

Cape Elizabeth Community Services Advisory Board
June 21, 2011
Meeting Minutes

Meeting called to order:

7:15pm

Members Present:

Janet Hoskin, Director, Fred Sturtevant, Courtney Thoreck, Carolyn Flaherty, Susan Haversat, Nikki Dresser

Members Absent:

Stephanie Carver, Mike O'Connor

Board accepted the Minutes from meeting of May 12, 2011.

Budget:

Next year's budget is approved. Work continues on this year's final numbers.

Andrew Kemp, Janet Hoskin and Mike McGovern set to meet later in the week of June 20th, 2011 to discuss the surprising loss of revenue at the Pool. Reasons for loss may include, but are not limited to: decreased membership numbers, fewer swim meets (This was a direct result of the broken timing system. As it was fixed, the number of meets should increase again for the coming season.), CMA using the pool less each week resulting in lower rental proceeds, group swim lesson participation decreased – private lessons holding steady, question of Lighthouse Masters using the pool off-session without membership. On an up note, Splash party numbers are up and the new inflatable slide does bring in more people to Open Swim.

Everyone is constantly thinking of ideas to increase use and revenues at the Fitness Center.

Display Case Status tabled until September meeting.

On-line Registration:

Fred Sturtevant commented on the “loss of urgency” for sign-ups created by on-line registration vs. the former registration night. Can marketing and advertising minimize or change that impact?

Newspaper Advertising:

Susan Haversat spoke to Colleen Taintor at the Cape Courier about CECS having a consistent space in each issue of the paper. Can we get a non-profit rate? What would that be? Still waiting to hear back from Colleen.

Brochure Error:

\$1200.00 was taken off the cost of the last issue of the brochures due to the error in font color on the cover. This money could be used to pay for a consistent space in the Courier and would be considered by all present CSAB members to be a good use of the funds.

Advertising:

A discussion concerning email blasts – similar to the ones done by the schools each week - tailored to different age groups for different activities was begun.

Update on Hiring Process for new Office Manager:

Janet announced that they interviewed 4 people and were in the process of checking details out. There are some good prospects, and she hopes to hire by mid-July.

Camp Enrollment:

Enrollment is close to last year's numbers. Many campers were signing up this week. MS camp currently has 21 participants for the first week, and they expect numbers to go up after that.

Registration Dates:

CECS intended to have Fall Registration be on Labor Day. There was a discussion in the office of this being unwise as Labor Day falls on the night before school starts. Present Board members thought that it best to be consistent with the date rather than worrying about the first day of school. The weekend dates catch people at home. There is also a broader population using CECS that is not affected by the first day of school. Lastly, the weekend after Labor Day may be too late for some of the programs.

Planned, consistent registration dates will be as follows:

Fall – Labor Day - Monday

Winter – New Year's Day – January 1

Spring – April Fool's Day – April 1

Work Plan Item Discussion:**YOUTH SPORTS:**

Discussion began to create some benchmarks and standards for Youth Sports administered by CECS. All sports should be included – and were in the discussion – but only CECS sports would have to follow the standards.

A key goal would be to keep the door open for children of all ages to try new sports.

Grade 4 and BELOW ~ goal is to get as many children playing sports as want to do so. Include as many children as possible. Preschool and grades K-2 will be primarily introduction to the sport with emphasis on building individual skills. Grades 3 & 4 will continue with individual skills while incorporating team play and concepts.

Grade 5/6 ~ transition to a more competitive sensibility. Maintain skill development as individuals and teams while potentially including sports play dates with other communities. Introduce more individual sports options for 6th graders.

Grade 7/8 ~ School Team for many with some town options. The town options would continue the ideas introduced at the 5/6 level of more competition and potential division by skill level.

High School Options ~ First Team, Junior Varsity and Varsity already in place.

Next Meeting:

September 1, 2011 – 7pm. Attempt to meet on the first Thursday of each month moving forward.

Minutes prepared by Nikki Dresser