

**Amherst Leisure Services Commission Meeting Minutes
February 26, 2019**

Present Becky Demling, Ken Johnston, Sarah Marshall, and Meg Rosa (chair)

Absent Youssef Fadel, Nate Budington

Guests None

Staff Stacey Lecuivre, Program Director

Call to Order Meeting was called to order at 6:30 p.m.

Minutes

- The minutes of the January 29, 2019 meeting were approved as amended by a unanimous vote.

Public Comment

None

LSSE Strategic Plan and Groff Park RFPs

The Strategic Plan is going out to bid and bids are due on March 15, 2019.

Sonia Aldrich, Acting Finance Director, is going to give final approval of the Groff Park RFP. It will then go out for bid.

ARPS Achievement Academy Program

LSSE is looking to increase the number of low-moderate income children at their summer camps. Barb and her staff met with Marta Guevara, Director of the ARPS Family Center, to elicit their support. This is a one-time funding opportunity.

Registration

Registration should open next Friday or once the LSSE Spring/Summer Brochure is mailed out and on-line.

LSSE Summer Camps

The LSSE Summer Camp Fair is this March 2 at the Jones Library. Dual language learners will be there.

Food will be available for all children this summer at camps and including the food truck at Mill River.

WinterFest Recap

LSSE had another successful week of WinterFest events this year. Fireworks at the Finale were cancelled this year due to windy weather conditions but the company did not charge us. Everyone had a great experience.

Director's Report

Sports

- Games and practices are coming to a close for Suburban Basketball and AYBL. This program wraps up in mid-March.

Aquatics

- The second session of Indoor lessons at the UMass Totman pool will begin on February 26, 2019.

Golf Course

- We were able to groom Nordic ski trails at the course this month.

Special Events

- WinterFest was an amazing success. Over 2,750 children and adults participated in 40+ events over the eight day period. This number does not include college and high school event participation. All of the events exceeded participation levels from the previous year with the exception of the Finale event at Cherry Hill. This was due to blustery winds and cold temperatures that day. Those who did attend the Finale event reported they had a great experience.
- Met with representatives from UMass regarding changes to the Fourth of July venue. A new indoor field space is being constructed on the field we have previously used for the Fourth of July. This will require us to move our activities to the adjacent field that runs east/west to McGuirk stadium. This is a smaller space and will require some adjustments to our programming. More meetings to come.

Outreach

- Planning is under way to provide outreach programs again this spring at multiple housing areas in Amherst.
- RFP for a summer drop-in program at Groff Park, to be delivered by a local non-profit this summer, is in the hands of the Procurement Officer. RFP should go out this week.

Primetime After School Program – Vacation Camp

- Our February Vacation Camp is at maximum capacity, with 45 children currently enrolled.

Annual Massachusetts Parks and Recreation (MRPA) State Conference

- Barb Bilz, Stacey Lecuire, Chris Johnson and Donna Roy will attend the Annual MRPA State Conference at the end of March.
- Barb nominated the department for an Agency Award for its work in Program Outreach efforts.
- Barb, Stacey and Chris presented an LSSE informational session at Town Council on February 6th. Sarah Marshall, LSSE Commission member, also attended.

Strategic Planning

- Proposal for the Request for Quotes and Qualifications is out. Proposal and quotes are due by March 15, 2019.

Community Visibility

- LSSE will have a presence at the following community events in February:

- Human Service Network meeting
- Pioneer Valley Recreation and Parks Association meeting
- All WinterFest events

Marketing

- Spring/Summer combined paper brochure and on-line brochure are in the process of development.
- Facebook and Instagram paid advertisements were created and implemented for the first time.
- Mail Chimp email campaigns were created and implemented for WinterFest and other programs.
- In process of developing new summer camp Facebook ads.
- Gazette ads were created for WinterFest and Summer Camp ads are currently being developed.

Commission Comments

- Put more info about volunteers and other positive on social media - throw more good facts out.
- 4th of July- smaller field used this year due to new indoor field being installed.
- Look into other parking options - more shuttle buses - open more parking lots up for parking around campus.
- Look into a Lantern Parade and Slice of Amherst as events next year.

Next Meeting

The next LSSE Commission meeting is scheduled for Tuesday, March 19, at 6:30 p.m. It will be held at the LSSE office.

Adjournment

The meeting was adjourned at 7:30 p.m.