

YMCA DEVELOPMENT COMMITTEE MEETING MINUTES

August 3, 2016

Present: Brian Olsen, Chairman; Eric Heller, Vice Chairman; Rebecca Johnson, Secretary; Tracy Shelton, Rosemary Vieux; Pat Rios, City of Rockport Mayor Pro Tem.

Guests: Rob Wiggins, YMCA of the Coastal Bend.

Absent: Warren Hassinger.

Next Meeting: **Wednesday, September 7, 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 Council Chambers at the Rockport City Hall, 622 E. Market Street, Rockport, Texas, on August 3, 2016. Chairman Brian Olsen called the meeting to order at 5:32 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 appointment of Committee Secretary.

Brian Olsen addressed the committee vacancy and made a motion to elect Warren Hassinger as Secretary. Eric Heller seconded the motion. The vote passed unanimously.

4. Deliberate and act on approval of Committee meeting minutes of July 20, 2016.

Brian Olsen addressed the July 20, 2016, minutes. Eric Heller made the motion to accept the minutes and Tracy Shelton seconded the motion. The vote passed unanimously.

5. Hear and deliberate on financial report.

Brian Olsen reported to the committee on the financial report. He confirmed that the bank account balance is \$2,500.00. These are Rockport YMCA funds. Brian Olsen and Jordan Fisher will collaborate to set up a banking relationship in Rockport.

6. Hear and deliberate on a presentation by YMCA of the Coastal Bend.

After hearing the YMCA of the Coastal Bend presentation, the YMCA Committee made certain observations, including:

There should be four separate accounts at American Bank, Rockport, including Capital and Start-up, Operations, Staff and Volunteers, and Fundraising.

There should be \$75,000-\$100,000 readily available before starting the search for the Executive Director position for the Rockport YMCA.

All salaried positions will include benefits through the YMCA of the Coastal Bend.

The YMCA Committee will pick an interview panel for the Executive Director search within 30 days of achieving the necessary financial goal.

Rob Wiggins will be available for fundraising meetings.

Rockport City Council approved Jordan Fisher as a liaison for the Rockport YMCA for fundraising and public relations.

The YMCA of the Coastal Bend will lease the proposed building and improvements from the City of Rockport.

For purposes of grant funding, YMCA of the Coastal Bend is a 501(c)3 organization.

Eric Heller will provide a copy of the grant request presentation to Rob Wiggins.

The current Community Aquatic Center will be included in any future promotional materials.

For our information, Coastal Bend YMCA Board of Directors meets on the last Tuesday of every month, 12:00 noon, at the Coastal Bend YMCA.

Rob Wiggins will email current Coastal Bend YMCA promotional materials to the City of Rockport, for our review and consideration.

The trend across the United States is to consolidate local YMCAs. Should the Rockport YMCA decide to break away from the Coastal Bend YMCA, we most likely would no longer be part of the YMCA organization.

Many local communities desire that their YMCAs partner with other non-profit organizations to offer services where needed without being a tax burden to the entire community.

There are several open Board of Directors positions open at the Coastal Bend YMCA.

As a general rule, there is a "no alcohol" policy at YMCA events and functions. The exception is for special events held offsite.

7. Deliberate and act on a Proposal for Website Design & Marketing

Magnum Website Designs and Fernando Lopez will provide for setting up a Facebook account, including administrator access and a GoFundMe account tied to the Rockport YMCA bank account. Also, a Rockport YMCA website will be tied to the City of Rockport website.

No action was taken on the Magnum Website Designs proposal. The proposal will be considered at the September 7, 2016, meeting.

8. Deliberate and act to develop a notional timeline for the Rockport YMCA project, including fund-raising goals, development of a management agreement, construction, outlining a staffing plan, and marketing proposals.

After discussion, the committee considered the following as a reasonable timeline for various aspects of the YMCA project, including: Fundraising – 12 months; management agreement between the Rockport YMCA and the Coastal Bend YMCA – upon groundbreaking for the Rockport facility. The agreement will be prepared by the Rockport City Attorney, groundbreaking and construction will commence as funding from grants and/or loans is secured, staffing plans will commence as funds

become available, and marketing efforts/proposals will continue and will include a smaller brochure created and approved by the YMCA Committee.

9. Deliberate and act to develop media materials and assign committee members to give uniform public presentations about strategic plans and goals for the YMCA.

Brian Olsen and Rebecca Johnson will work on a new brochure to present to the committee.

Brian Olsen made a motion to table the item to the September meeting. Tracy Shelton seconded the motion and it passed unanimously.

10. Deliberate and act to assign committee members to contact potential donor list.

The target will be 10–15 donors for the YMCA facility.

Brian Olsen made a motion to approve the donor assignments with a goal to have made the initial contact by the September meeting. Rebecca Johnson seconded the motion and it passed unanimously.

11. Hear and deliberate on items for inclusion on next agenda.

Consider presentation materials and update on the smaller brochure. Hear updates from committee member contacts with potential donors. Address questions from the Friends of the Pool and concerned community members regarding whether YMCA membership will be a requirement to use the pool facility. Other agenda items include financial matters, update on a uniform script for donor presentations, consideration of the Magnum Website Design proposal, and a review of the current number of users of Community Aquatic Center facility.

The next meeting is to be held in on September 7, 2016, in the Council Chambers located at Rockport City Hall, 622 E. Market Street, Rockport, Texas.

12. Adjournment.

Tracy Shelton made the motion to adjourn the meeting. Rosemary Vieux seconded the motion, and the vote to adjourn was unanimous. The meeting was adjourned at 6:58 p.m.

Approved by:



Brian Olsen, Chairman