

Community Services Director's Report - April 2010

Dear Cape Elizabeth Community Services Advisory Commission;

The printed Summer Program brochure has been in circulation since Thursday, April 1!

We are one step closer to on-line registration services. The contract for Active Network is currently in the hands of the Business Manager, Pauline Aportria and the Technology Director, Gary Lanoie. Our goal is to have a signed contract back to Active Net by the first of May. If this is accomplished, we should be able to meet our schedule of "going live" on September 1, 2010.

To follow you will find reports from various departments highlighting recent and upcoming events.

See you at the meeting on April 7th.

Janet Koskin

ADULT PROGRAMS COORDINATOR APRIL REPORT

ADULT PROGRAMS

Fitness programs continue to have good enrollments. New spinning classes are beginning to catch on, with the addition of 2 more instructors, Susie Poulin and Ashlea Loring offering beginner morning classes, as well as, a one-day-a-week option. Fitness Hooping, a new class, has been well received and lots of fun while providing a good workout. Afternoon Zumba held at the Middle School has had good response from Staff and the Greatest Zumba Loser on Saturdays and The Diva's Fitness Hour were both very well attended.

The Historical Bus Tour of C.E. is full with a wait list. We'll hold another tour in the Fall. Healthy Cooking Classes had low enrollments, however, those that participated enjoyed them. Grow Your Own Organic Garden has 18 enrolled.

SENIOR PROGRAMS

The Seniors attended a Saturday, 3/20 matinee performance of "Importance of Being Earnest" at the Good Theater in Portland. The group enjoyed lunch at Newick's Lobster House on March 30th followed by a factory tour of Haven's Candies. (Just a few free samples, of course!) On April 22nd, we'll host a luncheon at the Community Center followed by a Senior Fitness Program, "Fit To Live" presented by Patty Medina. Patty will offer the new program beginning May 4th on Tuesday mornings with the hopes to get our "Seniors" involved.

The group has enjoyed all of the Wellness Lunches at the high school cafeteria and plans to attend the next one on April 8th.

A three day trip to Cape Cod is scheduled for May 4, 5 & 6. The trip will include stops in Plymouth, MA to visit the Mayflower II, Plymouth Rock, the Forefather's Monument, the Sandwich Glass Museum, Heritage Museum and Gardens, the John F. Kennedy Museum and a harbor cruise. Most meals are included, lodging for two nights, the services of a step-on guide and custom coach transportation all for \$273 pp based on double occupancy. We currently have twenty people signed up.

SPRING REPORT FROM THE YOUTH PROGRAMS DEPARTMENT

Cape Elizabeth Little League Clinics are over and had a very good turnout. Approximately 145 kids participated in 7 different clinics.

Travel Lacrosse is underway and clinics for boys and girls are going very well. Boys grades 5 & 6 have 41 players registered while grades 2-4 have 36 registered. Girls grades 5 & 6 have 50 registered; while grades 2-4 have 26.

Over 50 youth classes were advertised in the Winter/Spring brochure. Many were able to run, but several After School Enrichment classes have had to be cancelled due to low enrollments: Gymnastics, Learn to Play Chess, Spanish Fun session 1, Movin' & Groovin' sessions 1 & 2; Swamp Thing, Ballet & Jazz & Ballerinas-to-Be; Mad Science System 3; Afternoon Art Club: Beads & Jewelry, Craft Stix, and Clay Creations; Ancient Greece Culture/Mythology; Magnificent Manners and Parent Workshop, Contemporary Dance for Teens, Yoga for Teens, and Music Canopy for Preschool (both sessions).

Summer Camp preparations are underway! Applications have been available for the last few weeks. The second annual "New Employee Job Fair" for Students was another success. Wednesday, March 31st there were 42 students in grades 8-12 who attended. Other interviews, staff hiring, and program planning is in full swing. Even though the changes made to our different program structures are providing us with much more work than usual, we are excited about all the FUN the summer should bring!

Recreational Youth Lacrosse registration forms should be going out through the schools this week. We will follow the same format that we have used the last couple of years with the girls' program on Saturday mornings and the boys' program on Sunday afternoons.

Birthday Bashes and Splash Parties are in great demand. The last weekend in March had every Splash Party time slot filled. We are scheduled have at least one Birthday Bash per weekend through the first of May.

Extended School Care:

General attendance numbers are holding steady for this year, but are down compared to previous years. Average attendance numbers for March 1-19, 2010:

AM Care	8
AM K Care	12
PM K Care	9
PM Care	41

Total # of participants = 101

Transportation Corner

The winter billing is being finalized. MS winter sports ended March 27. Spring sports start March 29 (H.S.) and April 5 (M.S.).

We have received many Fort Williams reservation calls; however, only about 10 actual reservations were made within the last couple of weeks.

Pat Fowler is just starting to secure reservation details for all of the Summer Camp field trips.

We are looking to streamlining the School Dept. bus routes for the Fall of 2010. The goal will be to provide greater efficiency.

On March 24th, Leslie Young and Karen Allen orchestrated a "Brainstorming & Sharing" session with several area recreation departments. Ten recreators attended representing: South Portland, Scarborough, Old Orchard Beach, Gorham, Falmouth, and Cape. Items for discussion were programs that are working well and those not working so well, ideas for marketing, fees, and collaborating with each other to increase enrollments for both adult and youth programs. Extended School Care Programs were also discussed. Many good ideas were exchanged and explored. This was a very informative and beneficial meeting for everyone that attended. Some of the highlights were:

Child Care Program Discussions:

- ☞ Older Kids' enrollment generally down
- ☞ Younger Kids' numbers are generally up
- ☞ Pre-school options that are full day are doing well
- ☞ Early Release Days of school offer care to all kids (not just those in care)
- ☞ M.S. Trips on some days after school;
- ☞ Staff Training once a month in evenings 6:30-8:00 PM
- ☞ Payment Booklet for the year is used, no billing goes out.
- ☞ The building is rented out for functions. Alcohol is allowed to be served at functions with either a licensed caterer or T.U.L.I.P. insurance policy.
- ☞ One community gets around licensing through the concept that they are a Recreation Department providing a recreational after school option - not a Day Care.

Adult Programs Discussion:

- ☞ Some Recreational Departments are going away from Brochures/Mailings, and moving toward all Web-based advertising. Other communities continue to do both. One community sends brochures home through school with every child. They will also add a class at any time, if not listed in the brochure. Another program mails brochures ONLY to those who request to be on the mail list, the rest must pick them up at the Center
- ☞ Zumba is a very popular class with everyone. One has a 16 pass option for family members. Other successful programs are Dodgeball, basketball, and

volleyball.

- ☞ Open Gym, Season Pass, \$3.00 at time OR 16 week season pass.
- ☞ Adult and youth Snow Shoes can be purchased through L.L. Bean for programs using their normal recreation discount.
- ☞ GPS *GEO Cashe programs are popular (add some in the snow).

Senior Citizen Programs Discussion:

- ☞ Successful senior programs: "Mystery Lunch" (\$5.00 for lunch and ride using their own 14 passenger van), "Just Lunch", "Ethnic Excursions", "Mystery Dinner and Holiday Lights", Fitness Room for seniors, Pineland Farms; Mystery Breakfasts and/or Lunch Club; Tea Room in Cornish; European Bakery in Falmouth (does a theme baking class); Walking Club (walk Macworth Island, Greenbelt Trails, Portland Trails or other locations); "Fit to Live" with Patty Medina; Theater trips very popular especially to Afternoon Matinees
- ☞ Newsletter for seniors goes out to only dues paying people. Dues are \$10 per year.
- ☞ Some Rec Departments join forces in order to boost some trip numbers.
- ☞ 50+ t-shirts are given to seniors to advertise and to make them easy to identify.
- ☞ Seniors need to be given a new name/title. Not "seniors", but something more attractive.
- ☞ Seniors love Desserts- whatever you do don't scrimp on the desserts
- ☞ Share responsibility for senior trips with

other people in the office

Transportation Discussion:

- ☞ A couple of communities own an "Extended Van". Funds to assist with purchasing may be available through C.D.B.G. (Community Development Block Grant) and U.S.D.A. (U.S. Dept. of Agriculture). Gorham will rent their 14-passenger van for \$100 a trip.
- ☞ Gorham is not charged for Fuel tax for out of state trips. It's all in the wording. Don't say that the fee includes transportation, just list the amount.

Youth Programs Discussion:

- ☞ Most local recreation programs have an "Events" budget for hosting children's & family's entertainment groups. PROP Grants up to \$1000 may be available. Successful kid shows are: BMX show, Frisbee Guy (Tom Broden).
- ☞ U.S. Golf Kids provide children's golf equipment for free
- ☞ School teachers are great resources for instructors in ASE classes
- ☞ Popular offerings: M.S. Sewing class; Art programs; Chorus program (\$63 for 8-week class. Gr. 1-4); preschool class Smart Start-Snag.
- ☞ Successful Trips: Family Theater in Boston; Red Sox Games, Goo Loge (October) Mt. Cranmore haunted ride, Red Jacket/Water Park for the day (no school day option); Biddeford Park (has lifeguard on duty); Bennett's Paint Ball in Gorham