

**Amherst Leisure Services Commission Meeting Minutes  
June 27, 2019**

**Present** Ken Johnston, Nate Budington, Becky Demling, Stephanie Jackson, Victor Nunez-Ortiz and Meg Rosa (chair)

**Absent** Youssef Fadel, Sarah Marshall

**Staff** Barb Bilz, LSSE Director

**Call to Order** Meeting was called to order at 6:07 p.m.

**Minutes**

- The minutes of the May 28, 2019 meeting were approved by unanimous vote.

**Public Comment**

None

**Director's Report**

***Facilities and Fields***

- Weston and Sampson has completed the final version of the Downtown Recreation Fields and Facilities Master Plan. It should be available for distribution in a week or two.
- Berkshire Design Group will be creating a concept design for the playground at Kendrick Park. This will be included in the PARC Grant application due in July. In addition, surveys have been completed and a public forum is scheduled for June 27, 2019. The Town will be applying for up to \$400,000 from the Commonwealth to complete this project. The remainder of necessary funds would most likely come for a request from CPAC. The total cost of the project would be approximately \$550,000 (70% would be covered by the PARC Grant).

***Golf Course***

- Revenues for the month of May FY19 were at \$28,872 as compared to \$27,865 for May FY18. Total revenues through May FY19 are at \$136,237 (totals do not include proshop and concession revenue).
  - FY period comparison:
    - As of May 31, FY18 = \$152,587 (-\$16,350) from the previous fiscal year.
    - Hickory Ridge remaining open offering deep discounts on golf as well as a very rainy spring have impacted the course's ability to recoup revenue lost last summer and fall due to weather conditions.

***Aquatics***

- Enrollment for the first sessions of swim lessons is strong.

### ***Camps***

- Early Adventures and Adventure Playground numbers are strong. Early Adventures is full and Adventure Playground is close to full (within 2-5 slots depending on the session). We increased enrollment slots by 5-15 children this year depending on the session offered.

### ***4<sup>th</sup> of July***

- Current amount raised in sponsorships and donations has topped \$10,000.
- New addition this year include: change in the site layout, beer garden, parking and entrance as well as the closure of 116 from Rt. 9 to the UMass exit.
- Working with various departments at UMass, Town of Hadley, APD to prepare for the event.

### ***Adult and Youth Education***

- Conducting visits to all off-site summer programs, ie., music programs, STEM programs, horseback riding program, etc.

### ***Program Outreach***

- Developing sports outreach program for the three afterschool programs beginning in the fall.
  - June 1 – Juntos We Play @ North Village in partnership w/ ARPS Family Center.
  - June 1 - Butternut Farms – Summer Fest
  - June 8 – Olympia Village – Summer Fest
- Program outreach to local housing areas will begin again this Fall.

### ***Sports***

- Adult softball field improvements continue.
- Sports camp numbers are strong.
- National Ultimate Training Camp starts on Saturday, July 7. Total enrollment is currently at 195 campers. Number of sessions were reduced from 4 to 3 this year. Enrollment in each of the sessions is up between 15-20% over last year.

### ***Marketing, Registration and Operations***

- Marion Jordan has been hired as the new Marketing and Registration Coordinator. She will begin work on July 8, 2019.
- Cristina Rey has accepted a full-time position with the Collector's Office. She will continue to work ½ time for us until a new ½ time Registrar is hired.
- Promotion of summer programs and July 4<sup>th</sup> in social media venues as well as print and radio is in process.

### ***Community Collaborations and Visibility***

- Juneteenth Celebration at Town Hall and Library.
- Taste of Amherst – distribution of brochures and information.

### ***Professional Development***

- Leadership team continues involvement in both the Pioneer Valley and Massachusetts chapters of Parks and Recreation Associations.

### **Commission Comments**

- Becky Demling remarked on how helpful Chris Johnson, Sports Director, had been to an individual who had questions about one of our sports programs.
- The Commission said goodbye to Nate Budington, who has served out his term and Ken Johnson, who is moving out of the area. This leaves us with one vacancy on the Commission.

### **Next Meeting**

The next LSSE Commission meeting is scheduled for Thursday, August 22 at 6:30 p.m. It will be held at the LSSE office.

### **Adjournment**

The meeting was adjourned at 6:45 p.m. so that members could attend the public hearing on Kendrick Park Playground.