



TOWN OF EASTON
Special Meeting of Park and Recreation Sub-Committee
Strategic Planning and Development Sub-Committee
Easton Public Library – Conference Room
February 28, 2024 – 4:30 PM

Meeting called to Order at 4:36pm

Minutes recorded by Kacey Gormley

Present: Kerry Caylor, Carolyn Oppenheim, Kacey Gormley and Dave Gombos

Absentee(s): none

Guests: none

1. Discuss communication from BerryDunn firm

- a. Contact Jason Genck shared that assessments are scalable; from small town communities under 5000 to town-wide comprehensive plans
 - i. the basic market assessment includes impact of growth, trends, mobile data, community engagement with an online portal and virtual idea board, and findings with recommendations; he estimated would be under \$10,000
 - ii. if statistically valid survey was desired the cost would be an additional \$12,000 because data is farmed out to a 3rd party
 - iii. additional packages are optional like benchmarking and more focused lines of questioning; can always be added on after the basic market assessment was completed and shared
- b. sub-committee expressed interest in pursuing this action; Park & Rec is an asset for the town of Easton and this assessment would give business reasons of what and why we spend the money that we do as well as provide information and awareness

2. Finalize list of Stakeholders

- a. Added suggestions from Justin Giorlando (P&Z)
- b. members in agreement to invite Justin Giorlando to join the sub-committee for more comprehensive planning purposes moving forward

3. Establish New Meeting Schedule

- a. Members decided that we will meet once a month for the next 12 months and arrive prepared with deliverables
 - b. Starting April 3, 2024 the meetings will be scheduled monthly on the first Wednesday of each month; time and location will remain the same.
 - c. Kacey to report logistics to Town Clerk including meeting schedule, agendas, and minutes
 - d. Kerry to outline actionables each meeting for continued progress
- 4. Review feedback from presentation of Project Charter to Park & Recreation Commission**
- a. members noted that vote was not yet taken at the Commission meeting due to lack of members not on sub-committee; however, feedback was positive
- 5. Outline next steps**
- a. propose the use of BerryDunn firm to implement the assessment with motion at Park & Recreation Regular Commission Meeting
 - b. begin to schedule meetings with respective DTC/RTC for project charter discussion
- 6. Public Comment - none**
- 7. Meeting adjourned at 5:45pm**