

# INFORMATIONAL MEMORANDUM

## Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board President

FROM: David Puki, Tukwila Pool Advisory Committee Chairman

DATE: January 11, 2014

SUBJECT: TPAC Committee Chair's Report

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### ISSUE

Summary of the January meeting held at TCC

### FINANCIAL IMPACT

N/A

### BACKGROUND

Meeting date January 11, 2014

### DISCUSSION

- 1) Discussion about adding student participation to the committee resulted in a draft revision of resolution 8 as directed by the Board from their December meeting. The revised draft is being included in the agenda for the Boards January meeting.
- 2) The committee is working with the marketing subcommittee to finalize a list of special promotional events for 2014.
- 3) The committee discussed a change of day and time for our regular monthly meetings and it was unanimously approved to change our date to the 1<sup>st</sup> Saturday of every month at 8:00 am to 9:30 am. Our meeting place will remain unchanged at T.C.C.

### RECOMMENDATIONS



TUKWILA POOL ADVISORY COMMITTEE

DECEMBER 4, 2013

MINUTES

TUKWILA COMMUNITY CENTER MEETING ROOM "B"

Call to order: 7:07 David Puki

**Attendance:** Kay Mulliner, David Puki, Vanessa Zaputil, De'Sean Quinn, Kim McCoy, Jeri Frangello-Anderson

**Approval of November 6, 2013 Minutes:** Vanessa made motion to approve draft minutes as presented, Kay seconded.

**Business Item 1:** Discussion and recommendations for adding student participation to the TPAC Committee – Dave indicated that is the consensus that TPAC would like to have student participation, just need to clarify how we go about it. Dave indicated from his experience that trying to keep interest among students is hard, especially with the early start of the meeting. Documentation of attendance is very tough. Vanessa indicated that there was a memorandum that was presented to the board that did not get addressed by the board. Vanessa indicated that she strongly disagreed with the way the memorandum was presented with position number one being redefined as a role of a student. Vanessa would rather see a student added. De'Sean spoke up that the board will be adding a student role to TPAC. It has always been the intention of the board to add a student. De'Sean made reference to what the Parks Commission just did by adding a student position. Vanessa indicated that there is an option to have more than one student membership, which she remembers other committee members liking, including Joe Duffie. It would be helpful to have a pool of students to attend. Dave wanted to bring up the fact that at the MPD October meeting this issue was brought up with no discussion with TPAC in regards to this issue. There was no consensus as to whether these positions should be an ad hoc or a voting position. Dave indicated that other board members have asked TPAC to take on this process, and there seems to be some conflicting direction from the board. TPAC would definitely like to be part of the process and are for adding a student position. De'Sean didn't think that adding the student position needed to change Resolution 8, Dave disagreed that Resolution 8 would need to be changed to reflect the student position. Dave asked the question if TPAC would like to make this a voting position. Vanessa indicated the having a student representative, does not make it a voting position. The key word being "representative". Seems to be logical to implement at the first of the year, this would be a board request. De'Sean indicated that having a sub-committee for this recommendation might be a good option to help with presentation to MPD Board. Sub-Committee volunteers, Vanessa, Dave and Jeri are to come up with the language for submission to the board for the December meeting. Vanessa made

motion to adopt language for Student Participation to the TPAC Committee, Jeri Seconded. Unanimous approval. TPAC's recommendation to the board.

"TPAC recommends adopting a change to resolution 8 that amends language to include recruiting up to four student representatives in addition to the appointed positions. It is the committee's hope that student (s) could choose to participate in a rotation or concurrently and that they are high school student(s) residing in Tukwila. It is also the committee's hope that the amendment be adopted expeditiously, and a MPD Board request be made to the school district for interested student- (s) for the remainder of the 2013/14 school year, with re-appointments and or new appointments requested each September. Attendance would be documented in the TPAC minutes and forwarded electronically to designated school officials as determined by the school district and MPD Board."

Short discussion to the memorandum that was presented at the last MPD meeting regarding positions expiring. De'Sean indicated that it is the board's decision to re-appoint the current positions and there should be no worries.

Business Item#2 –Proposed Budget – Feedback from Board: Vanessa indicated that there was a glitch with TPAC's recommendations from the November meeting being presented to the board. Vanessa forwarded the two recommendations from TPAC to the board just to be sure they were seen. Vanessa indicated that the Scholarship questions were addressed and as a committee we should still go through and address that the questions at hand. It is important as a committee that this information be reviewed. Dave asked if we thought there was enough in the Scholarship fund for next year, looking around the room looks like fundraising will be needed to supplement the fund. Evaluation of the program will need to be reviewed.

#3: Update TPAC process to submit items for MPD Agendas – Vanessa had a conversation with the city clerk to address how to better have TPAC's minutes, reports and chair reports to be included in the MPD Board meetings. She indicated that correspondence be directed directly to the City Clerk's Office for inclusion in the packet. The City Clerk also did indicate that if we don't hear back within 24 hours to follow up with email. De'Sean did also ask that with the addition of an Executive Director be added that this information will also be directed to the director. Dave indicated that all communication upon the hiring of the Executive Director be sent to the ED. Vanessa was very cautious of this until the ED is hired. We will now include all information to the City Clerk, until the hiring of the ED and further direction is given.

De'Sean wanted the minutes to reflect before leaving the meeting, that this will be his last meeting as the MPD Clerk, there have been some disagreements in the past, but he has always felt very welcomed. TPAC has very much appreciated De'Sean's participation and we wish him the best of luck as the Board President.

#4: Recommendation to MPD Board regarding process direction and updates to TPAC: Vanessa indicated that one of her frustrations is knowing where we get our direction. If we are not at attendance at a MPD meeting, we have no idea of the direction that is being given to TPAC. It would be great if we could receive the information in a formal recommendation from the board. De'Sean asked

what we think this would look like. Vanessa mentioned a previous MPD meeting where members had asked that TPAC should be asked to weigh in. As a TPAC member it would be great if specific direction could be provided by the board. Dave asked that if revisions could also be included. Vanessa made a motion that "TPAC makes recommendation that specific direction, information, revisions and updates from the board to TPAC via email to TPAC chair in advance of the committee's meeting." Kim seconded. Unanimous vote by all members.

Business Item 5: Marketing Update: Jeri reported that there was great attendance at the Marketing Committee by Staff, STP, Board and TPAC. Amy reported briefly about the wins for 2013, Global to Local, the Women's only Swim, and High School Swim Program. Ideas for marketing brainstorming were presented and captured on a white board. Ideas presented were email capture, eblasts, promoting partnerships with Tukwila businesses. Selling yearly passes at a black Friday rate, wellness programs with businesses in Tukwila, Group Health, Boeing, Costco, etc. Continuing with e-newsletter, continue monthly or quarterly?, Hotel Advertising, Business brochure to help with marketing to businesses, rental program, annual event calendar, marketing to home schools. On-line registration incentive, Amy indicated that the Tukwila Pool has a great relationship with the Tukwila Reporter. Family rate to be presented to the board according to Amy, On-Line registration, city currently very anxious to get this program started there are some IT issues that the city is working through. Survey to help find out what people would like to see offered, what they don't like what could change. Kim mentioned handing out flyers within a few block radius of the pool, current marketing of merchandise at the pool, need better advertising to promote. Kay handed out order form for ordering shirts. Offer an incentive for yearly membership or renewal sign up to receive a free sweatshirt. Getting zip code directory, Kim Volunteered to help with capturing this information, but privacy issues could be an issue. The next marketing meeting is in January to work through all the ideas to help with 2014 – 2015 marketing. SWOT was also brought up, I didn't realize that when I brought up this idea that this was a full scale training program. There was some enthusiasm to go forward with this training at a future meeting. Jeri indicated that after the January Marketing Meeting to have Marketing Plan for 2014 presented to TPAC. Vanessa asked if Seattle Southside was mentioned to help with marketing to businesses. Alaska Airlines flight training was a big hit, possibly marketing in the Alaska Airlines Magazine. ROI on all marketing ideas. Vanessa asked if there was a detailed plan, and at the next marketing meeting the hope would be to come up with a more detailed plan by using all the ideas that were presented.

Business Item 6: Review customer feedback: Vanessa emailed the spreadsheet with all the customer comments that were collected. Vanessa made the suggestion if the committee would be ok to remove the lower verbiage on the suggestion card, regarding personal information and confidentiality as per legal. Dave made motion to remove the confidentiality statement from the bottom of the suggestion cards, Jeri seconded. Vanessa indicated that one of the commissioners had requested a separate column be added "Response needed". Vanessa made comment to the first suggestion provided and that there is only one policy which is the scholarship policy and TPAC totally supports this policy. Dave also made mention that this comment should be turned over to the board or future ED to investigate. The only comment card that asked for a response was number# 10. Dave noted that we are seeing some trending

items that are repeating month to month, at these are the suggestions that need to be addressed on a regular basis, for example the showerheads have had comments numerous times. Kim indicated that he has talked with Malcom regarding maintenance and is working with him to set up a time to meet.

Vanessa made motion to adjourn, Jeri seconded.

Meeting adjourned 8:31.