

BOARD MEETING MINUTES

August 7, 2013

The ARC Board meeting was called to order by President, Charlie Zaragoza at 6:45 pm. Board members present were Belinda Green, Julie Morse, Charlie Zaragoza, Edith Elion, Anna Martin, Darrell Drew, Bruce Bentley, Jourdan Keith, Doug Dunham, Antoinette Angulo and Dave Towne. Excused board members were, Tamara Driscoll, Terry Holme and William Lowe. Board members not present were Adrienne Bailey and Al Hovland.

ARC staff present was Bill Keller, Sharon Mauze and Zach Wilson, Marketing Director. Seattle Parks was not represented at the August meeting.

It was determined that a quorum of Board members was present. The approval of the agenda and approval of July minutes was offered by Belinda Green and seconded by Darrell Drew. Jourdan Keith, Bruce Bentley & Doug Dunham abstained. (they were not present at the July meeting). Minutes were approved as submitted for July.

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

Parks Legacy Plan Update: Charlie gave the BOD an update from the recent meeting of Parks Legacy Committee. This meeting was to begin setting the criteria and goals for the committee members to be finalized at the upcoming August meeting. Charlie suggested that BOD members consider attending some of the meetings as they begin working on the funding mechanism of the Legacy Plan. Charlie will keep us updated on future meetings.

A working BOD meeting was held on August 5, 2013 to discuss and tweak the Budget Process for the Presidents meeting to be held on September 18, 2013. The 2012 annual audit brought to our attention that ARC's asset to liability ratio is high. Sections 4 and 5 of the Master Services Agreement are enclosed for review and are shown below. A discussion followed on how to encourage the AC's to allocate more recreation scholarship money to their budgets in 2014 budget cycle.

Overview of sections 4 & 5; Master Services Agreement (MSA):

We are concerned about these increasing fund balances as a non-profit and pursuant to paragraph 5 - MSA which states, "*the ARC Consolidated Fund Balance shall not exceed 33% of ARC's audited operating expenses for its immediately preceding fiscal year.*"

"*ARC shall retain a reasonably prudent Consolidated Fund Balance sufficient to sustain the ongoing operations of ARC and AC's chartered under this Agreement.*"

"*ARC shall use funds surplus to such standard for the enrichment of the Programs, including but not limited to program and participation enhancements benefiting underserved communities and groups. Beginning in 2009 and thereafter as surplus funds are available, use of any such funds shall be reflected in the ARC annual budget and Annual Services Agreement, as appropriate.*"

A motion was made by Antoinette Angulo and seconded by Dave Towne that states:

August Minutes; Continued

In compliance the Master Services Agreement, Exhibit A, section 4&5, the board requires all councils to allocate a percentage (TBD) of their fund balance in their 2014 budget toward the recreation scholarship fund. If not met, the board shall do so.

The motion was unanimously passed by the ARC board.

The board also discussed an ARC Legacy Plan as presented by Executive Director, Bill Keller in a power point presentation at the Working meeting. A discussion followed the presentation. The strategy of the plan is to establish a steering committee that will incorporate public meetings to begin developing the ALP with implementation in September 2014 at the 2015 Presidents Meeting.

Charlie Zaragoza made a motion that the ARC Board instruct the Executive Director and staff to begin the Legacy Plan process. The plan will be presented at the September 18, 2013 Presidents Meeting. Jourdan Keith seconded. The motion passed unanimously.

Zach Wilson, Marketing Director shared some of the goals of the team he will be leading in 2014. He gave us an overview /summary of the new relationship with CBS Radio that begins on August 1, 2013. This is a one year \$486,000 in-kind media sponsorship for Seattle Parks and Recreation. The sponsorship includes creation of a custom Seattle Parks and Recreation vertical page on CBSSeattle.com; Event promotional announcements over the next 12 months and Promotional vignettes that includes 1,440 thirty-second spots over the 12-month contract period. There will be more updates from Zach as this sponsorship progresses in 2014.

Executive Director's Report:

- Bill reminded all of us of the Presidents Meeting scheduled at Jefferson Community Center on September 18, 2013 at 5:30 pm. The meeting is the Budget 2014 rollout and introduction of the ARC Legacy Plan.
- Bill presented the 2012 "990 Report" as prepared by Peterson Sullivan LLP, CPA's for board review and approval for submission to the IRS. Darrell Drew made a motion and Belinda Green seconded to accept the 990 as written for 2012. Motion was passed unanimously by the board.

Financials

Unaudited Net Revenue for Budgeted Units through July continues to hold steady from May at a 10% increase for Budgeted Units compared to the same period a year ago. School Age Care at a 12% increase; Preschool at a 16% increase; Youth Recreation at an 18% increase and Adult Recreation at a 8% increase make up the strongest YTD program areas. Please review your completed financials when they arrive.

Summer Day Camp

We are midway through week eight (8) of our 11 week summer day camp season. We are serving over 1100 youth each week at 22 locations.

August Minutes; Continued

Employment

Currently we have 40 openings posted on the employment section of ARC's website.

RecTech

Internships are wrapping up next week. Interns from Delridge, South Park, and Rainier will present their work next Thursday and Friday (Aug 15/16) at Youngstown Cultural Arts Center in West Seattle (Delridge interns are crafting invitations; I will forward them as soon as they are ready). Yesler will be exhibiting interns' work at the Yesler Community Center on Monday, August 12 from 1-3pm; Garfield and Yesler interns will also show their work jointly later in the month. Of the 50 students who started the summer, 48 students will complete RecTech internships; this is a record 96% completion rate!

RecTech has secured funding from the Mayor's Office of Arts and Culture to expand Yesler's 2014 internship to serve 18 youth, in collaboration with Seattle University. The Arts & Culture grant totals \$8,000, supplementing \$10,000 promised by the nearby Unitarian church to support internship programs at Yesler. This community is really coming together to support digital media and community engagement for Yesler's youth.

Committee Reports:

Finance Report: Covered in ED report

Nominating Report: There was no report at this meeting.

Outreach: There was no report at this meeting

Old Business: There was no old business to discuss at this meeting.

New Business: There was no new business to discuss at this meeting.

Next Meeting:

The next General Meeting will be held on October 2, 2013 at 6:30 pm, 100 Dexter Ave.

There being no further business, Belinda made a motion to adjourn and Edith seconded.

The August board meeting was adjourned at 8:45 pm.

Respectfully submitted,

Julie Morse
ARC Board Secretary