

**Town of Mansfield**  
**Recreation Advisory Committee**  
**Wednesday, February 23, 2022 – 7:00pm**  
**Mansfield Community Center Community Room**

(Draft) Meeting Minutes

ATTENDING: Sheldon Dyer, Anne Rash, Howard Raphaelson, and Ed Baxter  
STAFF: Jay O’Keefe, Acting Director of Parks and Recreation

- I. Call to Order** – Chairman Dyer at 7:06pm
- II. Approval of Minutes** – from 10/27/21 – motion to approve by H. Raphaelson, second by A. Rash
- III. Opportunity for the Public to Address the Committee** - none
- IV. Co-Sponsorship Update – Annual Renewal Applications** – J. O’Keefe reported he reviewed the annual applications from Mansfield-Ashford Little League and Mansfield Area Panther Lacrosse. All required application information was completed and both applications were approved.
  
- V. Old Business**
  - A. Programs
    1. **Quarterly Updates** – J. O’Keefe provided an update and handout on quarter 2 (fall) quarter participation and revenue. Quarter 1 (summer) was about 20% above goal and the fall about 20% lower than goal. In-person, virtual, outdoor and hybrid programs continue to be offered but enrollment continues to be affected by local COVID-19 concerns.
    2. **Winter Updates** – Concerns were by expressed J. O’Keefe on Quarter 3 programming goals with a final quarterly reported to be completed in early April. FY quarterly goals are tied to the FY 21-22 approved budget and are dated back to March 2021 when the budget for FY 21-22 was finalized. COVID-19 impact projections on programs are greater than anticipated in March of 2021.
  - B. Parks
    1. **Southeast Park/School Building Project** – As anticipated, SEP and Mansfield Little League will again be impacted by the new elementary school construction. Field C is will not be usable until spring 2023. J. O’Keefe will be in touch with the construction manager regarding updates for the spring of 2022.
    2. **Spring athletic field preparations** – J. O’Keefe reported that a coordination with all co-sponsored athletic organizations will be held the first week of March with MPRD and MDPW.
    3. **Memorial at Mansfield Playground-** L. LeBlanc contacted J. O’Keefe in regards to small memorial (bench, plaque, table or tree, etc.) for a young teenage resident with disabilities who recently passed away. The idea of a memorial at the universal access playground behind the Community Center was suggested by Ms. LeBlanc. RAC is in support of a memorial deemed appropriate by parks and recreation staff.
  - C. **Presentations/Discussions with Town Council, Sub Committees** – J. O’Keefe provided attachments and summarized recent presentations to Town Council, Finance Committee, and others. These included; 2/14/22 Presentation to Town Council on Parks & Recreation Services, 12/13/21, 1/20/22 Silver Sneakers Updates to Town Finance Committee, 2/15/22 American Rescue Plan Act – 2/15/22, and 12.19.21 Local Government Academy Presentation. Discussion followed regarding the status of Silver Sneakers. Some RAC

members expressed the Silver Sneaker membership option was positive for residents but understand the negative financial impacts the program has had in recent years on reduced membership revenue. J. O’Keefe summarized the staff recommendations presented to the Finance Committee and emphasized four key points; 1) Continue Silver Sneakers until COVID-19 is significantly reduced locally; 2) Continue efforts to encourage Silver Sneaker participation; 3) hire a financial consultant to work with staff on a long term financial sustainability plan and; 4) If the current cost recovery business model is to be upheld with parks and recreation programs, then all areas of revenue shortfalls need to be explored. As such, a recommendation to discontinue the Silver Sneakers program may need to be considered.

- D. **Capital Improvements Update** – J. O’Keefe reported on FY 21-22 projects and proposed FY 22-23 projects.
- E. **Lenard Hall** – Continues to be attended on Tuesdays and Wednesdays for music and limited art. A detailed promotional plan is in place for spring of 2022 to hopefully coincide with decrease concerns with COVID-19.
- F. **Community Center**- A January 14-16 Open House was held. The event was deemed successful relevant to the current COVID-19 environment. 193 open house visits by non-members, 41 thirty-day membership sales (89 new members). A conversion offer is already out to new members.
  - 1. Membership Update – Graph and excel attachments were provided. Membership growth continues to be significantly impacted by COVID-19 and are behind goal projections dated back to the March 2021 budget approval for FY 21-22.
  - 2. Facility Usage Reports – Attachments were provided
- G. **Budget/Financial**
  - 1. FY 2021-2022 Quarter 2 Comparative Report – A copy of the Town Quarter 2 Comparative Statement of Revenues, Expenses and Changes in Fund Balance was provided. At the end of quarter 2, Parks and Recreation has deficit of approximately 60K.
  - 2. FY 22-23 Budget – The Parks and Recreation proposed budget is currently under review by the Town Manager and Finance Director.
- H. **RAC member update** – Don Field and Ed Baxter were reappointed to a term ending 8/2023.
- I. Other Old Business

## **VI. Correspondence**

- A. Emails from approximately 10 residents suggesting that construction of pickleball courts be considered.

## **VII. New Business**

- A. Staffing updates – there is a vacancy for one of two Recreation Coordinator positions.
- B. Master Planning Proposal – proposed as part of the 22-23 Capital Improvement Projects
- C. Quarterly Themed Town Wide Events – collaborative efforts among several town departments to coordinate quarterly themed events. The spring quarter will include a focus on sustainability.
- D. Other new business

## **VIII. Future Agendas** – The next meeting will be held on April 27, 2022