

Newtown Community Center Membership Sub Committee Minutes

Tuesday, August 28th 2018

6:00pm Town Hall South

In Attendance: Mr. Jeff Tousignant, Ms. Kinga Walsh, Mr. Matt Ariniello, Ms. Sandra Lubin, Mr. Mark Dawley, Marilyn Place

Absent: Mr. Bill Manfredonia, Ms. Sharon Hoyt

Meeting began at 7:00 pm

Discussion of previous meeting and recap.

The Membership committee has agreed with the staff on the site visits to keep our memberships as simple as possible. Team will visit the Weston/Westport YMCA on September 20th.

Mr. Ariniello invited Mrs. Place to start the conversation regarding the Senior Center's membership structure going forward and what that would like in regards to the Community Center. Mrs. Place urged to keep the memberships separate. Mr. Ariniello suggested a membership that includes a discount for seniors and both Senior Center members, which could be labeled as a "Super Senior" membership.

Mr. Ariniello made the recommendation not to have a pool only membership as it should be packaged in a bundle and will confuse membership typed. The committee agreed.

Mr. Ariniello made a suggestion for a program membership only for those who only wish to take programs at the Community Center and that will be an annual fee.

The discussion regarding free memberships for town residents for a certain period of time arose, Mr. Ariniello thought we should table that until we figure out our rates and membership promotions and that it could be a possibility later on but, would be very cautious about pulling the rug out from under residents. First thought would be to add in inclusive to welcome week activities when we open our doors.

The topic of value added programs and what those would look like were discussed briefly, the program task force would be compiling information from other membership based facilities and take a look at what they could offer that is multi-generational. Mr. Ariniello said membership value added programs will need to be evaluated regularly to stay current with trends and facility traffic and will be the job of the program coordinator.

After breaking down the membership categories, the group decided to add discount groups to limit the number of membership categories. Mr. Dawley pulled up the town's census and wanted to take a look and see what categories would fit best. The committee decided to tentatively keep the youth category and Mr. Ariniello will get some membership numbers from other facilities to see if this is worth having.

Ms. Walsh brought up the idea of offering a discount off Park and Rec programs as an incentive for members. Mr. Ariniello will have a discussion with Mrs. Mangold if she would like to incorporate something into our membership package.

Mr. Tousignant pointed out significant fee for resident and non-resident comparatively to Ridgefield and Mr. Ariniello mentioned there needs to be a benefit to living in Newtown and getting resident fee.

The next step would be to review the financials from the Finance Subcommittee and develop membership pricing off that list.

Discussions for next meeting include: NYA Combo package, Park and Recreation inclusion as well as full defined membership definitions.

Mr. Ariniello will send out a doodle poll for our next meeting.

Meeting adjourned at 9:19 pm

Respectfully submitted,

Matt Ariniello Community Center Director