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Cc:

CULTURE, PARKS & RECREATION COMMISSION MINUTES
October 22, 2009
REGULAR MEETING

I. CALL TO ORDER

The regular meeting of the Culture, Parks & Recreation Commission was called to order at 7:34 p.m. in the Main Meeting Room of the Simsbury Town Offices. Present were Chairman Linda Johnson, Commission members Karen Cortes, Barbara Koff, David Bush, Kelly Kearney, Harry Ryan, John Pendergast, and Director of Culture, Parks & Recreation Gerry Toner.

Mr. Bush made a motion to amend the agenda to take Item III next. Mr. Pendergast seconded the motion, which was unanimously approved.

II. ADVERTISING PROPOSAL – David Richman, Pixel Networkx

Mr. Toner stated that Mr. Richman contacted him regarding a new advertising product for the Golf Course and the main building at the Simsbury Farms Complex. This is a progressive type of an advertising program, which he was impressed with. He stated that the Simsbury Farms Complex Committee has already endorsed this product.

Mr. Richman stated that he started Pixel Networkx in July because he wanted a product that was more versatile than what was currently out there. He stated that this product works. He will put a 42" flat screen display inside the venue, which will show advertisements and the products and services offered at that venue. Internal marketing is about educating, promoting and entertaining. He stated that these screens help businesses sell more products.

Mr. Richman stated that selling screen time creates revenue. Fifty percent of this revenue generated from the screen would be given back to Simsbury Farms. He stated that the screen at Simsbury Farms would generate approximately \$4,000 per month in advertising; \$2,000 would be given back.

Mr. Richman stated that coupons are going electronic; this is mobile

marketing. He stated that people can type in a short code on their cell phone to generate a coupon directly to their phone. Mr. Toner would also be able to bulk or "blast" a text message to a specific group of people. Mr. Richman stated that he is confident that this will work for Simsbury.

In response to a question by Chairman Johnson, Mr. Richman stated that the contents on the screens will be created by Mr. Toner and his company.

Mr. Toner stated that he would like to run a screen at the rink. By bulk texting, he can update people at a moment's notice.

Mr. Richman stated that there is a \$208 fee per month; a \$500 licensing fee per year; and an equipment fee of \$2,300. He stated that this cost will be offset for the Town with the advertising revenue.

Mr. Pendergast questioned if different advertisements could be played on different screens. Mr. Richman stated that they could, although there would be an additional licensing fee.

Mr. Bush questioned how much Mr. Toner currently makes in advertisements for the Town each year. Mr. Toner stated that the amount has declined over the year, although it is approximately \$3,000 per year. Mr. Kearney questioned if the mobile marketing was more costly. Mr. Richman stated that it would be an additional 8 cents per text. Mr. Toner stated that, from a revenue standpoint, this would allow the Town to help make users of the Complex more aware of updates. It would be faster and more efficient.

Ms. Cortes stated that she likes the revenue stream and being able to see the schedules and certain information on the screens, although she does not want to watch advertisements when she brings her children to the skating rink. Mr. Toner stated that the screen will be at the west end of the rink behind the glass. He would like to put another screen at the starter's area at the Golf Course. Mr. Toner stated that he would like to start with one licensing application.

Mr. Bush made a motion that the Culture Parks and Recreation Commission endorse that the Board of Selectmen review the proposals from Pixel Networkx for the purchase of one licensing agreement to be placed at Simsbury Farms. Mr. Pendergast seconded the motion.

Mr. Bush stated that he feels this product should be explored, although he would want to make sure that there is no cost of operation for the equipment fee the first year. Mr. Toner stated that the contract can be terminated at any time with Pixel Networkx if they are not satisfied, although he does not see that happening.

Mr. Ryan, Mr. Kearny, Mr. Bush, Mr. Pendergast and Ms. Johnson and Ms. Koff voted in favor of the motion. Ms. Cortes opposed the motion. The motion passed 6-1.

III. SIMSBURY FARMS MAIN BUILDING – ARCHITECT’S PRELIMINARY DESIGN

Mr. Bush stated that he attended the recent Public Building Committee’s meeting. He stated that this Commission was asked to identify their priorities regarding Simsbury Farms. The Commission agreed that their main priority is the main building; their second priority is the Apple Barn; and their third priority is the restaurant. Mr. Bush stated that the Public Building Committee is still seeking information from this Commission.

Mr. Bush stated that if the Building Commission is asking this Commission to endorse this plan along with the options, he does not feel comfortable doing this. He feels that it would be reckless of this Commission to try to pick the options without having the architect here. He suggested having a special meeting when the architect could make a presentation and answer questions.

Ms. Cortes stated that she is uncomfortable making choices regarding the restaurant facility. She stated that they do not have a business plan for the current proprietor; there are too many unanswered questions. Mr. Toner stated that the restaurant is a last item on the priority list; it is not a consideration at this time.

Mr. Pendergast questioned if the exterior of the main building would be renovated. He questioned what the building might look like when it is done. He stated that he would like to have a presentation with the architect with schematic and three dimensional drawings to review. Mr. Toner stated that the perimeter of the building will be renovated. The new construction will be the new building, which will bridge the rink and the pool. He stated that the main concern is to winterize the building.

The Commission discussed the proposed costs for the main building and the possible need to reduce those numbers.

Mr. Toner asked that the Commission members e-mail him with any questions so he can forward them to the architect prior to the next meeting.

IV. MINUTES – July Meeting

Ms. Cortes made a motion to approve the July 23, 2009 minutes as written. Mr. Kearney seconded the motion, which was unanimously approved.

V. DOG PARK PROPOSAL – Linda Johnson

Chairman Johnson stated that the Dog Park Committee has fulfilled all of the requirements for Paw Meadow. They have been before many Boards and Commissions and are ready to go back to the Board of Selectmen. She stated that there are still questions regarding how the finances will be handled for the dog park. A Special Revenue Fund needs to be set up as a separate entity from the Town's general fund.

Chairman Johnson stated that there will be initial expenses for the dog park for the first year. After that, there will only be yearly maintenance costs. She stated that the largest initial expense will be for the fence. Mr. Pendergast made a motion that the Culture Parks & Recreation Commission endorse the concept and location of Paw Meadow and the establishment of a Special Revenue Fund to construct and operate the park. Mr. Kearney seconded the motion, which was approved. Chairman Johnson abstained.

VI. GOLF COURSE SURVEY

Mr. Toner stated that the survey has been sent out; they have received over 200 responses. He stated that he will have the results at the next meeting, prior to the budget preparations.

VII. SIMSBURY CELEBRATES – Linda Johnson

Chairman Johnson stated that she is still looking for volunteers to help at Simsbury Celebrates. She stated that there will be 20 inside venues and 20 more things going on outside.

Chairman Johnson stated that every year after Simsbury Celebrates, a questionnaire is sent to residents. Last year's responses were taken into consideration and the Bubble Man will be back by popular demand. They will also have several new events including a gingerbread house contest and a trampoline act.

VIII. OTHER BUSINESS

There was none.

IX. ADJOURNMENT

Mr. Pendergast made a motion to adjourn the meeting at 9:02 p.m. Ms. Cortes seconded the motion, which was unanimously approved.