

Community Services Advisory Commission Meeting
September 18, 2013
6:30 PM

Present: Deb Butterworth, Sarah MacColl, Jo Morrissey (School Board liaison), Fred Sturtevant,
Trish Brigham, Nikki Dresser, Beth Mylroie

Staff: Russell Packett, Leslie Young

1. June Meeting Minutes were approved with correction of Deb's name to Butterworth
2. Meet the Staff:
Leslie Young, Youth Program Coordinator and Summer Recreation Program Director shared information about her role. Mentioned that she is always looking for ways to improve offerings and adjust programming in response to enrollment/demand. Great feedback from kids and parents on this past summer's rec. program. Some discussion about extending the camp an additional week into August. There are currently some facilities issues (B2B, cleaning and maintenance projects) which prevent that, but Leslie will investigate other options, ie. Farm Camp
3. Office Update:
Russell reported that the summer programs went well with strong enrollment numbers. There were three programs which ran: Pre-K, Elementary and Teen (Middle School).

Fall programs are up and running including the new pre-K (Cape Care) program. There are a few kinks which need to be worked out in terms of staff adjustments to changing responsibilities related to the introduction of the new program, but these are being worked out.
4. Communication:
The Commission's decision to eliminate the Senior Discount Pool use and membership was challenged by a group of citizens who wrote a letter/email to Russell. The decision to eliminate the discount was made last year and took into consideration many factors including impact on revenue, other programs and participants and the existence of a scholarship program for those who qualify for financial assistance. The policy is now going into effect. Russell reached out to the group challenging the decision via email and phone, offering to meet with them and/or invite them to meet with the Commission, but received no response. The Commission discussed this and decided that the original decision to eliminate the discount should be upheld.
5. Long-term Planning Projects
 - a. Fitness Center Marketing Plan- Russell reported that several new pieces of equipment and TVs were added to the Center and have been well-received. First two months of the fiscal year, the Center is approximating break-even finances.

Commission recommends a "Broad Brush" Awareness & Marketing campaign aimed at the entire community, not specific groups as has been done in the past. The purpose is to increase revenues by \$8K through new memberships or expanded day usage. Campaign

action items will include: Cape Courier info. Series; Open Houses during Saturday morning youth soccer and basketball programs; Outreach to Cape Memory Care, Coastal Rehab and Kindred/Village Crossings to invite residents/ staff to visit the Center; Meet with group who had lobbied against the Center's proposed closing; Investigate use of access/swipe cards which can be pre-purchased and monitored to promote convenient, easy-to-use stop-in visits; post on various pieces of equipment information relating time to calories burned; Offer some benefit, ie extra month to those purchasing a membership.

More long-term items to investigate would be the offering of specific services, ie personal trainers.

- b. Big Picture Pool Vision- In conjunction with town and school board review of capital needs in the community, the Commission has been asked for some input. Currently, the major maintenance issues relate to the roof and the heating system. There is a need to assess the value of the pool from the perspective of all stakeholders and gauge the level of community support for the pool. To begin this process, Russell will prepare a financial summary of the pool operations, including all sources of revenue, costs, etc for the October meeting.

6. Election of new Commission Chair to replace Mike O'Connor who is resigning due to the requirements of a new job. Fred Sturtevant was unanimously elected.

The meeting adjourned at 8PM. Next meeting is scheduled for Wednesday, October 23 @ 6:30 PM in at Community Services.

Respectfully submitted,

Trish Brigham