

Cape Elizabeth Community Services Advisory Commission

Meeting Minutes – October 17, 2012

In attendance:

Russell Packett
Courtney Thoreck
Elizabeth Mylroie
Nikki Dresser
Fred Sturtevant

Absent:

Susan Haversat
Carolyn Flaherty
Mike O'Connor

Minutes from September meeting:

Acceptance was moved for by Courtney, seconded by Elizabeth, unanimously accepted

Meeting Topics

Office update:

Things are going well. Procedural changes are on-going. Re-examining why things are done the way they are, and change those things that need changing

Looking to create new programs.

One idea – a “seasonal” event (some sort of children’s event) - the first one to take place in March

Other ideas:

- Adult Kickball
- Progressive Dinner
- Kite Flying
- Kids Triathlon

Potential Goal: To create something for which Cape is identified

New Webpage:

Some pool users struggled with the new look, but the page is “getting there”

Facebook:

Struggling with keeping Facebook page matched up with CECS web page info.

Considering modify FB profile page to indicate that CECS web page is the place to go for cancellations and updates.

Marketing:

An effort has been made to market CECS as much as possible – Betty is heading up that effort

Marketing Channels:

Channel 3

Cape Courier

Forecaster

in particular with the Courier and Forecaster, we can do ‘special interest’ stories that serve as a means for free advertising.

A suggestion was made to perhaps engage the local news channels (6,8, 13) –to see if they have any interest in these ‘special interest’ stories

Evaluations (i.e. Coach Evaluations):

How to do them...little is being done now, no formal process, just off the cuff comments

Suggested first step – send follow emails after participation in programs, and to do this consistently, unlike in the past

Year-long CECSAC Project Ideas:

1. Sports survey – develop a survey perhaps expand it to not only serve as the coach evaluation, but also as the sport ‘philosophy’ (brought forward by Russell)
2. Mission Statement – Didn’t we already do this? (brought forward by Russell)
3. A 15-passenger bus, initially for use for Senior Programs. Putting kids on it is a sticky situation, as the driver might not be a licensed school bus driver. (brought forward by Russell)
4. Consolidation / Sharing of Library & CECS facilities and/or programming – Russell to follow-up on an prior conversation with Library staff to partner up and collaborate. This particular idea would also be influenced by the results of the upcoming Library Bond vote on November 3rd. (brought forward by Elizabeth)

Future Meeting Dates:

11/28/12, 12/19/12, 1/16/13, 2/27/13, 4/10/13, 5/15/13, 6/19/13