**MRPA Programming Committee Meeting**

**1/21/2022 NOTES**

MRPA meeting minutes from last month approved.

YMCA Scenario

Marketing:

* Events
* Newsletters
* Schools – physical fliers if you can.
* City Sign
* Trying to get into church programs.
* Apartment complexes – go in 1X a month to promote.
* Youth outreach team drive around city & Connect with youth.
* Constant Contact – direct email marketing
* Connect with restaurants or caribou coffee
* E-blasts from district councils as part of their communications.

New spring/summer programs?

* Clothing exchange
* Mindfulness walks
* Local “Field trips” but participants will meet at the location and be picked up from it so you don’t need the bus.
  + Shorter times, more like 9 -2 or 11-3.

Entertainment/Performers/Food Vendors

* Muddy Tiger Food Truck
* Guava Entertainment
* Game Truck – TV’s and gaming consuls
* Jolly Pops
* Socaholix
* MN Bubble Parties

Cultural Community Events

* Outdoor Latino Event Anoka with Fridley
  + Had translators there
  + Different ethnic food trucks
  + Aztec dancers
  + Juneteenth event in Brooklyn center in collaboration with residents with a golf tournament.
  + Juneteenth in Brooklyn Park & Edina
  + Partner with cultural organizations – Hmong new year event
  + Change Holly Sunday to SNOWmany Traditions
    - Participants could paint what they do for their traditions
  + Mandala project
  + Diwali in November
  + Native American Night
    - Tobacco burning
    - Heritage discussion
  + Salsa Del Sol – up to 10 player band.

Contracted Programs

* Soccer Shots
* Dance Studio in Blaine
* Rev Sports
  + Wide variety of options goes down to 2 years old.
* TGA
* Youth Enrichment League

MN Festivals & Event Conference in March 23-25

* Stephanie with Shoreview has gone twice. Very information epically for sponsorships. Lots of bigger festivals. Worth networking and finding new vendors.
* Kelsey with Prior Lake did online version and it was great way to see things from a different perspective.

Social Media

* MRPA connections is an option

COVID & Masking

* Duluth citywide mask mandate
* Bloomington in the city buildings
* Robbinsdale, prior lake, Robbinsdale, none
* St Paul citywide masks
* Brooklyn Park – not a citywide mandate but inside city facilities masks required – School district went virtual but it didn’t affect the user groups in the building but community ed did pause.
* Masks in city buildings and district buildings
* Ramsey County all county buildings require masks.
* Brooklyn Center- mask mandate the whole time in city buildings. On the agenda for Mondays city council to discuss citywide. Staff are alternating schedules.
* New Hope – programs at schools require masks but in city facilities no restrictions. Still notifying classes about positive test result in the class.
* Chanhassen masks required for unvaccinated in city buildings. Staff not vaccinated need to wear N or KN95

MRPA

* Thanks for all who attended virtual meeting!
* Board meetings virtual until further notice.
* Workshops with FL will be virtual.

Next meeting Friday February 18 at 10 a.m. VIRTUAL!