

**Cape Elizabeth Community Services Advisory Commission
Minutes of Meeting ~ 5 January 2011**

Meeting called to order – 7:15pm

Members present: Janet Hoskin, Director, Carolyn Flaherty, Courtney Thoreck, Fred Sturtevant, and Nikki Dresser.

Absent: Mike O'Connor, Susan Haversat, Stephanie Carver

Minutes from November 30, 2010 meeting approved.

Budget Update:

Janet announced good news: CECS received a subsidy check for over \$30,000.00 from the state of Maine for Adult Education on 21 December 2010. Janet was not sure if they were going to receive it or not.

As of January 1, 2011, expenditures v. revenues were up \$20,000.00. This includes the previously mentioned \$30,000 subsidy. It does not include any town allocation to the budget, so CECS is still doing okay.

Many details about next year's budget are still up in the air.

Kathy Maxwell's last day with CECS is January 14, 2011. As there is a need for an Assistant Director again, this opening may provide an opportunity to revamp the positions within the office to provide for a new position of Assistant Director. To do this, the position will need to be a 40 hour position rather than the current 32 hour position that Kathy holds. The office is splitting Kathy's duties amongst remaining employees for now. A temporary employee may be hired until the end of the budget year, and, by then, CECS may have a funded, 40 hour position for an Assistant Director. Fred inquired about internal hiring for this position; Janet responded that the Town is leaning towards hiring from outside the office.

Extended Care Changes:

Tammy Quimby resigned. In filling the position, CECS may restructure the program as well. A review will take place to determine how to fill Tammy's position the right way.

Online Registration:

Winter registration went more smoothly than the first one in the Fall. Janet monitored it from home. There was a small glitch with a reduced tuition issue, but Janet was able to take care of it immediately.

The winter on-line presence was built by the CECS staff; Active.net did not oversee the operations as in the Fall. There is a learning curve in the process, but no oversights caused significant problems. Some examples of errors were missing waivers for some courses, or some questions such as~ how will your child get home? ~ being asked for adult classes.

To date, CECS took in \$86,000 in business through on-line registrations and \$107,000 in office registrations.

CSAC members see the benefit in the on-line system and think that the community does as well.

The fees for on-line registration are still the biggest complaint. CECS is trying to think of ways to make that fee less or eliminate it all together. Suggestions are to increase fees for courses across to board by

just enough to absorb the Active.net fees, or increase them enough so that a flat-fee of \$5 would be charged. All of this depends on the contract with Active.net. There was some hope that the Town would recognize that choosing the Active.net system rather than a proposed non-Web based option would save so much money, time and energy that the Town would be willing to help to pay for some of the Active.net fees. So far, there is no movement in that direction.

By January 5, 2011, nearly half of the 2001 slots for offerings were filled by online registration and office visits.

Summer Programs:

There are plans to keep Youth Day Camp extended hours (9am – 2:30pm) and to keep Camp in the High School. Kiddie Camp will continue to be until 1pm to allow for swimming lessons after it.

Middle School Summer Programs are up in the air. Poor attendance and last minute sign-ups / cancellations make it difficult to staff the program. May have to move to a more permanent day camp.

Wayne St. Peter may be bringing a Grand Slam Summer Tennis Camp to Cape Elizabeth for adults.

Review of Course/Activity Offerings:

Active.net registrations for adult offerings are better than those for youth offerings. CECS would like to target the PR to fix that. Some of the marketing changes may be focused on simple course title changes. For example, some of the adult fitness instructors changed the names of their courses and, by doing so, increased enrollment. This may also be done for some youth offerings.

The CECS Staff does survey brochures from other communities (including some in Massachusetts) to see if there are any unique offerings that CECS could offer as well.

Fred asked whether Active.net could target its advertising on-line when people register. For example, “people who signed up for this activity also signed up for....”. Janet noted that to her knowledge, Active.net does not have that option yet.

Fitness Center:

Promotion for one free month will be in the next Cape Courier Issue. Numbers are getting better and are better than expected, but it is still overextended. The hope is that Jan/Feb will bring good news. If not, Andrew Kemp is aware that there may need to be some changes made Fitness Center.

Pool:

There is a new slide ordered. It will be introduced at the Open Swim on the first Sunday in February. They need three (3) lifeguards in the pool area when it is being used. Open Swims will be broken down into three, 1 hour increments rather than one, 3 hour block. There is some question as to the logistics of the transfer from one hour to the next. The fee is expected be \$5/hour, but with more sessions and the slide available, more revenue is expected.

Office Space:

All units are rented with one-year leases and 3-year options. The two, smaller offices get \$250/month for rent. The apartment gets \$800/month. The larger office gets \$1250. Many thanks and the credit for this goes to Greg Marles, Director of Facilities, who used his many connections and leads to make it all happen.

Odds and Ends:

There will be a 6 week volleyball offering for grades 4 – 8 this winter from January to March. A flier will come home through the schools. BKYSL Nordic skiing for K-4 is filled, there are only 5 of 12 slots filled for the 5th grade program. 21 skiers are in the Middle School Alpine Racing program. The girls are doing very well; the boys are having a 'building' year.

The Draft Goals for the Town Council includes Boards and Commissions “[creating a working priority plan for work areas by March 1, 2011]”. It will likely be accepted, and the CSAC needs to consider it.

Submitted by Nikki Dresser