Tualatin Hills Park & Recreation District
ADVISORY COMMITTEE MEETING MINUTES

Recreation Advisory Committee Meeting
Date: September 26, 2013
Time: 7:30 pm
Location: Conestoga Recreation & Aquatic Center

In Attendance

Committee Members:	Adam Bless, Sarah Yahna, Larrry Wesselman
Absent:	Deanna Draper
Staff:	Eric Owens
Guests:	Carey Hughes, Keller Williams Realty; Bob Wayt, THPRD Director of Communications & Outreach

I. Call to Order

The meeting was called to order at 7:35 pm.

II. Approval of Minutes

No minutes to approve.

III. Financial Report

N/A

IV. Old Business

Realtor's Packet/Information: Adam gave an overview of the idea and why the Committee is interested in pursuing the idea of getting the realtor community involved.

Sarah mentioned how this could be mutually beneficial to both the Park District and the realtors.

Bob Wayt stated that a similar method was used a few years ago by sending out a nice postcard to new residents encouraging them to check out the Park District and to give them a $75 credit to any program. This did not get a great response, but we are willing to try again.

Changing demographics in the Park District were discussed and Bob mentioned that the Park District is looking to augment the current marketing.

Carey Hughes, a realtor and Park District resident, came to provide ideas and feedback from an industry perspective. Carey mentioned that working with companies that work with realtors is a great place to start, such as title companies. Carey named Lawyer's Title and First American Title as two title companies that are particularly active in THPRD's service territory. The Committee asked Carey if she could provide some names that might server as an "in" with these title companies. That would be more useful than simply making a cold call.

She suggested that a "realtors'" link on our district website provide information that clearly defines boundaries and highlights the free activities the Park District has to offer everyone, such as trails, concerts and parks.

A webpage on the THPRD website that was dedicated to realtors and was a place where they could go to find information about the Park District and flyers that promote the Park District was discussed. This way

realtors could go to this site and find information or print off flyers that could help them at an open house. Bob stated that this was definitely a possibility.

Carey mentioned working with the Regional Multiple Listing Service (RMLS) as a good next step. Providing them a link to our webpage so realtors could go directly from the RMLS website to the Park District website to get the information they may need about a home that is in-District. At our request, she may be able to give us a name at RMLS who might serve as an "in."

Try to get THPRD included in a field on listings within RMLS. Currently this exists on the County website so the information already exists, just a matter of working with RMLS to include that field. Carey also mentioned Portland Metro Area Realtors as another organization to contact in addition to RMLS.

Carey had three additional suggestions to market programs. One is to attend a Brokers Tour which are held on Tuesdays from 11 am-4 pm. They are open to the public and would be a good way to provide realtors with information on the spot for a particular home. She also suggested working with real estate relocation divisions. These divisions work specifically with big companies like Intel or Nike when they are relocating employees to the area. Another option to work with would be Homeowners Associations (HOA). These people will know which homes have recently sold in their association boundaries. Working with PTO's in the schools could be another option of getting information to new residents to the community. This is something we have done in the past, but have not done so recently. Finally, Carey suggested that THPRD try and get invited to one of the weekly sales meetings held at the larger agencies. She suggested trying to make it to one of these annually, since there is a lot of turnover.

Carey stated the top selling points for new families to a community are schools, shopping, freeway access/traffic, neighborhoods and parks and recreation.

The Committee will look over the postcard for new residents that Bob Wayt presented and provide feedback to Eric so he can forward to Bob. The Committee will also provide Eric with items they feel important to include on the Park District web page dedicated to realtors.

V. New Business
N/A

VI. Other
N/A

VII. Next Meeting will be held on October 17, 7 pm at Conestoga Recreation & Aquatic Center.

Meeting adjourned at 9:15 pm.

Respectfully submitted,

Eric Owens
Acting Recording Secretary