Rosehill Board Regular Meeting Minutes
December 13, 2016
Frost room – Rosehill Community Center

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CALL TO ORDER: Chairperson Banfield called the meeting to order at 4:10pm

ATTENDANCE: <u>Present:</u>
    Peter Almgren, Melanie Banfield, Jane Crawford,
     Anne Steinmetz, Don Saul
    <u>Absent:</u>
    Carolyn (Dode) Carlson, Avery Hammerman,
    <u>City Staff:</u>
    Jennifer Berner, Dale Dahl, Leif Ellsworth, Christopher Phillips

AGENDA ORDER:

APPROVAL OF MINUTES:
    Motion: to approve the minutes of September 20, 2016
    Made By: Peter Almgren
    Seconded By: Jane Crawford
    Action: PASSED unanimously

PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
    None
OLD BUSINESS ITEMS:
- Marketing Update
    A. To boost winter class enrollments, Recreation Coordinator Ellsworth reported all the different marketing techniques staff currently uses. Flyers are distributed to schools, the library and local businesses; Recreation Guides are distributed to City Hall, the Library and the Parks; a minimum of 3 Facebook posts per class; post class offerings on Hulafrong, Snohomish County Tourism Bureau, NextDoor and Google+. Staff sends the Mukilteo Beacon lists of all free classes and events to post in the Beacon calendar section, all events have been scheduled through 2017. Staff also sends out press releases to the local papers and does e-blasting to current participants in the recreation software database.
    B. Chairperson Banfield was working on her Master's Degree in Marketing and as one of her projects she developed a marketing campaign for a new program

Outdoor Preschool Program for next Spring/Summer. The project included setting up a focus group for feedback, market testing and evaluating the results. The focus group reviewed her flyer and the proposed new program and gave feedback. The group explained as parents what they were looking for on the flyer, the days and time of day that works best for preschool programs and that the program is reputable and educational. They also mentioned location, price, time and variety of offerings are also important considerations. Other important components are early advertising for planning purposes and the ease of the registration process. Staff is utilizing this information in the planning process for the 2017 Spring and Summer Recreation Guide.

New Business Items:
- Review of Rosehill Community Center Business Plan-
  Before Rosehill Community Center opened its door in February of 2007, the City Council agreed the best operational plan was a balanced approach between recreation classes/events, and facility rentals. Over the years the City Council added Co-sponsorship and impromptu visits to the balanced mix. City Council has discussed different business plan models over the past several years but a decision on a set model has not been made, therefore staff continues to operate on the same balanced model for operations.
  As part of the 2016 budget process Council expressed a desire to see more free use of the Community Center, staff implemented several no-cost classes doubling the number of free classes from 12 in 2015 to 24 classes in 2016. One consequence of the implementation is that revenues for 2016 did not meant projections.
  During the 2017 budget process Council asked staff to work with the Rosehill Board to review and recommend a business plan for the Rosehill Community Center. Chris Phillips, Management Services Director, presented the PowerPoint that was presented to City Council in 2015 as a starting point for this discussion.

  There was discussion and many questions from the Rosehill Board members regarding the Business Plan. Rosehill Board members agreed to meet once a month in January, February and March to keep the process moving forward and get something to City Council by April 2017.

- 2017 Spring/Summer Guide and Programs- (tabled until the January meeting)

Reports and Communications:
  No reports given
Next Meeting:
  January 10, 2017
Adjournment:
  Motion: to adjourn at 6:15pm
  Made By: Melanie Banfield
  Seconded By: Peter Almgren
  Action: PASSED unanimously