented a power point presentation of ARC Accomplishments for 2014. He discussed development that included success in grant applications and funding (\$290,530); Sponsorship partnerships (\$ 64,769); Individual giving (\$44,831); Capacity Building using DonorPerfect; Enhancing Awareness that included an upgraded annual report and qualified ARC for GuideStar® “Gold” level partnership status.

It was a good year for ARC in the Development office with a total of \$1,557,398 raised in 2014. The Development goals for 2015 show an increase in revenue from gifts, grants and fundraising events to \$1.8 million.

RSJI ARC Accomplishment: An ARC Equity Team was formed to ensure ARC is creating a welcoming and engaging environment for our staff, participants and the people we serve. Summer Day Camp staff training all received 2 hour Cultural Competency training facilitated by Ilsa Govan from Cultures Connecting, LLC. The ARC Board received the RSJI training over three months and the Racial Equity Toolkit training, facilitated by SOCR’s Darlene Flynn and PARKS Sebastian Wilson.

Marketing: The Marketing team launched a Marketing Steering Committee with the goals to raise awareness about all recreation services; improve the Seattle Parks and Recreation brand; and support improved customer service. The team developed and launched a pilot of a customer satisfaction survey; designed a new 2015 Parks Calendar; supported design and production of all brochures; developed a new system to support registration process for all Preschool and School-Age Care programs; Maintained and improved ARC’s website and supported transitions and collaborations with ARC’s Development Team.

ARC Board Development Committee: Antoinette gave a short report on the Development Committee work on Board recruitment and the progress being made. The Board Development committee meets monthly and is continuing work on Board Recruitment Tools. We will have a more detailed report at the March meeting.

ARC BOD Meeting, January 7, 2015

Executive Director's Report: Bill reported the unaudited net Revenue YTD remains healthy. Revenue for budgeted units is up 6.86% YTD. Preschool programs and Youth Recreations lead the categories with a 13.6% increase for preschool, and a 20.8% increase for Youth Recreation. Adult Recreation reflected a healthy increase at 7.2%. Revenue is up \$850,041 over this same period last year.

Sharon is planning on closing the year on January 21, 2015. Please review your financials when they arrive and come with any questions to the March meeting.

The *Annual General Meeting* is scheduled for February 25th at the Rainforest Pavilion at Woodland Park Zoo. Please put this on your calendars.

Next Meeting: The next Meeting will be held on Wednesday, March 4 and will be a working board meeting. More details to come.

There being no further business Terry Holme made a motion to adjourn and William Lowe seconded. The January meeting was adjourned at 8:35 pm.

Respectfully submitted,

Julie Morse
ARC Board Secretary