

Borough of West Reading Recreation Commission

Tuesday, September 1, 2020

Meeting called to order at 6:09 pm on Zoom.

Members present: Nathalie Kulesa (chair), Lori Hoffman (vice chair), Kristin Hawley, Colleen English, Kris Singleton, Jen Witman

Members not present: Roger Hinsey, Alex Humphrey, Nikki Frymoyer

Staff members present: Helen Moyer, Recreation Director, Nicholas Imbesi, Borough Manager

Borough Council Members present: none

Public Comment

None.

Motion to approve the minutes of the June 2020 meeting made by Kristin Hawley. Seconded by Lori Hoffman. Motion passed unanimously (6-0).

Discussion

Dates for the Newsletter (beginning of October to residents)

- Scarecrow Decorating Contest: Judging on Sunday, Oct. 11 (4-6pm)
- Halloween Decorating Contest: Judging on Sunday, Oct. 25 (7-9pm; earlier for house w/o lights)
- Holiday Tree Lighting: December 4 (7pm)
- Holiday Decorating Contest: Judging on Sunday, Dec. 13 (7-9pm)

Events

- Scarecrow Decorating Contest: Judging Oct. 11, meet at Borough Hall at 3:30pm
- Halloween Treat Bags
 - Registration for treat bag (address, number of children)
 - Sign up by Friday, Oct. 23
 - Advertised by October 5
 - Hand out treat bags on Friday, Oct. 30 at the Pavilion; drive-thru
 - Need donations for the bags
- Halloween Decorating Contest Prizes:
 - 1st place: Pool membership for one or playground registration for one child (alternative: \$50 gift card)
 - 2nd place: 10-day pool pass (alternative: \$25 gift card)
 - 3rd place: 5-day pool pass (alternative: \$10 gift card)
- Holiday Tree Lighting: encourage residents to turn their lights on in celebration
 - Tree donated from Nonno Alby's
 - 22-foot Christmas Tree
- Holiday Decorating Contest Prizes:

- 1st place: Pool membership for one or playground registration for one child (alternative: \$50 gift card)
- 2nd place: 10-day pool pass (alternative: \$25 gift card)
- 3rd place: 5-day pool pass (alternative: \$10 gift card)

Budget

Discussion of budget from past and making predictions for future expenses/revenue.

Events revenue & expenses are pretty close (was a loss), but not a huge factor.

Pool operates at a loss.

Playground: While expense/revenue difference is not large, might need to raise prices to bring in more revenue.

Overall, recreation department operates at a loss.

Suggestions for ways to increase revenue:

- Increase the prices of playground (including adding different rates for residents & non-residents)
- Increase rates for pool memberships and prices
- Increase rates for swim lessons
- Increase rates for ball/field, Bicentennial House, and Pavilion rental
- Keep event prices the same for next year

Motion to present changes to the fee schedule to Borough Council made by Jen Witman. Seconded by Kristin Hawley. Motion carried unanimously (6-0).

Motion to adjourn made by Jen Witman. Second made by Kris Singleton. Motion passed unanimously (6-0).

Next meeting: October 6, 2020.

Respectfully submitted,
Colleen English
Recreation Commission Secretary