
**BUSINESS & RESPONSIVE AGENCY ADVISORY COUNCIL
MEETING MINUTES**

MISSION STATEMENT

This Council advises and makes recommendations to the programs and operations of
Metro Parks Tacoma concerning financial management and business practices.

Metro Parks Tacoma
4702 S 19th Street, Tacoma, WA 98405
February 13, 2018

Present: Jeff Albers, Jen Drake, Don Golden, Johnny Mojica, Elizabeth Pebley, Noreen Plum, Dan Powell
Absent: Su Dowie; Commissioner Baines
Staff: Erwin Vidallon, Julie Wilfong
Board Liaison: Commissioner Baines
Guest: Peter Kram, Tareena Joubert, Ben Foster, Jeremy Woolley, Sophia McKee, Zachary Christen, Blake Smith

SUMMARY

Jeremy Woolley presented the council with an update on the construction of the new Eastside Community Center.

Tareena Joubert and Ben Foster presented price vetting for pass-holders for the Eastside Community Center, which included structure, outreach and pricing.

CALL TO ORDER

The meeting was called to order at 7:35 a.m.

MINUTES

The December 12, 2017 and January 9, 2018 minutes were approved as written.

EASTSIDE COMMUNITY CENTER

Jeremy Woolley, Project Manager updated the council on the construction of the new Eastside Community Center (ECC). The new community center is located on the campus of First Creek Middle School, approximately 37 acres just off east Portland Avenue and east 56th Street in Tacoma. The scale for this center is similar to the STAR Center located on south 66th Street in Tacoma, but on a smaller footprint. This campus will have First Creek Middle School, the Boys & Girls Club and community center and is situated next to Swan Creek. Mr. Woolley stated the students and staff at First Creek Middle School were invited to tour the construction site with the Korso Construction, the general contractor and learn about the building, and how it's being made. The project is three (3) days behind schedule, but substantial completion is set for this summer in July.

Ben Foster, currently the manager of Portland Avenue Community Center, who will become the manager of ECC when it opens and Tareena Joubert, the Community Center Manager presented information on an access pass to be utilized for the ECC. Staff did research and brought the pricing structure to the council for review and questions. Mr. Foster stated he looked at similar center's prices and amenities within a six (6) mile radius of the new center and did a comparison with the cost for membership, sub-fees, drop-in fees, annual fees, and if they had commitment fees. In addition, he looked at the discounts, the types of programs and amenities being offered, and if child care services were also offered.

The prices points established were:

Access Pass Adult = \$32.00 Monthly Fee
Access Pass Child = \$19.00 Monthly Fee
Household Maximum = \$99.00

In comparison to the monthly fee of \$19.95 at Planet Fitness, Metro Parks cannot compete with their low cost. The only other center that could be compared would be the YMCA in downtown Tacoma. They cater to families and their monthly membership includes classes and program.

The ECC pass holder would feature: 32 hours of drop-in group fitness classes; 105 hours/week access to fitness rooms (weights and cardio); 40+ hours/week of drop-in gymnasium use (basketball, volleyball, pickleball and training); 38 hours/week of lap swim and water exercise classes; 25 hours/week of recreational and family swim. There would also be access to child watch for an additional fee.

Exclusive access pass holders would receive discounts for private event space and pool rentals, pool party room rentals, recording studio classes and rentals, received 50% off swim lessons, and on specialty classes such as martial arts, and culinary classes and the Metronome Cafe.

The passes are the most affordable way for the community to have access everything the new center will offer. There are drop-in rates for those who would like to see what's being offered or to go swimming for the day. Different passes will be offered.

A question was asked if scholarships were offered to the kids in the community. Mr. Foster stated, Metro Parks Tacoma offers a generous financial assistance program that can be applied to the access pass, these families would receive a 50% discount. Families who qualify for free or reduced lunch will receive a 75% discount on the access pass. 90% of the students who attend First Creek Middle School qualify for free or reduced lunch would receive a discount.

Erwin Vidallon, stated 415 students have signed up for the Whole Access Child Pass. This pass provides all Tacoma Public Schools students and their families' special opportunities and negotiated rates for a variety of programs, facilities and attractions offered by Metro Parks and will include programs offered at the new ECC. Only 2 students at First Creek Middle School have applied for the Whole Access Child Pass. The school is aware of this and working the messaging.

Mr. Foster stated, what makes the new center unique, is it will have the Boys & Girls Club in the building for 5 hours per day, Monday through Friday. During club hours, students will have access to the recording studio and pool areas. Metro Parks is also looking at ways to provide more access for the students and their parents.

A question was asked if the access pass holder would be able to use this pass at other Metro Parks facilities. Mr. Foster stated, they are working towards that, but currently not at this time.

The center is around 5600 square feet, about 2700 square feet of usable space was identified at First Creek Middle School that would be used for programs, this expands the usable space to around 8500 square feet. The school will be using the pool for P.E. and the recording studio. A Memorandum of Understanding (MOU) is currently be written with the school district to outline the usages of each facility.

Metro Parks is looking at the various centers, what the amenities being offered and the price points. Using GIS, to assist with population density and median household income study of the areas near the centers, it was surprising to see the median income for these neighborhoods. Metro Parks would like to vet the price points through the council and question if this is reasonable. There is a lot of work to be done as well as messaging. The prices aren't set, this is a work in progress.

RECRUITMENT UPDATE

Peter Kram introduced BRAAC applicants Blake Smith and Zachary Christen to the Council.

Zachary Christin has lived in the Tacoma area all his life. In his youth he had worked as a lifeguard for Metro Parks and has lived within proximity of a park. Johnny Mojica's was a prior colleague at Earth Economics and learned through social media there was a need for this Advisory Council. Mr. Christin works at the City of Tacoma

and was fortunate to work on the Economic Impact Assessment for Metro Parks about 4 years ago with Brett Freshwaters.

Blake Smith is a CPA working for a small firm called the Doty Group, P.S. here in Tacoma and had previously worked with Noreen Plum at RSM. Mr. Smith and his family enjoy spending time exploring Point Defiance Park near their home. Mr. Smith had been looking for a way to give back to the community and found this opportunity.

Members of the Council were introduced.

2018 WORK PLAN

The council reviewed the draft work plan items and made a couple of changes. The Metro Parks Marketing Strategic Plan was added as the topic for December. The Recreation Model/Trends and Sustainability Presentation was moved to July with the Capital Bond Project Update and a tour of the Environmental Learning Center (ELC) was added. With no other changes, the group will review and finalize the work plan in March.

FINANCIAL REPORT

No financial update reported.

MEETING SUMMARY AND FOLLOW-UP

A motioned was made to nominate Don Golden Chair and Jen Drake as Vice-Chair for the council, however the motion was not seconded or voted upon by the council. A re-nomination motion will be done at the next meeting and voted upon by the council.

NEXT MEETING

Tuesday, March 13, 2018, Metro Parks Tacoma Headquarters Building, main conference room.

ADJOURNED

The meeting ended at 8:50 a.m.

Approved:

Submitted by: Julie Wilfong