

C/CAB Meeting Minutes

Date: August 12, 2022
Location: Milwaukie Community Center
Time: 9:30 a.m.

MCCAB Members Present: Chair Marilyn Shrum, Jessica Wright, Vice-Chair Paul Ellison, Joel Bergman, Secretary Ben Horner-Johnson, Julie Donohue, Kim Buchholz, and Wilda Parks.

Excused: Virginia Seitz

STAFF: Marty Hanley, Melina DeFrancesco, and Rachelle Bonsi.

GUEST: Junia Stephens, Milwaukie Community Center Foundation.

Call to Order: Chair Marilyn Shrum called The Milwaukie Community Center/ Advisory Board (MCCAB) to order at 9:34 a.m. A quorum was present.

Approval of Minutes from June 15th, 2022– Marilyn Shrum asked for a motion to approve the meeting minutes. Paul Ellison made the motion to approve the meeting minutes as prepared and Wilda Parks second the motion. All were in favor and the motion was carried, approving the meeting minutes.

Marketing Discussion: NCPRD staff, Melina DeFrancesco, was in attendance to present promotional ideas. Melina reported that the marketing staff currently spend on average 25 hours to produce the Connection magazine. Wilda stated that the board members need to clarify what their goals are when asking for marketing. Paul stated that board members need to re-visit marketing concepts that each see as important or beneficial and ensure that these concepts cohesively fit with NCPRD efforts. Kim Buchholz asked Melina how the district measures the success of their marketing efforts. Melina replied that it is measured through surveys, bounce rates, overall traffic. He asked for further clarification. How does NCPRD know that marketing is effective? Melina replied that it is evident through participation. If participation is low then a social media boost or ad may be beneficial. Jessica Wright asked how low attended classes or workshops are boosted and Melina replied that they are then boosted with qualified leads on Google with key word match type or landing page.

Kim asked for an annual report that historically has shown revenue and a physical attendee count to events and classes as well as services provided. Marty replied that he would present at the next meeting and add the annual report information to the Connection.

Standing Committee Reports:

District Advisory Committee (DAC) Joel Bergman reported the DAC discussed a smoking ban; which leads to the issue of enforcement; therefore, this item will be or can be visited at a later time.

Nutrition, Transportation, and Social Services Committee - Marty reported that live music has returned to the congregate dining room on alternate Wednesdays and Fridays. Travel Trips have restarted and been successful. There will be an Ice Cream Social from noon to 1 pm on August 23rd.

Recreation and Program Committee – Julie Donohue reported that Recreation has held Fitness classes, music and movies in the parks with the MCC Foundation selling snacks. There was a string quartet performance July 12th. “Fiesta in the Park” will be held on September 10th from 12-4 pm.

Facility and Rental Committee – Ben Horner-Johnson reported that the group is meeting monthly and is actively reviewing best uses of Library and the Pool room and are considering swapping the two spaces to optimize rental revenue and class usage. Decor, flooring, and paint upgrades for the front of the Center are being discussed for the next fiscal year. The Gift Shop will be doing a renovation including flooring (\$7300 provided by Milwaukie Floors and More in exchange for a year of event sponsorship) and paint during maintenance week. Marty additionally stated that he would like to see a pavilion type structure in the Rose Garden to provide shade in summer and sheltered seating in the spring and fall. The possibility of adding rest rooms to the Rose Garden area will be addressed at the next meeting.

Ad Hoc committee Reports:

Aging Services Advisory Council – Virginia Seitz is absent; therefore, no report is given.

MCC Foundation – Junia reported Clack on Tap has been discontinued and the Foundation is actively considering other fundraising events. The MCC Foundation received \$120,674 as COVID Relief.

Facilities Enhancement Committee- this was discussed under the Facilities report.

Wall Mural – Wilda Parks reported that she is actively engaged with Jordan Imlah, City of Milwaukie, and the Regional Art Coalition in search of an artist and funding for the project.

MCC Connection: There was a brief discussion of the calendar pages and how to handle weekend events (currently called-out on the Friday column, sometimes with a larger ad/image to the right of the calendar. Perhaps a mock-up with an additional combined Saturday/Sunday column could be produced?

Adjournment: 11:00 a.m.

Next Meeting: The next C/CAB meeting is scheduled for September 9, 2022, at 9:30 a.m.