MINUTES
TOWN OF NORTON

Board / Committee: Parks and Recreation

Meeting Date: 02-04-2020  Time: 7:00pm
Meeting Location: Second Floor

Members & Staff Present:
Sharon Rice, Audrey Moschella, Carol Zwicker, Heather Creegan, Rob Kerr

Members Not Present:
Michael Young, Mark Sweeney, Janice Roberge, Tiffani Green, Bob Salvo

The meeting was called to order at 7:04pm and adjourned at 9:18pm.

Minutes from the 11-5-2019 meeting were reviewed and NOT approved as written, as we were lacking a quorum.

Meeting Motions / Actions and Summary of Discussions:

Motion:

Discussion:
Introductions: Two new forthcoming Board members: Colin Habig and Steven Lucas

OLD BUSINESS
Festival Lights: debrief – easier to see, new lights helped, need to find a way to turn on all the lights at the same time – big segments of the fence stayed out despite a dry run. Audrey would like to see fundraising happen around getting some LED lights and improving the overall aesthetics of the event. Carol suggested changing where the Santa line queues; the line used to come from the right hand side and in 2019 it came from the left. Despite encouragement, no one would queue on the sidewalk, and people opted to stand in the snow. Steven suggested getting lights from a local production company for the Festival. The Menorah was not on the Common at the time of the event; the Menorah belongs to a private citizen who puts it out on the appropriate day. Once it was put out, it was accidentally plugged into the outlet that did not have power. Rob suggested having several dry runs leading up to the event, instead of just one casual one, scheduled with Keith. Audrey suggested talking to the guys who run La Sallette for some tips and tricks because those lights are controlled by a single switch.

NEW BUSINESS
CORI forms – need to be completed and brought to Treasurers’ office with a form of ID. (first floor, straight ahead from front door.)
EVERETT LEONARD PARK ADVERTISING RATES: Could not vote on this because there wasn't a quorum present.

LIFEGUARDS: Last year we had an issue with lifeguard availability after the middle of August. Lifeguard salaries cost approx. $22k for the entire summer, and we must raise this amount because it is not funded by the town. We had sparse coverage once college kids went back to school. The town manager approved a program to reimburse high school students for getting their certification: half will be paid at the end of the first summer, half will be paid at the end of the second summer, which makes it a two-year commitment. Norton needs about 6 new hires who are able to work the last two weeks of August and the first week of September. We currently have 3 confirmed college-aged lifeguards returning.

INVESTMENT SERIES: Colin Habig, a soon-to-be new board member, will be hosting these monthly seminars with one or two guest speakers from the financial industry. Each one will be on a different topic. We have committed to three events, hopefully appealing to a large audience.

SPRING FLING: event is March 13. Fliers just went out to schools last week, and should have already gone home. Last year's check in was cumbersome, and LifeChurch will bring 6-8 volunteers- they still need to be CORI'd. This year there will be one area for prepaid, organized by last name (A-G, H-J, etc), and one area for walk-ins. An art teacher has arranged for students to color flowers to color for décor. Horizon Beverage is donating the water again. Roche Bros is donating cookies again, NE Ice Cream will donate ice cream again. Sharon wanted to get pizzas donated from about 8 places and have a pizza contest and have the kids vote on Best Pizza. We do not have the time to set this up, so we will likely be purchasing pizza this year. Sharon is in desperate need of additional help. She needs help with setup, picking up cookies, ice cream bars, pizza. Rob can help with picking up, and so can Audrey. Sharon will reach out to Home Plate to see if they give us the same deal on pizzas as they did last year (pick up half/they deliver half halfway through event). Heather can pick up the cookies. Audrey can pick up the ice cream at 3:15. Leftover ice cream can possibly be put aside for the Egg Hunt.

SPRING EGG HUNT: March 28, rain date Apr 4. Co-sponsored by the MOMs Club. Mark Sweeney has agreed to be a bunny. Tsilis family donated 1000 pcs of candy, but we need 3000pcs, so donations are still needed, McDonald's donated some fries/sundae coupons. The Girl Scouts are coming Mar 7 to pick up the eggs for stuffing; Mar 2 is the deadline for candy donations. Steven to look into finding a volunteer for face painting. NEMA is already ready to do the roping off/stakes for crowd control. Usually have a petting zoo and pony rides, but the woman who usually does it is very expensive. A Norton resident is going to do it for us. She will have a pony with a wagon that can fit 5-6 kids and a baby animal petting zoo. P&R will likely have to buy some candy.

TOUCH A TRUCK: May 16, at current LifeChurch field; partnership with the MOMs Club. They would like some kid-friendly food vendors and a bouncy house. Public works, Police, Fire, State Police, Ambulance, others. Sharon and Jenny are open to suggestions. Rob has worked a Touch a Truck in Foxboro; they order kid-sized hard hats to give to the kids. Foxboro doesn't do food or a bouncy house. 15-20 trucks is a good amount. Rob will talk to the lady in Foxboro where she gets the hard hats and other trinket suggestions and send Sharon an email by the end of the week. Rob suggested an assortment of vehicles (ice cream truck, etc) beyond the service and construction vehicles.

SPRING VENDOR FAIR: Sharon would like to have a vendor fair twice a year, with better advertising and increase foot traffic. Spring is a difficult time for her because she has a lot of things happening between opening the pool, Founder's Day, and planned vacation. She would need the Board to step up and do it. No takers.

FOUNDER'S DAY: June 13. It is mandatory for all Board members, whether in the planning stages or on the day of. The committee meetings will be handled a little differently this year because a lot of the meetings last year were repetitive. We need to get three quotes for fireworks.
Sharon is going to reach out to last year's company and the company from 2018. She needs someone else to reach out to a third. Sharon requested about 20 volunteers from Steven; First committee meeting will tentatively be on March 10.

**TASTE OF NORTON:** Audrey, Carol, Heather have volunteered. This event will have restaurants from all over town come, people come, pay admission, and get to taste samples of foods from each. First meeting will be Feb 11 at Norton Media Center. Rob is on vacation on 10/2, so he can only plan. Wheaton is partnering on this event and they are confident they can bring great student engagement to the event. At these events, volunteers will need to continually empty trash bins and clear abandoned plates/cups from tables. Alcohol is traditionally served at these types of events, and Sharon is confident that Bog Iron will participate if Wheaton will allow alcohol on premises. Four people from community volunteered to help.

**BOARD SIGNUP SHEETS:** they do not have to be completed today, but Board participation is a struggle. We have 12 board members. Members are allowed to miss 1 meeting per year, or face removal from the Board. Sharon will be enforcing that in 2020. We will need to have a second quick meeting to ratify pool rates. Still pending a suggestion on how to determine Board participation requirement, but participation needs to improve. Clarification of some items on the sign-up sheets:

Sharon knows best what she needs from members, so she will draft something to send to the Board, for voting on at the emergency meeting, because a formalized policy needs to be as thorough as possible prior to vetting.

**DARE CAMP:** Unknown if there is Police budget for this, but it would be held at ELP with a volunteer leader around a theme, such as teamwork, and work on things like trust exercises. Capped at 60 kids, program would have a fee to cover lunch costs.

**SWIM LESSONS:** multi-levels. Preschool capped at 4 students + parent, other levels capped at 6. Would be held before pool opens in the morning. Two certified lifeguards would be running the lessons Mondays-Thursdays, with rain dates on Fridays. Program would need equipment like kickboards and bubbles. Estimated start-up cost is $600. Lesson pricing would be cheaper for those who purchase season family pass — suggested cost $95 for passholders, $110 for non passholders, which is cheaper than the YMCA and lessons at Easton Town Pool.

**CLOTHING SWAP:** pin it for later discussion/time, because there are a lot of logistics questions.

**CUPBOARD OF KINDNESS:** there was a discussion about doing a drive because they have empty shelves at this time of year. Rob suggested tying a donation of a nonperishable good to a free event, like the touch a truck or the egg hunt.

**POOL, FAMILY PASSES:** our rates are out of whack with other local pools. We charge $75, other local towns charge as much as $191 for a family season pass with shorter hours. It is unknown if the pools are larger or if the membership is inconveniently by closures for private events. We lack the quorum to vote, but Sharon feels there is room for moving the price point up.

**CONCERTS ON THE COMMON:** perhaps cheaper to have at ELP, do not need to rent portajohns, only need one PD detail vs 2, Bog Iron would be allowed to serve, but there would be limits. Rob suggests that if we want to do this, we need to start booking bands ASAP. Concerts would be on a weekend, which might make availability easier.

**FOUNDER’S DAY:** Restaurant fundraising: results were dismal. Homeplate solicited us for another night this year, and we will discuss it at the Founder's Day meeting. Mac and Wall's does a weekly night where sales benefit a cause, and we will likely do that. Will discuss at Founder's Day meeting.
TOWN MEETING CANNING: Town Meeting will be held on Monday, March 18th, at 7:00pm; need people to can at about 6pm. Sharon cannot because she needs to attend the meeting. Carol and Audrey will; Heather will if she can bring her dog.

List of Documents and Other Exhibits used at Meeting:

- Nov 5 Minutes
- Fliers for lifeguard openings, Spring Fling, Egg Hunt candy donation solicitations, old Founder's Day map

Minutes respectfully submitted by: Heather Creegan

Minutes approved by the Board or Committee on:

Chairman/Vice-Chairman Signature: [Signature]