

YMCA DEVELOPMENT COMMITTEE MEETING MINUTES

April 4, 2016

Present: Brian Olsen, Chairman; Rebecca Johnson, Secretary; Jordan Fisher, Treasurer; Warren Hassinger; City of Rockport Mayor Pro Tem, Pat Rios.

Guests: Bruce Harper (*The Rockport Pilot* reporter).

Absent: Eric Heller, Vice-Chairman; Yvonne Perez; Tracy Shelton.

Next Meeting: Monday, April 18, 2016, at 5:30 PM

Council Chambers at Rockport City Hall, 622 E. Market Street, Rockport, Texas.

1. Call meeting to order.

The meeting of the YMCA Development Committee was held in the conference room at the Rockport City Hall, 622 E. Market Street, Rockport, Texas, on April 4, 2016. Chairman Brian Olsen called the meeting to order at 5:36 PM, after announcing the presence of a quorum.

2. Citizens to be heard.

There were no citizens to be heard.

3. Deliberate and act on approval of Committee meeting minutes of March 21, 2016.

Chairman Brian Olsen addressed the March 21, 2016, minutes. Jordan Fisher made the motion to accept the minutes and Warren Hassinger seconded the motion. The vote passed unanimously.

4. Hear and deliberate on financial report.

This is a new agenda item, which will now be discussed at every meeting. The committee may hear from Sid Richardson Foundation regarding the grant application sometime in April or May.

5. Hear and deliberate questions and comments regarding the Community Aquatic & Skate Park, the Friends of the Pool, and the YMCA Development Committee.

Rosemary Vieux with Friends of the Pool questioned the survey of the community from several years ago. There were 270 responses to the survey that was sent with 9,900 water bills. Ms. Vieux stated she is worried about plans for YMCA that may serve only a limited group. A recommendation was made to conduct another survey to update the information. The committee requested the Friends of the Pool to provide specific questions they would like asked. Methods of delivery were discussed, including electronic surveys such as Survey Monkey and/or social media. City Council will need to approve another survey before it can be sent out. It was also mentioned that the City of Alice recently completed construction of its natatorium and they are having difficulty with memberships due to the downturn in the oilfield industry.

6. Deliberate on recommendation for purchase of promotional brochures using City procurement procedures.

Chairman Brian Olsen stated he had requested pricing from Rockport Printing to acquire copies of promotional materials. Copies are available for \$11.40 each plus tax. These materials would be used in presenting information to the community about the YMCA. It will be necessary for the City Manager to approve the brochure before ordering. City money will pay this expense. It was suggested that the digital copy be obtained for future use. Brian Olsen made the motion to purchase 40 copies. Warren Hassinger seconded the motion and the vote passed unanimously.

7. Deliberate on recommendation of policy and procedures for naming opportunities.

This item will remain on the agenda as it will be a working document that will be fine-tuned. This work in progress will be reviewed for content and format.

8. Deliberate on educational programs as created by the committee.

Narratives of the educational programs are still being composed. The proposed completion date is by the end of May. Rob Wiggins of the YMCA of the Coastal Bend is to collaborate on these programs. Editable versions of digital logos and other promotional materials were emailed from the YMCA of the Coastal Bend and forwarded to the City Secretary's assistant.

9. Deliberate on recommendation of policies and procedures for social media contacts.

Vice Chairman Eric Heller has followed up on this, which will also be a continuous agenda item. The cost to join the Chamber of Commerce for the YMCA is \$110.00. The application to join is online. City of Rockport will be the contact for the Chamber application. Discussion continued regarding the YMCA of the Coastal Bend website and the possibility of online enrollment. Creation of a Facebook page may be difficult to navigate because of City legalities. Someone to manage the Facebook page would be needed for immediate responses. Consideration must be given to how to respond to any negative posts. Administrator posting privileges may be able to screen posts before going online. Brian Olsen made the motion to recommend to the City Council that the Rockport YMCA join the Rockport Fulton Chamber of Commerce for the purposes for marketing vehicles. Warren Hassinger seconded the motion and the vote passed unanimously.

10. Deliberate on development of presentation to community organizations to inform them of YMCA progress.

The committee would like all community organizations to be on the same page with regard to information about the YMCA. Brian Olsen will be making presentations to various organizations. A PowerPoint presentation was updated by Jordan Fisher. This will be used to present with an Ipad or laptop, on a projector borrowed from the City.

11. Deliberate and act on recommendation of a committee member to be on the YMCA of the Coastal Bend Board of Directors.

Brian Olsen made the motion to recommend Eric Heller to be on the YMCA of the Coastal Bend Board of Directors. Jordan Fisher seconded the motion and the vote passed unanimously.

12. Deliberate and act on next meeting date and time.

Deliberation of the next meeting set the next meeting for Monday, April 18, 2016, at 5:30 p.m. in the Council Chambers at Rockport City Hall, 622 E. Market Street, Rockport, Texas.

10. Adjournment.

Warren Hassinger made the motion to adjourn the meeting. Brian Olsen seconded the motion, and the vote passed unanimously. The meeting was adjourned at 6:45 p.m.

Approved by:



Brian Olsen, Chairman