

## **ARC BOARD MEETING MINUTES**

### **May 1, 2013**

The ARC Board meeting was called to order by President, Charlie Zaragoza at 6:40 pm. Board members present were Darrell Drew, Belinda Green, Julie Morse, Kate Sackett, Antoinette Angulo, Adrienne Bailey, Terry Holme, William Lowe, Charlie Zaragoza, Anna Martin, & Bruce Bentley. Doug Dunham, Dave Towne, Edith Elion and Al Hovland were excused.

The ARC Board is thrilled to have Bill Keller back at the helm of ARC. Welcome Back, Bill.

ARC staff present was Bill Keller, Christina Arcidy and Sharon Mauze. Seattle Parks was represented by Michele Finnegan. Bill announced that Sue Goodwin has moved to the Parks Division as the Strategic Advisor and Michele Finnegan (appointed by Christopher Williams) is the Acting Recreation Division Director as of April 24, 2013. Welcome Michele!

Guests at the May meeting were Carol Fisher from Lifelong Recreation, David Lee and Erika Allen of Peterson Sullivan, CPA and Susanne Rockwell of Seattle Parks & Recreation.

It was determined that a quorum of Board members was present. The approval of the agenda was offered by Belinda Green and seconded by Darrell Drew. The approval of the April minutes was offered by Belinda Green and seconded by Bruce Bentley. Minutes were approved as submitted for April.

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

#### **Audit Report:**

David Lee and Erika Allen of Peterson Sullivan LLP, Certified Public Accountants presented the Audit report as of December 31, 2012. The audit was conducted in accordance with auditing standards generally accepted in the United States. The audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financials statements as presented by ARC. Mr. Lee and Ms. Allen reported there were no major findings in 2012 and no management letter will be issued. The Independent Auditor's Report was presented to the BOD by power point presentation. The BOD would like to congratulate and thank Sharon and team for a great job on the 2012 audit.

Belinda Green made a motion to accept the 2012 audit as presented by Peterson Sullivan LLP, CPA. Adrienne Bailey seconded. The 2012 Audit was approved by the Board.

#### **Parks Legacy Plan/Outreach:**

Susanne Rockwell, Strategic Advisor, Seattle Parks & Rec gave the BOD a power point presentation of the Parks Legacy Plan. She also gave the board talking points that we could use for any questions that could come up at AC meetings. The City of Seattle is planning to put a

## ARC BOARD MEETING May 1, 2013

proposal for the new revenue for Seattle Parks on the ballot in 2014. In support of this ballot the City of Seattle has formed a Parks Funding Plan Citizen Committee. This committee will consider several options for funding Seattle Parks and Recreation, including the potential use of a Metropolitan Parks District. The Committee will meet from July through December and will make a recommendation in February 2014. In March 2014 Parks will then transmit a final recommendation to the City Council. The Parks Funding Plan Citizen Committee will have the important job of finding the right balance between taking advantages of new opportunities and making the most of our existing facilities. There is a series of Public meetings being held across the City in the month of May. Please try and attend one of the meetings. Public comment will be taken by phone, or by emailing [parklegacy@seattle.gov](mailto:parklegacy@seattle.gov) until May 24, 2013. ARC BOD is being represented by Charlie Zaragoza as co-chair with Barbara Wright as chairperson of the Parks Funding Plan Citizen Committee.

### **Executive Director's Report:**

Financials: A few things to note from your April financials:

Unaudited Net revenue for budgeted units through April is holding steady from March at a 9% increase compared to the same period a year ago. We are watching registrations closely to measure the effect of moving to an earlier Feb. registration date from previous years April registration timeline.

School Age care: Preschool, Rowing, Sailing and Canoe Regattas, and Youth Recreations make up the strongest program areas.

Please review your completed financials when they arrive

Employment: We have 63 openings posted on the employment section of ARC's website. 39 of them are for summer positions. We are currently recruiting and hiring in preparation for summer.

Capital Improvement Projects: Ali Community Center project is underway - expected completion early June.

SW Pool Fitness room project is nearing a completed set of drawings: Rav-Eck AC is on board for financing: equipment is secured and stored at Westbridge.

Georgetown Playfield Picnic Shelter completed -funded by Sabey Corporation and 10-sub-copntractors. Dedication tentatively scheduled for June 3<sup>rd</sup>.

Magnolia Gym ceiling repair estimates being completed by May 15, and Meadowbrook Pool Sauna replacement is complete.

Bill briefly spoke about the email that he sent to each BOD from Beth Goldberg concerning the 2013-14 Budget Process. We will discuss more in depth as we near the 2014 Budget Process for ARC.

## **ARC BOARD MEETING May 1, 2013**

### **Deputy Director's Report:**

#### Development Report

- Implemented a new database called DonorPerfect to track fundraising revenues, including those from sponsors, granting organizations, and individuals; currently building the database and next step will be to download information from the past 5 years into it from our accounting software; we will do weekly downloads going forward
- Team worked with the Parks Volunteer Unit to create a volunteer matching gift program which will allow us to receive donations from companies who match employee volunteer time; we will be rolling this out for use with Advisory Council members as well
- ARC is participating in the Seattle Foundation's third annual GiveBIG campaign, whereby organizations have supporters donate online to the Seattle Foundation's portal on May 15<sup>th</sup> and the Seattle Foundation will match these donations by a percentage to be determined after the campaign by other local funders; we expect the match to be between 15-25% of the total gift
- We've secured \$18K in sponsorships at the \$500-\$5000 level for Parks events and programs to date
- Partnered with Whole Foods and the Dime Back Bag donation program which gives shoppers the opportunity to donate their \$.10 for each reusable bag they use to ARC between April September 2013 at their Roosevelt location; we are partnered with KEXP as the other non-profit shoppers have the opportunity to donate to right now

#### Marketing Report

- Creating toolkits for review by Parks for all the various ways in which we can get the word out about programs, classes and activities; idea is to have a consistent, reliable, and professional brand image that becomes recognizable in the communities we serve
- Signed a contract with Constant Contact as the vendor of choice for what will become our email marketing arm; we will likely use it for more than marketing because of its ease of use (example would be communications with Advisory Council members regarding business issues)
- Creating marketing timelines that align with the seasonality of our partnership's work as well as by types of programs; if we are going to create quality pieces, we need to take a project management approach and communicate well with everyone who is part of the planning, production, and distribution of marketing materials

### **Committee Reports:**

Finance Report: Covered in ED Report

Nominating Report: We are continuing to recruit for BOD members. We have three (3) strong candidates that we will be talking to in May.

## **ARC BOARD MEETING May 1, 2013**

Outreach: No report at this meeting.

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

**New Business**: Queen Anne Project

The Queen Anne Community Center AC has gone out for bids to install an entrance Canopy at the Center. Bill presented the bids to the BOD for discussion and approval. After a short discussion, Darrell Drew made a motion to accept the QA Awning project as submitted. William Lowe seconded. Motion passed by the BOD.

**Next Meeting**: The next General meeting will be held on June 5, 2013 at 6:30 pm, 100 Dexter Ave. There being no further business Darrell made a motion to adjourn and Terry seconded. The May board meeting was adjourned at 9:00 pm.

Respectfully submitted,

Julie Morse  
ARC Board Secretary