

Parks and Recreation Commission
7:00 pm, Wednesday, March 11, 2015
Groton Senior Center
Meeting Minutes

I. Call to Order

Jim Kamercia, Chair, called the meeting to order at 7:03 pm.

II. Roll Call

Commissioners: Jim Kamercia, Phil Butta, June Evered, Jeff Zuliani

Staff: Mark Berry

Guests in Attendance: None

III. Approval of Minutes – February 11, 2015

Motion to approve made by Jeff Zuliani , seconded by June Evered.

Approved unanimously.

Motion to approve December 10, 2014, minutes as amended made by Jeff Zuliani, seconded by Phil Butta. Approved unanimously.

IV. Citizens Petitions and Comments - None

V. Town Council Referrals - None

VI. Correspondence/Communications

A. Commissioners - None

B. Director of Parks and Recreation – Mark

The Town Council approved the 3% golf rates increase.

VII. Reports.

A. Director of Parks and Recreation - Mark Berry

1. Mark reached out to Grasso Tech to replace planting around the Shennecossett Golf Course club house with donated materials. All donors will receive acknowledgments. An area for memory bricks is also planned.
2. Mark is working on new Parks and Recreation Regulations.
3. Marketing promotion, reaching out to URI to revise the Senior Center Lifelines brochure to make it more interesting for younger boomers.
4. Mark participated in the Gnog Show which was a big fundraiser for the Senior Center. (For copyright restrictions, the Senior Center is not allowed to use the word "Gong").
5. Staff weekly meetings held.

6. Webinar.
7. Working with Kate on revenues. Most of our revenue is generated from younger people so we need to get younger people interested.
8. Marketing – Thames Valley Communications has committed to be a presenting sponsor for the Summer Sound Waves Concerts.
9. Working with Hall Communications for 30 second plugs for the Parks and Recreation web site. They are airing a couple of publications through the day – Connecticut Outdoors for Adults. Adult Sports Giveaway – you sign up and get a team registered for free. Hall Communications will then provide Parks and Recreation with all the e-mail addresses. The department is endeavoring to be more aggressive with marketing.
10. Kate is working on the new edition of Discover.

B. Monthly Reports – Parks and Recreation

They have been working with the Hartford Marathon Foundation. 20 people signed up for marathon training.

They also held a weekend karate seminar for the first time. A very well respected karate teacher, Ralph, is giving all our karate classes. Jeff - this was the first time that we did this for the kids. Mark - looking to do that again and grow.

C. Golf Course Report/GAB – Jim

Mark attended a short meeting, held mainly to discuss Charlie Miller's application. Last year the course opened on March 9, this year we cannot open anywhere near that due to continuing snow and ice. Last March, we made \$44,000. There is so far no projected date for opening this year.

D. Boating Advisory Board (BAB) Update – Phil - No meeting

The next meeting is next Thursday. Installation of the new dock is scheduled to take place after the boating season starts.

E. Trails Coordinating Task Force - No report

VIII. Old Business.

Proposed Golf Rates - See VIB.

Some adjustments were made to starting times to allow for improved playability.

IX. New Business.

A. Spring/Summer Program Review

Four additional pages were added to "Discover" for new programs. 120 people are registered for the Irish 5K race. 200 shirts were ordered. Mark feels confident that they will have at least 200 runners. Parks and Rec staff to sign the

runners in. The only thing different about this race is that next Thursday, they will mark potential trip hazard areas of snow and ice with orange paint.

There are plans to do the park challenge again this year. They started doing this last year. The challenge is done with 8 or 9 Parks and Recreation departments from local towns. Pass books are handed out with challenges to perform. These contain suggested outdoor activities for all summer long. At the end of summer a big raffle is held and prizes are handed out. This is done to promote family outdoor sports. Last year's challenge was trying out a small boat on Small Boat Day. Some of the dates are specific while some can be done at any time. 50 to 60 families participated last year.

William Seely School is now hosting birthday parties at \$150 for two hours. The data base has dates of birth so people can be contacted two months out. They are looking to expand this and also offer multi sports option for parties for middle-schoolers. They are continuing to expand on high schooler summer camp programs and also strength and conditioning and basketball camps for girls.

Doing cross marketing with the senior center.

B. Charles Miller – Appointment to Golf Advisory Board

Motion to approve made by Jeff Zuliani, seconded by June Evered.

Approved unanimously.

C. Jim asked about the economic impact study material that was presented to the council during the Merritt Field proposal. The Commission felt that this material should be made more aware to the public and specifically the business community.

X. Next Meeting Date: Wednesday, April 8, 2015 - 7 00 PM at Groton Senior Center.

XI. Adjournment

Motion to adjourn made by June Evered, seconded by Phil Butta.

Approved unanimously. The meeting adjourned at 8:10 pm.

Minutes have been approved and accepted.

Signature 

Date 4/8/15