

Rec Committee Meeting – April 6, 2021

Attendees: Betsy, Peggy, Marv, Sue, Bruce, Kathy, Kelly, Renée (Ann had technical difficulties and bowed out)

Minutes from September meeting were approved.

Director's Report was reviewed. Items to note from DR:

- Marv offered kudos to Betsy for Winter; especially the Bolton Valley Ski Program
 - Marv asked why we did not offer a bus this year. Betsy explained that it was for both safety and cost savings based on occupancy of the bus.
- Betsy & Sue are learning how to use the new cloud-based Rec Track system that will allow them to access the system from their phones or home offices.
- LAX is going well. Teams are hoping to begin practice outside soon.
- Little League has seen strong numbers. Opening Day will be games only without a ceremony that would draw too many people to keep it safe.

Summer Events:

- Today the State released Vermont Forward Plan which outlines 4 Steps to reopening the State by July 4, 2021. This is good news and means we can resume summer programming/events.
- Betsy suggested we schedule an end of season event at the beach instead of rushing for Back to the Beach. Committee agreed and we will discuss dates in August.
 - Betsy would like to kick summer off with some sort of special offering for families visiting the beach when it opens June 14th. Maybe free popsicles?
 - Lifeguards will be on duty beginning June 14th.
 - Discussed water being turned back on in time for Memorial Day and if the bathrooms might be opened. No decision made.
- Time to start thinking about Summer Concerts and an alternate venue.
 - Shelburne Farms has not been responsive to emails about the possibility this summer.
 - Teddy Bear Factory works well for one time event, however, not conducive for regular concerts.
 - Betsy has spoken with the owners of the Shelburne Field House and they are excited about the possibility of hosting a summer concert(s) there.
 - They have electricity, parking, bathrooms and possible rain location
 - They also proposed food trucks
 - Discussed overflow parking at SCS and Town Hall.
- Fireworks – can begin to plan for Vermont Teddy Bear in August.
 - Hoping Al Martin Volvo will be the sponsor again.
- Committee discussed how many events we are considering and voted on it.
 - Vote resulted in 4 events (2 concerts, fireworks & end of beach season)

Beach House Project

- Letters were emailed to app. 850 season pass holders from summer 2020.
 - Donations have started coming in both online and by mail (\$4405 to date).

- FPF has had several posts from community members both in support and opposition to the project.
- Next steps – public education.
- Sue expressed her dissatisfaction with the Select Board and how they do not seem to support/respect Parks & Rec and our events. She suggested we fundraise this year as they have requested and then push back for them to raise additional funds by putting a bond on the ballot in March 2022.
 - Sue also shared a story of the Select board and interaction with the Natural Resources Committee when they asked for funding.
- Bruce stated that as a committee we need to encourage the town to step up. His expectation is that our committee should raise \$100k and the town should look for ways to provide the remainder of the estimated \$350k.
- Other ideas to create more community awareness:
 - Place a flyer in the Shelburne News
 - Write FPF posts by committee members
 - Look at Town of Shelburne website and rearrange information so donation button comes after info on the project
 - Article in Shelburne News with link to town web site
 - Create flyer or handout that can be given at the beach when people buy day passes.
- Betsy shared that Lee Kohn believes there may be money from COVID relief funding that could be applied toward the beach. The beach does not qualify for most grants because it is only open to Shelburne residents.
- Shelburne/Charlotte Rotary has expressed an interest in helping with fundraising. Are there other civic organizations we can ask?
- Other suggestions for fundraising:
 - Buy a Brick
 - Calendar with coupons from area businesses
 - Kelly suggested we might run a photo contest to get people more involved
 - Sleep out at the beach similar to Spectrum – families or groups would have to fundraise a minimum amount to participate
 - Tile painting to create a mosaic for new beach house
 - Make a quilt with community involvement that can hang in the new building
 - Area businesses should be solicited
 - Solicit donation from groups who use the beach.
 - Raise price of pass/entrance in 2022
- Discussion followed about coming with a fundraising plan/timeline and building subcommittees to get more people involved.
 - Should we have plans and timeline for each idea we agree to pursue?

Other business:

- Kathy noted that the Hullcrest skating rink was well maintained and saw a lot of use this year. She thanked Betsy for her efforts.

