

AMENDED MINUTES, 2/24/10 by The Community Services Advisory Commission in session.

MINUTES

CAPE ELIZABETH COMMUNITY SERVICES ADVISORY COMMISSION

January 27, 2010

7:00 PM

Present: Janet Hoskin, Director, Betty Roker, Administrative Assistant to the Director, Kate Mitchell, Chair and members Carolyn Flaherty, Susan Haversat, Fred Sturtevant, Jean Ginn Marvin and Courtney Thoreck. New member Stephanie Carver.

1. **Greet newest member, Stephanie Carver:** Janet introduced our new member Stephanie Carver who joins the commission to fulfill the term vacated by Bill Marshall. Each member was asked to introduce themselves.
2. **Acceptance of Minutes from December 2, 2009:** A motion was made by Jean Ginn Marvin and seconded by Fred Sturtevant to accept the minutes from the December 2, 2009 meeting. All members approved the minutes.
3. **Message from the New Chair:** Kate Mitchell explained she would like to see the Advisory Commission become more involved and work more with Community Services. She also would like to see more marketing done for Community Services.
4. **Online Registrations:** Janet handed out information on activeNETWORK, the software reviewed at our Dec. 2nd meeting facilitated by Kate Mitchell and Kate Harris of Falmouth Community Services. CECS is following up on this software and considering it for online registration. Janet explained the estimated cost for set up and training would be approximately \$8000 and that the earliest CECS could begin using this software would be for Fall 2010. Kathy Maxwell is the Community Services staff person handling further research on the software. After reading the provided documentation, the Advisory Commission should direct questions to her. Most of the board agreed the goal would be to have online registration available to begin with the Fall registration.
5. **Marketing:**
 - a. Review the Role of the Community Services Brochures & the Cost – Janet presented a handout of cost comparisons for the printing of the Summer Brochure. Susan Havesat made a motion and it was seconded by Fred Sturtevant to have the Summer Brochure printed to the following specs: 8.5x11 Cover-full color one side on cover stock. Inside one color on 20# stock. All members voted in favor. Members also discussed having Janet include a letter on the inside cover of the Summer Brochure explaining the changes to the brochure and why they were made. Fred Sturtevant made a motion and it was seconded by Stephanie Carver to include a letter within the brochure. All members voted in favor.

- b. Website Plans & Ideas – The members decided to form a working group to suggest website ideas and present them to the commission at the next meeting. Kate Mitchell and Susan Haversat volunteered for this work group. Janet pointed out that the town website is currently being renovated, so CECS changes cannot be made right away.
- c. Other Ideas – Jean Ginn Marvin suggested sending weekly emails to community members and putting notices in the Cape Courier of upcoming classes and events. Stephanie Carver suggested using Facebook. Everyone agreed social networking was the current way to communicate effectively. School newsletters were also mentioned as a possible venue to use. Janet reminded everyone that when we implement online registration the software also includes easy website access and email notifications. A Marketing and Social Networking work group was established to pursue these ideas for implementation: Jean and Fred (Stephanie if she would like).

6. Budget Season:

- a. How can we boost revenues at the pool, at the Fitness Center, and for Community Services programs? Janet informed members that the Adult Program would most likely not receive state subsidy for 2010-2011. A suggestion was made by the commission to make the public more aware of the budget for Community Services. Janet mentioned that the Farmhouse could be one source of revenue: only one portion was currently rented. A discussion followed, and it was decided there should be a second working group, consisting of Jean Ginn Marvin and Stephanie Carver to investigate the rental property. Another suggestion was to offer more classes at the pool. A discussion followed about the availability of the pool during times the community would need or want classes.

7. Summer Program Ideas: Fred Sturtevant suggested the Shawnee Peak

Ski/Snowboard Program should offer a without-lessons option. Janet stated that not providing lessons would oppose the current philosophy that Community Services follows regarding this program. She explained that taking a group up to just ski provided a very different scenario of supervision. However, Janet agreed that she would consider the idea with the CS staff.

Because of the success of the Community Center personal rental for a middle school dance party, it was suggested to offer dances for middle school.

There was also a discussion about the community success of the Birthday Parties, where the family can rent the Community Center for an afternoon.

- 8. Volunteer Coaching Applications & Evaluations:** Janet reported that since the commission does not yet have an evaluation tool for youth coaches, one of the volunteer basketball coaches' developed a temporary survey on www.surveymonkey.com. This would allow for the Travel Basketball coaches and programs to be evaluated this season. Janet has already emailed it to Travel Basketball Families to collect their feedback. Commission members decided to

set up a third working group to research coach applications and evaluations. Susan Haversat, Carolyn Flaherty, and Courtney Thoreck volunteered to work in this group.

9. **Advisory Commission Meeting Schedule:** Janet asked to change the March 3rd meeting to February 24th because she would be out of town. All members agreed. The remaining meetings are scheduled for April 7, May (Youth Registration) and June 2.

The meeting was adjourned at 9:55 PM.