



**Rosehill Board Regular Meeting Minutes  
May 31, 2016  
Vancouver room – Rosehill Community Center**

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

**ATTENDANCE**     Present  
Peter Almgren, Melanie Banfield, Carolyn (Dode) Carlson, Donald Saul,  
Anne Steinmetz

Staff Liaisons:  
Jennifer Berner, Dale Dahl, Leif Ellsworth

Absent:  
Jane Crawford

**AGENDA ORDER** No changes

**APPROVAL OF MINUTES**

Motion:	To approve the minutes of March 8, 2015 as written.
Made By:	Don Saul
Seconded By:	Anne Steinmetz
Action:	Passed 5-0

**PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA**                   No comments

**OLD BUSINESS ITEMS 1. Marketing of Recreation Classes**

Recreation Coordinator Ellsworth presented a marketing update for the Spring/Summer guide. 3,300 flyers delivered to the elementary schools, preschools and local businesses. Class offerings posted on Hulafrog, Snohomish County Tourism Bureau, NextDoor and Google +. Press releases for community classes, events and programs given to the Mukilteo Beacon and the Everett Herald. Recreation Coordinator Ellsworth asked the Board if they were seeing these efforts out in the community and requested other marketing ideas and resources. A few of the suggestions included trying to network with teachers, coaches etc. to find a way to market at the middle and high school levels; possibly by posting flyers on their bulletin boards or leaving recreation guides in the school offices; reaching out to the schools PTA's for posting on their websites. Create videos of current or upcoming programs to be upload to Facebook and other electronic marketing tools; a suggestion was made to post a discount coupon at the end of video. Post to social media on Tuesday's and later in the day. Add events to the senior newsletter.

## **2. Review of Rosehill Community Center Staffing Model**

Recreation and Cultural Services Director Berner stated as part of the 2016 budget process a staff reorganization model for the Recreation Department was presented to Council. City Council approved the additional funds needed for the reorganization however they asked staff to take the proposal to the Rosehill Board for feedback. At the March 8<sup>th</sup>, 2016 Rosehill Board meeting, the Board reviewed the proposed reorganization model as well as comparing staff models of other community centers. After discussion the Rosehill Board unanimously voted to approve the reorganization model. Staff then provide the reorganization information to the Union representing these positions, the Union wanted the job-share position to stay a full time position and not have it lowered to a part-time position. Staff reworked the reorganization model to reflect the change and presented it to the Rosehill Board for approval. The revised proposal still provides for the development of the Administrative Support Coordinator position, the additional hours requested for the Recreation Programmer was not included in the revised proposal. The Mukilteo Senior Association presented a proposal to the Recreation Division to pay for some additional hours for the Recreation Programmer position to help develop additional senior programming for the remainder of 2016. There are no ongoing funds to supplement the position.

During the March 8, 2016 meeting while evaluating different staffing models the Rosehill Board asked staff to evaluate other community centers staffing models to help develop a base. Director Berner gave an update on her findings and presented a new model that will help sustain efficient operations at Rosehill Community Center while meeting the needs of the community and maintaining good customer service. Director Berner asked the Board for suggestions and feedback on the proposed new model. The Board suggested adding a Tech Support position and changing the name of the Event Monitor to Event Host.

**Motion:** To support a new staffing model for Rosehill Community Center adding more staff support positions.

**Made By:** Carolyn (Dode) Carlson

**Seconded By:** Peter Almgren

**Action:** PASSED unanimously

### **Community Center Holiday Closure**

A resident raised the question as to why the Rosehill Community Center was closed on holidays. Staff called other cities to find out how they operate their community center's during holidays. Of the six (6) cities that were contacted four (4) were closed all governmental holidays and two (2) were open on some holidays. There are financial implications to being open on holidays – If the Rosehill Board determines there is a community benefit to staying open on all or some holidays staff will forward the discussion to the City Council for further discussion and prepare a cost estimate for Council's consideration. After some discussion the Rosehill Board decided to table this item until this budget cycle is complete.

**Motion:** To table the Community Center holiday hour's discussion until this budget cycle is complete.

**Made By:** Anne Steinmetz

**Seconded By:** Don Saul

**Action:** PASSED unanimously

### **New Business Items**

## **2016-2017 Fall/Winter New Programs**

For the fall and winter of 2016/2017 staff has been collecting, reviewing and evaluating which programs to offer in the upcoming Recreation Guide. Staff evaluated the proposed new programs and current offerings using these evaluation factors:

- Aligns with Mission and Purpose
- Financial Viability
- Strong Market Position
- Competition

Based on the above evaluation factors these are the new proposed offerings for the Fall and Winter:

- Sew Together
- Walking Club
- Rock Climbing classes
- Posture Alignment
- Lindy Hop for Teens
- Theater/Drama Classes
- Skyhawks SuperTots and Skyhawks Tennis Academy
- Additional Hiking Activities

Staff asked for input and for other ideas for additional programs. Suggestions made for additional programs were holiday baking classes, shopping and meal planning for one, art and wine night, caring for aging parents, mother/daughter tea and fashion show, scarecrow making class – could be displayed during the week of Boo Bash.

## **Recreation Program Participation Numbers**

Staff provided an update on the recreation participation numbers for the first half of each year for the last three years.

The total number of participants, registered through ActiveNet for classes:

January 1-May 31, 2016

Residents: 629          Non-Residents: 429          Total: 1058

January 1-May 31, 2015

Residents: 543          Non-Residents: 186          Total: 643

January 1-May 31, 2014

Residents: 682          Non-Residents: 788          Total: 1470

These numbers do not include registrations collected outside of the ActiveNet system such as Jazzercise, British Soccer, Skyhawks, and some of the free programs. Staff is working on getting numbers for these programs.

## **Reports and Communications:**

- Recreation Coordinator Ellsworth reported on the Healthy Kids Day event, Touch-A-Truck, Garage Sale and the new Paddle Board Program.
- Recreation and Cultural Service Director Berner reported on the Volunteer Recognition Event.

## **Adjournment**

**Motion:** To adjourn the meeting at 6:30pm  
**Motion By:** Peter Almgren  
**Seconded By:** Anne Steinmetz

**Action:**

Pass 5-0

These minutes are a summary of the Rosehill Board Meeting conducted on this date. This meeting was not recorded in any manner.

Prepared by:

*Dale Dahl*

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Dale Dahl, Rosehill Board Liaison