

CP & R Meeting Agenda & Minutes
July 2nd, 2018

5:30pm

Clinton Parks and Recreation Department
560 High Street

**Called to order 5:29 pm

Attendance: Ed V., Yoanna O., Jodi B., Matt K., John B., Emily E., & Russ K.

Agenda Items

Approval of previous meeting minutes – May 2018

- **Yoanna** motioned to approve, **Ed** 2nd; All in favor – 4 present (Jodi arrived afterwards)

Administrative:

- Conflict of interest training and review – to be completed online and submitted to Town Clerk's office. Can't take bribes, gifts or gratuities totaling more than \$50 cumulatively. Went over the outline together. Most issues of conflict hover around a financial benefit in question.
- Advertising policies – the Town doesn't have a formal policy so we are creating one to start from a general platform. Policies should be decided ahead of time to reduce any confusion. Must decide which facilities/parks can be advertised in and then specific dimensions for each area. Plastic panels can be used as the base instead of banners, too.

Ex: Philbin Memorial Park: Shade Structure can have a logo on the canvas material. Toddler playground can have specific panels for businesses that wish to advertise.

Ex: APEX in Marlborough is very interested in advertising @ Savage Field for a season. **Commissioners can solicit advertisers

**CP&R must have its own banner present on the LL field even now, given all the current businesses which advertise there. Banners are currently 3'x5' and cost about \$40 to produce. Donation is \$250 for the season. We can determine where the banners will go. View from the 1st base line is left open so as not to obstruct full view of the field. Matt recommends an advertising season of Spring through Fall (about ¾ of the year instead of an exact calendar year). It also takes a lot of work to install and take down these panels. [suggested donation \$500 and above = 2 banners]

Step One: Allowing advertising @ Savage Field in general and don't change anything with the LL field (i.e., allow LL to manage its own advertising and banners for now until we determine a change in this tradition).

**Town Partner relies on Global Sponsorship with lump sum for a whole year.

Matt pointed out that they have gotten away from individual businesses sponsoring teams and having to change the uniforms more often. Rather they use one name and then have their name attached to individual teams via the banners.

Emily said we also have equipment sponsors, too. CYS logo is on every shirt and business name is on the back along with CP&R logo. Instead of giving out trophies, T-shirts were presented which get worn which extends the marketing value. Advertising can also be applied to park elements vs. events (i.e. granite bench campaign @ Carlisle Park).

Yoanna motioned to allow advertising at both Philbin Memorial Park and Savage Field going forward for CP&R to manage; John 2nd; All in favor – 5

Emily recommended a standard template to follow but Matt said it's best to cater to the businesses having some input along with using their logos.

Step Two: Naming rights policy still needs to be created. Individuals worthy of being named must be submitted to the Selectmen for approval based on their contributions to the Town. Recent tree donations at least 50% of cost was paid as well as the plaques being covered in full.

General discussion about Outdoor Movie Night and costs to run it. Movie still must be bought as well as the license purchased.

➤ Alcohol rules and regulations at parks, specifically Savage Field.

Officer Duggan from CPD requested having non-alcohol consumption signage at Savage Field given the current change in park culture. Police department would like to have it posted to increase their impact and enforcement. (Bylaw must be identified on the signage – Russ suggested 8 signs total and mounting 4 to start with). Kris spends a significant amount of time picking up cans & bottles.

- Discussion on positions within Board - Voting to be completed in August.
- *Chair* – leads the meetings and attends special meetings with Select board, Finance Committee and also vendors
 - *Vice Chair* – backs up Chair as representative liaison
 - *Secretary* – takes notes and prepares minutes

Recreation:

- Summer programs and events
 - *Summer Playground* – 2nd Week and Awesome numbers!!
 - 70-75 attendees/week for Summer Playground. Entire program is located at the High School which has AC and other amenities.

 - *Teen Adventure* - 25-35 attendees/week

 - *Summer Concerts* – No concert during holiday week. 1st Concert was partnership with ECRC and was very well received.

Parks:

- Red Sox Trip – needs to be promoted on Sunday, July 29th. 15 tickets sold so far but would like to sell at least 25 to run the program/bus and 35 to break even.

- Carlisle Park Survey Quote – David Ross Associates contacted about a site plan. Yoanna motioned to accepted cost of civil engineering assessment: \$4200+ and \$600 for additional site plan issued. Matt 2nd; All in favor – 5
3 Benches are ordered, dog waste stations and 3 trash cans.

- Toddler Playground Update – located at Philbin Memorial Park. Various elements to be installed which mirror institutions in town and can be sponsored by actual businesses at some point. Area to construct will be 35' x 40', parallel to basketball court.

- Central Park – diseased and dead tree near Russian Museum and one at the rear of the Acre Park. Will be paid for from rolled over funds in the budget. Matt motioned to have these trees removed for safety purposes by Favreau Forestry; Yoanna 2nd; All in favor- 5

- Acre Park – Shade Structure to be installed soon.

- CP&R Building – reshaping the driveway to maximize a few more spaces.

- CORI Check / Volunteer Form to be filled out for those who do field maintenance (UEL, not Construction Dynamics ~ Donnie Dobeck). Chuck Mandeville is the base setter expert. Men's softball field should not be groomed by users (??).

- Matt brought up the lack of weed whacking which becomes inconsistent near the guardrails. Carlisle Park telephone pole base not addressed. Emily pointed out that when we do other department's jobs, they then lean heavily on our staff doing it without being properly compensated appropriately. Even though we don't have jurisdiction over these various

“strips”, people view the entire area as one unit and see the maintenance as not being finished.

- Tree Dept. exists in Town (via the DPW) but we have to contract for each individual tree to be trimmed in our parks at our dept. expense.

Next Meeting scheduled for - August 22, 2018 @ 3:30pm

**Jodi addressed a change in the meeting time to 3:30 during the week which agrees with everyone else's availability.

Jodi motioned to adjourn at 7:05pm; Yoanna 2nd, All in favor - 5