

INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board President

FROM: David Puki, Tukwila Pool Advisory Committee Chairman

DATE: November 12, 2013

SUBJECT: TPAC Committee Chair's Report

ISSUE

Summary of the November meeting held at TCC

FINANCIAL IMPACT

N/A

BACKGROUND

Meeting date November 06, 2013

DISCUSSION

- 1) Discussion on the 2014 proposed budget consumed much of our planned meeting time. In particular several of the amendments were addressed. They were the Life Cycle replacement and Marketing and Advertising line items. Several recommendations were passed unanimously and are included with this report.
- 2) Customer feedback provided (13) comments this past month. They were reviewed and it was unanimously agreed to forward them to the Board for business item discussion as per the MPD legal memorandum, 5th recommendation from Brian Snure.
- 3) All other business items before the committee were tabled and will carry forward to future meetings due to time constraints.

RECOMMENDATIONS

- 1) By unanimous vote TPAC recommends that a minimum of \$10,000 be allocated for Marketing. Develop a detailed 2014 Marketing Plan to identify ROI and implementation opportunities. Assign a percentage of revenue increase during the year, which can be reallocated back to the Advertising budget during the year.
- 2) By unanimous vote TPAC recommends funding the Life Cycle replacement at the lower amount of \$50,000 understanding that over \$200,000 is already allocated and provided for in the 20 year plan.

Tukwila Pool Advisory Committee

October 2, 2013

Minutes

Tukwila Community Center Meeting Room "B"

Call to Order: 7:01 AM

Attendance: Verna Seal, Dennis Robertson, Kathy Hougardy, David Puki, Kim McCoy, Vanessa Zaputil, Jeri Frangello-Anderson, Rick Still, Stephanie Gardner and Jacque Carroll.

Approval of September 4, 2013 Minutes: Vanessa made a motion to accept the minutes as presented and Jeri Frangello-Anderson seconded.

Added to the Agenda was the approval of the September 7 and September 13 meeting, which was left off the Agenda.

Approval of September 7, 2013 Special Meeting: Vanessa made a motion to accept the minutes as presented and Jeri Frangello-Anderson seconded.

Approval of September 13, 2013 KJ Design Meeting: Kim McCoy asked to correct 5th paragraph to read "animosity between staff and MPD on one hand and TPAC and STP on the other hand" Kim made a motion to accept minutes with correction and Vanessa seconded.

Business Item 1: Discussion on the relevance of remaining on committee: Kim started this conversation with "Can't we all get along". Indicating that he has seen the frustration between Staff, MPD, STP and TPAC and how do we best communicate. We all want the pool to succeed and are very pleased with the increase in activity and especially the swimming lesson programs. We are still in a transition stage on how we all deal with this. Many of our purposes are common, but it appears that some items have created some tension. Communication between all parties and work together. Vanessa expanded further to the question of what is the relevancy of TPAC, Vanessa asked what is the relevancy of TPAC and to her relevancy means is tied to expectations. Vanessa's expectation as a committee member with TPAC is that we all show up to the meetings and present ideas, discuss and present them in the best way we can. We have excellent communication and commends Dave on his Chair Reports and thanked Jeri for taking the minutes. Expectations beyond the meeting is that something happens with what is produced at the TPAC meeting. Expectation is that something happens from what transpires at a TPAC meeting. The hope is that the board and staff reads the recommendations, considers the ideas presented and comes back to TPAC with questions and comments. The frustration level is that when TPAC spends a lot of time on recommendations and thoroughly vets through every item and these recommendations aren't considered or read when they are overlooked at the MPD board meeting. It is unfortunate that frustrations have escalated to where recommendations aren't read or where keys are

thrown by the Parks and Rec director to a TPAC member. On behalf of the committee we have made sure to have all our recommendations and suggestions put forth in a professional manner. We would love any input to how we can better present our ideas. Jeri also expressed her feelings as to how it is very disheartening how things to get pushed aside. We are all in this together and we all want to see the pool succeed. Just would like some clarification of what is expected instead of just being here to take the minutes Verna apologized that the September MPD meeting ran long and that it wasn't communicated back to TPAC that the September TPAC suggestions would be presented at the next MPD meeting. Verna further indicated that she does read the TPAC recommendations and does take them very seriously. Verna also mentioned that the Safety and Hygiene issues will also be addressed at the next MPD meeting . Unfortunately the last 2 MPD meetings ran very late. Verna made the suggestion that maybe restructuring the meetings would be an option, to put TPAC Chair Report and recommendations first up on the agenda. The board is in their first year and still working through and figuring out what needs to be done. Dave vented his frustrations that his feeling is that TPAC are 5 people in a box and we are pulled out whenever it is convenient. For example the CIP is where we were taken out of the box and utilized for our input and there was excellent participation between staff, the board and TPAC. Where TPAC was put back in the box was the summer swim program for summer school kids. The suggestion box is another example of putting TPAC back in the box. There has been a lot of input involved with the suggestion box and the board was very much behind this idea. Unfortunately when it came to implementation we ran into many road blocks. Dave commented about how legal has now presented how the suggestion box should be managed. Verna indicated that she had approached legal regarding the legal ramifications of public records regarding the suggestion box. Kathy remembers that the board ok'd the suggestion, but wasn't sure if process was ever approved. Vanessa indicated the idea and process were both presented and approved at the June MPD meeting. Verna indicated that the legal recommendation will be presented at the next MPD meeting and the board will then establish a policy and procedure regarding the suggestion box and how the suggestions cards will need to be kept. Jacque indicated that there she was confused by the definition of a policy board vs operations. Are the processes created by the operations and not the board? Vanessa commented that it was an assumption of TPAC that when it did get presented to the board that it had already gone through legal. Dennis made the comment about the committee's relevance, just look at the next agenda items, Scholarship Program, Partnership with other pools and marketing. Dennis also noted that the board hasn't had the discussion yet as to whether the board will continue as a policy only board or be more involved in procedures and operation. It has only been an year and the board itself is still learning what the role is they want to take. What Dennis would like to see is all of us together, operator, MPD board and TPAC. Vanessa posed the question that maybe TPAC morphs into more of a commission instead of just and advisory committee. Dave made the comment that TPAC is just an advisory committee and we wait for direction from the board to direct, both Dennis and Verna both commented that this is not at all how they perceived this as covered in the resolution . Jacque asked one last question as to the confusion of who is in charge when a customer has a question or comment regarding the pool.

Jacque left meeting at 8:00

Verna again apologized if it looked like TPAC's recommendations were being ignored. Verna commented about how the comment has been made in the past about moving the MPD meeting to another day and this will be up for the board to discuss again. Jeri also reiterated that having the MPD meeting moved to another day instead of after the council meeting would be very helpful to all involved. Dave also commented that it is too late once an agenda packet comes out for any TPAC involvement. For example the CIP closeout. If the meeting was another day, the agenda would still come out on Friday, but would allow time for TPAC as a committee to meet and be able to interject. Vanessa indicated that TPAC structured their meeting to allow time for the agenda packet.

Business Item 2: Review of scholarship and funding: TPAC had asked for the statistical data for the need and how to fund that program. De'Sean had taken this task on and we haven't received any information back regarding the Scholarship Program. Vanessa indicated that De'Sean did bring it up at the end of the last MPD meeting for the board to review.

Business Item 3: Forming a partnership with other Municipal Pools, MPD's and Pool Advisory's. Review list of community/public pools developed. Begin an action plan: Kim commented that he had attended the Rainier Beach Pool grand opening. Dave made mention that the Rainier Beach Pool is very successful. Made some contacts with pool committees. Dave had done some research with community pools and noted that these pools involve themselves around certain events that involve the community and family. Dave also compared pools that were similar to the Tukwila Pool. The findings were that they attract citizens to their pools based on programs they offer and the availability of always have at least one lap swim lane available. It was also noted that they are very flexible with offerings of diverse programs and schedule on demand. Vanessa noted a few of the pools she had explored had websites that were very informational, like noting pool rules, board contact, employment applications, pool rentals and a donate now button. Jeri noted that she hadn't looked at all the pools, but had a chance to review Evergreen's Pool and really liked the idea that they offer merchandise for sale. Dave asked that TPAC take a look at the list of pools and come up with some ideas for that maybe the Tukwila Pool could adopt. Vanessa commented that Enumclaw and Covington were 2 pools that stood out which had some great ideas for community involvement swims. Kathy made a comment that TPAC has done some great brainstorming and presenting some great ideas, a normal advisory committee wouldn't be providing this information. This is where TPAC is not your normal committee. Vanessa commented that there still is no good MPD website. This is something the group has suggested many times. Vanessa also had looked at the Southwest Advisory Council, this council raised money for the hot tub for the pool. This committee gives direct direction to policies, variety of programs, financial and scholarship programs.

Business Item 4 Marketing and Advertising: TPAC has tossed around the idea of getting local business to support the pool. Marketing meeting held on Tuesday and the events discussed were the Pumpkin Plunge and the 40th anniversary. Stephanie indicated that Amy had presented the marketing plan and

we went through each item, the plan indicates that the marketing committee will meet quarterly to review.

Business item 5 Customer Feedback: Vanessa indicated that there were 3 suggestions. Vanessa sent the 3 suggestions to Amy and Malcom. The committee agreed there was no suggestion that required recommendation. Vanessa reported on last month's suggestions asking for a follow up, Vanessa did make 3 attempts to contact this patron and never reached them, every attempt with the call went to music.

Kim made comment to Marketing, that at the MPD meeting where KJ Designs recommendation for advertising at around \$30,000. Vanessa asked what Kim's feeling was about this, he felt it needed to be more than what was currently budgeted. Jeri commented that the advertising budget was discussed at the Marketing meeting.

INFORMATIONAL MEMORANDUM

Tukwila Metropolitan Park District

TO: Tukwila Pool MPD Board President

FROM: David Puki, Tukwila Pool Advisory Committee Chairman

DATE: December 9, 2013

SUBJECT: **TPAC Committee Chair's Report**

ISSUE

Summary of the November meeting held at TCC

FINANCIAL IMPACT

N/A

BACKGROUND

Meeting date December 04, 2013

DISCUSSION

- 1) Discussion about adding student participation to the committee resulted in unanimous approval and resulted in a recommendation being forwarded to the MPD Board for discussion at their Special Meeting Dec. 11th.
- 2) Customer feedback provided (10) comments this past month. They were reviewed and were forwarded to the Board.
- 3) Follow up discussion on the 2014 Proposed Budget was brief due to no additional feedback or direction from the Board.
- 4) The committee received an in depth report from Jeri regarding marketing activity and opportunities for the coming year.
- 5) The TPAC process to submit MPD agenda items was reviewed and determined that all items should be forwarded to the City Clerk for inclusion.
- 6) TPAC committee members expressed their frustrations in knowing where we get our direction. The recommendation below was a unanimous vote by the members.

RECOMMENDATIONS

TPAC makes recommendation that specific direction, information, revisions and updates from the Board to TPAC via email, to the TPAC chair in advance of the committee's meetings.

Tukwila Pool Advisory Committee

November 6, 2013

Minutes

Tukwila Community Center Meeting Room "B"

Call to Order: Dave Puki 7:05 am

Attendance: Kay Mulliner, Dave Puki, Vanessa Zaputil, Vicky Carlsen, Peggy McCarthy, De'Sean Quinn, Kim McCoy, Stephanie Gardner, Jacque Carroll Jeri Frangelo-Anderson

Approval of October 2, 2013 minutes: Vanessa made motion to accept minutes as presented and Kay seconded.

Business Item 1) Discussion and recommendations for the 2014 proposed budget:

Peggy and Vicky (Tukwila City Finance Department) were in attendance at the Saturday November 2, STP meeting and commented that there had been a comment made about more transparency regarding the accounting. Peggy indicated that they intend to provide more financial information in a timely manner. The plan is to offer monthly financials to the board.

Dave asked if there had been any revisions provided by staff regarding the budget. Vanessa had emailed the small list of adjustments that were provided by Stephanie per direction from the MPD Board.

\$45k for Executive Director

\$50/\$100 k for CIP and Life Cycle Replacement

\$140k for Extra Labor

\$10k for Advertising

Dave mentioned he has a better understanding for the benefits of advertising and how events being promoted by the pool helped with Kay Mulliner raising \$525.00 for the Pool Scholarship Fund at the 40th Anniversary celebration at the pool. The whole event produced over \$1700.00 for the Scholarship Fund. TPAC tabled discussing the pool advertising and marketing for the month to be able to review further the recommendations from the KJ Design report. Vanessa asked De'Sean if there was any more information regarding the Scholarship accounting performance. De'Sean indicated staff has been given the questions needing answers to help with the recommendation of how much should be budgeted for the scholarship fund.

Advertising: MPD board made the recommendation to increase the advertising budget from \$3,000 to \$10,000. Kim made mention that KJ Design recommends a multi- media approach to advertising. Kim also commented that possibly getting volunteers to take flyers around to the local community around

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the pool could help promote the pool , also using the Tukwila Reporter as an advertising resource. The demographics of our area does make it a challenge for multi-media advertising. Kim noted that the school district has found that the best form of communication is by texting. Vanessa indicated that what the return on investment would be for increasing the advertising budget. A tracking procedure would be a great help in regards to patrons that come to the pool to find out how they heard about the pool. If the advertising budget is increased it would be great to be able to see an increase in revenue. Vanessa noted that Karen from KJ Design really likes the idea of radio advertising, but this kind of advertising is a challenge for our demographics due to the various languages. Peggy asked what are our target areas, business, citizens, events. We would like to target all these areas and increase the membership at the pool. De'Sean suggested marketing by buckets looking for a ROI for all groups we are trying to reach. This may help with seeing what has worked and what areas need improvement. Kay commented that reaching out to other pools and schools around Tukwila that use our pool. For example when the Rainier Beach Pool was closed for renovation used our pool. There are a lot of people that use the Tukwila Pool that don't live in Tukwila. Kim made the recommendation to go with the minimum that KJ Design proposed for marketing and advertising of \$30,000. There was discussion on the need for a more detailed marketing plan in place before allocating large amounts of funds. Jeri indicated that 3,000 for marketing and advertising was too low and agreed that the \$10,000 figure seemed a much better figure. There was indicated made by Stephanie that there is a current marketing plan and indicates that is sounds like the need for a working marketing plan to help see the revenue that will be generated by the increased advertising and marketing budget. Dave indicated that it would be helpful to have a list of events for the year that can be consistent year in and year out that can be planned and budgeted for.

Vanessa made the motion to put the following recommendation to the board regarding the Advertising and Marketing budget.

“ TPAC recommends that a minimum of \$10,000 be allocated for Marketing. Develop a detailed marketing plan to identify ROI and implementation. Percentage of increase of the revenue during the year could be added to the Advertising budget during the year.”

Kim seconded.

CIP and Life Cycle Replacement: 50/100 K for CIP and Life Cycle Replacement

Vanessa indicated that she remembered that we had a 20 year budget and referencing back to this plan, it appears that \$207,000 was already provided for. With this figure accounted for, you would be looking at only \$37,557 a year for the 17 year plan. So instead of funding at \$50,000 you would only need to fund at \$ 37,557.

De'Sean exited meeting at 8:00

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Vanessa stressed concern about 2 separate Life Cycle Replacement plans. A 20 year plan includes roof, HVAC controls etc. and a 17 year plan that has smaller ticket items listed. Jacque asked for clarification between pool replacement and CIP and Life Cycle Replacement. Life cycle replacement refers to items that will need to be replaced within the life of the pool and keep it operational.

Dave indicated that we will not be able to get the full agenda, since it is now 8:16 am. We will have to table Business Item 2) KJ Design, Jeri made a motion to table the KJ Design Pool Evaluation in order to accommodate the customer feedbacks/suggestions. Kim seconded.

Vanessa made the motion

For the following TPAC recommendation:

“We recommend funding life cycle replacement 17 year plan at the lower amount of \$ 50,000 per year level keeping in mind that over \$200,000 is already allocated and provided for in the 20 year budget plan”

Jeri seconded

Further budget items, Vanessa mentioned increased revenue. In regards to paying employees they are happy and they encourage more patronage. Relationship building is very important if people experience a positive experience. Increasing employee wages should also increase revenue.

Business Item 3) Review Customer Feedback:

Vanessa indicated that there were 13 suggestion cards were submitted. A printout was provided to all members and staff. Two feedback cards required response, ID #1 and #7 will need to response. Vanessa did talk with Malcom regarding #6 toddler slide, are slide doesn't meet water level. Dave read the verbiage provided by Snure Law Offices in regards to Responses to or implementation of suggestions. TPAC has been given no direction to following the memorandum. TPAC is under the assumption that we should be following this recommendation. Vanessa suggested that we forward this spreadsheet with all the contact information and all suggestion card copies to the board for their review and action. Dave asked that the board create a business item on the agenda so that the issues can be addressed. One of the comments will need to go to legal to determine the boundaries.

Kim made motion for Vanessa to forward suggestion cards to the MPD Board and Kay seconded.

Vanessa made motion to adjourn, Jeri seconded.

Meeting adjourned 8:30am

ID	Date	Suggestion
1	10/22/2013	Teaching. Teacher not correct students when they doing wrong or bad technique. It's not just happen in one or two sessions or classes. It happens many times with different teachers different level. It's seem like teachers did not put their hearts and minds into their classes.
2	10/27/2013	Female Swim. I'm so thankful Female Swim has started. I fought for it! I'm just worried it might not last as long as I had hoped! We'll certainly take advantage of it!
3	10/27/2013	Parking. Due to a football game there was no pool parking because football fans took the parking. Please enforce the parking.
4	10/27/2013	My shower only stayed on for 7 seconds at a time. How about you set them for 30 seconds?
5	10/21/2013	Pool Staff. I just want to say how wonderful the full and part time staff are to me and my kids. They mak the pool feel like a second home. Great job guys!
6	10/22/2013	Advance Level of Pool. (Make Better). I think you should add a little slide in the first ½ of the pool. This is to occupie kids. Also add more books with harder levels. In the lobby that is.
7	09/12/2013	I came to evening class (Water Aerobics). Approx 15 in the pool. I went in + we had (no instructor). Was not told at front desk so I lead the class. I have CPR but NO training in teaching the class. It would have been nice to be told at FRONT DESK that We had NO instructor.
8	10/08/2013	Shoes on Pool Deck. Public + kids coming in, just go past Blue Poles and chains walk all around the pool – with street shoes on-- No one stops them. Lifeguard doesn't say anything
9		MPD board preident Seal should step down due to a conflict of interest. She has a family member employed at the pool and can't be objective.
10	10/13/2013	Guards should not eat on Deck – set an example please no food at life guard stand.
11	10/01/2013	Name tags for staff! Or pictures on wall to identify.
12	09/26/2013	Fix the door by the women's locker room – its been broken for OVER a Month! Not very energy efficient if doors are always open!
13	09/24/2013	Make Abbey the evening lead she runs the place and should be compensated. She is always happy and helpful to pool users and other staff!