

Meeting of Mendham Township Recreation Committee
3/13/19, 7:30 pm

Attendees:

Adam Dubeck	Terry Gogerty
Amalia Duarte (MTC liaison)	Trish O'Brien
Diane Tolley	Eric Mauriello
Grace Chapis	David Guida (interim Recreation Director)
	Kimberly Gavagan

Motion to approve meetings from March meeting – moved and approved.

David noted he will create meeting agendas and send them to the group roughly a week ahead of each meeting for review and comments.

Patriots Race update:

- The race planning is moving ahead.
- A group met on Sat., April 6 and had a productive discussion.
- Committee members each received a copy of the Sponsorship Brochure. Please reach out to any local businesses at which you have contacts to try to gather sponsorships for the race.
- Adam noted the flyer could be hung at King's.
- Amalia noted that there is also a family sponsorship at \$50.
- David said the post-race breakfast will take place at MT Elementary School pending permission from school officials. This will be a nice cross promotion since 6/15 is also the day Brookside Beach opens for the season. Use the breakfast to increase awareness of the beach. Portable griddles would be needed (Terry noted if food is cooked outside Health Dept inspection is not required. David will look into).
- Cross promotion: Anyone who ran the race can go to the Beach for free on 6/15. (Either have list of participants, or runners show their bib?)
- Decided to take the year off the Awards Medals to make them reusable year-after-year.
- David will order additional port-o-johns for the Community Club.
- Eric stated that we should contact the organizer for the Borough's Harvest Hustle and ask them to cross-promote to their participant's list (we return the favor in the fall).
- David said he is ordering large signs to promote the race. They will be placed around town (possibly in "islands" at the end of Tempe Wick Road/Route 24 and the intersection of Route 24/Cold Hill Road. Another suggested location was in front of the Ralston Playground).

Brookside Beach update:

- David stated dredging is happening in early June; please help spread the word.
- Plan to hit the beginning of the season hard with promotions to get people to join/attend. Hopefully we can gain traction early and continue momentum throughout the season.
- Diane suggested attending an upcoming HSA meeting, but Trish learned the last meeting for the year has already occurred. However, the committee discussed creating a flyer "Spring/Summer

update” promoting Girls’ Night Out, Brookside Beach, and the Patriot’s Race and distributing to parents via “Backpack mail.”

- David stated one his goals was to establish a better, closer working relationship with the local school district and HSA since both present good opportunities for cross-promotion of events.
- The group discussed ways to draw new people, different audiences to the Beach including:
 - Opening the beach early on some mornings to make it available to those training for triathlons or other adults swimming for fitness. People would pay per use to swim on those days; lifeguards would need to be present.
 - David will reach out to Scott Cirillo of Mendham Magic to promote the beach to their audience
 - Movie nights
 - Laser tag for just kids or families
 - Private parties (event insurance would be required, no swimming). David will contact the City Attorney to see if this is viable.
 - “Ladies’ Night” with vendors/crafters

Playground update:

- All \$1,200 from the Municipal Alliance will be used for the Playground opening (funds are “use it by 6/1 or lose it.”)
- David shared photos of new swings, benches recently installed
- Plan to embark on Phase 3 fundraising once we are past the Patriot’s Race
- The only sponsorship spots left are several thousand dollars; if no takers, consider breaking these into smaller spots to make them more broadly appealing
- The group discussed having a table at the 4/28 Grand Opening to promote upcoming events (Patriot’s Race), as well as Phase 3 fundraising efforts. Watch for a sign up to come out and please sign up for a shift at the event.
- Bricks: Discussed making “buy a brick” an ongoing fundraiser. Blank bricks could be swapped out with sponsored ones as they are purchased.
- David suggested having a sign at the playground permanently to promote fundraising (use Community Pass? Make it possible for people to donate even a few dollars while at the playground?)
- Eric suggested having a “real estate style” clear box at the playground where people can learn about Phase 3 plans.
- Grand Opening details:
 - April 28, 4-7 pm
 - Food trucks (Pizza Vita, Sweet Kiss Lemonade, Sweet Concessions)
 - Entertainment: Stilt walker, face painting, DJ
 - Fire trucks and ambulances
 - Please share details of the event on your personal social media accounts to increase awareness
 - Put sign up on 24 near the playground ASAP
 - Promote to local Township and Borough schools, as well as local preschools (Mendham Co-Op, Rainbow Academy, Westmont Montessori, Hilltop, St. Joseph’s).
 - Promote on Facebook: Mendham Recreation, About Mendham, About the Mendham’s, Mendham Mom’s groups

Programming updates:

- Registration for upcoming sports looking good (soccer, pickleball, tennis)
- Davis will explore volleyball (possibly at Brookside Beach?)
- Eric suggested exploring e-Sports/e-Tournaments/game truck events

Fields:

- \$10K approved in municipal budget for Mosle and Ralston fencing, but funds could be allocated elsewhere
- David noted he will order a backstop, which should be in in early June (Terry noted there is a two-week window in June that works well for installation)
- Discussion about permission to plant grass in fields – David will check with Debbie B. to see if permission is required and if so, plan to go before MTC on 4/23
- Money in account to purchase signage at various fields (parking, no dogs, etc.)
- The committee discussed the cost of Community Pass. David noted that it is on the less expensive side for online registration and cautioned against not having online registration options available. The committee noted that if it is being used for other Township fees (i.e., pet licensing), then Recreation should not have to bear the entire cost of it in its budget.
- David passed out copies of the new Field Maintenance Request Form. All sports heads have received access to it. Requests submitted via the form will go to David and Debbie B. and there will be a response within 48 hours. The form is to be used for short-term fixes/requests.
- There was discussion about painting lines or putting up barriers to delineate parking spots at Ralston to improve the flow of traffic and safety in the parking lot.
- The MTC hired an outside contractor to mow soccer fields twice/week through the season (justified since DPW is short staffed at the moment). Terry inquired if that would also be possible at the baseball fields (the two near Brookside Community Club need particular attention) and David said he'd inquire.

Misc:

- The group discussed branding/logo for MT Recreation. Laurie Pettine had designed a logo last year. The group would like to explore other options. We discussed a contest at local high schools (WMMHS and/or Delbarton). Anyone with graphic design skills is welcome to come up with alternatives and bring to the group in May.
- David stated he will share digital copies of all the papers passed out (5K Sponsorship brochure, other flyers, etc.) to the group so that they can access them as needed.
- Trish suggested creating a shared Google drive for all Rec-related files/papers.

Next meeting: Wed., 5/8 at Mendham Town Hall, 7:30 pm