

**MINUTES**  
Parks and Recreation Committee  
Regular Meeting  
November 5, 2012 -5:30 PM  
**APPROVED**



**Present:** PRAC Voting Members: Chair Susan Juergensmeier, Vice-Chair Jennifer Cassell, Noel Hess, Sue Peterson, Ruth West, Barb Richard. PRAC Non-Voting Members: Council Liaison Jason Smith, P&Z Liaison Yvonne Bryant, Staff Liaison Scott OBrien

**Absent:** Voting Member Rick Giamanco, Non-Voting Members: Dan Skinner, Town Manager Joe Wray

**Guests:** Council Member Louis Skowrya & Caroline O’Hara

**Parks and Recreation Mission Statement**

The mission of the Parks and Recreation Committee is to protect, improve, and promote our parks and open space for present and future generations. The various park amenities are an integral part of the Town.

**Call To Order** – 5:34, Susan called the meeting to order.

**2012 Meeting Dates**

November 20, 4 pm –*Joint Meeting with Council*

December 3

**PRAC Reports to Council – Quarterly**

November 20, 2012, 6 pm –Rick Giamanco

**October 1 Meeting Minutes:** Approved

**Old Business**

**Paver Plan**

Yvonne presented the Paver Plan update. Dan found out that the Paverstone the committee chose at the Oct. 1 meeting had too much texture to be engraved, therefore he selected a similar stone, Paverstone Vintage, in the same color as a substitute. This stone is available in a slightly different pattern and sizes: 3X6, 6X6, 6X9, 9X9. In a 6’x50’ walkway this would allow for:

Paver Size	Cost/each	Number	Donation	Funds Raised
3x6		200	?	
6x6	\$5.91	300	\$250	\$75,000
6X9	\$8.86	250	\$500	\$125,000
9x9	\$13.30	200	\$1000	\$200,000
Business Level		?	\$1,500	?
TOTAL				\$400,000

- Scott reported that the initial installation cost would be \$5,400. This includes an extra pallet of stones which can be used to send stones to the engraver without first removing them from the walkway.

4 Pallets of Stones	\$600 Each	\$2,400
Sand		\$300
Road Base, Staff, Site Prep with 2 Laborers		\$1,680
2 Laborers 2 Days to install in sand set		\$960
TOTAL		\$5,340 (\$5,400 est)

- Jason reported that there may be additional costs to the program for marketing, setting up an online purchase page and staff time.
- Yvonne noted that the engraving costs are not known at this time. It could be \$45 to engrave each stone.
- Yvonne stated that a record keeping system is normal for this type of project and that a tracking number could be engraved on the side of the stone. The Town would have to maintain the records. Stones would be in place for 15 years.

### **Possible Sales Goals**

Yvonne stated that the possible goals of the program would be to sell 700 pavers over a 5 year program. 150 pavers per year, or approximately 12 pavers per month. Target profit for parks would be \$300,000.

Discussion centered on possible uses of the profits:

- Playground Equipment
  - Ice Rink and Miniature Golf Course
  - Landscaping at Marina Pavilion
  - Park Landscaping in General
  - Multi-Use Tennis Courts
  - Single Player Backstop @ Courts
  - Shade Structures at Bocce or elsewhere
  - Multi-Use Field
  - Disc Golf Course at Nature Preserve
  - Dog Park
- Barb said that a sponsorship program may be needed instead of only a paver program so that people could fund what they are passionate about.

### **Marketing of Paver Program**

Jason researched website sales. People can buy them online, select the stone and input the text. Text limitations such as number of characters and lines can be set. A button on the Town Website would be needed. Perhaps the DBA could help sell them. He thinks 12 per month is attainable. Additional sales methods: face-to-face visits, booth at the Farmer's Market, info at the Front Desk, promo at the Fri/Sat concerts, signs at the walkway. A gift giving program could be created with a certificate which shows where the paver is.

- Susan and Jennifer felt that the price-points needed to be reasonable and that a \$100 level was probably needed.
- Barb said that what the donation benefits has to be clear otherwise there is no desire to donate money.
- Jason said that the price-points have to be well-planned from the beginning.

The group agreed that more research is needed on the donation levels and the cost of setting up a secure website sales page/system.

- Jason suggested that seed money for the program is probably needed and perhaps council needs to be asked for \$10,000 to start the program at the Nov. 20 meeting.

At 6:30 p.m. Susan asked the group if the rest of the agenda could be moved to the next meeting.

### **Ice Skating Discussion continued:**

Barb did a quick report on the Ice Skating in Town Park proposal as an end of November start date would be required. Paul Fretz reported to Barb that the DBA and businesses in town were behind the project and some had pledged funds to cover the costs of town labor to maintain the 3 week test rink. Paul stated that staff was not behind the project and therefore he felt it could not move forward. If Council wanted to pursue the project, then Paul would champion it, but there was no reason to attempt it without staff backing. Jason said he was uncomfortable instructing staff what to do; perhaps this could be a project for 2013. Jason had visited the new ice skating/mini golf facility at Keystone and found out it cost \$1.2 million.

### **Tabled Until Next Meeting**

Park Capital Budget Update  
Marina Park Update  
Park Signage  
Town Park Planning Goals  
Town Park Master Plan Discussion

6:42 Meeting was Adjourned.

Minutes prepared by recording Secretary Barb Richard