

Peterborough Recreation Committee (PRC) Meeting
Roland "Beaver" Jutras Recreation Building
Minutes of May 4, 2016, 7:00 PM
Unapproved

Attendees: Andrew Dunbar, Chair; Howard Russell, Vice Chair;;
Stacey Howarth; Heather McClusky; Ed Juengst, Select Board Liaison;
Jeffrey M. King, Recreation Director; Lisa Koziell-Betz, Program Coordinator; Lauren Martin, Minute Taker

- I) Meeting called to order: Andy called the meeting to order at 7:02pm.
- II) Approval of Minutes:
- a. Minutes of March 2, 2016: Andy motioned to approve the March minutes as written. Howard seconded. With a unanimous vote from those who were present at the March meeting, the minutes were approved.
 - b. Minutes of April 13, 2016:
 - i. Heather, who had been absent from the April meeting, asked if Mary Kaye Lake was willing to accept Peterborough Wave Swim Team practices from 6:00 – 8:00pm. The committee recalled that Mary Kaye expressed her preferred time as 4:30 – 5:30pm. Jeff remarked that after compiling data on the number of people in the pool at 4:00pm, it did not make sense to close the pool to 50 or more people from the general public during prime time when it's 95 degrees out to accommodate maybe 10 swimmers on the Swim Team. Jeff would have liked to accommodate the Wave, but he feels we have to be responsible to the general public.
 - ii. Jeff reminded the PRC of a conversation some months earlier about the closing of The Place To Go. Wishing to avoid a gap in service, Jeff made inquiries about the PRD taking on that same kind of program. Coordinator Greg Kriebel, however, said The Place To Go only has five kids so there would not be a big outcry for the program. Jeff said given what's occurring with the Wave Swim Team, it might be a similar type of situation due to what's happening demographically in the area.
 - iii. Jeff offered to have Lauren draft a written response for Andy to approve and send.
 - iv. Andy motioned to approve the April 13, 2016 minutes as written. Howard seconded. The minutes were approved unanimously.
- III) Director's Report:
- a. Elections: Jeff reminded those present that ballot voting will take place Tuesday May 10th and Town Meeting will be Wednesday May 11th.
 - b. Peterborough Community Center (PCC):
 - i. Peterborough Farmers' Market made a nice sign, which Jeff will have installed under the PCC sign at the corner of the building. The vinyl Farmers' Market banner currently in that location will be removed.
 - ii. PCC Grounds: Gloria Schultz, PRD Senior Programming Specialist, has asked to have a bocce court built for a new senior program. Jeff would also like to place a grape arbor on the southern side of the building, to provide shade where the sun currently blazes. Grass has been growing quickly and was mowed today.
 - iii. Heating: Last week Jeff was alerted that the silo was almost out of wood pellets. Despite the approaching warmer weather, Jeff had more pellets ordered since the seniors get cold in raw weather.

- c. Ice Rink:
 - i. The Department of Public Works gave us a hand with folding up the ice rink liner. Previously the liner had been stored inside the old Armory garage but there may be something else in that space now. The liner is currently being stored outside. This is not preferable but is all right. The liner was stored outdoors last year without incident.
 - ii. Jeff visited the Cheshire County Corrections Facility last week with the Peterborough Rotary. Jeff spoke with the jail superintendent about possibly using inmates for labor when we set up and take down the ice rink in the future. Jeff reassured the committee that only non-violent inmates are allowed this kind of work detail and that jail personnel would provide supervision and that we've used inmates before. Inmates removed all the screws from the old hockey rink boards before they were demolished four or five years ago.
- d. Youth Lacrosse: Jeff reported that we have approximately 79 youth participating on the following teams: U15 girls; U15 boys; U13 boys; U11 boys. The U15 girls are currently undefeated at 4 - 0 and are tied for first place. This team is made up of mostly eighth graders, which bodes well for girls' lacrosse at ConVal next year.
- e. Youth Baseball:
 - i. Jeff stated that Cal Ripken has submitted one check so far and they still owe us \$2,200. Jeff expected that check already but apparently Cal Ripken league coordinator Bill Theriault is still getting sponsorship commitments. Andy asked if Jeff obtained a signed agreement that Cal Ripken would pay their bill, but Jeff explained that he has no way to enforce this. Jeff said there is nothing we can do; Bill will pay this but he is a volunteer and will do it on his own timetable. Jeff cannot force Bill to sign an agreement that he does not want to sign, and Jeff will not kick kids off the field. When Andy expressed concern that we have no assurances that Bill will pay the bill, Jeff agreed that we only have a verbal assurance, restating that Bill is a volunteer and could walk away from the board at any time. Jeff remarked that Bill is not willing to come to a PRC meeting to see the board. Bill only recently took on the role of league coordinator and he basically says he needs time to straighten things out. Jeff confirmed that Bill understands in no uncertain terms that Jeff is not pleased to still be waiting for payment, but Jeff feels there is nothing more he can do.
 - ii. Andy asked again if Jeff will request a signed agreement that Bill is committed to paying the bill on behalf of Cal Ripken. When Jeff questioned what to do if Bill refuses to do so, Andy replied that we can wait until we get to that stage. Ed asked if Cal Ripken is a corporation or an organization, and asked if they have officers. Jeff said that they might on paper, but he is not sure if they have all the positions filled. Jeff did try calling the league treasurer months ago but that person did not return Jeff's call. Andy remarked that if you are an officer in an organization you have a responsibility, and that even if the group is not incorporated as a formal organization, they still have to pay their bills.
 - iii. Ed noted that it does not sound like this will get settled tonight so he wondered if Andy and Jeff would like to speak about this to Rodney Barlett, Town Administrator. Ed agreed that it is not fair for Cal Ripken to not pay their bill. Heather clarified that the PRD does not take Cal Ripken registrations. Jeff commented that he could consider not grooming the fields until Cal Ripken pays, but that would adversely affect others in addition to Cal Ripken. Jeff noted that we can see if they are a 5013C and if we could pursue this with the state. Andy agreed we should let this go up to the level of the Select Board/Town Administrator and see what they want to do. Jeff affirmed that if Rodney has an idea we have not thought of yet, he would like to hear it.
- f. Youth Softball: Opening Day was last weekend.

- g. Adult Softball: Jeff had a meeting with them recently when he reviewed the program budgets for the participating towns as compared to the PRD. People from many area towns participate in adult softball. The PRD spends \$22,000 to maintain our fields, which is in the middle of the range of entire recreation budgets for neighboring towns. Jeff said the softball players seemed to understand this pretty clearly, and he noted that they had some legitimate points regarding the quality of umpiring and field use. We groom and line the fields but by the time adult players get them they have often been used by youth. Jeff plans to purchase a couple more batter's box frames and will have these and another chalker available in the Ecco and Bishop buildings. He will see that adult players are trained and will then allow them to line the fields. Jeff thinks this will go a long way toward making these people feel better.
- h. Arts and Crafts Building: J. P. Pest has placed bait for carpenter ants. Jeff stated that it looks like our office building also has carpenter ants.
- i. Supplies: Jeff has placed many supply orders in the past two weeks. Andy asked if we order off a state list of vendors, but Jeff replied that New Hampshire does not have much of that. Jeff has priced out materials at other places but often wants to purchase from a nearby place to save on trucking charges.
- j. Union Street: We spruced up the island because an inspection was being held on Monday. Rodney was happy.
- k. Personnel: Facilities Supervisor Kathy Bosk is ready to hire all the bath house attendants and we are in the process of hiring other summer positions, as well.
- l. Cub Scouting: Jeff announced that Camp Cards are available with business discounts, if anyone has not yet purchased them. Card sales help boys earn their way to camp. Pack 8 held a successful overnight campout at the Chuckwagon Derby last weekend, and the boys took second place in the competition.
- m. Convenient M.D. Proposal:
 - i. Jeff has researched how other towns have handled business advertising, having checked with Concord, Dover, Nashua, Keene and Exeter. He thinks Exeter's policy is probably the closest to what we might want to establish. It specifies in detail what they will and will not allow. Jeff suggested the PRC go through the Exeter proposal.
 - ii. Jeff explained that we could adopt a policy of our own or suggest that the Town adopt it, so that there would be guidelines. Rodney would like us to take the lead and bring this to the Select Board to see what they might want to do town-wide.
 - iii. Jeff summarized that Convenient M.D. has proposed placing banners in various locations on PRD property, including ball field fencing, fencing at the pool and playground, and two banners in the PCC. Andy asked whether philosophically there was a sense among the Select Board about whether they want to put up advertising on town buildings. Ed replied that this has not come up before. Ed expressed surprise that Convenient M.D. wants to put up banners in so many places but they are only offering to pay us \$2,500. Heather asked if the banners at the PCC would have to remain in place when there was an event like Festival of Trees or a rental for a special dinner. Ed wondered whether Monadnock Community Hospital (MCH) would not consider renting the PCC if this signage was permanently in place. Jeff replied that he has spoken to Laura Gingras, the Vice President of Philanthropy and Community Relations for MCH, who said they will have to come up with a way to compete. Ed questioned if other businesses might also want to put up advertising like this.
 - iv. Jeff asked to return the conversation to the Exeter proposal. Jeff summarized that the PRC seems to feel that \$2,500 is low for what Convenient M.D. is asking, and that there are too many locations being proposed. Andy asked whether we want to use Peterborough property for advertising and if we do, what if other businesses ask to do the same? Jeff agreed that we need to come up with some type of policy to address this. He noted that we already have advertising on our ball field fences. As an aside, it was noted that Cal Ripken gets the money for that advertising, so perhaps Jeff could tell Cal Ripken that if they do not pay their bill we will take down this signage.

- v. Andy asked the PRC if they want to consider entering into an agreement for advertising. Heather said she had no problem with advertising on the ball field fences. Andy pointed out those are local businesses. Heather and Stacey H. commented that they were okay with the thought of advertising but not as much as what Convenient M.D. is proposing. Jeff responded that we are trying to find other revenue streams so if we can live with it, it is worth considering.
- vi. Jeff led a focused review of the Town of Exeter Sponsorship Policy, stating that Rodney would like something more town-wide. Jeff pointed out the definitions of sponsorship levels, noting that what Convenient M.D. is proposing would fall under the Gold Sponsorship category by purchasing exclusive right to be named as the title sponsor of an event, program or service. Heather questioned whether Convenient M.D. would be “sponsoring” since this is not an event, program or service. According to Exeter’s definitions, Silver would not be an exclusive arrangement and Bronze would cover “in-kind” donations. Exeter also has a separate distinction for fencing panels. Ed commented that this policy would permit the PRD to take over the ball field fencing so that we would get that sponsorship money that is currently going to Cal Ripken.
- a. Jeff read notable points of the Exeter policy as follows:
 - i. 3.0- Recreation Department Responsibilities: Recreation Department creates sponsorship opportunities and checks that signage is in keeping the ordinances. Andy expressed concern that fire trucks might become covered with advertising and that if ads were found all over town resident would go nuts. Stacey H. remarked that people will not like it at the pool but it would be okay for ball park advertising. Jeff commented that advertising is being seen more in municipal facilities because of pressure to increase revenue. Jeff pointed out that Exeter’s policy defines allowed sizes of banners and states the locations where they may be placed. Jeff noted that we would have to definite spots where banners would be acceptable.
 - ii. 4.0- Guidelines: Jeff pointed out the stipulation that potential sponsors should be evaluated for aspects such as their values and principles; record of environmental stewardship and responsibility; and rationale for its interest in partnering with the Town. Exeter defines ineligible sponsorships as including businesses whose primary products or services include such things as alcohol, drugs, tobacco and gambling. Jeff wondered whether including “drugs” would mean we could not allow the advertising of pharmaceuticals. Regarding “gambling,” would we be unable to allow the NH Lottery to advertise?
 - iii. 5.0- Types of Sponsorships: This section detailed descriptions of what is included under Gold, Silver and Bronze sponsorship agreements. Ed remarked that it is clear someone put a lot of work and thought into this. Jeff stated that he asked town counsel, John Ratigan, to look at Exeter’s policy and he thought it was good. Andy commented that he cannot imagine residents would be in favor of this when there was so much concern about the color of a Dunkin’ Donuts sign. Jeff agreed that perhaps we should advertise a public hearing and see what people say. Ed thinks fencing is an appropriate place for advertising and if Cal Ripken does not pay us we could take that over. Jeff stated that we would be shooting ourselves in the foot if we removed their signs and then Cal Ripken did not have the money to pay their bill.
 - iv. 7.0- Approvals: Jeff likes how Exeter specifies that the Board of Selectmen will approve all sponsorship agreements that exceed \$10,000, include naming rights, or exceed three years. Exeter’s Town Manager approves sponsorships valued between \$5,001 and \$9,999. The Recreation Department approves sponsorships up to \$5,000 and for those related to Recreation events and programs. Jeff suggested that sponsorships up to \$5,000 be brought before the PRC for approval. Banners are not to be more than the height of fencing.

- v. Jeff thinks Exeter's model is comprehensive and would serve as a good starting point for us to tweak if we are going to consider doing this. Jeff stated that he heard loud and clear that the PRC feels what Convenient M.D. is proposing is too much advertising and not enough money. If the Exeter model looks good, Jeff can bring this to Rodney. Howard asked if other situations would have to follow this policy, and if so, we should make sure this is what we want for all of these things. Jeff feels the other towns he researched were not as well defined in establishing guidelines. Heather loves that they named where they would allow advertising. Jeff thinks other Town departments could potentially do this (e.g. Town Highway Department could potentially have ads on their trucks). Ed commented that the Recreation Department has more defined space.

V) Program Report: Gloria's Senior Program Update was offered as the Program Report. Lisa had been away for much of the time since the last Program Report on April 13th.

VI) Outstanding Balances Report: There was no report tonight because there had not been significant change since the last report just over two weeks ago.

VII) Scoutmaster's Report: The written Scoutmaster's Report was submitted for the record without discussion.

VIII) Other:

- a. Upcoming Dates: Jeff brought attention to the Loran Hanson Fishing Derby on Sat. May 14th, which has had a number of impressive prizes donated this year thanks to Jan Fischer, a volunteer.
- b. Appreciation for Outgoing PRC Member: Andy expressed thanks to Stacey Kolk for her service to the Town for the past three years. He will write Stacey a letter of appreciation.
- c. Remarks from Select Board Liaison: Ed asked for permission to give a few remarks regarding articles on the ballot. A group of citizens wants Peterborough to withdraw from the ConVal School District. The Board of Selectmen voted unanimously in favor, but Ed clarified that all the article will do is force the school committee to do a study on their costs. Ed explained that Peterborough taxpayers have an unfair tax burden. The Board of Selectmen hope this forces the school department to take action to complete a study, but it is not really a vote to pull out of the school district. For Peterborough or any town to pull out it would have to be voted on by all of the people in all of the towns, and that is only if the State Board of Education first approved of the request to withdraw. Ed feels it is unlikely that would happen, but says there is ample evidence that there is too much infrastructure for the decreasing school population and this study would be a preliminary step toward examining that. The Board of Selectmen strongly support our teachers and the education of our students. The first article is for the school board to appoint a committee and the second article is to have an independent review of the study to ensure it was done properly and is thorough and complete. Ed pointed out that Dick Dunning, a current member of the school board, is in support of this.
- d. Write-in Candidate for PRC: Stacey H. suggests Chris Kotula as a write-in candidate for the PRC position currently held by Stacey Kolk, whose term is about to expire. Stacey H. and Stacey K. have been getting the word out on Facebook to write in Chris for the PRC.

IX) Adjournment: Howard moved to adjourn the meeting. Heather seconded. The meeting adjourned at 8:30pm. Next meeting: Wednesday June 1st at 7:00pm.

Respectfully submitted,
Lauren Martin, Minute Taker
May 10, 2016