



## TOWN OF NEWTOWN

### COMMUNITY CENTER ADVISORY COMMITTEE

AUGUST 9, 2017

7:00 PM

TOWN HALL SOUTH, NEWTOWN, CT

**PRESENT:** Bill Buchler, Andy Clure, Brian Hartgraves, Brian Leidlein, Kinga Walsh.

Also present: Ed Marks, Chair Parks & Recreation Commission.

**ABSENT:** Nicole Hockley, Carla Kron, Amy Mangold, Maureen Crick Owen, David Wheeler.

**CALL TO ORDER:** Mr. Hartgraves called the meeting to order with the Pledge of Allegiance at 7:05 pm.

**VOTER COMMENT:** None.

**MINUTES:** MR. LEIDLEIN MOVED TO APPROVE THE MINUTES OF THE JULY 26, 2017 MEETING. SECOND BY MR. BUCHLER. ALL IN FAVOR. (Ms. Walsh and Mr. Clure abstained.)

**COMMUNICATIONS:** Mr. Hartgraves said that the Community Center will be discussed at the next Public Building and Site Commission meeting on August 22 at Reed. Discontinuation of Friday design meetings. Discussion of community center budget, Mr. Buchler suggested a budget update, description of expenses, Mr. Leidlein requested an accounting of finances, Ms. Walsh asked about how the town is monitoring expenses, budget vs. actual expenses. Mr. Buchler will reach out to Pat Llodra and Bob Tait for budget coordination, budget vs. actual expenses. Mr. Clure offered to help in follow up.

### OLD BUSINESS

#### Subcommittee reports:

##### *Organizational Subcommittee:*

Mr. Hartgraves distributed a copy of an email from Maureen Crick Own as well as a draft of Pros and Cons of 3 Organizational Models for the management structure of the Community Center. (ATTACHMENT) Two scenarios were discussed: stand-alone management and managed under Parks and Rec. Another option to discuss is management under an outside company. Ms. Mangold provided an email to Mr. Hartgraves in support of management overseen by Parks and Rec.

Mr. Marks explained the current reporting structure of the Parks and Rec department, Ms. Mangold reports to the First Selectman, Pat Llodra, with a dotted line to the Parks and Rec Commission. Discussion of the possibility of forming a new dedicated commission for the Community Center. Inclusion of Commission on Aging discussed. Mr. Leidlein said that the Community Center should recognize and honor its mission independent of Parks and Rec and Senior Center. Mr. Marks suggested collaboration between Parks and Rec, Community Center, and Senior Center. Mr. Buchler suggested that commission oversight be discussed further.

To shift the thinking from the organization structure, Mr. Buchler suggested to consider an approach from the aspect of who the director of the Community Center will report to. Mr. Leidlein said that he thinks the

Community Center deserves its own commission, and its own director. Parks and Rec and the Community Center have two different approaches, Mr. Leidlein does not think Parks and Rec has the right philosophy to run the Community Center, especially from a revenue vs. expenses standpoint. Mr. Hartgraves spoke to the option of having the Community Center director report to the First Selectman, figure out how to work together, complement each other, not compete against each other. Mr. Buchler reminded the committee that as part of their due diligence, it is important to look at all the options and provide a recommendation based on their discussions and review.

Revenue development and long term sustainability was discussed. Mr. Clure said that programming will drive revenue at the new Community Center. Mr. Leidlein referenced program space to generate revenue. Mr. Buchler said the objective is to serve the community, all agreed, and Ms. Walsh added that their recommendations would be in the best interest for the Town, figuring out systems, organization structure, programming, collaboration efforts. Revenue building will be an important function for the new director, all agreed. Mr. Hartgraves suggested that the committee meet sometime next week to solely discuss the organizational structure and to think about a Community Center commission.

*Grants Donations & Funding Subcommittee:* Mr. Hartgraves asked Mr. Buchler be on this committee, who agreed. Ms. Walsh expressed concern of fundraising, citing a request from Ms. Llodra.

*Design Subcommittee:* None.

*Communications Subcommittee:* Ms. Walsh said she will keep on top of local press, outreach efforts.

#### **NEW BUSINESS:**

**Discussion of potential organization options in preparation for presentation to BoS on 9/5/17 – see Old Business.**

**Donation Sub-committee push.** Get a subcommittee going once organization is done, outreach to town organizations.

**Creation of Town organization outreach.** Create subcommittee reaching out to other organizations.

**VOTER COMMENT:** None.

**ANNOUNCEMENTS:** None.

**ADJOURNMENT:** THERE BEING NO FURTHER BUSINESS, MR. BUCHLER MOVED TO ADJOURN. SECOND BY MR. LEIDLEIN. ALL IN FAVOR. Meeting adjourned at 8:27 pm.

Respectfully submitted,

June Sgobbo, Clerk

Attachment: Letter from Maureen Crick Owen, Pros and Cons of 3 Organizational Models.

*These are draft minutes and as such are subject to correction by the Community Center Advisory Committee at the next regular meeting. All corrections will be determined in the minutes at which they were corrected.*



Brian Hartgraves &lt;bhartgraves@gmail.com&gt;

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**CC Org Structure - Tonight's Meeting**

1 message

**Maureen Crick Owen** <maureencrickowen@gmail.com>

Wed, Aug 9, 2017 at 5:28 PM

To: Brian Hartgraves &lt;bhartgraves@gmail.com&gt;, Bill Buchler &lt;buchlerbill@gmail.com&gt;

Hi Brian and Bill,

I am sorry for this late email. I wanted to touch base regarding the organizational structures. As Carla mentioned we decided to take out #2. But what we forgot to include is an option where an outside company comes in and runs the CC. In my opinion, that needs to be included as an option.

After much thought and to really offer valuable pros and cons for each model it would be beneficial on having business plans and proformas for the options. I had discussion with Ed Marks and Amy after our last Org subcommittee meeting. I feel that this process is backwards. We are trying to recommend to the BOS what we think is the best organizational structure without a business plan. Aren't we putting the cart before the horse?

I will tell you that I am in favor of a separate community center commission. Ed Marks feel strongly that the P&R Commission is not equipped to set pricing/fees for the CC. I agree. I think the CC director or assistant director should work closely with the CC commission. While I don't like extra government I would agree to a separate CC commission to start and revisiting the matter in 1-2 years. Then perhaps a merger with P&R or dissolving the commission.

While we are not part of the hiring for the CC nor should we be writing a job description, I feel that this person should have business and marketing skills. Perhaps a person who has run a Y in the past?

As to the admin offices in the CC, no plans have been forthcoming from QA or C&W despite repeated requests. Each model might require a certain amount of space for admin. If the CC were to fall under P&R does all of P&R go there? I know that's what Amy and her staff they would like.

Again I really feel like there are missing pieces to make an educated decision (i.e. size of admin spaces in CC, business plans and proformas). Kings and I talked a while ago, and requested proformas but never received them.

I am sorry I can't make tonight's meeting but I have to be at Borough Zoning.

Thanks.

Maureen Crick Owen

Cell: [203.733.4562](tel:203.733.4562)

Sent from my iPad

## Pros and Cons of 3 Organizational Models

### DRAFT - NO EDITING TO INDIVIDUAL INPUT

#### Model 1 - Stand Alone

##### Pros

Casts the Center as a stand-alone group that needs to focus exclusively on building its brand in our community, growing enrollments, and minimizing expenses Increases focus as a "community center"

Affords the opportunity to bring in a Director level executive (more experienced)

No perceived bias in working with community partners

Raises visibility (to other town Gov't and Community) of Center as Director would report into the First Selectman

Administrative area can be minimized.

##### Cons

May be difficult establishing/maintaining collaboration with other town groups

Might be a detriment not having town institutional knowledge (around programs/events) in Center's reporting structure

Will lose some synergies

Would require the need to hire more new employees and duplicate town positions.

Would require the need for more equipment, ie. a new department vehicle, copy machines, computers, phone lines.

Competitive and duplicate programing with NYA and Parks and Recreation

Confusion of operations to residents. Where do I go to register for outdoor Pool? Day Camp? What department runs what camp or activity?

The need for more cost impact on residents in the near future

Less ability to combine more programing for memberships and aquatics. Residents would have to join outdoor aquatics separate from the indoor aquatics and not be able to get one combined membership.

#### Model 2 - Deleted

#### Model 3 - Under Parks and Rec -Shared Staff

##### Pros

The ability to strengthen and build upon already strong partnerships: Seniors,

## Pros and Cons of 3 Organizational Models

Prevention Council, Center for support and wellness, Social services (scholarship knowledge) Parent connection, Ben's Lighthouse, Cultural Arts, Friends of Newtown Seniors ,Katheryn Hubbard, Aville foundation, Chamber etc.

Utilize the structure in place of Newtown Parks and Recreation to hire less new employees and save the town and residents money.

Bring in already strong Parks and Recreation programming and special events to help grow the memberships and interest for the center.

Re-brand and structure into one larger department to strengthen trust, interest and community engagement. Newtown Community and Parks Department or Community, Recreation and Parks Services or other suggestions from committee.

All Parks and Recreation registration and foot traffic would have to go into the community center for tours and engagement. One hub, one stop shopping and growing memberships and interest.

All staff would work together to create strong goals for fundraising and goals of growth for new programming and generating revenue.

### Cons

Limits the importance of the Community Center Assistant Director as "the" leader.

Requires more space in the community center to be devoted to administrative area

Too much integration into P&R may take the *focus* off of the community center and cause it to blend into already existing procedures.

More difficult to track community center costs

Other partner organizations may feel they are always taking a back seat to P&R programming. Too much built in bias.

Will eliminate some of the *fresh* look at how things are done.