

Newtown Community Center Committee

October 30, 2018 6:30 pm Town Hall South Special meeting

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE COMMUNITY CENTER COMMITTEE

Ms Walsh called the meeting to order at 6:39.

Present –Nancy Doniger, Fred Taylor, Kinga Walsh, Doria Linnetz , Jeff Tousignant, Cheyenne Wirtz

Absent – Brian Hartgraves, , Bill Manfredonia

Also Present – Matthew Ariniello and one member of the press

Mr Taylor moved to accept the minutes of the October 2nd meeting. 2nd by Ms Doniger approved

New Business:

JB Design will be presenting at the November 13th meeting. They have sent a questionnaire to prepare a marketing strategy for the center. Mr Ariniello and Ms Walsh met with JB Design for background and an idea of needs.

The mission statement for the community center is *“The Newtown Community Center is a multi-generational hub that enhances our community by promoting social interaction, health and wellness, creative opportunities and personal growth. “*

Discussion on questionnaire based on following the mission statement and enhancing other Newtown programs. With the objective of being the place you want to be (a true social hub) and becoming self supporting. See attached

Ms Wirtz moved to forward the discussion content to JB Design Mr Tousignant 2nd approved

501c3 is to be able to accept donations, grants and scholarship money for the center.

Discussion on name of the 501c3.

Ms Walsh moved to name the organization the Friends of Newtown Community Center. Ms Wirtz 2nd the motion. Approved

Mr Ariniello is working with town attorney to form the 501c3. Discussion on members of the organization, officers of the organization, duties of the organization, importance of three signers on expenditures, and frequency of meetings. Ms Walsh requested recommendations from the board for

members. She is looking for recommendations by Monday. Ms Walsh will forward the names to Mr Rosenthal for BOS approval. 501c3 process takes 3 to 6 months.

Ms Doniger will be maintaining a spreadsheet of the grant applications for the Community Center, COA, FONS, FONCC, Senior Center and Park and Rec to avoid duplication of efforts.

Discussion on website design – Mr Ariniello relayed offer of JB Design to include the website in the marketing plan for \$8750. Since the company chosen at the last meeting had not been notified yet no contracts/commitments made. Discussion was held of the benefits and ease of operation of dealing with one company. Cost was no longer an issue with the new offer from JB Design.

Mr Tousignant moved to accept moving the website design company to JB Design, accept their proposal and spend \$8750 to hire JB Design to cover the whole website package. Ms Doniger 2nd the motion approved

Construction update

The brick and mortar has started. The gas line trenching has begun. We are still on target for completion. Roof and interior framing is 90% finished. Steel is painted in the pool areas. The room dividers are being designed.

Community Center Director Report see attached

Walk and Talk events went well. Over 100 people took advantage of the opportunity. There is one scheduled for November 10th for those unable to attend the Wednesday sessions.

The heating units will be shipped in a couple of weeks. They are due on December 23rd and will be installed on the 24th. This will allow us to avoid the cost of temporary heating.

Calls are starting to come in with inquiries on availability for fall banquets.

Programming – met 10/15

See attached template for pool programs. The template was designed from research with other facilities.

Working on a Member Value Added membership.

Health and wellness program to compliment other health and wellness programs. The timing of the basic classes will have rotating days and times. They are reaching out to Cultural Arts and Continuing Education. Will offer pop up classes (one time classes) to draw interest. Will offer special events and programs.

Membership –met 10/3

Concentration on rental space. It is imperative to complement not cannibalize other facilities.

Member/non member/non profit

Discussion on alcohol, coordinator, towns list of approved alcohol sites, caterer requirements, comparing facilities, policy procedure rules, fees.

December meeting will be discussion on caterers and food vendors.

Finance will meet November 12

Development will meet November 8

Motion to adjourn by Ms Doniger second by Ms Wirtz approved

Adjourned 8:24

Respectfully Submitted,

LeReine Frampton, clerk

#1. What is your mission? What are your three most important goals?

The mission statement for the community center is "The Newtown Community Center is a multi-generational hub that enhances our community by promoting social interaction, health and wellness, creative opportunities and personal growth.

Three most important goals: raise awareness of the Center, create interest in the center as a place to go/be/WELCOMING, promote the building as a whole entity and ensure one group isn't perceived to be "more important" than another (something for everyone).

#2. Target Audiences?

Families, Youth, Individuals and Seniors (random order)

Messages to these four groups need to flow through the four mission statement areas (social interaction, health and wellness and creative opportunities, and personal growth).

IMPORTANT: messages need to market to all (one target audience is not ranked above or more important than another). The building is something for everyone. There will be some targeted campaigns/efforts such as kid swim lessons but, again, the building as a whole needs to be the primary message upfront.

#3. Stakeholders?

ALL who use the center – both members and non-members (remember, non-members can use the lobby areas and/or rent space too). The center is a place for the residents to come together.

#4. Competitive Edge?

Facility offerings:

- Unique to area with TWO indoor pools (lap and zero-entry recreational with spray bay/features)
- Aquatic "menu" through programming
- Multigenerational connections
- Rental spaces (activity rooms, multi-purpose rooms that can hold banquets)
- Largest banquet space in Town
- Commercial kitchen
- Gathering spot – all from Town are welcome
- High-tech meeting rooms (some with built-in AV and kitchenette)
- Access to Fairfield Hills campus
- Exterior bathrooms (so those using campus can use and don't have to enter building)

#5. Competition?

Specific community centers located in Shelton, Mansfield and Ridgefield

Specific YM/YWCAs located in Brookfield, Westin and Westport

Other independent locations: Dive Shop (Brookfield)

#6. 5 years? 10 years?

5 years: Want residents'/members' perception to be "CC is where I go/makes Newtown great!". Awareness of the center (place people KNOW about, seek out, think of), engages residents,

10 years: Place I want to be cause it offers so much/so many choices inside and outside the building (hoping within 10 years some of the exterior "optional" features such as the amphitheater will have been built)

#7. Measure success?

- Increased awareness of the Center
- Positive feedback/have engaged community
- Membership rates are stable and growing
- Filled programs/high demand and registration numbers
- Filled rental capacity and high demand

#8. Primary message?

See mission statement.

- A multigenerational place where all feel welcome and one target audience doesn't perceive himself or herself or one group as more of a priority than another.
- Communicate Social Interaction (mission statement goal) across:
 - Generational cross-over
 - All physical, emotional and mental abilities welcome and use the center
 - Ethnic diversity

#9. Unique about programs?

Center ENHANCES Town through programs that will be aquatic based or art or health or lectures or other

Center complements other town events/programs

#10. Why enroll?

Not offered elsewhere, resident connectivity, programming appeals to diverse interests

#11. Logo: Matt to forward

#12. Call to action?

Get excited! The Center is coming to Newtown!

Community pride, welcoming atmosphere, people will want to come back/join and tell their friends.

#13. Image?

Inclusivity, social interaction, fun and happy people!, multi-generational.



JB Design

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.com

Matt,

To help us better understand your marketing goals and web site needs, we have compiled a short questionnaire below. Answers can be written directly in this document.

1 What is your mission? What are your three most important goals?

3a Who are your target audiences?

3b Prioritize your stakeholders in order of importance. How do you wish to be perceived by each audience?

4 What is your competitive advantage?

5 Who is your competition?

6 Where will you be in 5 years? In ten years?

7 How do you measure success?

8 What is the primary message you wish to convey? What image attributes would you like them to have?

9 What is unique about your programs?

NEWTOWN COMMUNITY CENTER

POOL SCHEDULE

MAIN POOL - LAP SWIM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00am- 10:00 pm	6:00am- 9:45pm	6:00am- 9:45pm	6:00am- 9:45pm	6:00am- 9:45pm	6:30- 8:00 pm	7:00 am-7:00 pm

Lap swim – 13 years and over

lane availability varies depending on time, usage and programming

MAIN POOL - OPEN SWIM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Limited space depending on time and programming

RECREATIONAL POOL – OPEN SWIM

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 am- 8:00pm	9:00 am- 8:30pm	9:00 am- 8:30pm	9:00 am- 8:30pm	9:00 am- 8:30pm	1:00-6:45pm	1:00-6:45pm

Limited space depending on time and programming

PLEASE REFER TO THE ONLINE SCHEDULE FOR UPDATES
Times subject to change without notice

Community Center Directors Report

Walk and Talks have been very successful this month, groups have averaged between 12 and 20 individuals. A request has been made to do a Walk and Talk on a Saturday for families (Saturday, November 10th at 10:00 am).

The Redwoods Foundation has awarded a \$1,000 grant for Water Safety. This grant will assist with offering a series of free swimming lessons promoting the centers offerings, cover swimming lesson supplies and assisting with lifeguard training costs. I have prepared an impact statement to be voted on to be accepted by the BOS.

The Western Connecticut Council on Aging has tabled our grant until we get closer to completion.

The process has begun in applying for 501c3 status. I am currently working with the town's lawyers to submit the initial paperwork to the Secretary of State, after the paperwork is completed and approved we can begin the full application process.

I received feedback from the families of loss regarding The Legacy component of the Community Center. After meeting with Tricia Pinto, the advocate for the families, we have decided the following: The lobby space will be deemed a Community Wall and the wooden structure is removed (the tv and wall mounted display stands remain). 12/14 families have the option to post information regarding their foundation and or causes they support. As far as the Conference Room goes, the term legacy has been removed but first-right to use will still go to the 12/14 families, and a master schedule will be put together on a monthly basis.

This upcoming week I will be meeting with a Lifeguard Course instructor to begin training dates for staffing for the center. We will be hosting a course in January on the weekends and another course in March in the evening. I have also reached out to some Water Safety Instructors to teach a class for those wishing to be an instructor for swim lessons. We are looking to host a course in February and April. I have been working with Park and Rec on pool availability at NHS.

I am soliciting for donations of candy for Halloween on Main Street. If anyone is interested in donating please let me know. We will be stationed in front of the Police Department and will be distributing a postcard with information and a treat to each family.

Community Connections

We had the opportunity to meet with residents at Family Dinner Night which was held at Reed School- 100 people were in attendance. We also had a booth at the town wide Health Fair, Newtown Day and the Lions Club Pumpkin Race allowing us the opportunity to engage with residents regarding the project. Thank You to those who have volunteered at the fall events.

Upcoming events including speaking events at both the Lions Club on November 7th and the Women's Fellowship through the Congregational Church on November 13th. The Newtown PTA Presidents meeting has been rescheduled to November due to a conflict in the school schedule (I will be bringing up the topics of programming and memberships).

The program committee selected core groups we wanted to talk with regarding our programming. I met with Newtown Continuing Education to discuss our programming plans and facilities plans going forward.

Department heads met to discuss an Emergency Action Plan for the Community Center and Senior Center. Committee is composed of Health Department, Fire Marshall, Police Chief, Senior Center Director and Emergency Management Director. We began to solidify core areas of attention. I will begin to draw up a plan and the areas that need to be addressed and will pass on to the team for review.

Sub committee update

Membership committee update will be provided by Kinga. Next meeting will take place on November 5th at 6:30 pm.

Program Task Force will meet Thursday, November 15th. Jeff will provide an update.

Finance will meet November 12th at 6:30pm.

Fundraising/Development subcommittee will meet on November 8th at 6:30 pm.

Newtown Community Center Rental Information

Choosing the Right Room

The Newtown Community Center is your affordable solution for all your affairs and events! Our centrally located building and air conditioned rooms can accommodate meetings and events of all varieties. Guests enjoy our beautiful space, parking, and the manicured grounds of the Fairfield Hills Campus. Availability varies by room and season. *For After-Hours availability, please contact us.*

Rental Inclusions

All rentals will include:

- Setup/breakdown of tables and chairs,
- Custodial cleanup following your event,
- Free Wi-Fi as well as access to other technology-equipped areas.

Non-Profit Organizations will receive a 10% hourly discount. All organizations must provide a copy of their 501(c)3

Deposits

The Multipurpose Room requires a 25% deposit of the total rental charges. Rental charge balances are due 7 days prior to the event and \$50.00 Security Deposit.

All other spaces: Require full payment and a signed contract when reserving.

Reservation Process

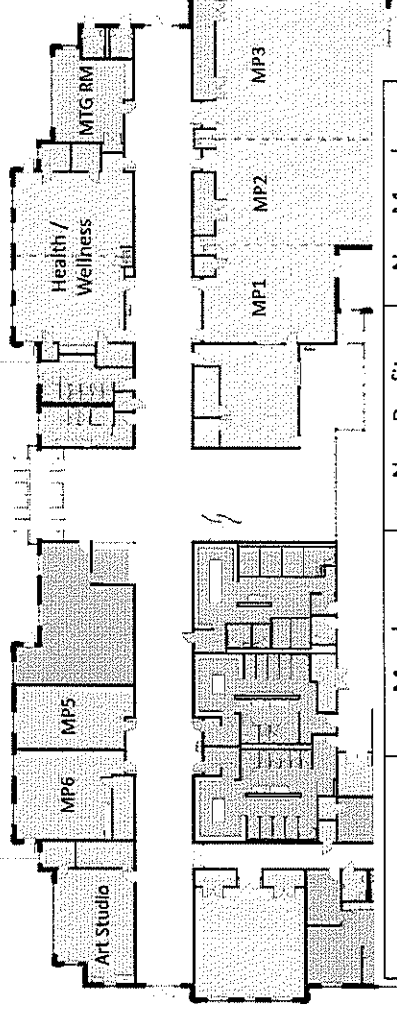
To reserve a room please contact us or complete an application online on our website.

Food and Beverage Catering

Renters may bring in food and non-alcoholic beverages from their preferred vendor. In order to have use of the kitchen, however, the full multipurpose room or multipurpose room 1 must be rented, and an approved caterer must be contracted. A Health Department application must be completed and approved prior to event date.

If your event will have alcohol, the appropriate applications and licenses must be rented and an approved alcohol Caterer must be contracted to supply and serve all alcohol. Please note, an additional fee will be charged to a staff supervisor for events where alcohol is being served. Renters will also need an additional insurance rider.

A list of our approved food and beverage caterers is available on our website. Renters must provide rental insurance.



	Member	Non-Profit	Non-Member
Art Studio			
Health/Wellness			
Meeting Room			
MP1			
MP2			
MP3			
Activity Room A			
Activity Room B			
MP 1,2,3			

Room	Seated	Lecture Style	Standing	Sq. Ft
Multipurpose 1,2,3	258	600	700	4,313 sq. ft.
Multipurpose 1	62	133	180	927 sq. ft.
Multipurpose 1 & 2	150	340		2,372 sq. ft.
Multipurpose 2	97	207	250	1445 sq. ft.
Multipurpose 3	130	380	389	1941 sq. ft.
Health & Wellness	N/A	N/A	100	1598 sq. ft.
Meeting Room	12	N/A	N/A	498 sq. ft.
Art Studio	40	N/A	N/A	654 sq. ft.
Activity Room A	35	70	100	610 sq. ft.
Activity Room B	40	80	120	647 sq. ft.