

**WESTON RECREATION COMMISSION  
MEETING MINUTES  
THURSDAY, MARCH 3, 2022, 7:00 pm**

*Pursuant to Chapter 20 of the Acts of 2021, this Recreation Commission meeting was held remotely via zoom webinar, ID: 823 9960 4353, Call in number 646-558-8656.*

**Members Present:** Eric Rosenthal (Chair), Melissa Crocker, Julie Johnstone, Maija Cirulis-Gooch, Marcy Dorna, and Adam King

**Absent:** Trevor MacDonald

**Staff:** Chris Fitzgerald (Director), Sharon Locke (Assistant Director), Lauren Smith (Program Coordinator)

**Guest:** Bharath Venkataraman

**Resident Comments:** None

**Previous Meeting Minutes:** The January 2022 and February 2022 meeting minutes were reviewed and approved.

**Memorial Pool Design Updates**

**Chris Fitzgerald**

General bid should be in by April 27<sup>th</sup>. There is a lot to get done between now and then. All paperwork needs to be done by April 6<sup>th</sup> to open the bidding process. The deck and siding need to be looked at again and a decision will need to be made whether or not to include it in the plans. There also needs to be a plan in place to comply with the permits regarding to the 100-foot conservation buffer and flood zone. This is a very tight timeline. Keep in mind that the Permanent Building Committee will probably want bids in hand by spring town meeting in May.

Discussion took place regarding various design aspects, most notably reducing the size of or removing the proposed new seating deck. Those who spoke agreed that the existing proposal was too large. Building cladding was also discussed because a question was raised about whether it was CPC eligible. A working group meeting was scheduled for early the following week and the Commission agreed to allow the representatives on that committee make judgement calls within this group if necessary..

Mr. Fitzgerald also placed a Memorial Pool suggestion box in the lobby of the Community Center. Many kids filled out the cards asking for a slide. There were also suggestions for volleyball nets, renovation to the existing bathrooms, and healthier food options in concession.

- **Financial Modeling of Pool Revenue**

**Maija Cirulis-Gooch**

\*Please see the attached power point presentation

Ms. Cirulis-Gooch showed in her presentation that there was a steady revenue decline of 15% per year. But in 2021 the summer after COVID there was a huge bump but probably due to people being at home and not everything being open yet. No improvements to the pool will most likely result in a continued downward trend in revenue. Ms. Cirulis-Gooch showed projections of increased revenue with improvements.

- **Strategies with Town Committees**

**Chris Fitzgerald/Eric Rosenthal**

CPC has been changed from March 7<sup>th</sup> to March 14<sup>th</sup> at 7:00 pm. This will be more of a discussion. Ms. Dorna feels that Ms. Cirulis-Gooch's financial presentation would be very helpful to the CPC. Mr. Rosenthal will also attend the CPC meeting. The Council on Aging (COA) meeting will be held on March 17<sup>th</sup>. Ms. Cirulis-Gooch will present at this meeting. The Finance Committee Meeting is also on March 17<sup>th</sup>. Mr. Rosenthal and Ms. Cirulis-Gooch will also present to FINCOM. The PBC meeting will be held on March 16<sup>th</sup>.

**Pickleball**

**Chris Fitzgerald/Melisa Crocker**

Activitas is helping the Recreation Master Plan Committee identify potential sites for pickleball courts. Design fees will be around \$55,000 - \$95,000. The Master Plan Committee is not prepared to go to CPC and instead, Pickleball will be submitted asking to be put on the warrant using general funds. It was reported that RMPSC would meet later in the month to further narrow location as part of the ongoing feasibility process.

**Town Center Celebration**

**Julie Johnstone**

There is a lot of intense planning taking place. The town has hired event planner Dusty Rhodes to over see the event. The celebration will have a block party type feel and will offer events for everyone all day long. The celebration is scheduled for Saturday May 21<sup>st</sup>. Recreation has been asked to supply about 20 employees to help on the day of the event.

**CPC Update**

**Marcy Dorna**

The three top things that CPC is focusing on right now is the Case Park Restoration, a study on modern homes, and Merriam Village.

**Rail Trail Update**

**Eric Rosenthal**

There are some residual funds for plantings from the second phase. The Town Center Celebration would like to incorporate the Rail Trail in some way either through a walk, run, or hike. Rail Trail Clean -Up day is Saturday April 23<sup>rd</sup>. Recreation Commission should email Mr. Rosenthal if interested in helping. The RTC is working on a way to honor Paul Penfield, maybe naming a portion of the trail after him.

**Future Meeting:** Thursday March 31, 2022, 7 PM.

*Meeting Adjourned at 8:55 pm*

**Attachment 1:** Financial modeling of pool revenue.

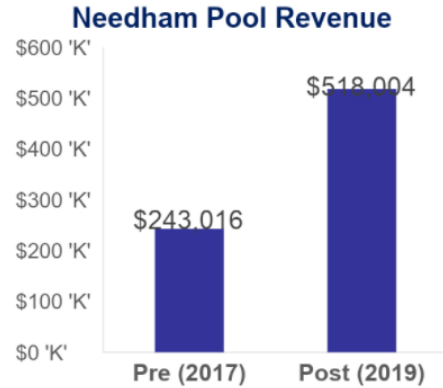
**RATIONALE AND SCOPE**

**Improve the recreational value**

- Current usage rate: 25%
- Goal: Expand memberships across all ages

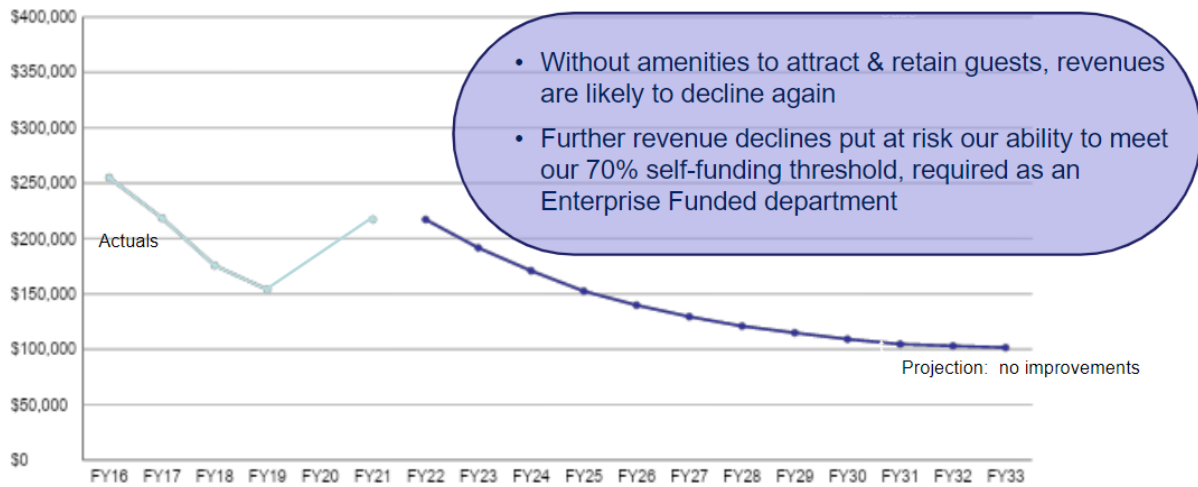
**Invest capital to ensure revenues meet enterprise fund obligations**

- Past capital expenditures: 1951, 1971, 1993
- Other towns continue to invest
  - Belmont \$4.6M, Needham \$4M (aquatics), Salem \$10M
- Proposal: \$2.5M capital improvements for Weston Memorial Pool



**POOL REVENUES LIKELY TO DECLINE AGAIN WITH NO INVESTMENT**

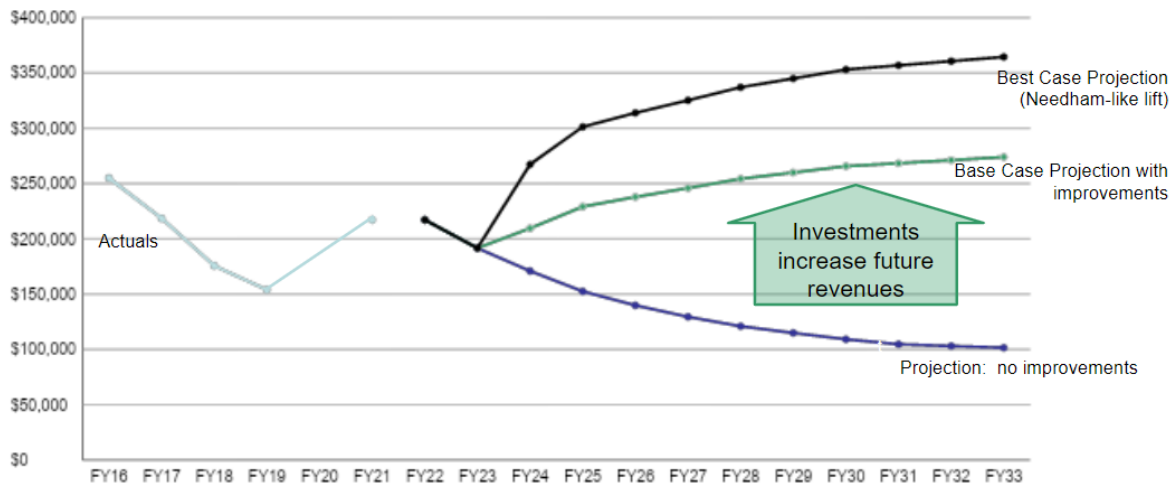
**Weston Memorial Pool Revenues**



Note: Declines assumed to be 8-10% per year (vs. 15% decline pre-Covid)  
 Source: Recreation Department Analysis

## INVESTMENT IS LIKELY TO DRIVE INCREASED REVENUES

### Weston Memorial Pool Revenues



Source: Recreation Department Analysis

## UPGRADES SUPPORT 3 AREAS OF POOL REVENUE IMPROVEMENTS

### More Memberships and Pass Sales (Volume)

- Increased Resident memberships, especially amongst families
- Increase in non-resident membership sales
- More Day Pass sales, to both resident and non-resident guests

### Higher Badge & Pass Prices

- Over time, improved amenities/value support higher prices
- Non-resident and day pass pricing likely to see largest % increase

### Increased Concession Revenue

- New concession stand allows sale of greater range of products
- Expect more frequent purchases and greater average ticket