



Greenfield Recreation Commission

20 Sanderson Street City Offices/ Greenfield Community Youth Center

January 16, 2025 - 6:00 PM Meeting Minutes **FINAL**

Committee Members Present:

- ☒ Donna DuSell, Chair
- ☒ Barbara Nichols Zaccheo, Secretary
- ☐ Danica Hochstetler, Member
- ☒ Myrt Jaquay, Member
- ☒ Mary Phillips, Member (Arrived 6:16pm)
- ☒ Daniel Piasecki, Alternate
- ☐ Heather Valenta, Alternate
- ☒ Christy Moore, Recreation Director, Ex-Officio

Others Present:

- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a
- ☐ n/a

6:00 pm Chairperson's Statement:

- The Recreation Commission is not recording this meeting. If any other persons present are recording the meeting, you must notify the Chairperson at this time.

6:10pm Public Comment

None

6:11pm Approval of December 12, 2024 Meeting Minutes

- Dan made a motion to accept and Myrt seconded with edits to page 2 under Vermont Systems to replace "I" with "Kelly and Christy," on page 3 "Christy will work with" on Highland park trail maintenance rather than "I"; and on page 4 regarding fireworks contract strike "and shell count." All voted in favor- Barb abstained as she was not present.
- There are no carryover action items from the December 12, 2024 meeting minutes

6:14pm Director's Report

Park and Programs:

Spring and Summer Brochure planning and coordination

- The department staff is busy trying to pull together event and program dates, update program content, and coordinate with instructors for the spring and summer brochure. There are many moving parts to pull together.

Office and Grant Updates:

Vermont Systems RecTrac and WebTrac Software:

- There has been little progress from December but it is a high priority following the winter carnival. It will include a Webtrac smart phone app for Recreation

Department participants. Any updates will be made by Vermont Systems (no longer by City of Greenfield information systems as that was not working out).

Parkland Acquisitions and Renovations for Communities Grant (PARC)

- Christy anticipates the grant opening to be this spring and will apply for the grant to construct the pickle ball courts at Abercrombie Field.

6:16 pm Old Business

Capital Plan FY26

- Christy presented the capital plan to the capital committee last week. The Mayor did ask that she remove the bathrooms at this time. The Mayor is hopeful that the school can help with the Davis Street Court repairs, but both the tennis courts and the pickleball courts need maintenance work. Christy requested the money to complete the trail project \$75K and the \$250K match for the pickleball courts.
- Mr. Wedegarder wants to have a Bocce Tournament to raise money for Abercrombie pickleball courts- Christy will coordinate with Gary Tashjian on this idea as he's the lead on fundraising for the Abercrombie pickleball courts group.

North Severance Park Demolition Bid

- Eric Twarog released the bid on January 15, 2025 with a site visit scheduled for January 23, 2025 at 11:00am.

6:31pm New Business:

Winter Carnival

- Christy is in need of volunteer signups for the various events throughout town; especially road marshalls for the parade of lights.
- Posters are out and have been distributed with a few left to go out. Brochures are being printed at the Sheriff's Office and hopefully will be done tomorrow.
- Myrt will assemble a rolling cart for an ice bar that can be used multiple years.
- Mik, Danica, and Dan will make chili- maybe Heather and Jay?

Fireworks Celebration:

- Fundraising Ideas – May 3 Cornhole Tournament- Licensing needs 90 days and last year raffle didn't have much participation so this will require some restructuring; April 4 & 5 Mini Golf; Mik is working on a trivia night at Greenfield Elks on June 26.
- Dan shared his impression that Four Phantoms Brewery is interested in getting involved more in local events. The Brewery has been supportive of Winter Carnival and also added to other Recreation Department events.
- Christy and Commission confirmed Vendor Applications – thoughts on any changes to the fees? None- \$200 for middle school and \$300 for Beacon Field.

Spring and Summer Programs

- Christy shared proposals of minor increases to some programs to offset expenses for each program. Christy also shared program budgets.
- Myrt made a motion to approve the 2025 program fee proposal and seconded by Mary- All voted in favor.

Swim Area Operations

- Christy shared the cost history and scenarios as there are many concerns about what to do with the pool.
- Mary made a motion to raise all season pass by \$5 and daily rates by \$2 and seconded by Dan. All voted in favor.
- Donna suggests that Christy and Kelly review 11am to 7pm seven days a week as operating hours. Donna suggested more discussion next month.

Discussion of Future Agenda Items

- Trail Advisory Committee next steps

Next Meeting Date: Feb 13, 2025 – Mary asked about a Wed Feb 12 meeting . Christy will be in touch via email on the final meeting date. Christy shared the 2025 meeting schedule dates for the second time.

7:25 pm Adjourn – Motion made by: Dan

Seconded by: Mary



GREENFIELD RECREATION DEPARTMENT

20 Sanderson Street, Greenfield, MA 01301
PHONE (413) 772-1553 ☎ FAX (413) 773-0115
www.greenfieldrecreation.com
christy.moore@greenfield-ma.gov



January 8, 2025

Dear Vendors,

Enclosed is an application for vendor space at our annual Fireworks Celebration. The **City of Greenfield** will celebrate Independence Day with Fireworks on **Saturday, July 5th** at approximately 9:30pm above Beacon Field. Our **rain date is Sunday, July 6th**.

Middle School Vendor Rate: 12'x20' regular/ commercial space is \$200 with no discounts for double spaces. A non-profit organization space is \$75. Please note: all vendors must stay in their designated space. **No mobile vending allowed.**

Vendors can set up between the hours of 1:30pm - 4:30pm. Please do not setup before 1:30pm. **All vendors must be setup by 4:30pm.** Please be aware that this year **we will not** have any musical entertainment at the Middle School Field.

We have limited electricity at an additional fee of \$25. Please be specific in your request for power to include the number of electrical items and amps needed. 2024 vendors have priority for vendor space locations.

Any spaces not reserved and paid for by **June 1st** will be assigned to new vendors. **A confirmation of your application will be e-mailed on June 6th.** A site map, vendor permit, and additional information will follow.

ATTENTION-All vendor vehicles not used to sell food must park in the adjacent lot. A parking pass will be included with site map.

IF SERVING FOOD, YOU MUST OBTAIN A PERMIT FROM THE GREENFIELD BOARD OF HEALTH. Please call them at (413)772-1404 to arrange a time to drop off your permit form. Enclosed is the form for your convenience. Also attached are the Fire Department regulations.

We are looking forward to a great celebration!

Sincerely,

Christy Moore
Recreation Director

Kelly Jenkins
Assistant Director

Shayla Demers
Program Supervisor

Jake Wallace
Youth Center Coordinator

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MIDDLE SCHOOL FIREWORKS VENDOR PERMIT APPLICATION

Return completed application and payment to the Recreation Department by June 1, 2025.

Food vendors: also apply for temporary food permit with the City Health Department.

VENDORS OPERATING IN CITY PARKS WITHOUT PERMITS WILL BE CLOSED.

Business or Organization: _____

Officer/Manager Name: _____ E-mail Address: _____

Address: _____

No/Box # Street Town State Zip

Daytime Phone: (____) _____ Cell Phone: (____) _____

Non-Profit Tax Exempt Number: _____

Full Name and Phone No. of Person who will be in charge of your concession during the event: _____

If you've been a vendor with Greenfield Recreation Dept. before, when? _____

SEE OTHER SIDE FOR RATES, ITEMS PROHIBITED in Parks & other Details.

I am Applying for:

Regular/Commercial Space:	Number of Spaces _____ x \$200.00=	\$ _____
Non-Profit Space:	Number of Spaces _____ x \$75.00 =	\$ _____
Electricity:	\$25.00 =	\$ _____

TOTAL \$ _____



***Please Attach a Menu or Product List with Pricing
For All Products You Intend to Sell***



I have read and agree to the terms on the back of this form:

Signature

Date

This space for OFFICE USE ONLY

____ Approved ____ Not Approved: _____ Date ____/____/20____ Permit Issued By: _____

Paid \$ _____ Cash _____ Check _____ Date: _____ By: _____

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VENDOR APPLICATION INFORMATION

1. All vendors must provide a copy of their MA Tax Registration.
2. All vendors must provide a Certificate of Insurance naming the City of Greenfield, its agents, servants, and employees additionally insured evidencing the following: Certificate of General Liability Insurance with per occurrence and aggregate limits of not less than \$1,000,000.
3. Food vendors must also apply for a temporary food permit with the City Board of Health at least two weeks prior to the event.
4. Vendor is responsible for obtaining all required permits PRIOR to date(s) of sale(s).
5. Vendor must have Recreation Department Permit at the event AND Food Vendors must also have the Health Department Permit posted at the event.
6. Vendor permits may be limited or denied, depending on the event. Like products may also be limited.
7. Vendor fee is required prior to the event. A permit will not be issued until payment is received.
8. An additional fee of \$25.00 required for electricity.
9. Vendor may be required to sell a specified brand where event sponsor has a product.
10. Vendor must present a neat and clean venue, must provide trash receptacle(s) at site, provide trash can and liners so they can be changed when full, and respect the environment and leave a clean site, free of all litter and trash, and may be required to carry trash out.
11. Vendors must supply own booth, table, extension cords, trash receptacles, product & price signage, etc., and erect and break down during designated hours. Cleanup is immediately after event.
12. Per the City of Greenfield, the use of single-use expandable polystyrene foam packaging, i.e. Styrofoam, is prohibited. Failure to comply may result in a \$25 fine each day that the violation persists.
13. Vendor has sole responsibility for their own supplies and equipment.
14. No mobile vending carts allowed. All vendors must sell from their designated site.

The following items are PROHIBITED:

Silly String	Gun Novelties	Confetti	Mylar Streamers	Pop Confetti bottles or like containers		
Alcoholic Beverages	Drugs	Firecrackers	Sparklers	Pyrotechnics	Fake Cigarettes	Political Merchandise

Selling of these products is prohibited. Violators will not receive a permit for next year.

RATES

12' X 20' Space

Regular/Commercial	\$200.00
Non Profit Organizations (submit 501(c)(3) Status)	\$ 75.00
Electricity	\$ 25.00

PLEASE MAKE CHECKS PAYABLE TO: THE CITY OF GREENFIELD

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We have limited electricity available at an additional fee of \$25. Please be specific in your request for power to include the number of electrical items and amps needed. 2024 vendors have priority for vendor space locations.

Any spaces not reserved and paid for by **June 1st**, will be assigned to new vendors. **A confirmation of your application will be e-mailed on June 6th.** A site map, vendor permit, and additional information will follow.

ATTENTION-All vendor vehicles not used to sell food must park in the upper lot off of Sanderson Street. A parking pass will be included with site map.

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We are looking forward to a great celebration!

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TOTAL \$ _____



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2025 Program Fee Proposals

Program/Event	2024 Res	2024 NR		2025 Res	2025 NR
Teeball	\$ 50.00	\$ 60.00	to	\$ 55.00	\$ 65.00
Buddy Baseball	\$ -	\$ -	to	\$ -	\$ -
Start Smart Baseball	\$ 60.00	\$ 70.00	to	\$ 65.00	\$ 75.00
Start Smart Soccer	\$ 60.00	\$ 70.00	to	\$ 65.00	\$ 75.00
Co-Rec Softball	\$ 500.00	\$ 500.00	to	\$ 500.00	\$ 500.00
Babysitters Certification	\$ 60.00	\$ 70.00	to	\$ 60.00	\$ 70.00
Tennis Lessons	\$ 60.00	\$ 70.00	to	\$ 60.00	\$ 70.00
Adult Tennis League	\$ 30.00	\$ 40.00	to	\$ 30.00	\$ 40.00
Skateboard Lessons	\$ 50.00	\$ 60.00	to	\$ 50.00	\$ 60.00
Spring Drop In Basketball	\$ 30.00	\$ 40.00	to	\$ 30.00	\$ 40.00
First Aid & CPR	\$ 100.00	\$ 110.00	to	\$ 100.00	\$ 110.00
Summer Camp	\$ 175.00	\$ 185.00	to	\$ 200.00	\$ 210.00
Fall Soccer	\$ 45.00	\$ 55.00	to	\$ 60.00	\$ 70.00
Pee Wee Soccer	\$ 30.00	\$ 40.00	to	\$ 50.00	\$ 60.00
Shakespeare in the Park	\$ 10.00	\$ 20.00	to	\$ 10.00	\$ 20.00

\$30 Early, \$30 Late, \$30 Field Trip Fee

2024 Calendar Year Budgets

Program/Event	2024 Revenue	2024 Expenses	Profit/Loss
Events			
Winter Carnival	\$ 25,580.50	\$ 17,906.13	\$ 7,674.37
Movies in the Park	\$ 4,000.00	\$ 3,137.80	\$ 862.20
Mutts & Mayhem	\$ 4,913.99	\$ 1,869.73	\$ 3,044.26
Community Safety Day	\$ -	\$ -	\$ -
Triathlon	\$ 33,675.36	\$ 21,786.61	\$ 11,888.75
Halloween	\$ -	\$ 431.73	\$ (431.73)
Jinglefest	\$ -	\$ 386.18	\$ (386.18)
Programs			
Adult Basketball (23-24)	\$ 1,863.00	\$ -	\$ 1,863.00
Youth Basketball (23-24)	\$ 7,567.50	\$ 5,268.05	\$ 2,299.45
Teeball	\$ 2,125.00	\$ 1,050.52	\$ 1,074.48
Buddy Baseball	\$ 900.00	\$ 1,992.02	\$ (1,092.02)
Start Smart Baseball	\$ 1,310.00	\$ 581.37	\$ 728.63
Start Smart Soccer	\$ 1,140.00	\$ 627.38	\$ 512.62
Co-Rec Softball	\$ 5,065.00	\$ 4,414.67	\$ 650.33
Babysitters Certification	\$ 695.00	\$ 288.15	\$ 406.85
Tennis Lessons	\$ 630.00	\$ 403.75	\$ 226.25
Adult Tennis League	\$ 680.00	\$ 301.51	\$ 378.49
Skateboard Lessons	\$ 640.00	\$ -	\$ 640.00
Shakespeare in the Park	\$ 180.00	\$ -	\$ 180.00
Spring Drop In Basketball	\$ 520.00	\$ -	\$ 520.00
First Aid & CPR	\$ 860.00	\$ 600.00	\$ 260.00
Summer Camp	\$ 108,465.60	\$ 102,636.75	\$ 5,828.85
Fall Soccer	\$ 5,062.50	\$ 5,715.48	\$ (652.98)
Field Hockey	\$ 1,575.00	\$ 2,256.94	\$ (681.94)
Rec the Night	\$ -	\$ 281.11	\$ (281.11)
Home Alone Safety	\$ -	\$ -	\$ -
Parking Meter Painting	\$ -	\$ -	\$ -
Emergency Bike Road Repair	\$ 20.00	\$ -	\$ 20.00
Rec Room* 2023-2024	\$ 9,200.00	\$ 10,130.70	\$ (930.70)
<i>*Supplies purchased from Childcare Covid Fund</i>			
After School 2023-2024			
Federal Street	\$ 60,080	\$ 61,347.02	\$ (1,267.02)
Four Corners	\$ 74,499.00	\$ 57,878.06	\$ 16,620.94
Parks/Facilities			
Swim Area	\$ 60,688.26	\$ 79,952.30	\$ (19,264.04)
Energy Park	\$ 1,100.00	\$ 1,135.00	\$ (35.00)
Other Facility Rentals	\$ 2,290.00	\$ -	\$ 2,290.00
Stage Rentals	\$ 9,125.00	\$ 611.03	\$ 8,513.97
Administrative Costs FY24			
Software	\$ -	\$ 5,714.51	\$ (5,714.51)
CC Fees		\$ 8,718.08	\$ (8,718.08)
Dues & Membership	\$ -	\$ 577.00	\$ (577.00)
Advertising/ Marketing	\$ -	\$ 5,301.00	\$ (5,301.00)
Park Improvements	\$ 3,745.02	\$ 3,582.28	\$ 162.74
Facility Attendant	\$ -	\$ 1,502.69	\$ (1,502.69)
Supplies	\$ -	\$ 3,561.08	\$ (3,561.08)
Misc	\$ 124.22	\$ -	\$ 124.22
Total Administrative	\$ 3,869.24	\$ 28,956.64	\$ (25,087.40)
Total	\$ 428,319.95	\$ 411,946.63	\$ 17,055.26
Mini Golf	\$ 6,117.00	\$ 2,881.69	\$ 3,235.31
Cornhole			
Fireworks	\$ 16,947.56	\$ 22,783.30	\$ (5,835.74)

2024 Calendar Year

	Revenue	Expenses	Profit/Loss
Events	\$ 68,169.85	\$ 45,518.18	\$ 22,651.67
Programs	\$ 148,498.60	\$ 136,548.40	\$ 11,950.20
After School	\$ 134,579.00	\$ 119,225.08	\$ 15,353.92
Parks	\$ 73,203.26	\$ 81,698.33	\$ (8,495.07)
Misc	\$ 3,869.24	\$ 28,956.64	\$ (25,087.40)
	\$ 428,319.95	\$ 411,946.63	\$ 16,373.32

Swim Area 2025 Proposals

1. Generate more income by increasing pass sales

- a. Marketing campaign to highlight the park amenities & community benefits of their purchase.
- b. Hard to contend with as local state parks are now free: Laurel Lake, Lake Wyola

2. Increase season pass pricing

- a. Have not done so since 2015
- b. Again, other local places are free and we have had some rough weather years, so may lead to even less pass sales
- c. Current Rates
 - i. Family Res: \$65 NR: \$95
 - ii. Individual Res: \$40 NR: \$55
 - iii. Senior Res: \$30 NR: \$40

3. Increase daily rates

- a. Have not done so for over 15 years
- b. Same concerns as above in regards to local free places
- c. Current Rates
 - i. Adult Res: \$4 NR: \$8
 - ii. Youth Res: \$3 NR: \$6
 - iii. Senior Res: \$2 NR: \$4

4. Reduce expenses by reducing Park Hours

- a. Propose Weekends 10:00am-8:00pm, Weekdays 12:00pm-7:00pm
 - i. Typically, very few people at the park for general public before noon on weekdays- less than 10. Usually they are the parents/ toddlers that visit before lunch/naptime.
 - ii. Benefit: Weekdays would only need 3 lifeguard staff per day, 1 gate, 1 concessions staff verse 10:00am-8:00am staffing of 5 lifeguards per day, 2 gate, 1 concessions
 - iii. Disadvantage: No camp swim in the morning, but it is usually colder so less kids swim in morning. Can play water games as alternative.
 - iv. Park gates would need to be closed after camp drop off time to prevent early park entry by public.
 - v. Would have to work with the school lunch program regarding hours and free lunch availability to the public.

5. If hours are not reduced, reduce expenses by decreasing the number of guards on duty

- a. Propose: Weekdays- reducing from 5 guards a day to 4: Two guards from 9:30AM-5:30PM and two from 12:30PM-8:30PM.
 - i. This only leaves 2 guards during busiest times of the day to make sure entire beach is covered, restrooms being maintained, etc.
 - ii. Does this create a liability issue?

6. Concession Stand

- a. Analyze costs closer- significant chunk 27.5% of daily visit and concession income is going directly towards food costs. Need to look closer at the breakdown of how much concessions is generating for income.
- b. Consider raising prices
- c. Consider decreasing hours (save on staffing)

7. We received \$7500 in Salary support in FY25.

- a. We need this to continue into ongoing years to sustain.

8. Rental income continues to rise

- a. focus on advertising & fully booking pavilion on weekends

9. Research any youth employment grant opportunities

Swim Area Budget Comparison

	2024	2023	2022	2021	2020	2019
Revenue						
Pavilion/ Park Rentals	\$4,671.00	\$ 2,904.00	\$ 3,557.01	\$ 3,291.00	\$ -	\$ 5,870.00
Swim Lessons	\$520.00	\$ 7.50	\$ 1,060.00	\$ -	\$ -	\$ 1,065.00
Season Passes	\$9,959.50	\$ 9,644.00	\$ 17,906.50	\$ 16,279.50	\$ 13,481.50	\$ 18,394.15
Daily Visits & Concessions	\$37,325.26	\$ 30,082.53	\$ 54,699.64	\$ 27,490.23	\$ 56,254.31	\$ 48,503.66
Miscellaneous	\$8,212.50	\$ -	\$ 275.52	\$ 4,330.00	\$ 134.00	\$ 554.00
Total Income	\$60,688.26	\$ 42,638.03	\$ 77,498.67	\$51,390.73	\$69,869.81	\$ 74,386.81
Expenses						
Supplies	\$2,612.56	\$ 2,200.33	\$ 6,841.76	\$ 2,683.73	\$ 4,914.15	\$ 5,662.68
Utilities & Services	\$1,622.25	\$ 2,313.60	\$ 2,060.45	\$ 1,031.13	\$ 558.37	\$ 876.83
Concessions	\$10,297.50	\$ 7,994.46	\$ 11,117.57	\$ 6,021.06	\$ 6,639.46	\$ 8,878.95
Guard Salary	\$44,334.54	\$ 42,135.57	\$ 42,555.13	\$ 29,811.21	\$ 40,077.44	\$ 43,885.38
Gate/ Concession Salary	\$21,085.45	\$ 19,194.05	\$ 21,463.12	\$ 19,974.51	\$ 15,968.12	\$ 22,843.90
Total Expenses	\$79,952.30	\$ 73,838.01	\$ 84,038.03	\$59,521.64	\$68,157.54	\$ 82,147.74
Net Profit/ Loss	\$(19,264.04)	\$ (31,199.98)	\$ (6,539.36)	\$ (8,130.91)	\$ 1,712.27	\$ (7,760.93)

Swim Area Pass Sales Comparison

	2024	2023	2022	2021	2020	2019
Family- New	37	34	95	101	159	675
Family- Renewal	75	70	109	88	0	0
Family Members- New	103	292	572	511	421	1923
Family Members- Renewal	209	5	1	11	0	0
Individual- New	19	19	52	30	89	351
Individual- Renewal	49	46	72	75	0	0
Total Passes	492	466	901	816	669	2949

Swim Area Daily Visit Comparison

	2024	2023	2022	2021	2020	2019
Adult Res	1797	1298	1948	1172	1079	3064
Adult Non-Res	881	1211	2217	1222	1588	2300
Senior Res	555	378	478	341	319	924
Senior Non-Res	113	160	315	208	213	442
Youth Res	1007	837	1254	793	738	2182
Youth Non-Res	354	533	1230	672	940	1418
Under 3	54	3	15	3	31	154
Total Visits	4761	4420	7457	4411	4908	10484
<i>*Does not Include July 4th</i>						

**Recreation Commission Monthly
Meeting Schedule 2025
Thursday @ 6:00pm**

January	16
February	13
March	20
April	10
May	15
June	12
July	17
August	14
September	18
October	16
November	20
December	11