

Minutes of Recreation Advisory Commission
RECREATION ADVISORY COMMISSION
Tuesday, September 12, 2023 6:30 PM
Rec & Ed Office
1515 S. Seventh St. Ann Arbor, MI 48103

MEMBERS PRESENT Mark Brehob, Hannah Cary, Nicholas Crowe, Hadil Ghoneim, Larry O'Connell, Hannah Smith, Kurt Svoboda

EX-OFFICIO MEMBERS PRESENT Donna Dishman, Susan W. Schmidt

GUESTS PRESENT Christine Drago and Kate Porter, Ann Arbor Rec & Ed

I. CALL TO ORDER AND INTRODUCTIONS

- A. Larry O'Connell called the meeting to order at 6:43pm
- B. Larry O'Connell led round robin introductions

II. PUBLIC COMMENTARY - No public commentary

III. APPROVAL OF MINUTES of the May 9, 2023 meeting. A motion was made by Hannah S. and seconded by Kurt S. that the meeting minutes of May, 9 2023 be approved. On a unanimous vote, Larry O. declared the motion carried.

IV. OLD BUSINESS

- A. Annual election for Chair and Vice-Chair of RAC (vote required)
 - a. Larry O. asked for nominations for Chair
 - i. Kurt S. nominated Larry O. to remain Chair
 - 1. Larry O. accepted the nomination
 - b. Larry O. asked for nominations for Vice Chair
 - i. Hannah Cary expressed interest
 - c. Larry O. closed nominations
 - d. Unanimously elected to serve as 23-24 Recreation Advisory Commission
Larry O. as Chairperson and Hannah C. as Vice Chair
- B. Selection of PAC committee rep
 - a. Larry O. asked for nominations for PAC Committee Representative
 - i. Hannah S. expressed interest
 - b. RAC Members unanimously elected Hannah S. to serve as PAC
Committee Representative

V. NEW BUSINESS

A. Presentation: Rec & Ed's Before/After School Childcare & Camp programs - Kate Porter, BACC Manager

- a. Kate P. presented [Rec & Ed Before & Aftercare Programs and Summer Camps](#)
- b. Reported summer successes
 - i. Reported 144 camps - 89 HD & 54 FD with 2988 campers enrolled
 - ii. New camp themes
 - iii. Voted #2 by A2 Family Families
 - iv. Safety Town had a great summer - 4 weeks with 563 enrollments
 - v. 125 High School Volunteers
 1. End of summer poll about returning - 98% would return
 - vi. Mark B. asked a question about if this was for all camps
 1. Kate P. responded yes and mentioned seeing kids registered for multiple weeks throughout the summer
- c. Reported on Before/After School Childcare
 - i. Providing childcare at 8 schools
 - ii. Enrollments
 1. AM program has 79 families enrolled
 2. PM program has 209 families enrolled
 - iii. Mark B. asked a question about number pre-Covid
 1. Donna D. responded that they had 18 sites and mentioned that staffing and finding quality staff is the issue
 2. Kate P. mentioned that it is a statewide issue
 - iv. Mark B. asked what the pay is for childcare positions
 1. Donna D. responded that it ranges from Pay \$16.50-\$21.00
 2. Susan S. mentioned that they have been unionized and can receive benefits
 3. Kate P. mentioned that they can for before care, noon supervisor and after care which makes it a full time position
 - v. Mark B. asked what the goals are for the upcoming years
 1. Kate P. responded with they are focusing on hiring and training
 - vi. Nick C. asked about where to find job postings
 1. Kate P. responded that they are on the website and on Indeed
- d. Staff Hiring & Training
 - i. Providing high quality professional development
 - ii. Using Forum for Youth Investment, The U School and ZingTrain
 1. Kate P. elaborated on ZingTrain and how you can flip the content for specific jobs

2. Susan S. mentioned previous trainings with ZingTrain and how it build relationships, communities and collaborations
- iii. Hadil G. asked a questions about incident on bus and special needs students and if they get professional development or trainings in regards to this
 1. Kate P. responded yes and that they get training with different scenarios and roleplays
 2. Kate P. mentioned that they talk openly with parents to make sure their student is successful
- iv. Mark B. asked about if there is a living wage ordinance in Ann Arbor
 1. Mark B. also expressed concern about pay and that you can't find people when not paying living wage
 2. Larry O. mentioned expressing concern to the school board
 3. Donna D. mentioned the program is self supported and there are no tax dollars coming into the program and some families receive scholarships for Child Care Network (CCN) for financial assistance
 4. Donna D. mentioned that Rec & Ed was partially funded by the school district in the 1980's, but anytime there was a decrease in funds, Rec & Ed was the first to be cut. There is now an agreement made for Rec & Ed to be self funded
- v. Kate P. mentioned they are applying for grants and have intent to apply for more
- vi. Kate P. talked about the next steps of the program
 1. Recruiting, policy and procedure updates and new logo are the main focuses

B. Presentation: Rec & Ed's Marketing program - Christine Drago, Marketing Coordinator

- a. Christine D. reported on [Rec & Ed Marketing Strategies](#)
- b. Reported on 8 different ways of promoting Rec & Ed
 - i. Media Relations - example was Food Drive and free fitness class event
 - ii. Social Media
 1. Facebook has grown in followers from 800 to 3537
 2. Mention age groups we are reaching
 3. Mentioned all social media platforms Rec & Ed is on
 4. Reached 14,740 people
 - iii. Digital Advertising on A2View, Ann Arbor Family, Kids Out and About Ann Arbor

- iv. Press Advertising - Crazy Wisdom(digital & press), Ann Arbor Community Guide, Ann Arbor Observer(each reg/season), Washtenaw Jewish News
 - 1. Hadil G. mentioned Chinese Newspaper and that they can help with translation
 - 2. Susan S. mentioned QR Codes
 - a. Christine D. responded that they have been using them but not as successful yet are still a work in progress
- v. Direct Mail - 1st time tri-fold pamphlet sent to 76,253 Ann Arbor zip code households in fall 2023
 - 1. Post card sent to 76,253 in fall 2022
- vi. Search engine optimization
 - 1. Google adult enrichment they are at the top - goal was top 10
 - 2. Most popular page on website is adult enrichment
- vii. Traffic Overview on aarecedonline.com
 - 1. Mobile-friendly
 - 2. 69% increase in site visits
 - 3. Working on getting more photos from current classes
- viii. Email Marketing
 - 1. 3 newsletters sent out 1 time monthly
 - a. One for adults, K-12 and Early Childhood (ECH)
 - b. All have different content
 - 2. Great open rates
 - 3. Hadil G. asked if you have to subscribe to them
 - a. Christine D. responded yes, but if you have taken a Rec & Ed class then you are already signed up for them
 - b. Christine D. explained how to subscribe to newsletters by going to the website and selecting the E-Newsletters tab
- c. Reported on Rec & Ed Sponsorships
 - i. Christine D. has been working on this for a while and it has picked up especially in the Fall of 2023
 - ii. Mentioned Sponsorship Tiers
 - iii. Money goes towards scholarships and other items such as t-shirts for youth sports
 - iv. People reach out and ask about sponsoring and others have been with us for several seasons
 - v. Kurt S. asked if they sell by event or in packages

1. Christine D. responded that they can do however much they would like and mentioned she has been working on packages
- vi. Making sure all logos along with clickable links are on our website and in newsletters
- vii. Susan S. mentioned putting up flyers at libraries and other members recommended places
- viii. Kurt S. asked about the selling season and if they already have sponsors for next year
 1. Christine D. responded yes we have sponsors reach out all year long and we do not limit the number of sponsors
- ix. Mark B. asked about getting flyers and targeting University of Michigan students
 1. Christine D. responded that she can get flyers out to all RAC Members and that we don't target U of M students specifically. We do get quite a few during adult volleyball seasons
- x. Hannah C. mentioned following on Instagram and recommended doing class walkthroughs or videos
 1. Christine D. responded that they are working on this and Instagram is building up and will start doing ads soon
- xi. Hannah C. asked about doing giveaways
 1. Christine D. mentioned some previous giveaways and some new and in the works
 2. Christine D. also mentioned putting together a committee about events in area to get involved with and get Rec & Ed out there

VI. BRIEFING AGENDA

A. Report from Parks Advisory Committee (PAC) - Larry O'Connell

- a. 3 meetings since last RAC meeting
- b. June
 - i. Update on Community Food Forest at Leslie Park
 - ii. CAN gave report about programs and camps
 1. Mange approx 8 community centers
 - iii. New building Leslie Shelter
- c. July
 - i. West Park Bandshell - survey on website on what should they do fix or move it
 - ii. Renaming Southeast area park - Bicentennial Park
 - iii. Skatepark Advisory Committee spoke and gave update

d. August

- i. Nature area preservation (NAP) group - update runs nature areas
- ii. 30-40 natural areas and trying to get rid of invasive species

B. Report from Parks and Recreation - No Report

C. Report from Community Education & Recreation - Donna Dishman

- a. Update Fall programs, planning winter and starting to look at summer next month
- b. Great increase in registrations across board
 - i. Hadil G. - mentioned that a friend mentioned tennis classes at VTC have increased
 1. Donna D. responded increased due to rental fees we pay, part VTC increase and instructor cost increase
 2. Hadil G. mentions it is the same class and structure
 3. Donna D. mentioned staff has not increased their cost for at least two seasons
 4. Kurt S. mentioned this could be due to construction and facilities offline
 - ii. Kurt S. asked about condition of fields
 1. Huge respect for field maintenance - return to nature on fields as there was 1 foot of grass in July
 2. Donna D. mentioned it's a combo - city maintains majority of the fields and Rec Ed has contract with new contractor

VII. TRANSMITTALS - None

VIII. ADJOURNMENT

- A. Mark B. motioned to adjourn the meeting and Hannah C. seconded the motion. After a unanimous vote. Larry O'Connell adjourned the meeting at 8:03pm.

**The next RAC meeting is scheduled for
Tuesday, December 12, 2023 at 6:30pm at the Rec & Ed Office**