

Park and Recreation Commission Meeting  
February 14, 2019

Members Present: Chairman John Ruf, Sue Urban Miller, Brian Wilson, David Felkner, Dave Johnson, Christie Dionisopoulos

Also Present: Chris Smith – Town Board Liaison, Alyssa Vaughan – Baseball Coordinator, Theresa Fitzsimmons – Highway Department, 2 citizens

1. Call to order
2. Pledge of Allegiance
3. Approval of Minutes from October 11, 2018
  - Approval of Minutes Sue moved, Dave seconded. All in favor, Motion passed.
4. Unfinished Business
  - a. Update on Park Sign
    - Theresa stated that the sign has been put together and will be installed in Spring.
5. New Business
  - a. Baseball Report
    - Alyssa provided a review of her current inventory report. She stated that she found approximately 50 t-shirts from previous years and suggested that they be sold for a very minimal cost at an event. She informed the commission that on-line registration is in place and is working well.
  - b. Discussion and action on baseball program sponsorship
    - Alyssa stated that she and Mr. Smith discussed different sponsorship level options. They include the following: Titanium Level - \$1,200, Platinum Level - \$750, Gold Level - \$500 and Silver Level - \$250. The Titanium Level will include the company name & logo on ALL baseball & softball team uniforms and their coaches, etc. Information on all levels will be placed on the website and handouts available at the Town Hall. The general consensus of the Park and Recreation Commission is to limit the Titanium Level availability to one.
  - c. Elmhurst Park Trees
    - Mr. Smith stated that Supervisor Van Horn informed him that some of the trees are dead, especially near the corner by the bench. Mr. Van Horn will obtain extra funding if they need to be replaced. It's difficult to determine if they are dead, due to winter. The issue will be assessed in April or May.
  - d. Discussion of Park Maintenance – updates, observations
    - Theresa stated that she has cleaning out the tree line area at North Shore Park. The plan is to assess each park in the Spring to evaluate trees. This item will be placed on a future agenda.
  - e. Discussion and action on 2019 – 2024 Master Plan
    - Mr. Smith stated that he will e-mail a Word document of the subject plan to each member. He discussed the importance of going through a SWOT analysis exercise looking at the strengths and weaknesses of the Town (these are mostly internal), newer things that the Town could get involved in (outward facing). It could be partnerships and recreation with other municipalities. Weaknesses are threats that may be preventing us from doing things, such as the threat of lack

of tax funding. If this process is done, it would help inform the commission of opportunities for planning.

- i. Discussion of SWOT analysis
- ii. Definition of planning areas

STRENGTHS:

1. Size of the community is manageable and communication is easier
2. Greenspace is valued
3. Lapham Peak is a reflection of the Town, as it can be utilized
4. The baseball program has grown through partnerships with other municipalities
5. People value outdoor activities and health
6. Skateboard park
7. We are in an affluent community

WEAKNESSES:

1. Budget limitations
2. Lack of shelters in parks
3. No longer have repeatable fundraising event
4. Aging skateboard park
5. Lacking current popular sporting programs
6. The Town is spread out – do not have a good way of informing and communicating with the residents
7. Limited staff to support growth
8. Better communication with the Town Board re: strategic planning
9. Improve website and other social media

OPPORTUNITIES:

1. Add additional outdoor recreational opportunities
2. Add shelters to parks
3. Increase in recreational programs and events
4. Develop additional opportunities to fund programs
5. Identify what community wants

THREATS:

1. Lack of funding to make progress
2. There are many other options, not much reason to come to the Town
3. Competition with other youth/high school sports activities
4. Emerald Ash Borer and other natural threats
5. Private fund-raising backlash

In order to construct a balanced plan, citizen input is very important. The general consensus of the commission is to obtain input by generating a survey.

## 6. Adjournment

Motion to adjourn made by Sue seconded by Dave. Motion passed.

Respectfully submitted,

Mary T. Elsner, CMC, WCMC  
Town Clerk/Treasurer