



**Rosehill Board Regular Meeting Minutes
September 20, 2016
Blue room – Rosehill Community Center**

CALL TO ORDER: Chairperson Banfield called the meeting to order at 4:06pm

ATTENDANCE: Present:

Peter Almgren, Melanie Banfield, Carolyn (Dode) Carlson, Jane Crawford,
Avery Hammerman, Anne Steinmetz

Staff Liaisons:

Jennifer Berner, Dale Dahl, Leif Ellsworth

Excused Absence:

Don Saul

AGENDA ORDER:

Rosehill Community Center Staffing Model Review moved to the second item on the agenda.

APPROVAL OF MINUTES:

Motion: to approve the minutes of May 31, 2016

Made By: Peter Almgren

Seconded By: Carolyn (Dode) Carlson

Action: PASSED unanimously

PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

None

OLD BUSINESS ITEMS:

- Marketing Update
 - A. Recreation Coordinator Ellsworth reported the 2016-2017 Fall/Winter Recreation Guide has been released. The recreation staff has distributed the recreation guides and fliers around the community and posted digital materials to social media. A suggestion was made to post pictures after a class or event to help promote and recruit new enrollments. Another suggestion was made to add a banner advertising classes/events to website. To promote Boo Bash and the scarecrow making contest a suggestion was made to put the application on the city's website and research how to get it into PTA newsletters.

- B. Review of marketing, which the RH Board has been reviewing with staff at each RH Board meeting. Staff will be working with Melanie Banfield, Chair of the RH Board, who is in her final semester of her Master's program in Marketing and as one of her projects will be developing a marketing campaign for a new program (Outdoor Preschool Program for next Spring/Summer). The project includes recruiting participants for feedback, market testing and evaluating the results. This information will be helpful to refine the current marketing strategies.
 - C. Staff has researched and recommended new marketing sources for facility rentals using the Lodging Tax grant for 2017.
 - D. Recreation and Cultural Services Director Berner shared with the Rosehill Board that revenues were down for 2016. Berner explained the Recreation staff implemented many no-cost programs in 2016 which contributes to the low revenues. Recreation staff is also implementing many of the new marketing ideas and paid program ideas. Berner also reviewed the room rental rate increases over the past two years and room availability stats for 2016 compared to 2017. The Rosehill Board is not recommending any rate increases for 2017. Berner will bring updated information for the Rosehill Board to review at the December meeting.+
- Review of Rosehill Community Center Staffing Model
 - A. Recreation and Cultural Service Director reviewed the Rosehill Community Center reorganization model and provided an update of the reworked model to reflect changes requested by the Union. Director Berner asked for 2-3 board members to assist staff researching different staffing models that will reflect the growth of the community center going forward. Rosehill Board members, Jane Crawford and Peter Almgren volunteered. A suggestion was made to look into having volunteers out in the lobbies, upstairs and downstairs promoting the community center and welcoming guests. Staff will look into this.
 - B. The topic came up about who does the marketing for all the programs and facility. Staff explained it was spread out amount several people. RH Board discussed the possibility of the city hiring one person who could just focus on marketing for the Recreation Department (classes and facilities). This lead into the discussion of developing the long-term staffing model for Rosehill.
- Community Center Holiday Closure
 - A. At the May Rosehill Board meeting, it was decided due to low staffing numbers and not having a large number of people asking for this; Rosehill would stay at its current operational schedule and be closed for all City holidays. Staff asked the board to revisit this due to a request to be open the day after Thanksgiving. After some discussion it was decided to continue to stay closed and to revisit this in 2017 if needed.
- 2016-2017 Fall/Winter New Programs
 - A. Recreation Coordinator Ellsworth reviewed the new programs offered in the 2016-2017 Fall/Winter guide. Staff evaluated the new programs using the same evaluating factors as used in the Service Analysis to determine if the program made sense to offer. Staff requested input from the board for new programs for the Spring/Summer 2017 recreation guide and ideas to utilize a school facility for a

community recreation program. Pickle-ball was suggested as a possible school facility use. Seminars on fishing and crabbing and beer making classes were also suggested.

New Business Items:

- Use of lower parking lot during rentals
 - A. On August 22, 2016 the City Council hosted a discussion with businesses about parking in Old Town. Several comments were made that the lower lot at Rosehill was under-utilized. The Community Development department is conducting a study that when complete will reveal potential long term parking options for commuters, park visitors, businesses, residents and visitors to the community center. In the interim City Council President Champion suggested the Rosehill Board discuss how the community center could better direct its renters to use the lower lot, thereby freeing the street parking for businesses. A few of the suggestion made by the Rosehill Board after discussion were better signage in the upper parking lot, more signage on Lincoln Ave directing guests to the lower parking lot as well as inserting parking information into the rental packets. There could be a link to a parking map that could be inserted into invitations.

Reports and Communications:

Recreation Coordinator Ellsworth reported on the success of the Lighthouse Festival, he also reported on the progress of upcoming Boo Bash.

Next Meeting:

December 13, 2016

Adjournment:

Motion: to adjourn

Made By: Melanie Banfield

Seconded By: Anne Steinmetz

Action: PASSED unanimously