

**TOWN OF HEBRON
PARKS AND RECREATION COMMISSION
SPECIAL MEETING
SEPTEMBER 1, 2009**

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Carol A. Pomponin
HEBRON TOWN CLERK

Members Present: R. Poudrier, C. Natorski, E. Ott, A. Fitzpatrick, A. Heneghan (in at 7:36p.m. and out at 9:00p.m.), A. Smith (in at 8:16p.m.)

Members Absent: P. Hartan

Staff Present: R. Calarco, Director of Parks & Recreation

Guests: Walter Reilly and Elise Green, *Norwich Bulletin*

1. Ascertain a Quorum

A quorum is present.

2. Call to Order

R. Poudrier called the meeting to order at 7:33p.m.

3. Citizen Comments/Correspondence

None

4. Brochure Promotion

Walter Reilly and Elise Green from the *Norwich Bulletin* are present to discuss and answer questions regarding program brochures. W. Reilly stated that the *Bulletin* presently does twenty (20) brochures for different towns and that the goal is to have the cost of the publication supported completely by advertisements. W. Reilly provided sample brochures including ones from Willington and Portland and discussed the differences between an 8 page color express (glossy and full color throughout) and a 16 page non-glossy. W. Reilly recommended that Hebron begin with the 16 page non-glossy after reviewing the copy contained in the current Park and Rec. brochure.

W. Reilly noted that copy dictates which brochure is used and that the goal is to have 50% copy and 50% advertisements. He also discussed that some towns, including Colchester, have chosen to include town hall and senior news into their brochures. W. Reilly noted that the front cover does not contain advertisements while the back cover is considered premium space.

W. Reilly and members discussed ways in which to distribute the brochures including direct mailing and insertion into a local newspaper. W. Reilly noted that the

Bulletin is not responsible for the direct mail costs but that excess advertisement funds collected can be applied to the postage costs. W. Reilly noted that direct mail reaches 100% of homes while insertion into a newspaper does not. Members discussed with W. Reilly the option of inserting the brochure into the *Rivereast* and W. Reilly noted that this would probably not be an option because the *Rivereast* may look at it as brokerage space. W. Reilly also noted that the brochures are put online at www.norwichbulletin.com at no extra charge.

A. Fitzpatrick questioned the commitment required by the *Bulletin*. W. Reilly responded that they would request that Hebron continue for one complete cycle of brochures which is one full year.

Members and W. Reilly discussed certain businesses which are not appropriate to advertise in the brochures. W. Reilly noted that the *Bulletin* will not solicit from businesses which they feel are inappropriate and that the Commission may provide a list of businesses they do not want included. In addition, W. Reilly noted that they will not solicit for advertisements which directly compete with Park and Rec. programs. Members and W. Reilly discussed the appropriateness of political advertisements in the brochures.

W. Reilly stated that they would need the copy 2-3 weeks sooner than they would normally have it ready. W. Reilly stated that a draft of the copy would be given to Parks and Rec. for changes and edits, the ads are then placed, then Parks and Rec. is asked to sign off on the accuracy of the brochure before it goes to print.

R. Calarco stated he believes the books are a good economically and that they can add an element of professionalism to the programs. He noted that the first book would be the winter brochure which comes out in January. A. Fitzpatrick noted that it would greatly save staff time.

Guests, W. Reilly and E. Green exited the meeting at 8:31p.m.

Members and R. Calarco discussed which approvals they need to obtain from the Town and reviewed the costs associated with the current brochures. C. Natorski suggested that a picture of Burnt Hill Park be on the front cover of the first program brochure.

Motion:

A. Heneghan moved that for the next one (1) year time period the Parks and Recreation Department use the Norwich Bulletin to produce non-glossy program brochures. E. Ott seconded and the motion passed unanimously (6-0-0).

Motion:

R. Poudrier moved that political advertisements not be accepted for the program brochures. C. Natorski seconded and the motion passed unanimously (6-0-0).

Picnic Pavilion

R. Calarco stated that he has been asked several times about rates for the park pavilion and provided members with draft policies. Members reviewed the Pavilion Policies and presented their changes and edits to R. Calarco who will make the changes and provide them at the next meeting for approval.

5. Director's Report

Programs, Parks and Park Project

R. Calarco reported that there are 25-30 walkers a day at Burnt Hill Park. He stated that baseball is not going to use the fields because they have no money for benches and that football had a crew working to dig the trenches for the power lines.

With regard to moving the Park and Rec. offices to Burnt Hill, R. Calarco reported that Mike O'Leary will be presenting to P&Z next week. He reviewed for Commission members the costs associated with the move which totals approximately \$30,000 and noted that several of these costs will need to be incurred even if the office did not move. Members discussed the status of the Peters' house and ADA accessibility.

R. Calarco reported that they are considering a major change to the summer camp program which includes putting the preschool, 1st and 2nd graders together for full day but also offering a ½ day option for the preschoolers. He reported that some camps did exceptionally well with the skateboard camp maxed out at 50 and the tennis numbers way up. He also reported that adult tennis and adult co-ed softball had teams in leagues and that that the purchase of the slide was a big success. He noted that revenues are down and discussed the pay raise given by the town which impacts Fund 4 by \$10,000.

R. Calarco discussed with members that his staff is having enormous problems keeping up and that public works helped out this week. He reported that his staff is painting nineteen (19) fields per week and that the mowing of Burnt Hill Park takes 24 (twenty four) man hours.

R. Calarco reported that he received official notification of the \$22,800 grant received for stone dust for the airline trail.

Members and R. Calarco discussed the status of Church Street.

Motion:

C. Natorski moved that R. Calarco move forward with Church Street. A. Fitzpatrick seconded and the motion passed unanimously (5-0-0, A. Heneghan had exited the meeting).

R. Calarco reported on the problems with the 90' baseball field at RHAM and the middle school soccer field.

R. Calarco provided members with a list of roads which is the Town is planning to discontinue and asked members to provide lists of roads which they feel should be kept.

R. Calarco reported that the address of Burnt Hill Park will officially be moved to 148 East Street.

R. Calarco reported that he picked up bottles after football and discussed with members the garbage policy at Burnt Hill Park.

6. Acceptance of June 24th meeting minutes

It was noted that on page 1, the first sentence of the third paragraph should read, "The Commission and the Friends of Hebrons Park toured the park. R. Calarco stated that there are no benches, bleachers or goal posts on any fields." In the 6th paragraph, the 2nd sentence should read, "Some of the other towns agree to some extent with the split of the grade levels, but felt that there would be a wide disparity..." On Page 2, the second paragraph, second sentence should read, "This particular brochure produced by the Norwich Bulletin can save anywhere from..." Also on Page 2, in the 5th paragraph, "Ann" should be corrected to "Allison."

Motion:

A. Fitzpatrick moved to accept the amended minutes. E. Ott seconded and the motion passed unanimously (5-0-0).

7. Liaison Report

A. Heneghan reported that the Friends of the Hebron Parks would be holding elections soon and that they are working on some problems with the web site.

8. Adjournment

Motion:

A. Fitzpatrick moved to adjourn the meeting at 9:48p.m. C. Natorski seconded and the motion passed unanimously (5-0-0).

Respectfully submitted,



Jillene B. Woodmansee
Board Clerk