Date: Tuesday May 28, 2019
Location: 55 Church Street
Present:
  Ryan Kane
  Peter Hunter
  Paul Grasso
  Casey Atkins
  Anna McKeown
  Andy Dutton

Not Present
  Jack Carlton
  Peter Ward
  Linda Escobedo

Meeting Start
Called to order at 7:25P

Approval of Minutes
  • Peter Hunter makes a motion to approve minutes from April 30, 2019 meeting. Paul Grasso seconds motion. All in favor.

Public Input
  • None

Appointments
  • Peter Hunter (May 2020)
  • Peter Ward (exp May 31, 2019)
  • Paul Grasso (April 2021, 2nd term)
  • Casey Atkins (April 2019, 1st 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.

Department Updates
  • Mr. Kane brought up that Bike Fest group is looking to organize as a sub commission of the Recreation Commission. Mr. Hunter encouraged Mr. Kane to talk with the Town Hall about the process to have a formal sub committee.
  • Mr. Kane presented a new monthly report template which reviews priority projects, upcoming special events and Beede/Hunt budgets from the KPI document information.
  • Discussion ensued surrounding Beede Center membership rates and the projected decline of membership revenues overall this fiscal year. Mr. Kane estimates a loss of about $200K in membership revenues this year.
• Both personal training and swim program registrations have both been on the rise which Mr. Kane is optimistic will lead to 10 visit passes transferring to a membership.
• Mr. Dutton is going to get data on the last few years of swim program participation so we can see the growth of the program area. Mr. Hunter encouraged Beede to start advertising to schools more.
• Mr. Kane reviewed updates from the White Pond public forum and the discussion that was brought up at the meeting. The two most popular discussion points were open swim and parking. Mr. Kane also pointed out that we will be hiring a Park Ranger to support White Pond, the bathrooms will be delivered next month, trees have been cut back, and water testing is underway.
• Mrs. Atkins voiced that she is happy to see the accessibility aspects of the Pond happening as well.
• Mr. Kane reminded the commission of work that will be getting done at Rideout Park including the installation of exercise equipment.
• Mr. Kane also announced that the town’s Tourism Manager position has been reposted.
• Mr. Kane pointed out that the Emerson Pool renovations will start this week and they should be complete before camp starts.

**Operations Report**

**Beede Center**

• Mr. Dutton touched on the membership trends that have been occurring. The three month memberships and 10 visit passes are increasing and the hope will be to convert these to memberships.
• Mr. Dutton pointed out some facility updates including mulching, valve replacement ($17,500) happening June 10-14, updating outdated signage throughout the facility, and working with the custodial services company to better manage the cost of cleaning during the shutdown week.
• In terms of staffing, Mr. Dutton has someone starting as a master’s swim coach starting this summer.
• Mr. Dutton reminded the Commission that the training team is changing; Anne will be leaving and Linda will be taking over her client base. They are in the process of introducing the clients to the new trainer to make the transition comfortable.
• There are 14 guards hired for White Pond and 8 hired for Emerson Pool. We are in good shape here.
• Mr. Dutton highlighted some new programs that will be happening in the next few months including an Otter’s Swim Meet, Kaleidoscope Kids swimming at Beede daily during the camp season. There will also be adult swim lessons available now at Beede as well.
• The latest number of memberships that we will be selling at White Pond has been increased to 650. We are currently at 627 so there are a few spots left.
• In terms of marketing, the Center will continue to send out newsletters, be present at events (including signage at Emerson Park), an ad in the Concord Journal and the Carlisle Mosquito. There will also be a free two week pass for past members who have cancelled their memberships to come back and use the facility for free in June.

**Hunt Recreation Center**

• Mrs. McKeown recapped the Stow Street Block Party and it’s success in thanks to Zach Vaillette’s planning.
- Mrs. McKeown stated that the School Year programs continue to grow and exceed registration numbers from last year when compared month over month.
- Summer camp registration is also growing and ahead of schedule compared to last year.

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

**Reports from Liaison**
- None

**Public Input**
- Jen Lutz- Wondering if the Beede Center has looked at the most popular age groups doing swim programs. Mr. Dutton responded in saying that there are adult classes and the Master’s Program has expanded hours to include more adults.
- Mrs. Lutz also asked if there is a relationship with Emerson and rehab programming. Mr. Kane said that there is not but we do have a physical therapist that works at the pool.
- Mrs. Lutz also asked about bike racks at White Pond. Mr. Kane said that there is one but we will look into adding more, great idea.

**Old Business**
- None

The next Recreation Commission Meeting will be held on June 25th at 7:00P at 55 Church Street in West Concord.

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

*Minutes taken by Anna McKeown*