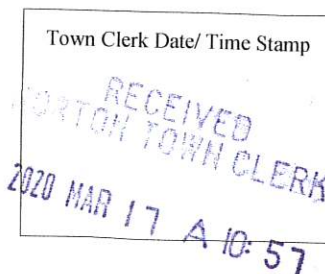




MINUTES

TOWN OF NORTON



Board / Committee: Parks and Recreation

Meeting Date: 02-26-2020

Time: 7:00pm

Meeting Location: Lunch Room

Members & Staff Present:

Rob Kerr, Audrey Moschella, Heather Creegan, Michael Young, Mark Sweeney, Bob Salvo, Steven Lucas, Janice Roberge, Carol Zwicker

Members Not Present:

Tiffani Green

The meeting was called to order at 7:00pm and adjourned at 8:53pm.

Minutes from the November 5, 2019 and February 4, 2020 meeting were reviewed and approved as written.

Meeting Motions / Actions and Summary of Discussions:

Motion: Approve Minutes, Nov 5 2019, moved by Mark; seconded by Bob. Minutes signed by Audrey.

Motion: Approve Minutes, Feb 4 2020, moved by Mark; seconded by Bob. Minutes signed by Audrey.

Motion: Approve ELP Pool advertising rates: Mark moves to take sign cost x2 as the advertising cost (eg, if sign costs \$200, then the rate is \$400), for a single year, with a discounted incentive for repeat years starting in 2021, Bob seconds, all yai, motion carries.

Motion: Approve Pool Seasonal Pass Rates. Mark moves to raise individual/family seasonal passes 40%, Rob seconds, all yai. Motion carried.

Motion: Heather moves to approve the Participation Agreement Policy as interim, with a final policy with edits to be approved at the May meeting; Audrey seconds; unanimous yai.

Discussion:

NEW BUSINESS:

CORI Forms: Everyone has a copy of the CORI form; it needs to be filled out and brought to the Treasury dept with a form of ID.

Advertising rates, ELP Pool: NYBaseball does a fab job of selling advertising. Sharon thinks the backstop at ELPark could be a good place to increase advertising, and she thinks the size is good, too. Soliciting suggestions for backstop rates. Fields are used when the park is rented and for P&R baseball program. Visible for Concerts on the Common. Sharon would have to check on the cost of the signs. The small pool signs are \$250. Suggested markup is 40% over the cost of the sign. Sharon wants to put a letter out to the businesses in town that tells them how they can advertise with P&R – signs, sponsoring the concert series, sponsoring Founder's Day, etc. Last year, signs at the pool went up very late, so last year's advertisers get their signs displayed for 2020. Suggested a discount program with repeat advertisers starting in 2021.

Pool Pass Rates: Norton has a big discrepancy as compared to surrounding towns. Last year we did about \$2500 in passes; this year we are offering swim lessons at a discounted rate to passholders. It is believed that we should bring the pass rates more in line with surrounding towns, but we shut down for rentals. We kept the prices the same from 2018 to 2019. There was pushback with the reduced 2018 hours, so hours were increased in 2019 back to 2017 levels. Most all the passes were resident passes. Town of Norton is reimbursing cost of lifeguard certification over two summers. We have to raise that additional approx. \$2000. Day pass rates are currently in line with surrounding towns. It is suggested raising the individual season rate to \$70 res, \$105 nonres, \$100 for family res pass, \$130 family nonres. Mark moves to make a 40% increase across all the passes

Event signup sheets: copies were unavailable, so the sheets will be emailed to the board. This board is event-driven, and cannot be sustained with people just attending meetings and deciding things; it needs participation. If a member cannot participate with doing tasks required of events (setting up, picking up pizzas, checking people in, etc etc), they are encouraged to resign/step down to make room for people who can and will participate. You can step down and still be involved with P&R for different events, but participation needs to be up. Mark is concerned perhaps we are biting off more than we can chew by expanding the amount of events offered, and if perhaps the department has not communicated timeline push/due dates. There were comparisons to past iterations of the board that were more involved, but there were fewer events. Rob is concerned that if the Board takes on too much, the Town will not fund needed additional positions. Currently, the events are structured such that board members are expected to staff the committees for the events in addition to volunteers from the town. If Sharon has more help with events, it frees up her limited time for the administrative tasks of running the day to day of the department, such as pool rentals, hiring lifeguards, etc etc. Steven wants to know if the smaller events (eg the investment seminars) count towards the 75%. Norton PD would have their school resource officers and additional staff, but with possible budget cuts, the day camp may be in jeopardy. Rob suggested soliciting volunteers on a quarterly basis vs soliciting help for all the events for the whole year. Reviewed the participation policy. If you can't volunteer at an event, help plan it, help do some of the tasks required to set it up (eg, pick up cookies, solicit donations, etc). Heather suggested accepting the policy as an interim, with suggestions and a final draft to be approved at the quarterly May meeting.

Audrey is resigning as Chair and from the Board entirely, effective March 14, 2020.

List of Documents and Other Exhibits used at Meeting:

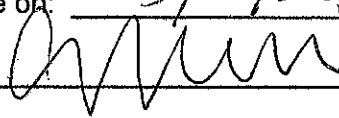
- Agenda
- Participation Policy
- Pool Pass Rates of Surrounding Towns

Minutes respectfully submitted by: Heather Creegan

Minutes approved by the Board or Committee on:

3/10/2020

Chairman/Vice-Chairman Signature:

A handwritten signature in black ink, appearing to be a stylized 'M' or 'W' with a large initial, written over a horizontal line.