



CONCORD RECREATION DEPARTMENT  
RECREATION COMMISSION MEETING MINUTES

**Date:** Tuesday April 30, 2019

**Location:** 55 Church Street Concord, MA

**Present:**

Ryan Kane  
Peter Hunter  
Peter Ward  
Paul Grasso  
Linda Escobedo, Select Board  
Casey Atkins  
Anna McKeown  
Andy Dutton

**Not Present**

Jack Carlton

**Meeting Start**

7:08P

**Approval of Minutes**

- Peter Hunter makes a motion to approve minutes from January 22, 2019 meeting. Peter Ward seconds motion. All in favor.

**Public Input**

- None

**Appointments**

- Peter Hunter (May 2020)
- Peter Ward (exp May 31, 2019)
- Paul Grasso (April 2021, 2<sup>nd</sup> term)
- Casey Atkins (April 2019, 1<sup>st</sup> term)
- Jack Carlton (exp May 31, 2019)
- Jennifer Lutz will be joining the commission on June 1.
- We will still have one opening after Jennifer joins so we are reviewing the green cards now.
- The commission would like to recognize Peter Ward who is here tonight and thank him for his time working with us. Peter has been a loyal and invaluable member of the commission and he will be missed.

**Department Updates**

- Mr. Kane introduced the Department's new mission statement and values as discussed in the team meeting on January 24<sup>th</sup>.
- Mr. Kane announced that Anna McKeown graduated from the Revenue Development and Management School this year and Andy Dutton and Christine Kelleher started their first year. Anita Stevanazzi-Hill and Mardi Hutchinson attended the National After-school Program Conference in NYC this year. All team members brought back lots of valuable information for the

team. Mr. Kane would like to see the entire staff attend Revenue Development and Management School during their time working here.

- Mr. Hunter asked if Mr. Kane is always reviewing the organizational chart for the Department to see if people are in roles that are best for them. Mr. Kane said that he does review it and do make changes as needed.
- Mr. Ward asked if there was a read out that is provided by those that attend the conferences to share with the group. Mr. Kane said no.

### **Financial Updates**

#### *Hunt*

- Mr. Kane reiterated that the operation is \$160K up in revenue, YTD. He noted that there is a lot of variable expenses in our account including a change of the Senior Center trip revenues being removed, the purchase of a portable bathroom trailer at White Pond, the truck, etc. so there are expenses that are not typical and we are still \$160K to the plus.
- Mr. Hunter asked why March had a large increase. Mr. Kane noted that the deposit for March included the February and March school year installment payments.

#### *Beede Center*

- Mr. Kane noted that the budget shows a positive of \$521K but around \$400K will be removed for depreciation. Mr. Kane is estimating that we will be about \$50K in the black at the years end.
- Mr. Hunter asked why the change. Mr. Kane said we are doing better to save on expenses but there is not a lot of new memberships.

#### *FY20 Budgets*

- Mr. Kane passed out FY20 budget books. In looking at the budget book, you will see that we have a very conservative estimate on Beede revenues for next year showings net income of \$400.
- Mr. Hunter asked why the fund balance was increasing so much. Mr. Kane said because we have to give about \$400K in depreciation annually. Mr. Hunter asked if we use that money, Mr. Kane said usually around \$60K per year. Next year will include the new HVAC units next year which will be a huge undertaking. Those expenses add up to near \$325K. Of the \$325K, \$175K will come from the Sawyer Trust so the remaining \$150K will come from the Beede Center's depreciation fund.
- Mr. Ward asked if there is a ceiling on the balance that can accumulate depreciation fund. Mr. Kane said no, not that he knows of.
- Mr. Kane also presented an explanation of what the general fund transfers go towards from major Town Departments for both Beede and Hunt.
- Mr. Hunter asked if Mr. Kane thinks these transfers are reasonable. Mr. Kane said that he was able to talk with the Town Manager about some hesitations he has with some of the transfers based on the quality of service that we receive and it seems like our feedback was heard.
- Mr. Kane let the Commission know that the Tourism Manager that was offered the position turned it down so we are about to repost the position and encourage another round of candidates. The Center is running status quo.
- Mr. Hunter asked about the facility renovations from the bank. Mr. Kane said yes, there are some changes and a new layout and we do plan to look at adding a second floor in the near future.

### Facility Updates

- Mr. Kane wanted the Commission to be aware of the Town Wide Facilities audit that recently occurred and a few specific findings that effects recreation. One of these changes is moving the Carousel Preschool to the Ripley School so the Council on Aging can have the entire Harvey Wheeler Center.
- Mr. Hunter asked if the plan also looked at updating current spaces, not just adding new spaces. Mr. Kane said that it is a very broad plan that looks at both aspects of space allocations.
- Mr. Kane also announced that the Turf Field Moratorium ended on April 18. Ms. Escobedo said that a new moratorium was passed.

### Operations Report

#### *Beede Center*

- Mr. Dutton reviewed the plans that are in place now for the Personal Trainers and helping to fill their time more valuably.
- Mr. Dutton also created and presented a report on cancelled membership reports from FY2017-2018. The survey looks at why the people left and allows the Center to reach out to these people and welcome them back/announce the changes.
- Mr. Dutton also noted that the Center is fully staffed right now and no spring classes had to be cancelled due to low employment numbers. Amanda Smith, the new Aquatics Program Manager is running more classes to train employees.
- Mr. Dutton also passed out a document that shows membership trends including 10 visit pass usage and other membership levels across the spectrum.
- On the facilities from, Mr. Dutton noted that we did have a good year with public works and plowing all though we are second in line to the spaces that need attention. Because of that, we were a bit conservative with closures to assure we kept staff and members safe. Mr. Dutton will meet with public works again this summer to talk more about next winter.
- Compass cleaning is two years into their contract and Mr. Dutton will be meeting with them tomorrow to see if the contract will be worth it for the Center moving forward as well as looking at the shut down week and the expenses associated with Compass Cleaning at that time of year.
- In terms of staffing, one staff person has shifted into a point of contact role instead of training role and we did also bring on a new part time trainer, Linda McGovern, to train as needed.
- There are more swim programs happening this spring than there were this winter. We have also replaced 5 new spin bikes to benefit the group exercise program.
- We had a drop off night in January and there were 20 kids that joined us that night. There was also an open house on Wednesday, March 27<sup>th</sup> and about 35 new people attended. We offered free classes, time to meet with trainers, tours, etc. Most of the advertising was via banners at Emerson Park and Harvey Wheeler and also blasted it out to the Carousel Preschool families.
- Mr. Dutton also noted that we did college-break passes that were well received. There were 19 students in the winter.
- Mr. Dutton also noted that the private schools used the pools for training and testing and we are also starting some new vendor-run fitness classes to attract new users.
- Mr. Dutton is also planning to reach out to Bedford Recreation to bring campers in during the summer to use the pool as a rental.
- On the marketing front, in March there were some new videos that were created and went on YouTube, about 2000 views. There were 5 Facebook postings as well that had over 1000 views. The YouTube ad was \$25 and \$50 on Facebook. The cost of the videos was about \$300.

- April included the Beede membership joining benefits, the Center was involved with the Rotary Club pops night out and we offered a free month at Beede. We are also connected with the Lincoln Library and a mailing will go out to all Lincoln residents. In May, we will be looking at names of people that are involved in White Pond that are not members (453 households).
- Mrs. Atkins asked if there are vacation week programs like a stay and play. Mr. Dutton said it is something they are looking at while not taking away from the vacation week programs at Hunt. ‘
- Mr. Dutton also mentioned that they Center is looking at a donor appreciation night, potentially a date in June, to say thank you and give them a chance to reintroduce them to the Center.
- In terms of member retention, swim lessons are better aligned with the registration season and the continuation of the same time slots season to season. The Center also did a 60 day English Channel challenge with about 36 participants. The Center will continue to do bi-monthly free trainings by personal trainers and there will be a member appreciation day around June 8<sup>th</sup> with special perks and opportunities for members.

### Hunt Recreation Center

#### General Updates

- Mrs. McKeown let the Commission know that herself, Christine and Andy attended National Recreation and Park Association’s Revenue Development and Management School in Wheeling, WV for a very informative week of learning in March.
  - Mardi and Anita attended the National Afterschool Program Conference in NYC in March and came back with lots of new ideas for our programs.
  - Anna, Mardi, Ryan, Amanda and TJ attended the MRPA conference on the Cape.
- A new sunscreen dispenser is getting installed at Rideout Park on May 16th in thanks to a grant from the **IMPACT Melanoma and Emerson Hospital**. The ribbon cutting will be at 11A, all welcome. This is the second dispenser we have been able to install thanks for this program.
- We have updated our discount chart/policies to now include a 15% off discount to summer camp for active or retired military veterans. We are hoping this will help attract more participation from Hanscom AFB. If it works out well, we will consider adding the discount to other year round programs. Dick Krug, Veteran’s Service Coordinator for the Town, helped us develop the discount terms.
- Mrs. McKeown announced that the Department has signed the contract and will be moving forward with new registration software, MyRec, which should go live around February of 2020. Mrs. McKeown is managing this project.
- 4/24/19 was the annual Maureen Taggart Award Ceremony. This year’s recipient was well deserved **Lara Speer**.

*Since 1985, the Maureen Taggart Community Service Award has been presented annually to a high school student, public or private, who is a resident of Concord or Carlisle that has demonstrated a loving and giving spirit through voluntary service in the community. Maureen Taggart was a dedicated Concord Recreation Department employee for many years. She was passionate about giving back to the local community and volunteered frequently. The 2019 Maureen Taggart Community Service Award was presented to Lara Speer at the CCHS Class Act Awards in April.*

*Lara has completed more than 250 hours of service for organizations such as Access Sports America, CCHS’s pathways, open table and Concord Recreation, just to name a*

*few. She has shown through her time and effort that her community is an important part of her life and she is willing to give back to it.*

*A main feature of this award is that the recipient has the privilege of designating a deserving organization to receive a financial grant in Maureen's name. Lara has chosen Access Sports America as this year's organization. This organization offers high intensity sports opportunities for people of all abilities. It is clear that this organization and the work it does have made a significant impact on her life.*

### **Year Round Programs**

- Mrs. McKeown voiced that the Department is excited to be working with the Thoreau School to run their before/afterschool programming in collaboration with the PTG and school administration. There are 33 kids enrolled thus far within three programs and we are hoping to form new relationships with the other schools as well.

### **Special Events**

- Mrs. McKeown shared past and future special event information with the Commission
- February: Winter Wonderland ~500 ppl
- March 9<sup>th</sup>: Shamrock Ball: Went great, ~440 people in attendance.
- April 19<sup>th</sup>: Egg Hunt ~2K ppl
- May 5<sup>th</sup>: Cinco De Mayo 5k & Fun Run **CANCELLED**
- May 18<sup>th</sup>: Stow Street Block Party & Bike Fest
- June: Royal Breakfast (Date TBD)
- June 8<sup>th</sup>: Jazz Fest
- July 4<sup>th</sup>: Minuteman Classic Road Race & Fun Run
- July 11<sup>th</sup>: West Concord Concert Series
- July 18<sup>th</sup>: West Concord Concert Series
- July 25<sup>th</sup>: West Concord Concert Series
- August 22<sup>nd</sup>: Rideout Outdoor Movie Night
- December 1: Holiday Parade and Tree Lighting
- There will be other events added once dates are scheduled.

### **School Year Programs**

- Mrs. McKeown announced that the childcare programs will be moving forward with CampDocs for an online registration portal for school year 19/20.
- Mrs. McKeown also announced that we are now using auto, installment billing to help tighten up our billing dates and it has, thus far, worked well.
- Folks may see flamingos in yards around town. This is the "Flock my Yard" fundraiser for the Carousel Scholarship Committee is underway. The concept is you make a donation to the scholarship program and the committee delivers the "flock" to someone's yard (of your choice). The flock stays there for 24 hours and then is removed. To flock your neighbors, email: [gettheflockoffmylawn@gmail.com](mailto:gettheflockoffmylawn@gmail.com)
- Mrs. McKeown presented the registration numbers for all school year programs, combined. The numbers continue to exceed previous years.

### **Summer Camp**

- Mrs. McKeown announced that the Town has hired a Public Health Nurse to support the Town and she is already supporting us as we plan for summer.

- Mrs. McKeown also noted that we are contracted to work with a new health care consultation from Walden Pond Pediatrics this year.
- Additionally, the Department has awarded \$30K in Financial Assistance thus far to camp participants and expect this to continue to grow as the summer moves forward.
- The inclusion program is almost full with a total of 5 spots left for the entire summer. 75 spots are filled and we are seeing more and more Concord Residents which is exciting.
- Staffing is just about done, 60+ staff are hired and we will be finalizing a few more open spots and guard positions.
- We will start installment billing for those that receive financial assistance or need a payment plan. We hope that this will help manage our accounts receivable and remove some of the “hands on” nature of collections that we currently experience.
- Total Registrations as of 4/19/2019: **824**
  1. 790 on 4/19/18

### Visitor Center

- Mr. Kane announced the bike share program that started and the ribbon cutting ceremony was well attended.

### White Pond

- The town hosted two public forums for White Pond. Many people wanted to know why the beach was opening later than usually and MR. Kane responded in saying that we need to make sure we are prepared and fully staffed in order to run a safe beach front.
- Mr. Kane also noted that the other hot topic was open swimming outside of the ropes. The Deputy Town Manager said that we will not allow the cross-Pond swimming and will be working with the insurance company to see what we can do to help that user group.
- We are in the process of hiring all the staff for White Pond and are working with the police and fire department to prepare for staff training.
- The Town is still talking with White Pond to get the official gift. Until that happens, we cannot make facility changes or updates which is challenging.
- There will be another public forum before the pond opens to clarify the final decision on different topics from the other forums.

### Gerow Property

- Mr. Kane disseminated a sketch for Gerow Property, of which will be broken into phases of construction.
- Mr. Hunter asked what the big picture is; what does the funding look like?
- Mr. Kane said about \$1.6M was allocated for all parks at Town meeting and CPC also allocated funds for Gerow and White Pond. That total project budget is estimated to be \$1.5M.
- Mr. Kane clarified that there will not be swimming in the current plans.
- There is no current timeline on this project.

### Reports from Liaison

#### *Select Board*

- Ms. Escobedo was at the bike share launch and has checked to see when bikes are in and out and she noticed that they are. She asked if Bike Fest is connect with the bike share program? Mr. Kane said no.



- Ms. Escobedo also wanted to comment on White Pond and noted that it is an incredible project to take on with the timing and all aspects of the Pond management. She sees that the attendance at the forums was very successful with robust community input, and very good and timely responses from Kate Hodges and Rec Dept. to the many questions, concerns, and suggestions from participants.
- A provisional contract for the Town Manager position was submitted to Stephen Crane from Longmeadow.

#### *CPC*

- Mr. Ward noted that article 22 passed at town meeting including all recommendations from CPC.

#### **Public Input**

- Carlon Reed: the sound at the White Pond forum that was recorded was terrible and you could not hear anything on the TV. Mr. Kane asked if there is a better place to do the forum. Mrs. Reed said that she is hopeful that the new PEG TV staff will be able to make that recording better next time around with the new studio manager.

#### **Old Business**

None

The next Recreation Commission Meeting will be held on May 28<sup>th</sup>, 7P at 55 Church Street in West Concord.

Mr. Hunter motioned to adjourn the meeting at 8:59P. Paul Grasso seconded the motion. All in favor.

*Minutes taken by Anna McKeown*