

Community Services Advisory Meeting  
6/12/13

Present: Fred Sturtevant, Trish Brigham, Debbie Butterfield, Sarah MacColl,

Staff: Kelly and Russell

Minutes from May were approved.

1. Kelly was introduced and gave information about herself as an employee of CS. She has new duties for 2013-2014: will be involved with Cape Care. Looking for a minimum of 6 preschool enrollees , max of 15. They have 8.

Cape Care provides care for K-6 and now preschool for 3 - 5 year olds. It is a DHS licensed program for ages 0 - 12 . Capacity is 80.

Also still helps Leslie with youth coordination. Also, books our birthday parties/splash parties. Gearing up for Teen Scene camp as the director. Sharing the same area on the school campus with the younger kids is great. Runs Shawnee Peak ski program in winter.

2. Summer camp starts 6/17. Working weekend to get set up. When B to B happens, camp has to end. Russell is looking forward to come up with ideas for how to offer something in August. Numbers are good. First year of Little Cubs camp TWTH. Camp night registration was very helpful for Leslie. A good thing to reinstate

3. Fall brochure will go to printer 8/6. Registration will begin 8/19.

4. Reducing office staff by 1 6/28. Betty Roker will be leaving.

5. The committee developed a mission statement for CS.

6. Fitness Center

Russell reviewed the status of the fitness center as a result of the \$10K that the Town Council appropriated in April. It will be open, but ideally we need additional members. Memberships at the fitness center and pool have undergone some changes in an effort to attract new members. Russell asked for the committee members' input to attract new members.

Debbie suggested social media approach. Start with committee liking the CSFC and getting all their facebook (FB) friends to like it. Domino effect. Debbie's son also suggested running a class to get new members. CS has a FB page. Jen DeRice in office manages it. It's oriented towards kids activities.

Maybe need a separate FB page for fitness center.

Trish asked if we know who we are missing. Russell said convenience is our claim to fame. Market to target groups? Teachers? Local business? Fred asked about the swipe card status. We can't swipe per visit. Must buy for a period. Time the marketing. Do people avoid working out with certain people? Could we set aside times for groups? Target certain kind of athletes.

Sarah suggested an approach that would make the FC an assessment and educational center for the community. Keep the FC available as it has been, but provide fitness assessments and direction for members.

Russell mentioned we don't do much cross promoting.

The committee talked about increasing income for the FC by \$8000 for 2014. Russell will create a google doc for Revenue Enhancement Ideas for committee. We will circulate it all summer and document our ideas. IDEA, GUESSTIMATE OF MANHOURS IT WOULD TAKE.

The committee agreed that documenting what we try is key.

Adjourned at 8:10

Sarah MacColl