



CITY OF MUKILTEO

Rosehill Board Regular Meeting Minutes September 1, 2015 Vancouver room – Rosehill Community Center

Call to Order at 10:01 am

Attendance

Present:

Melanie Banfield, Carolyn (Dode) Carlson, Jane Crawford, Donald Saul, Anne Steinmetz

Staff Liaisons:

Jennifer Berner, Dale Dahl, Leif Ellsworth

Absent:

Peter Almgren

Guests:

Mayor Gregerson

Introductions

The Rosehill Board members were introduced; Jennifer Berner reviewed the mission of the board.

Public Comments

Charlie Pancezski recapped the history of a few surveys that were conducted before the Community Center was built assessing what the citizens of Mukilteo wanted at that time. He also requested a copy of the bylaws.

Loni O' Conner requested information about transition from where we are to where we are going. She thought the board policy should reflect hospitality – You are Welcome here. Communication and signage need to be more open and inviting.

New Business Items

- **RH Community Board Meeting Schedule:**
After some discussion it was decided to hold the regular meetings quarterly on the 2nd Tuesday of the month beginning at 4pm at the Rosehill Community Center.
- **Elect Chairperson and Vice-Chairperson for the Board:**
Since this is a new board it was suggested that each board member submit a short bio to be read at the next meeting. A suggestion was also made that we table the elections of the officers until the next meeting.
- **Marketing of Recreation Classes/Events:**
Target Marketing Plan proposed and presented by staff was discussed. The plan would be a comprehensive and cohesive one that targets specific demographics to increase awareness of

all Community Center offerings. Marketing strategies ideas suggested were: Email alerts, hiring a marketing consultant, social media, ask people to share posts, comment cards handed out at the end of a class, create a link on PTSA websites, word of mouth, call people in classes with low enrollment to have them help with additional participants.

- **New Classes – Fall & Winter Recreation Guide**
Summary of the guide was given by Jennifer. Suggestions made were to include pictures of local people, to offer Mom and Me classes, a theme game night, a guided hike through the different Gulches and Parks in the city. Reach out the Sierra club or local mountaineer groups.
- **Service Analysis of Recreation Programs**
This is an action based strategy that identifies services RHCC should be in the business of providing and how best to provide those services effectively and efficiently. A sub-committee is needed to help with this process - Melanie Banfield and Dode Carlson volunteered.

Reports and Communications:

- **Next Meeting Location**
The next regularly scheduled meeting will be at 4pm on November 10, 2015 @ Rosehill Community Center.

Adjournment

The Meeting was adjourned at 11:55am

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, Rosehill Board Liaison