

**Newtown Community Center Committee**

**December 4, 2018 6:30 pm Town Hall South**

**THESE MINUTES ARE SUBJECT TO APPROVAL BY THE COMMUNITY CENTER COMMITTEE**

Ms Walsh called the meeting to order at 6:34.

Present –Nancy Doniger , Kinga Walsh, Doria Linnetz , Jeff Tousignant, Cheyenne Wirtz, Brian Hartgraves, Bill Manfredonia

Absent – Fred Taylor,

**Ms Doniger moved to accept the minutes of the October 30<sup>th</sup> meeting. 2<sup>nd</sup> by Mr Tousignant approved**

**Mr Manfredonia moved to accept the minutes of November 28<sup>th</sup> meeting 2<sup>nd</sup> by Mr Hartgraves approved**

**Mr Tousignant moved to change RFP to Request for Qualifications 2<sup>nd</sup> by Ms Wirtz approved**

**New Business:**

Meeting dates – discussion on availability of committee members for different times and dates,  
**Mr Hartgraves moved to accept meeting dates and time as proposed Ms Doniger 2<sup>nd</sup> approved**

Café proposal – discussion on type of service to be offered, why various attempts at NYA failed, what benefits will be offered to vendor, caterer vs local restaurant, goal of café, rent vs percentage and what will they be using, what happens when the kitchen is being used for something else, cooking lessons, should this be moved to an operational subcommittee  
All members of the committee agreed the goal of the café is to be a draw for the center.  
Ms Walsh will check with purchasing agent on procedure for RFQ.

JB Design messaging plan -

Overall, Committee agreed that messaging captured many points and how the messaging is important to help create interest in the Center within community.

Specific discussions were had on each target's message; however, in further review, recommend that one over-arching message be created and then "lifts" or "pull out" messages with target audience focused sub-messages added to allow for consistency between all the messages versus trying to create unique "selling" points for each target group.

Committee suggested small focus groups, youth through 6<sup>th</sup> grade (youth) be with family messaging, tweens (7<sup>th</sup> through 12<sup>th</sup>) other messaging, more inclusive, increase art and music,

increase other offerings, babysitting available, add more non=sports, complement Senior Center, intergenerational programs, personal development, lectures

The program coordinator position was posted and aquatic coordinator is going out in a few weeks.

501C3 is a month in on the 3 to 6 month process.

Ms Doniger is tracking the grant process.

NewtownCommunity Center.org and NewtownCommunityCenter.com have been secured.

Lifeguard class is being offered through collaboration with Park & Recreation. Cost is \$350 for Red Cross certification.

Bill Manfredonia requested clarification on projected budget overages as mentioned in Director's Report. Committee was advised it was due to, among other areas, unforeseen site costs (e.g., underground tunnels), asbestos, flooding from amount of rainfall. Discussion on value engineering and changes that were made followed.

Ms Wirtz moved to adjourn the meeting Mr Manfredonia 2<sup>nd</sup> meeting adjourned at 8:47.

Respectfully submitted,

LeReine Frampton, clerk



## TOWN OF NEWTOWN

### Newtown Community Center Committee Meeting Dates

[www.newtown-ct.gov](http://www.newtown-ct.gov)

6:30 pm

Tuesday, January 8<sup>th</sup> (Meeting Room 3, Municipal Center)

Tuesday, January 22<sup>nd</sup> (Town Hall South)

Tuesday, February 5<sup>th</sup> (Town Hall South)

Tuesday, February 19<sup>th</sup> (Town Hall South)

Tuesday, March 5<sup>th</sup> (Town Hall South)

Tuesday, March 19<sup>th</sup> (Town Hall South)

Tuesday, April 2<sup>nd</sup> (Town Hall South)

Tuesday, April 16<sup>th</sup> (Town Hall South)

Tuesday, May 7<sup>th</sup> (Town Hall South)

Tuesday, May 21<sup>st</sup> (Town Hall South)

Tuesday, June 4<sup>th</sup> (Town Hall South)

Tuesday, June 18<sup>th</sup> (Town Hall South)

Tuesday, July 9<sup>th</sup> (Town Hall South)

Tuesday, July 23<sup>rd</sup> (Town Hall South)

Tuesday, August 6<sup>th</sup> (Town Hall South)

Tuesday, September 10<sup>th</sup> (Town Hall South)

Tuesday, October 8<sup>th</sup> (Town Hall South)

Tuesday, November 5<sup>th</sup> (Town Hall South)

Tuesday, December 10<sup>th</sup> (Town Hall South)

## **Directors Report**

**December 4<sup>th</sup>, 2018**

**Construction Update-** We continue to stay on track for a June opening. Masonry continues on the South, East and North elevations working counter clockwise. Installation of storefronts and windows will begin this week. General trades continue as interior framing and installation of door frames started last week. In the two week look ahead, pool plumbing and layout continue to be a top priority and some interior sheet rocking will begin. Unfortunately, the budget is over currently projected to be over due to unexpected costs (which pass through as change orders). Dan Rosenthal is meeting with QA and C&W to determine next steps.

**GE Update-** The most recent grant report has been submitted (after working with our representative). The mock up sign design has come back from the signage company and has been passed on to GE's marketing team for approval.

**Other updates:** I was able to attend the Connecticut Recreation Conference last week and meet with other director's around the state and discuss trends and best practices. It also gave me the opportunity to meet with potential vendors on software needs, aquatic supplies and programs.

In collaboration with other departments we continue to draft our Emergency Action Plan for the Center and create policies and procedures for different emergency situations that might arise.

Solidifying of Membership software will be a priority over the next 8 weeks as we inch closer to our membership sales date. My primary focus is to find a software that is user friendly, able to capture member check-ins, allow for block scheduling of rentals, automatic bank draft and EFT charges, program registration, financial reporting and daily/guest passes. It will take time for the company we choose to design the software to our needs and for training.

We will be hosting a Life Guarding class in January as an effort to recruit Lifeguards for the Center. Flyer will be dispersed at the meeting. In coordination with Parks and Rec, I have asked for the CC be included on their Lifeguard application set to go out in December. We will be doing a big marketing push for the class.

JB Design has released a timeline of messaging/strategy and design system. Design System will begin the week of January 3<sup>rd</sup>. The timeline is:

Draft schedule:

Week of December 3: edits received

Week of December 10: updated messaging sent to NCC for committee approval

Week of December 17: messaging approved/begin design system

Week of December 24: JBD Holiday week

Week of December 31: JBD returns on Jan 3

Week of January 3: NCC and JB Design continue messaging discussions

The Membership Committee met and began pricing rental information for the facility. I have put together a spreadsheet and tier system based off our discussion. Rental supply conversations have begun with local vendors in working on a discount for those renting our facility. Rental Display sheet will be presented at our December 18<sup>th</sup> meeting for discussion.

As far as Community Connections, upcoming presentations include the Lions Club and Newtown Congregational Church in January.