Town of Westborough Recreation Department

Recreation Commission

**Date:** Tuesday, October 19th 2021 **Location:** Forbes Building, Room 207

**Convened:** 6:10 p.m. **Adjourned:** 7:35 p.m.

**Committee Members Present:** Recreation Director Jenn Kirkland, Finance Committee Liaison Andrew Bradley, Golf Course Manager Matt Griffith, Program Coordinator Adam LaPointe, Bill Clausen, Brian Kane, Bethany Travis, Katie Welch & Administrative Assistant Grethel Guzman-Ruck.

**Committee Member Absent:** Commission Chair Earl Storey & Colleen Dowd.

Golf Course Update/ Town Meeting Results

**Golf Course Update:**

Teatime is going down because sunset is starting earlier.

**Town Meeting Results:**

1. Revenue Passed for FY2022
2. Credit Card Fees Passed
3. Pumps System (Passed with one question)

Golf Fees Discussion and Vote

**Fees Discussion:**

Fees did not change drastically; they stayed within the range of golf courses in the area. There are a total of 297-300-ish golf members (mainly individual members: seniors and juniors). There are maybe two to three family memberships in total. We are not near cap-able range; there is not currently an over-crowding issue. “When we get to 350-400 range then maybe it’ll be too much at that point,” said Golf Course Manager Matt Griffith. There will be about a 1.5-2% increase in fees, which will probably cover the costs of maintaining since “everything is going up.” The golf course earns revenue from membership rates, greens fees, clerk fees, merchandise, food, and beverage.

We must look into Mike Hightower’s rates (if it will increase and how much of an impact it will make.)

**VOTE:**

Bill voted in favor for the increase in golf course fees and Bethany seconded the motion. The vote was unanimous.

**Signing-up Strategies:**

We want people to sign-up and pay early. Matt’s idea was to offer the 2021 fees up to January 31st and then in February, offering the 2022 fees. We want to guarantee that people will come next time.

Bill suggested looking into maybe promoting gift cards, especially for the holiday season (which is around the corner.) Brian proposed looking into giving discounts for veterans. Katie noted that we have had something similar to this idea in the past. Matt added that perhaps we should look into having municipality members have a discount as well.

Brian suggested looking into doing a seasonal or weekday membership. Katie suggested that perhaps a package deal for ten visits would be another viable offer. Matt recommended a seven-hole rate. Bill proposed the idea of a nine-hole courses card for multiple nine-hole courses. Matt mentioned that for this, we would have to look into building a relationship with other towns and businesses. Maybe we can do tournaments if this comes to fruition (and maybe only members should get this tournament access). We will have to look into how we will split the revenue (if one resident goes to multiple locations, how will the revenue and cost be allocated for each location when they pay for this card, etc.). If we explore this option, we should also look into courses with driving ranges.

Bill said that we should have something to accommodate parents in some way. Matt said that we would have to explore having weekends and holidays kids play free after 3:00 p.m. accompanied by a paying adult. This has been done before but Matt said he would look into it.

Bill also mentioned glow ball (night golf). Matt gave the breakdown of setting up this event. Night golf can be expensive, may also result in damage to the course, the best time to do it is under a full moon, we can only have 4-5 holes for the course, and only walking can be allowed (as it is a liability if people fall or etc.)

Recreation Update – Meet Grethel, The New Admin.

Grethel will be the new admin.

Program Coordinator Update

Adam will be leaving us as a Program Coordinator. We wish him all of the best in his new position in the Rec.’s department in Concord!!

Fields Facility Update: Preview new fields/facility policy

**Jurisdiction:**

There has been confusion in the past as to what areas the recreations department can issue a permit for.

**Field Operations:**

We see that people usually are expecting a fee to use the pavilions. We always make sure to receive information such as the group size, duration of the rental, etc before issuing the permit. Residents take precedence over non-residents. We currently do not charge anything for the usage of our pavilions (whether the inquirer is a resident or not) but we should look into changing that since people already expect to be a charged as they would if they rented a private area.

Brian noted that as long as people are respecting the area, that is what the area is for Bethany mentioned that there was a time when the Selectman’s only wanted residents using the fields but the fields were not being used a much so we had to set up the residency rule. Brian stated that the field is still being mowed regardless of it being used or not. Jenn reiterated this is where we want to then look into ways of driving up revenue while also keeping residency rule in mind.

Bill briefly asked if there was a way to direct people to rent out school space and Jenn said that she directs inquirers to Cindy Crowley (whom works at Westborough public).

Meeting Adjourned at 7:35 p.m.

Rec. Commission approved on Tuesday, December 7th 2021.