



CONCORD RECREATION DEPARTMENT  
RECREATION COMMISSION MEETING MINUTES

**Date:** Tuesday February 25, 2020 7:00P

**Location:** 55 Church Street

**Present:**

Ryan Kane  
Peter Hunter  
Casey Atkins  
Paul Grasso  
Jennifer Lutz  
Paul Boehm  
Andy Dutton

**Not Present:**

Casey Atkins  
Linda Escobedo – Select Board  
Anna McKeown

**Meeting Start**

Called to order at 7:20P

**Approval of Minutes**

Mr. Hunter makes a motion to approve minutes from January 21, 2020 meeting.  
Ms. Lutz seconds motion. All in favor.

**Public Input**

None

**Appointments**

Peter Hunter (May 2020)  
Paul Boehm (May 2020)  
Paul Grasso (April 2021, 2<sup>nd</sup> term)  
Casey Atkins (April 2022, 2<sup>nd</sup> term)  
Jennifer Lutz (June 2022)

- Mr. Kane noted that Pete Funkhouser is a potential candidate that has expressed some interest.

**Department Updates**

**Operations Report – Beede**

Mr. Dutton highlighted Recurring Membership sales of 40 in January related to the promotion of no joining fee and a free spring class. Three Month Membership went from 120 on January 28 to 141 on February 25 with no noted impact from 10% price increase. Ten Visit sales were 80 in January with no noted impact from \$100 to \$125 price increase on January 15. White Pond stands at 234 Concord households with 20 non-Concord households and 826 total people. Mr. Dutton highlighted facilities work related to water mixing valve, Wifi access point added to the Cardio Room, and LED work



completed with the addition of a dimming function. Mr. Dutton highlighted staffing elements with moving forward with a job description for full-time Member Services Manager, Laurel DeWolf-Grise moved from full-time to part-time, TJ Liakos now managing Group Exercise Coordinator, with Lori Seymour from Group Exercise adding the Personal Training function. Mr. Dutton highlighted the February Vacation Week Pop-Up Class program that had 33 participants for a raffle prize of a free Spring class and a marketing related to shared Concord Journal ad with Hunt on January 30.

#### **Financial Information – Beede**

Mr. Kane reported a Fund Balance of \$2,985,725 as of June 30, 2019. Mr. Kane reported Depreciation Budgeted at \$378,601 for FY20. Mr. Kane stated that deferred revenue were down (\$65,934) versus the previous year based on more members moving to recurring payments over an annual payment. Mr. Kane reported the following YTD revenue numbers: Membership down \$2,883, Swim Programs increased by \$67,664 or 38%, Personal Training increased by \$22,734, Group Exercise down \$15,868. Mr. Kane reported \$103,268 (4% of expenses) scheduled for General Fund Services.

#### **Operations Report – Hunt**

School Year Programs enrollment for January combined programs is 338 (up 19 from 2019). Winter Wonderland was a successful event held on February 8. Zach Vaillette will be moving on from Concord Recreation with his last day being March 12. Summer camp director is back with us again and is heading the charge for camp planning and hiring. Compared to last year and as of February 24, summer registrations are up by 173 (includes same camper coming multiple weeks).

#### **Operations Report – Visitors Center**

Opening day is April 15 pending construction work. We have hired 2 new tour guides and 1 new attendant beginning March 1. The Little Women Tour has been running as on demand for January and February with groups such as book groups from the area. Four staff are now trained to offer this tour. Twenty-six Educational Buses are reserved for March-June. The Town Manager has approved a 6-month lease for a trolley. The Trolley will operate 7 days a week from 10am-4pm with a start date TBD as we work out staffing and procedures. There will be a feature in the Boston Globe Magazine on March 8 about Tourism in Concord. We have purchased a full-page ad that day and are sharing the page with Orchard House, Concord Museum and the Umbrella. The website is in the final design and coding phase with a targeted launch date of April 1. A coordinated printed brochure is being developed and 75,000 will be printed and distributed to MA visitor and transportation centers. Advertising solicitations are going out this week with a deadline of March 14. New offerings include web advertising and listing as well as printed brochure.

#### **Financial Information - Recreation Revolving**

Mr. Kane reported a Fund Balance of \$1,098,496 as of June 30, 2019. Mr. Kane stated that Financial Assistance is down with fees coming down: Summer Camp 2019 at \$27,410 versus the typical amount of \$45,000-\$50,000, School Year 2019 at \$16,714 versus the typical amount of \$30,000. Mr. Kane reported that \$144,727 is the available Fund Balance in Scholarship Accounts. Mr. Kane reported \$239,034 (11% of expenses) scheduled for General Fund Services...minus Visitor Center Services, General Fund Service's transfers are \$159,534 (7% of expenses).

**Key Events**

**February 27** - Beede Open House

**March 7** - Shamrock Ball

**March 23** - Finance Committee Meeting

**April 10** - Egg Hunt

**April 15** - Visitor Center Opening Day

**May 2** - Cinco de Mayo Road Race

**May 16** - Stow Street Block Party & Bike Fest

**June 6** - Jazz Fest

**June 27** - Minuteman Classic Race

**August 6/20** - Summer Movies

**Old Business**

none

The next Recreation Commission Meeting will be held on Tuesday, March 31 at 7:00P at 55 Church Street in West Concord.

Mr. Hunter motioned to adjourn the meeting at 8:40P. Mr. Grasso seconded the motion. All in favor.

*Minutes taken by Mr. Dutton*