

**Town of Northborough
Parks and Recreation Commission Meeting
October 13, 2009**

In attendance: David Putnam, Sean McCann, Sean Durkin, Kara Buzanoski (7pm), Allison Lane, Michelle Lyseth and Guest Michael Durkin.

6:36pm—Meeting called to order.

6:38pm—September Minutes. Sean McCann (SM) made a motion to approve the September minutes, motion seconded by Dave Putnam (DP), motion passed 4-0.

6:39pm—Recreation Report by Allison Lane (AL). AL reported that fall registration is still doing well. Recreation is launching a new Pre-K program for preschool-aged kids with different sessions being rolled out each month until June. AL next spoke about Recreation's attempts at selling advertising space in the seasonal brochures. In the past, it has cost Recreation \$6,500 per season to print and mail brochures to each household in Northborough. By selling advertising space, Recreation is hoping to recoup some of that cost. Advertising in Recreation's brochure was sold for the first time for the Fall Brochure, with roughly \$3,300 in ad sales. AL told the Commission that Recreation needs the members help in developing policies for ad sales. Discussion followed and a fee structure was established. Together, the group decided to offer 'premium' ad pages, which are in highly visible spaces in the brochure, and are at a higher rate than the 'standard' ad pages, which are lower in price and placed at the discretion of the Recreation Department. Next was a discussion regarding using a lottery system in the event that more than one person/business wants a particular premium page. Following that discussion was a suggestion from Sean Durkin (SD) for Recreation to sell advertising space on it's website. Dave Putnam (DP) suggested advertising on t-shirts as another viable option. The end result of these discussions is a workable system for selling advertising space that will be put into place immediately. DP asked that after the policy has been typed, that it be sent to the Commission for review before sending it out to advertisers.

7:15pm—DPW Report by Kara Buzanoski (KB). KB updated the Board with regard to several DPW projects. Signs for the parks have been purchased and ready to put up. The nicknamed 'Road to Nowhere' at Ellsworth-McAfee Park has been paved, and the broken piece of equipment (the 'Snail') has been repaired. SD asked if dogs are banned from the park just from April-November? KB said that would be discussed at the November Parks & Recreation Commission meeting, when a representative from the group advocating for a dog park would be present. Discussion following regarding possible placement of a future dog park, with Assabet Park being the favored park.

7:32pm—Meeting Adjourned.