

**Amherst Leisure Services Commission Meeting Minutes
September 24, 2019**

Present Becky Demling, Youssef Fadel, Stephanie Jackson, Sarah Marshall,
and Meg Rosa (chair)

Absent Victor Nunez-Ortiz

Staff Barb Bilz, LSSE Director

Call to Order Meeting was called to order at 6:02 p.m.

Minutes

- The minutes of the August 22, 2019 meeting were approved by unanimous vote.

Public Comment None

Director's Report

Facilities and Fields

- Construction work continues at Groff Park. At this point we are looking at a Spring 2020 opening date.

Golf Course

- Mechanical issues with the irrigation pump that were previously thought to be resolved, will need to be addressed in the fall.
- Revenues for the months of July and August, FY20 were up 23% (or \$11,208) over the same period in FY19.

Aquatics

- A new School Year Aquatics Coordinator has been hired. Diana Fordham started her position on September 18th. She has recently retired from UMass as Asst. Director of Residence Life/Housing. Previously she was employed by Disney and oversaw aquatics operations at their water park. In addition she has extensive life guarding and swim instruction experience.
- Fall lessons, lap and open swim have started at the Middle School pool. Enrollment in lessons is strong. Recruiting lifeguards and instructors continues to be a challenge.

Sports

- Interviews are in progress for the new Youth and Adult Sports Director position. We are looking to have this individual on board in October.
- Nick Walas, who worked for us this summer as well as two summers ago, is currently serving as our Sports Coordinator and is handling the responsibilities of Sports Director.

Marketing, Registration and Operations

- The first two candidates for the Registrar position declined the Town's offer. We are looking at the third candidate as a possibility for this position.

Strategic Plan

- The UMass Donahue Institute will begin the LSSE strategic planning process at a meeting on September 24th at 6:30 pm at the Bangs Community Center.

Special Events

- Planning and fund raising is underway for the 51st annual Halloween Fest.
- The first committee meeting for WinterFest is scheduled for September 30th.

Adult and Youth Education

- Fall classes are underway.
- We are currently looking for new classes and instructors for the winter season.

Outreach

- Program outreach to various housing areas has started.
- Movie and craft nights are scheduled at Olympia and Butternut on September 25 and 26th.

Community Visibility

- LSSE had a presence the following community events in September:
 - 1st Day Program
 - UMass Community Breakfast
 - Amherst Block Party

Marketing

- Promotional postcard is being mailed out which includes a 10% discount and code for one-time on-line program registration.
- Improvements to Fall Brochures and On-line Brochure
- Increase in Social Media presence has been initiated.
- Satisfaction surveys (utilizing Survey Monkey) were sent out to parents of all summer sports and day camp participants. The results are currently being tallied.
- The Marketing and Registration Coordinator is currently looking into strategies to increase department's visibility in the community.

Next Meeting

- Tuesday, October 29th, 6:00 p.m. at Crocker Farm Elementary School

Adjournment The meeting was adjourned at 6:30 p.m. so that commission members could meet with consultants conducting strategic plan for the department.