

**Amherst Leisure Services Commission Meeting Minutes
March 19, 2019**

Present	Becky Demling, Ken Johnston, Sarah Marshall, Youssef Fadel, and Meg Rosa (chair)
Absent	Nate Budington
Guests	None
Staff	Barb Bilz, Director
Call to Order	Meeting was called to order at 6:38 p.m.

Minutes

- The minutes of the February 26, 2019 meeting were not approved. Sarah Marshall agreed to edit them and they will be approved at the April meeting.

Public Comment

None

CPAC Update

Sarah Marshall reported that there are approximately eighteen proposals that have been submitted to CPAC for funding. The three projects put forth by LSSE to the CPAC were:

- Mill River Recreation Area – Design funding
- Groff Park – Renovation funding
- Downtown Recreation Area – Design funds

LSSE Commission Terms and Vacancies

Meg Rosa, Becky Demling and Sarah Marshall have all agreed to serve an additional term. (three years). Barb suggested they contact the Town Manager’s office to confirm their agreement.

There will be two vacancies on the Commission that will need to be filled. The Town has applicants who will need to be interviewed to fill those vacancies.

Cherry Hill Golf Course

Barb reported that several golf courses in the Valley have closed and will not reopen this spring. They include: Hickory Ridge, Pine Grove, and Oak Ridge Golf Courses.

Sarah Marshall suggested that consideration should be given to renaming Cherry Hill Golf Course to better reflect the breadth of programming and other activities that take place there. Youssef Fadel stated that golf brings in just about all of the revenue and that changing the name would have a negative impact on revenues. A final suggestion was made to call it Cherry Hill Golf Course and Recreation Area.

Website

Youssef Fadel asked that there be links to Groff Park and Mill River that update the public on the progress of construction and other improvements at those parks. Barb agreed to have LSSE's Marketing and Registration Coordinator address this.

Ken Johnston suggested that there be separate pages for special events, particularly WinterFest. Barb agreed to look into this.

DIRECTOR'S REPORT

Fields and Facilities

- The play structures/equipment for Groff Park has been ordered and will be stored at the Horse Farm on Station Road until needed. In addition, a general contractor has been selected (bid came in at \$580,000). Work should commence in April. We have requested an additional \$250,000 from CPAC. This figure may be amended lower.
- We have requested \$25,000 from CPAC for a formal design and cost estimate for renovations at Mill River Park. This is necessary in order to apply again for a PARC grant that would leverage CPA dollars set aside as a match for the basketball court renovation.
- Final design plans from Weston and Sampson for the downtown recreation area/fields adjacent to the high school are due on April 1st.

Sports

- All coaches, summer program directors, and programs have been secured up for the Spring/Summer.
- Meeting with DPW and Schools to discuss field and facility usage for the Spring/Summer.

Aquatics

- The second session of Indoor lessons at the UMass Totman pool will end on March 28, 2019.
- Spring lessons start-up again at the Middle School on April 4, 2019. Enrollments continue to be strong.

Golf Course

- We were able to groom Nordic ski trails at the course for much of the month of February and March.
- Tentative opening of Cherry Hill is scheduled for April 11.

Outreach

- Schedule has been developed to outline outreach efforts at multiple housing areas in Amherst. (see attached schedule)
- RFP is in the hands of the Procurement Officer for a summer drop-in program at Groff Park to be delivered by a local non-profit this summer. RFP should go out this week.
- Anthony Delany is working with Sean Mangano to work out contract for ARPS Family Center recruitment and referrals to LSSE Day Camps and Programs this summer.

Primetime After School Program and Summer Day Camps

- There are 104 children currently enrolled in afterschool program at Crocker Farm.
- We have reached an agreement with the Schools again this year to provide free breakfast and lunch to all day camp and sports program participants. Lunch will also be available at Mill River Recreation Area via the UMass Food Trucks as part of this same program.

Annual Massachusetts Parks and Recreation (MRPA) State Conference

- The Massachusetts Recreation and Parks Association (MRPA) has awarded the Town of Amherst, Leisure Services and Supplemental Education Dept. its *Agency Award* for the Department's recreational program outreach. This award recognizes just one department in the State for exceptional and innovative work around recreational program outreach to underserved populations in their communities. The award will be presented at the MRPA conference on March 27, 2019.
- Barb Bilz, Stacey Lecuivre, Chris Johnson and Donna Roy will attend the Annual MRPA State Conference on March 25-27. Nikki Abelli will attend the conference on March 27 so that she may also attend the awards presentation that morning.

Strategic Planning

- Proposal for the Request for Quotes and Qualifications have come in. The low quote was from UMass Donahue Institute at \$32,945.60. This is over budget and we will either need to negotiate the quote or rebid the project with a change to the scope of work required by the vendor.

Community Visibility

- LSSE will had a presence at the following community events in March:
 - LSSE Camp Fair held at the Jones Library (12 camps from Western Mass participated)

Marketing

- Spring/Summer combined on-line brochure/hard copy are out.
- Marketing plan developed for all Spring and Summer programs.
- Facebook and Instagram paid advertisements continue.
- Mail Chimp email campaigns were created and implemented for WinterFest and other programs.
- In process of developing new summer camp Facebook ads.
- *Gazette, Valley Kids, and Hilltown Families* ads for Summer Camp are out.

Next Meeting

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

Adjournment

The meeting was adjourned at 7:33 p.m.