

**Town of Winchendon
Winchendon Recreation Commission
May 2, 2023 Minutes-6:30pm
4th Floor Conference Room, Town Hall**

Committee Members Present: Dawn Higgins, Tiffany Newton (Recreation Coordinator), Debra Bradley (chair), Andrew Beauvais, and Emily Croteau

Absent Members: Abby Bradley, Emily Bradley

Non- Members: David Alexander

Meeting called to order at 6:30 p.m.

Recreation Coordinator Updates

Disc Golf

- This is moving forward with the baskets on back order. On Sunday Tiffany walked the property with Chris to dedicate a couple other locations. We are looking at 9 holes in by the end of the year this year.

Amphitheater

- The final amount of sponsorships is \$11,450. Construction is on a tight schedule but will be complete by the deadline. If you haven't had a chance to get down there you should check it out.
- We are still looking for organizations to set up activity tables at the Grand Opening. We currently have about 6 including tie dye, glow sales, and face painting. It was suggested to get balloon animals.
- All of our items are on order with DW Designs.
- Debra asked about what our table set up will look like and she wanted to make sure we have a nice looking set up this year.

Yoga class

- We have sold 3 6-weeks tickets.
- Tonight's class was cancelled due to the weather and will be held on the rain date this Saturday. There is still time to sell some tickets because of this.

Marketing

- I reached out to some of the radio stations but the cost for an effective advertisement was about \$700 per month which is not in our budget.
 - Suggested to reach out to the Gardner radio station 98.1 and maybe look at streaming services
- We should be putting out brochures into the hotels and campgrounds in surrounding areas within about a 30 mile radius.
- Our grand opening flyers are going out to all of the surrounding school districts.
- We should consider budgeting for a Johnny Appleseed ad again but can't swing it for this fall.
- We can put flyers up at Gabby's and we should ask people how they heard about our event.
- Can we set up a table at graduation?

July Chicken BBQ

- We can't find anyone to do this so we won't be able to have it this year.
- I did hear back from Travelin Bones and I have responded but am waiting for confirmation for this event.

Old Business

Winchendon Wheels

- Tiered pricing is
 - Bronze \$10pp- Family Olympics
 - Silver \$15pp-Family Olympics, Movie Night, Wheels Events
 - Gold \$25pp- Family Olympics, Movie Night, Wheels Events, Free Popcorn, Free Water Bottle
 - Platinum \$35pp- Family Olympics, Movie Night, Wheels Events, Free Popcorn and Drink, Free Water Bottle, Free Bike Decorating Kit, and 2 Free entries into our Family Raffle
- 5 and under is free

POS machine

- Uni Bank is \$75 with set rates at \$2.50 and \$3.95 for purchases under \$100
- Eastern Bank is \$100 with 1.5-2% fees and \$24.95 a month service fee.
- Some discussion was had about the pros and cons of each.
- Based on this discussion it was also decided to offer a "season movie pass" for \$25 to minimize fees on small purchases.
- Andrew motioned to use Uni Bank for our POS machine. Emily C 2nd the motion Debra B (Y) Dawn (Y) Abigale () Emily B () Emily C (Y) Andrew (Y)

Movie Night Concessions

- The youth changemakers have offered to do all the concessions for movie nights and we will get 3%. This is great for us because we have no money out and we do not need to staff it.

New Business:

Parks and Rec Logo

- Andrew designed 3 logos. There was a favorite choice among everyone and he is going to make some minor changes and present it at our next meeting.

Fall Murder Mystery Dinner

- Is going to be at the Harbor on October 21st. The price point is \$30 a person and we will have 40-50 people.
- Tiffany tried seeing about the legion and using a different caterer to minimize cost but it wasn't available.

Crafternoons

- Cindy Carville offers a terrarium class and is available Sundays in November.
 - A 6" globe is \$25 or a 4" globe is \$15
- A felting woman out of Lunenburg is willing to come up here and teach a class. She is available on Sunday's in October. Classes range from \$30-\$45 depending on what you are making. We decided to pick a lower cost class to see what the interest is.

- We are still looking for one for December. Tiffany gave a list of options for different classes. The commission wanted to pursue a stained glass class at our local stained glass shop.

New Sponsorship Category

- We added a \$1,500 sponsor for the Family Weekend in hopes to have enough funds to bring in a BMX show.
- Suggestions for sponsorships were Mylec, TD bank, Triumph in Rindge, Jacoby Tree
- Suggested wording- How would you like to promote your brand in the community.

Minutes

- Dawn motioned to approve the minutes from April 18, 2023 as presented. Andrew 2nd the motion.

Debra B (Y) Dawn (Y) Abigale () Emily B () Emily C (Y) Andrew (Y)

Financials

- Monthly Financial sheet was presented to the commission
- Andrew had some questions as he was unsure what he was looking at and had never asked. Our accounts and how they run were explained to him.

Other Business

- Andrew meant to mention this under marketing but her found the Economizer on his car and wondered about getting us in that instead.

Adjourned: 8:35 p.m.

Dawn made a motion to adjourn and Deb 2nd

Debra B (Y) Dawn (Y) Abigale () Emily B () Emily C (Y) Andrew (Y)

Approved:

Chad R...
Dawn Higgins
Emily Bradley
Walter Bradley