

**Borough of Washington, Warren County, New Jersey**  
**Recreation Committee Minutes**  
**November 19, 2008**

**Call to Order**

The regularly scheduled meeting of the Washington Borough Recreation Committee was called to order on Wednesday, November 19<sup>th</sup>, by Chairman Rick Feldman, at 7:40 p.m. Also in attendance were committee members Candy DeFillippis, Erica Kilkinney, Beth Uporsky, Adam Zimmer and interim Recreation Supervisor, John Corica. Rebecca Copenhaver and council liaison Andrew Turner were absent.

**Review of Past Minutes**

A motion was made by Beth Uporsky, seconded by Candy DeFillippis, to approve the minutes from the October 19, 2008 regular meeting as submitted. Motion carried.

**New Business**

**Pool Passes – Victor Cioni**

Councilman Victor Cioni was in attendance to discuss a pool pass for the 2009 season. He is interested in generating more attendance at the pool. Victor presented the committee with a free day pass he prepared for both Boro and non-Boro residents. The passes will be tracked by a promotion code. He estimates mailing 4,000 coupons to Boro residents and 500 to those out of town. He would like to target housing developments with new families moving in. Victor stated he is interested in feedback from the committee. Candy asked what would prevent people from using the pass more than once. Victor replied that it would be impossible to control it completely. A tracking form could be used to show success. Candy suggested the coupon should be limited to family size so that it is not abused. Victor stated the family would need to show proof of residency in order to use the coupon. Rick feels that we can't limit family size; however, the coupon should state immediate family. Rick asked how this would reduce revenue that we receive from daily walk-ins. Victor stated it may decrease slightly, but didn't know by how much. He thought it would help in the long run. Rick feels you can't attract memberships if you run the promotion through the end of the season. Fewer patrons visit the pool on the weekdays but weekends can be really busy. Rick suggested in an order to limit the loss of daily walk-in revenues, to run the program only in the month of June on the weekends, from Memorial Day until the pool opens full time. In addition, if people were truly interest in joining the pool, they could then join for the rest of the summer. Candy stated that historically people take advantage of free offers but never come back and join. Victor stated two working parents won't use the coupon on weekdays and suggested running the promotion July 1<sup>st</sup> thru July 31<sup>st</sup> while looking to grow memberships the following year. Beth asked the expected percentage of return. Victor estimates 2-3% would come back after using the coupon. Rick questioned how much of a loss in revenue that would be. Beth suggested coupling the coupon with activities at the pool such as a Dip 'n Dance or vendors in the pool area to offer activities. It was then noted that we cannot allow swimming at night because we do not have the statutory required lighting at the pool. Victor thanked the committee for their feedback and said he would change the coupon to read two adults and two children and run the promotion for the month of July. He stated he will need volunteers to help hand coupons out in other developments and will use the Boro website to create a buzz.

## **Park Director Report**

### **Finances**

John provided the committee with a 2009 department budget to date, the fee schedule with suggested rates from Victor and the financial report prepared by Ann to date. With the auditor's approval, 2009 revenue will be pool related items. Basketball and programs that generate their own funding such as street hockey will remain in the trust account to cover the costs of the program. If the concession stand remains in the Boro it will be a trust item. If Council decides to privatize it, it will become a revenue item and part of the municipal surplus.

### **Non-Park Related Activities**

There has been some vandalism at the park including spray painting, the rafters at the pavilion were torn down and the grandstand bathroom locks were blown out with firecrackers. John stated he has asked the police chief for an increase in the amount they patrol the park. Candy stated the commission was told in the past there would be more coverage and they have seen none. John stated a security system has been put into the 2009 budget with a motion detector light.

## **Unfinished Business**

### **Holiday House Decorating Contest**

The house decorating contest was discussed and the Boro was divided into five areas for judging. The prizes will be presented to the winners at the January 6, 2009 council meeting.

### **Tree Lighting Ceremony**

The tree lighting will begin at 5:00 p.m. on December 6<sup>th</sup> with Santa arriving at 5:30. Candy stated she may have someone willing to sing at the event and she will contact Mark Bond about setting up the PA equipment.

## **Park Director Comments**

There were no Park Director Comments at this meeting.

## **Committee Comments**

Beth stated she spoke with Bill Smith regarding AED training and was looking into having the Emergency Squad conduct training for the street hockey and youth basketball coaches. Candy asked if the League of Municipalities could donate a deliberator rather than putting one in the budget.

## **Adjournment**

A motion to adjourn was made at 8:50 p.m. by Candy DeFillippis, seconded by Erica Kilkinney.

Respectfully submitted by Ann Kilduff