



## BOARD OF DIRECTORS BUSINESS MEETING MINUTES

1750 W. McKinney Butte- PO Box 2215 - Sisters, OR 97759 | ph: 541-549-2091 | sistersrecreation.com

October 27, 2020- 4:30-6:30 p.m.

1. Call meeting to order– Bob Keefer, Board President.....5 min.
  - a. Adjustments and approval of agenda

President Keefer called the meeting to order at 4:35 p.m.

Attendees: Bob Keefer, Board President, Jeff Tryens, Board Vice President, Rosemary Vasquez, Board Secretary, Jennifer Holland, Executive Director, Sarah Hyatt, Business Operations Manager, and Kelsi Erickson, Recording Secretary

Zoom Attendees: Heath Foott, Board Member and Peggy Tehan, Board Treasurer

Adjustment presented by Executive Director Holland to accept the July and August financials.

President Keefer suggested discussing the acceptance of financials later in the meeting when financials would be brought up. No other adjustments were presented.

2. Welcome visitors- Bob Keefer, Board President.....5 min.
  - a. Public comment period (read any public comments submitted via email or mail)

No visitors present in person nor online.

3. Review and consider approving meeting minutes-Rosemary Vasquez, Board Secretary.....5 min.

Board Secretary Vasquez stated that the minutes for September 22, 2020 have been reviewed and appear to be correct, asking Vice President Tryens if he had any additional corrections. Vice President Tryens confirmed corrections have been made.

Treasurer Tehan stated that the minutes from October 6, 2020 reported titles for President Keefer and Vice President Tryens were reversed. Adjustment was noted and corrected.

Vice President Tryens moved to adopt the minutes from September 22, 2020 and October 6, 2020 after appropriate corrections have been made. Secretary Vasquez seconded. Motion carried unanimously.

4. Receive draft August-September financials- Sarah Hyatt, Business Operations Manager.....20 min.

Financials presented are drafts, as they have not been reviewed and discussed by Treasurer Tehan and staff per the district's internal controls policy. Additionally, the month end for September has not been reconciled, however, it does encompass payroll, monthly merchants' fees, etc. The July-September financials will appear on the November business meeting consent calendar for approval.

Treasurer Tehan commented she would prefer to approve August 2020 financials after she had more time to look them over but will accept the July 2020 financials presented in the last board meeting.



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5. Receive FY20/21 1st Quarter Financial Report- Sarah Hyatt, Business Operations Manager.....20 min.

The FY20/21 1st Quarter Report recap numbers presented in the July, August, and September financials. These are subject to change pending the conclusion of month-end reviews from Treasurer Tehan and staff.

Treasurer Tehan commented on the quarterly snapshot spreadsheet, recommending adding a column with the quarter budget for easier reference. She noted it would allow more accurate budgeting per month.

6. Consider approving resolution 2021-04, authorizing the district to renew a credit line with First Interstate Bank - Jennifer Holland, Executive Director.....5 min.

Sisters Park & Recreation District has been utilizing a line of credit to cover expenditures during July through November since FY14/15 to augment revenues Deschutes County begins disbursing from property tax revenues. Staff monitors revenues and expenditures during these first five months of the fiscal year and compares them with prior years to estimate how much revenue will be necessary to carry the district through November.

In FY19/20, the district accessed \$10,000 to ensure that all expenditures were covered.

Currently, the district does not anticipate the need to pull from the line of credit prior to the distribution of tax revenues. This is due, in large part, to cost saving measures implemented by staff as well as the award of a COVID reimbursement grant. However, given the uncertainty that remains, the board treasurer and staff believe it is in the best interest of the district to renew the line of credit, not to exceed \$75,000, in case of unforeseen financial impacts to the district.

Treasurer Tehan commented that the cost to the district is \$200.

Vice President Tryens moved to approve renewal of the continuing credit line. Treasurer Tehan seconded. Motion carried unanimously.

7. Consider motion to update the strategic plan timeline to reflect a 2022 completion date for the redesign of the district logo to meet brand standards- Jennifer Holland, Executive Director.....15 min.

The 20-22 Strategic Plan identified the need to establish consistent marketing and promotion standards as a key strategy. Redesigning the district logo to meet brand standards was the first action listed under this strategy to be completed in 2020. District management began working on this project in March 2020 and presented four new design concepts to the board in April 2020. Due to limitations in place as a result of the COVID pandemic, the design process did not include comprehensive community involvement.

In September 2020, staff re-presented two of the original four new district logo concepts and a simplified version of the existing logo per the request of the board. In efforts to address immediate concerns with the existing logo, the board suggested a phased-in approach of the simplified district logo. Furthermore, the board asked staff to plan for a future logo overhaul in the next two years that includes inclusive



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community input throughout the process. Before proceeding, the board requested the simplified logo be presented to community partners and district staff for feedback.

Executive Director Holland requested to update the strategic plan timeline to reflect a 2022 completion date for the redesign of the district logo to meet brand standards.

Board Member Foott agreed it would be best to delay this redesign of the district logo.

President Keefer recommended to go with staff opinion this one time, having Executive Director Holland update the board as needed.

Treasurer Tehan moved to update the strategic plan, moving the completion of the new logo to 2022. Secretary Vasquez seconded. Motion carried unanimously.

### 8. Receive update on district website- Jennifer Holland, Executive Director.....15 min.

At the September 22, 2020 business meeting, the board received an update on the district website improvements. The board requested that staff research and report back on the benefits and costs associated with developing a district app as well as implementing a password-protected portal for staff to access district documents. Following the meeting, staff researched the requested items and met with AlpineStatus, the district website administrator, to discuss options.

Vice President Tryens commented that the next time the staff engages with patrons, it would be helpful to inquire about how they (the patrons) access us. Executive Director Holland reassured Vice President Tryens that after a program, a survey is sent out which inquires about that information.

Secretary Vasquez commented that many users may be seniors who are not keen on using apps. Vice President Tryens reassured the Board that having a good app would not interfere with current avenues.

Executive Director Holland advised that as we discuss future plans, revisiting time management on upkeep of all platforms/ avenues should be looked at.

President Keefer recommended that analytics should be discussed with AlpineStatus, to see which avenues are being utilized most by customers.

Board Member Foott suggested to try analytics once and see how it goes -look at the analytics gap and continue from there.

President Keefer commented that he would like Executive Director Holland to bring the analytics results to the Board once she acquires them. Executive Director Holland agreed to do so.

### 9. Executive Director Report

Executive Director Holland informed board members to keep an eye out for the weekly report. It will have shifts for the Happy Girl Run.

### 10. Board Member Updates



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Vice President Tryens and Executive Director Holland had a conversation about what SPRD can do to help recreation groups who went out of business due to COVID, get back on their feet again. He noted it is a very important effort to make and Executive Director Holland is on it. Also, a discussion on childcare between the two came up. Vice President Tryens would like SPRD to have a preschool cohort of sorts, to ensure we are well coordinated and unified. The district should be a “leader” when it comes to preschool childcare.

Executive Director Holland commented that the Head Start program which is coming into Sisters is for women who are pregnant to having a 3 yr. old. Head Start is doing outreach and SPRD will be meeting with their local director to rent office space.

Secretary Vasquez wanted to let the board know SOAR has one new board member. She will meet with her in November.

### 11. Board President Updates

No new updates.

### 12. Other Business

President Keefer wanted to confirm quorum for November 24<sup>th</sup> business meeting. He also discussed moving December business meeting to December 15<sup>th</sup>.

No other business to discuss.

### 13. Adjourn Meeting at 5:52 PM

President Keefer adjourned the meeting at 5:52 p.m.

### Upcoming Meetings/Special Events:

November 7, 2020	Happy Girls Run
November 10, 2020	Board Work Session
November 24, 2020	Board Business Meeting

Respectfully submitted,

Sarah Hyatt, Recording Secretary

Approved by the Board of Directors on November 24, 2020