

**PARK AND RECREATION COMMISSION  
TOWN OF NEEDHAM, MASSACHUSETTS**

**Minutes of Meeting  
September 11, 2017**

**PRESENT:** Matthew M. Toolan, Chairman  
Cynthia J. Chaston, Member  
David C. DiCicco, Member  
Michelle S. Geddes, Member  
Patricia M. Carey, Director

**ABSENT:** Christopher J. Gerstel, Vice Chairman  
Robyn G. Fink, Assistant Director

Mr. Toolan called the meeting to order at 7:04 PM in the Charles River Room at PSAB.

- 1. Minutes of Meeting – August 28, 2017:** Mrs. Chaston made a motion to approve the minutes of August 28, 2017. The motion was seconded by Mrs. Geddes and approved unanimously.
- 2. Director’s Report:** The Commission reviewed the written report. The Commission discussed the temporary speed monitor on the DeFazio driveway. Mr. DiCicco noted he was moving forward with plans for a mobile food vendor event.
- 3. Program Report:** The Commission reviewed the written report. The Commission discussed alternate locations for the pop-up skate park and asked that it be left out for use and not monitored. Ms. Carey noted the unit would first go to Ridge Hill to be put together, and that storage spaces would need to be found for alternate locations.
- 4. Discussion Items:**
  - A. Rosemary Recreation Complex Project:** The Commission reviewed the written report, seen in Appendix A. Ms. Carey shared bathhouse floor samples, showing how the floor would be slip-resistant, but not too sharp on bare feet. Mr. DiCicco will meet with Ms. Fink to continue the discussions on programs at the facility. Mrs. Geddes presented an outline of marketing ideas, as seen in Appendix B. A number of the ideas are what is done traditionally by the staff, and others are new ideas. Mrs. Geddes noted that there were many ideas on how to put out the message for a wide range of residents with different interests, but that the actual message needed to be established. Mr. Toolan asked that additional ideas be sent to Mrs. Geddes and noted that the discussion will continue at the upcoming meetings, so that a full plan is in place and ready to move forward by January. Mr. DiCicco spoke to Health Director Tim McDonald about the possibility of a 5K walk or run as part of the opening celebrations of the facility. His hope would be to raise funds for the study of risks related to concussions, plus show the

collaboration between the two departments that will be located together at the new facility. Mrs. Geddes can provide some input from the Needham Track Club.

- B. Commission Goals and Roles:** The Commission reviewed the updated draft from the prior meeting, and no changes or additions were made, with the exception of one typo. The vote to approve will be on the next agenda.
- C. Capital Budget Discussion:** Ms. Carey shared an updated timeline of projects, along with those requested by DPW Parks and Forestry and other Town departments that might impact Park and Recreation facilities or projects. Mrs. Geddes asked if the Mitchell School was looking for a full replacement of their playground. Ms. Carey noted that they were at this time, as it might be ten years until a new or renovated school is built. Quality equipment can be moved and re-used. Mrs. Geddes asked about the ADA swing at Greene's Field. Ms. Carey is working on accomplishing that project through funds remaining in the Greene's Field project and some trust fund monies.
- D. Trash in the Parks:** Ms. Carey reported that DPW has submitted a request for funding the pilot program, and is putting together research on alternate options including privatizing some or all of the park collection, adjusting schedules, or overtime.

**5. Action Items:**

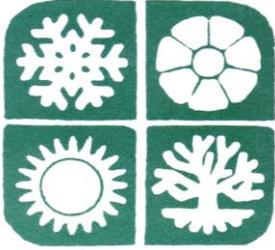
- A. Special Event Request – Halloween Geocache:** Ms. Carey noted this has been a prior request and there are no concerns. Wendy and Tom Birchmire have coordinated night geocache activities on Friday nights in the Town Forest for several years, and have volunteered to teach new participants. Mrs. Chaston made a motion to approve the request from Needham resident Wendy Birchmire to host a Halloween Geocache event on Tuesday, October 31, 2017 at the Town Forest Blue Trail from 7-9:30 PM. The motion was seconded by Mrs. Geddes and passed unanimously.

- 6. Topics for Future Agendas:** Mr. DiCicco asked if the department would consider sponsoring youth flag football and youth street hockey leagues. There are currently 3-4 Needham flag football teams playing in other communities. The request will be shared with the Assistant Director and Recreation Supervisor.

- 7. Adjournment of meeting:** Mrs. Chaston made a motion to adjourn the meeting at 8:35 PM. The motion was seconded by Mrs. Geddes and the meeting adjourned at 8:35 PM.

Respectfully submitted,

Patricia M. Carey, CPRP  
Director



## NEEDHAM PARK AND RECREATION COMMISSION

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### ROSEMARY RECREATION COMPLEX

Construction Update from the Director of Park and Recreation

Monday, September 11, 2017

#### QUESTIONS FOR COMMISSION

#### TOWN TASKS

- The PPBC's next meeting is on Monday, September 11, 2017, and this project is on the agenda at about 8:45 PM.
- Change Order # 4 will be reviewed at this meeting, including items that have been under discussion for several weeks: (a) a credit for the RAP part of the pool foundations; (b) modifications to water and sprinkler main; (c) foundation changes to small building due to addition of vault; (d) removal of additional structures in building footprint; (e) Builder's Risk Insurance (a requirement added after bidding) – *already received verbal approval*; (f) part of the funding for accelerating the current tasks on the pool – *already received verbal approval*
- The anticipated next site visit is Wednesday, September 20<sup>th</sup>, which may be a conflict with that day's workload. *As this is a major construction site, the visit is not for the public.*
- The PPBC, at their August 7<sup>th</sup> meeting, approved Change Order # 3, including the ballast slab, changes to the pump room vault, unanticipated asbestos removal, adjustments to some of the pool structure to meet all state codes, changes to door frames.
- The weekly meetings are held at 10 AM in the construction trailer, on site.
- FF&E meetings have begun with BH+A, reviewing needs for bathhouse, storage, pool both, multi-purpose room, and offices. BH+A will provide options for review.

#### CONTRACTOR

- G&R provides weekly "two week look ahead" schedules. The 9/7 schedule is attached.
- G&R continues to submit materials/equipment information for approval. BH+A reviews and approves, or returns for additional questions.
- G&R will begin prepping the recreation pool for the ballast slab, anticipating doing the pour on September 20<sup>th</sup>. It will require a large amount of cement trucks moving in/off the site, and waiting in the upper lot and the lot on the other side of the lake. Police Details will be on site to assist with traffic flow.

- G&R is completing for pouring of the walls of the main building and preparing to start on the underground plumbing and electrical.
- G&R will begin the foundation work for the pump vault and the small building.

## **ISSUES BEING RESOLVED**

- A discussion is underway on the type of storage for the boats. The height of the storage units needs to be known in order to finalize any systems located at ceiling height, including the sprinkler system. **9/11 update: BH+A has sourced some storage units and will try to choose units that do not require any changes to the sprinkler system.**
- A review of a grate that covers the ejector pit in the filter room is underway. It is 7'x7', and the original design was for steel, which is very heavy to be moved for maintenance. Options are being reviewed, including changing to fiberglass in two sections, or remaining in steel, but using 2-3 individual units as opposed to one.
- A discussion is underway on the sewer pipe from 2<sup>nd</sup> floor, through first floor bathhouse, and out to the sewer connection. As designed, it shows an 8" pipe in the bathhouse, so an effort to move it so that it is not an obstacle in the bathhouse is under review.
- Based on input from other facilities, I raised a concern about the flooring in the bathhouse. It needs to be as non-slip as possible, but also not have too rough a texture since many people will be walking without shoes, including young children. BH+A has provided samples of the chosen flooring surface, along with a sample of one that would not be used in this setting. The same issue will be discussed on the pool flooring, at the zero depth entry.

## Rosemary Pool Complex Marketing Ideas

### ADVERTISING

Mode	Timing	Location	Effort	Standard/New
Summer Brochure	January “sneak peek”	Town Hall, Center at the Heights, Library, Police Department; Town Manager’s Office, “new resident” packets, school principals and guidance counselors; Community Education, real estate offices, mailing to seniors	Low	Standard
Electronic Boards	At our discretion	Town Hall, Center at the Heights, RTS, Rosemary	Low	Standard

## Rosemary Pool Complex Marketing Ideas

### ADVERTISING

Mode	Timing	Location	Effort	Standard/New
Bulletins	At our discretion	School newsletters, Parent Talk forum, church temples	Low	Standard
Social Media	At our discretion	P&R-linked sites and distribution lists	Low	Standard
Banner	P&R fall, winter and spring events; winter/fall	Town-Wide Clean-Up, Spooky Walk, Turkey Hunt...etc;	Low	New
Local newspapers - press releases or Letter to Editor	Dependent on interest	Needham Times, Needham Hometown Weekly, Boston Globe West	Medium	Standard
TV	Release of seasonal brochures, at our discretion	Needham Channel - Special stories	High	Standard

## Rosemary Pool Complex Marketing Ideas

### ADVERTISING

Mode	Timing	Location	Effort	Standard/New
Organization meeting participation	Respective meeting schedule	Needham Heights Association, Exchange Club, Rotary Club, Lion's Club, Retired Men's Association, Needham Business Association, Newton-Needham Chamber of Commerce	High	Standard/New
Hard copy mailing	At our discretion	All residents	Medium	New
Selectman's meeting presentation	Dependent on meeting schedule	Televised, reporters	Medium	New
Town meeting – screensaver in between sessions with information on Rosemary	Town meetings	Town meeting members	Medium	New

## Rosemary Pool Complex Marketing Ideas

### ADVERTISING

Mode	Timing	Location	Effort	Standard/New
Cold calling campaign (hire company)	Winter/Spring	All residents	Medium	New
Flyers	Spring	Windshields at DeFazio, in storefront windows	Medium	New
Showcase of new programming	Winter/Spring	Local facility(ies)	High	New
Historical Society story about pool/lake	Dependent on interest	Historical society website, newspapers	High	New
Food truck weekend at Rosemary	April/once parking lot useable	Rosemary parking lot	High	New
Walk throughs	1/month April-open, weekend	Rosemary pool	High	New

## Rosemary Pool Complex Marketing Ideas

### PROMOTIONS

Type	Discount	Audience/Eligibility	Standard/New
Gift Certificates	Full pool membership, 5% coupons, bonus coupons	School silent auctions – Parent Talk summer fair	Standard
Raffles	Full pool membership	School silent auctions – Parent Talk summer fair	New
Early access to summer registration	1-2 day early access to summer program	Those who buy family pass by certain date	New
Recreation Pass	Discounted overall package of pool pass and summer recreation programming	Those who buy package by a certain date	New
Early bird passes	Discounted rate, free guest pass	Those who buy membership by a certain date	New

## Rosemary Pool Complex Marketing Ideas

### PROMOTIONS

Type	Discount	Audience/Eligibility	Standard/New
Last year's price	New membership and last year's prices	Eligible if you had a membership in 2016. Must buy membership by a certain date.	New
Buy 2 get one ½ off	Buy two years get one year half off	Those who buy two year memberships by a certain date	New