

Parks and Recreation Department

14 Canterbury Road, Concord, NH 03301

www.concordparksandrec.com

Recreation and Parks Advisory Committee: outreach sub committee

Meetings Notes: July 19, 2018.

Committee Members: Mary Miller (Chair), City Counselor Candace Bouchard, City Councilor Gail Matson, Stacey Brown, Chiara Dolcino, Marilyn Frazer

Staff Members: David Gill, Parks and Recreation Director, Laura Bryant, Recreation Supervisor and Stefanie Philips the Cities Public Information Officer.

David and Laura reviewed information that was included in Agenda (please see second page)

Ways to measure success:

Make sure entire community knows about the center and that it is open to all ages

Demographics: use GIS mapping to show who is using center based on address of participants

Programs: % of classes that are run vs. what's offered and % of being full

Building Use: % of time the building is being used

Overall budget: expenses and revenues projections.

Additional Marketing opportunities (above what is already being done)

Water Bill Insert

Back to School Nights

Reach out to state workers regarding new adult programs

Reach out to local senior housing communities – newsletters articles (Cobblestone/Havenwood/Hodges)

Promote access to building – good parking, walkable, near CAT bus stop

Open House and meet the instructors event in August for all the new adult programs being offered that begin in September

Reach out to local running/biking groups offer them a place to come in for water break/bathroom – just folks to come in and see the wonderful new space.

Parks and Recreation staff will reach out to all the new program instructors regarding an Open House later in August. Once date is confirmed the subcommittee will meet to solidify plans for the event.

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RPAC Sub Committee on outreach for new city wide community center.

Thursday, July 18 **Agenda (meeting #1)**: 5:30 – 6:30 at new center

1. **What does success look like**
 2. **Review ideas for outreach to greater community**
 3. **Review ideas for outreach to the Heights Community**
 4. **Next meeting dates.** Ideally two or three more before regular Sept 20 regular RPAC Meeting
- **Highlight first 6 weeks of operation** (center opened June 11)
 - Overwhelming positive comments – still get them daily
 - Majority of traditional summer camps are full
 - Just over 200 Senior Passport Members (free to residents over 60, \$50 for nonresidents seniors)
 - Heights Branch Library: use slowly growing – usually 15 – 40 people a day
 - Movie In the Park with Red Rivers attracted over 100 people
 - **Highlight next 8 weeks of programs at center**
 - Traditional Summer Camps –continue until week of August 6
 - Specialty Camps remaining – soccer, Video, Filmmaking, Circuit/Science, Field Hockey
 - Senior Program
 - Library
 - **Highlight upcoming events at center**
 - Nevers Band Concert – Thursday, July 24 at 7 pm (rain location South Congregational Church)
 - Hokuto Taiko Dojo Drumming – Thursday, Aug 9 at 6 pm (co-sponsored with Library, rain location at center)
 - City Employee BBQ – Friday, Sept 7.
 - Chamber of Commerce Business After Hours – Tuesday, Sept 11. 5:30 – 7 pm
 - New Hampshire Parks and Recreation State Conference – Thursday, September 13
 - Most of the new adult programs begin week of September 17
 - City Employees/Spouses and retirees can now have fitness/wellness classes paid as part of their insurance (max \$300 for year)
 - **Scheduled Outreach coming up:**
 - Chamber of Commerce August Newsletter Insert

- City Managers Weekly Newsletter (almost weekly)
- Facebook Posts – over 3,700 people follow us on Facebook (adding 20 – 40 new a week)
- Concord Monitor Ads – late August regarding new Adult Programs