

# Amherst Recreation Commission

Minutes of June 13, 2022

Present: Sanjay Arwade, Matthew Cain, Youssef Fadel, Carolyn Mailler, Sarah Marshall, Rey Harp (Director)

Absent: None

Others in attendance: Noah Kramer (Staff)

The meeting, conducted remotely by Zoom, was called to order by Rey Harp at 7:03 p.m.

- Matthew Cain will take minutes for this meeting
- May minutes approved

Independence Day Celebration (Noah):

- Friday July 1st, 5pm - 9pm fireworks; is a work day
- Noah ran the event in 2018, 2019. Trying to restart with COVID awareness, cost savings, fewer sponsors
- No Amherst Community Band: too many members COVID wary
- The carnival will feature a promenade walk-in, kids carnival, food trucks, raffle, silent auction, hot air balloon, a smaller stage
- Matt: Could involve Amherst ambassadors to help
- Matt: BID might want to sell Amherst gift cards
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Rey reviewed his year one operational goals memo:

- Carolyn: Please review signage and rec and town websites to match new department name and branding and ensure up to date information
- Sarah: The Communication goal should be renamed Scheduling to match the project purpose
- Carolyn: Integrity Designs has sponsored town events in the past, they might be able to provide donated advice about Cherry Hill clubhouse
- Youssef: At Cherry Hill we could sell the tee ads, advertise that alcohol is sold, open the food truck more often... Maybe a volunteer group could generate ideas and drive them forward to project a positive impression and make money
- Sanjay: The winter users - Amherst Ski Association - rely on there being a full time superintendent and maintained clubhouse. Sanjay supports a consultant report provided it covers four season use of Cherry Hill

- Sarah: Cherry Hill would get more town support if we viewed it as more than just a golf course
- Sarah: CPA committee approved \$800k for the School's Track proposal provided reorientation is included. This requires the school community to raise an additional \$2M as well as funds from Pelham, Leverett, and Shutesbury.
- Sanjay: Will the size of this grant preclude CPA spending on other Recreation projects? Sarah doesn't think so

Next meeting tentatively scheduled for 7pm Monday July 18

Meeting adjourned by Ray Harp at 8:32pm

Submitted by Matthew Cain