

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 epicly 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