

WELLESLEY RECREATION COMMISSION

MINUTES

November 10, 2014

5 pm at the Warren Building

Attending:

Mr. Burt, Mr. Wrobel, Mr. McKay, Mr. Sheehan, Mrs. Kasetta & Mr. Chin

Guests: Scott Tarbox, Advisory

Business:

Minutes from October 7, 2014 were approved

Motion: By Mr. Sheehan to approve minutes from October 7, 2014

Seconded: By Mr. Wrobel

Vote: All in favor

Revenue Estimate:

Distributed by Mrs. Kasetta.

Discussion around why Recreation pays utilities while all other departments have their utilities fall under the Facilities and Maintenance Department. Mrs. Kasetta will inquire and send an email to Mr. Larsen and Ms. Strother regarding utility bills.

Beach Tag Marketing Plan:

Mrs. Kasetta and Mr. Chin still feel strongly offering a promotion to residents only over a certain period of time (week), where the cost of a resident tag would be \$10-\$20. The thinking behind this is to make the pricing so attractive that a larger population of the residents, who typically do not buy tags, would purchase the reduced price beach tags. Mr. McKay suggested using this model as a 2-3 year study.

Mr. McKay also suggested a “bring a new customer” or get guest passes when you purchase a tag as well as PTO popsicle parties. There was also discussion regarding targeted marketing to people who don’t use the Pond.

Plan for Budget:

Advisory presentation is tentatively scheduled for January 21, 2015. Mr. Wrobel will be sent last year’s presentation and he will make the necessary changes. Surplus figures will be held from presentation.

General Discussion:

Mr. Wrobel would like to see more awareness of past programs, he suggested an bulletin board showing articles that have been in the newspaper or on-line sites..

Citizen Speak:

None

Next Meeting:

The next Commission meeting will be Monday, December 15, 2014

Motion: To adjourn by Mr. Wrobel

Seconded: Mr. Sheehan

Vote: All in favor

Respectfully Submitted,

Jan Kaseta

JK/mc/mw