

## **ARC BOARD MEETING MINUTES**

May 4<sup>th</sup>, 2016

The ARC Board meeting was called to order by Tamara Driscoll at 6:40 p.m.

Board members present were: Tamara Driscoll (President), Terry Holme, Frana Milan, Vic Roberson, David Towne, Trang Hoang (Secretary), and Chris Copacino.

Jonathan Hartung (VP), Bernardo Ruiz were excused.

ARC Staff present were: Bill Keller, Christina Arcidy, Naho Shioya, Regina Lum-Witkoske, and Brenda Little.

City/Parks staff: Charles Humphrie (for Kelly Guy)

Guests: Mark Middlebrooks and Tolin Peterson.

### **Consent Agenda:**

The Board was asked to look over tonight's agenda and minutes from the last meeting for any changes or edits that are needed. Trang Hoang requested to add Parks District Oversight committee update on the agenda. Terry Holme motioned to add Trang's request and to approve the agenda, which was seconded by Vic Roberson. The agenda was approved.

The motion to approve last month Board meeting minutes was offered by Trang Hoang and Terry Holme second the motion. Approved.

### **ARC Marketing Team presentation (6:45pm)**

- ARC Marketing team Introduction: Katherine Ichinoe – Marketing Specialist, Regina Lum-Witkoske – Marketing Coordinator, Brenda Little – Production Assistant, Sam Shockley – interim Production Assistant
- ARC Marketing Team Purpose: To market Seattle Parks and Recreation (SPR) – not ARC
- Marketing Steering Committee (MSC): A way to bring ARC and SPR staff together to increase awareness of programs and services
- 2016 Goals: Branding – promote recognition of SPR by creating standards.
  - Historically, each site took care of their own marketing with no guidelines
  - Example: All after school Enrichment program flyers/posters, and summer camp posters/flyers are created through ARC Marketing – have the same style/look
- Handout: Marketing and Communication toolkit – style guide is being created
- Management of “SharePoint”: new tool used by SPR and ARC staff

Q: Terry – I understand the directive from the Executive Director to represent SPR, but how do you integrate their need?

A: Regina – Marketing Steering Committee (MSC) is formed by the members from SPR Recreation Staff and Managers from different geographic areas, and we meet once a month.

Q: Trang – How is the information disseminated?

A: Regina – Hard Copies at each center and uploaded on SharePoint.

Q: Tamara – Gender and race guidelines included? Is there a review period for logo(s)?

A: Regina – No policies exists yet.

Comment: Dave – Recommends revision of the Parks Logo

Comment: Regina – Mayor is updating the logos of each city department that will include Chief Sealth image

Q: Trang – Any Social Media usage guide?

A: Regina – List of social media platform and how to use them will be in the guide

Q: Vic- How do you address to/work with people who's never heard of ARC Marketing Department before – and if they have a marketing material (i.e. flyer) due tomorrow?

A: Regina – There's a plan to educate/train staff in 2017

Tamara – Thank you to the ARC Marketing team for their presentation

**Vote of Officer Slate – Tamara Driscoll (7:05pm)**

- Tamara shred a story of her personal connection to the ARC and being on the board
- Officer Slate: Jonathan Hartung as the President, Vic Roberson as the V.P., and Frana Milan as the secretary
  - Terry Holme motioned to approve the slate, and Dave Towne seconded the motion. Approved
- Tamara at this point passed the agenda to Vic Roberson, the new V.P. (as Jonathan was not present)

**MPD Oversight Committee Update by Trang**

- They are working on the MPD logo
- Overview of the Parks District Funding:
  - “Get Moving” funding – implemented
  - “Recreation for All” funding – 10K to 25 projects
  - “Major Project Challenge” fund – criteria is being developed, but will be on pause till SPR presents a strategic plan

Q: Dave – Where are they on the strategic plan?

A: Trang – letter was sent to recommends to release fund – scholarship should be happening but not

Comment: Dave – We owe it to the voters to do something with the fund

Comment: Bill Keller – I have been meeting with the City Councils and talking to them that holding onto the fund is not productive, and that the fund for the restoration of hours and staff should be released, but still being delayed.

They are waiting on the strategic plan from SPR, even though people counter and ARC financials data shows growth and need.

Comment: Trang – Tax payers are asking what's going on.

Q: Terry – Does the holdup apply to all the fund?

A: Trang – Restoration of hours and staffing

Bill – Asset maintenance is being worked on

Q: Dave – How does this affect us?

A: Bill – Magnolia is funded for 35~40 public hours, but we do 80 hours of programing, and this affect the custodian to be always behind. We are serving more people now. ARC pays for the Rec Attendant, so we can offer programs. At 21% par fee over, and 1.9 Mil in cash to sustain Parks operation – they are waiting on the “Recreation Division Strategic Plan.

Comment: Trang – we can invite Kelly to explain where they are at the next meeting?  
Kelly’s at WRPA meeting.

Charles Humphrie is present on behalf of Kelly, this evening, and he will communicate this to Kelly.

### **Board Member Recruitment Plan (7:25pm) – Christina Arcidy**

- We need 15 members – we currently have 9.
- 1 will be from the Parks Board to replace Antoinette – they will find someone at their 5/12 meeting
- Tamara met with 7 people from Gates Foundation, and we have 2 finalists
- We have 3 more openings – with someone with financial background to be a Treasurer.
- Breakout Brain Storming session – the suggestions will be discussed at the next Board Development Committee meeting

### **Executive Director Report (7:52pm) - Bill Keller**

- 1<sup>st</sup> Quarter summary – Revenue 22% over last year (and last year was up 27% from the year previous)
- Our challenge – meeting this growth and doing well.
- 39% fitness room revenue compared to last year
- This growth is due to serving more people at more places
- We currently have 68 openings to fill
- 21% payroll increase + minimum wage increase – 1.7 mil net gain
- Retention/Recruitment – good results from Job fairs
- Japanese garden – final meeting to be scheduled
- Give Big – 186 donations, \$32K

### **Review Action Items for next meeting**

- Give Big Final report
- Board Development Committee report

### **Adjourn**

Dave – Thank you Tamara for your services!

Terry Holme moved to adjourn and Frana Milan second the motion. Approved. Meeting adjourned.