

**Madison Beach and Recreation Commission**  
**Monthly Meeting**  
**March 5, 2019**

**In attendance:** Rob Card, Mary Pat Nardino, Pam Greene, Scot Erskine (Director), Linda LaSance (Assistant Director), Bill Piggott (Salt Meadow Park), Ted Rahmann (Bauer Park), Tom Banisch (First Selectman)

**Guests/members of the public in attendance:** Bill Stableford (4 Hampshire Road), Dick Passero (287 Legend Hill), and Dwight Lopes (25 Old Farms Road)

**Absent:** Vince Dussich, Shane Kokoruda, Bruce Wilson, Joe Oslander, Virginia Raff

Meeting called to order by Chair Rob Card at 7:04 p.m.

I. Approval of the Minutes dated February 5, 2019

Motion to approve the minutes by Nardino, second by Greene, and approved unanimously as submitted.

II. Public Comments

A. Bill Stableford and Dick Passero introduced themselves as members of the Ad Hoc Academy School Planning and Design Committee who were interested in working to integrate their efforts with some of the space needs of the Beach and Recreation Department for programming and activities.

III. Chairman's Report/Correspondence

A. Rob Card met with First Selectman Tom Banisch who shared his vision for Beach & Rec. Major takeaways include:

- i. Key Areas: Improved customer experience, effective communication, and timely/within budget project management.
- ii. Main objective: Demonstrate constant improvement in key performance areas.
- iii. Outcome: Residents are clearly aware of and experience value for their tax dollars.

B. Card is meeting with Director Scot Erskine on a regular basis going from weekly to biweekly meetings.

C. Card has also met with or spoken to other park/facilities representatives Virginia Raff (Greenway Trail and Town Bicycle & Pedestrian Committee) and Ted Rahmann (Bauer Park) to discuss needs and priorities. He looks forward to meeting with Bill Piggott at Salt Meadow and Joe Oslander at Rockland Preserve when the weather is better.

- D. Main observations: Beach & Rec has an opportunity for connectivity across multiple Town organizations and resident touchpoints. Given the day-to-day demands of the Beach & Rec Department, does the Director need a project manager? And is there a value in prioritization of projects aligned to long-term planning?

IV. Section Reports:

- A. Greenway Trail: Rob Card reporting on behalf of Virginia Raff
- i. Greenway Trail planning a \$800K grant to the Town from the State.
  - ii. The Bicycle and Pedestrian Committee is planning a bike path/walkway to connect the train station to Bauer Park and to the beach.
- B. Salt Meadow Park Report: Bill Piggott reporting
- i. The Committee is considering holding a music festival event tentatively scheduled for Sunday, June 9<sup>th</sup> from 1:00-7:00 pm featuring 6-8 musical groups/bands with refreshments provided by food trucks.
- C. Bauer Park Report: Ted Rahmann reporting
- i. Planning is moving forward for the 2019 Harvest Festival. The Committee is considering the Exchange Club as a possible food vendor.
- D. Rockland Preserve: Scot Erskine reporting on behalf of Joe Oslander
- i. Bike park closed for winter.
  - ii. Shed on Renee's Way will be moved and 2 new outhouses were built.
  - iii. New Boy Scout projects include a display with historical information at the Godman camp area.
  - iv. Perimeter fencing will be installed when weather allows to meet insurance requirements.
- E. Facilities and Grounds: Scot Erskine reporting
- i. East Wharf boardwalk almost complete.
  - ii. 80% of work on the concession stand has been completed at Strong Field.
  - iii. Surf Club porch is 90% complete; waiting on roof.
  - iv. LED lights with solar-driven timers have been installed for energy efficiency.
- F. Programs: Linda LaSance reporting
- i. Spring and Summer Programs have been posted to the Beach & Rec website.
  - ii. Efforts to finalize space assignments have been hindered by the ongoing school reconfiguration process.
- G. Personnel: Scot Erskine reporting
- i. Have begun reviewing applications for summer staffing.
  - ii. Will also be reviewing staffing for security needs.

V. Old Business

A. Citizen Survey Update:

- i. Shane Kokoruda and Vince Dussich are assigned with the development of a questionnaire and Rob Card will follow up with them.
- ii. Card distributed copies of a letter-to-the-editor drafted by Vince Dussich as a form of communication to help educate the public about the Beach & Recreation Department and Commission. After a brief discussion of minor edits, Greene made a motion to allow Chair Rob Card to submit Dussich's letter as edited to *The Source* on behalf of the Beach & Rec Commission. Seconded by Nardino, the motion passed.

B. Athletic Field Advisory Committee Status Update

- i. The Committee has been reformed under new Chair Dan Zaneski from Youth Football and will meet 4 times each year to fulfill its original mission of athletic field coordination and oversight.

C. Parking Management Plan Update: Scot Erskine reporting (taken out of order in the interest of time for representatives from the Academy School Committee)

- i. Complus Data Innovations, Inc. is currently developing a better phone app as well as signage and marketing/instructional materials.
- ii. Scot is waiting on a price quote for a 4<sup>th</sup> handheld device that would be used for East and West Wharf parking lots.
- iii. Scot presented a draft document, "Madison Beach & Recreation Department Seasonal Parking Guide – 2019," with FAQ information.
- iv. Soft launch is planned for second week of April/April 15 with a GO LIVE date of May 1.
- v. Scot is working on a press release that will be used as the basis for a communication that will be reviewed at the April meeting. (Tom Banisch has already communicated in *The Source*.)
- vi. Communications to specific user groups was discussed, e.g., sports groups and boaters.
- vii. An email is being scheduled during the week of April 22 to the Town listserv and Beach & Rec email distribution lists.
- viii. Signage is planned to go up in mid-April (April 15 target date).
- ix. Messaging: The press release will also be scheduled for the 4/15 target date and the Town website will be updated simultaneously with this information.
- x. Measurement: The Commission will be interested in knowing the numbers of registrations and passes sold along with employee feedback and public/customer feedback (complaints, praise, suggestions).

VI. New Business: (taken out of order)

A. Space Feasibility Report – Academy School Building: Linda LaSance reporting

- i. LaSance offered a "snapshot" of a day in the life of Beach and Recreation Programming if the department had access to current space in Academy School. There were still questions to be answered regarding types of

rooms with descriptions, seasonal use, and potential revenue generation. Bill Stableford and Dick Passero explained the process of the Ad Hoc Academy School Committee and invited Linda and Scot to present their feasibility plan at a meeting of their Committee so that it could be taken into account before deadlines on March 14 and April 1.

- VII. Adjournment: Greene moved to adjourn, second by Nardino. The meeting ended at 9:04 p.m.

Respectfully submitted,  
Pamela Greene, Secretary

SUBJECT TO APPROVAL