

RECREATION ADVISORY COMMITTEE – Minutes: October 4 7pm

<https://us02web.zoom.us/j/87082354212?pwd=bHd6cWN3ZGFpbDFPMUdVRmg5Q0lNdz09>

June 7th meeting notes were distributed by email and was posted on the township's website

Next Meetings: 7pm 12/6

In Attendance: Liz Meininger, Alexis Voli, Beth Figueria, Lauren Fitzgerald, Antoine Gayles, Louis Valdes, Courtney Fulton, Karyn Norberg, Alex Roman, Jennifer Aquino, Jill Daggon

Committee Reports:

- Open Space: Courtney Fulton: *Although Courtney was unable to attend the previous Open Space committee meeting, the main topic was about being able to have trail puncheons (boards that make a path over wetland areas) engraved with sponsor names as a fundraiser. The Rec Dept's CNC machine is capable of doing the engraving.*
- Council: Alex Roman: *Council has been doing typical council stuff. At the last meeting, they acknowledged a child, Renley Ghoshal, who raised \$500 to donate to the Food bank, from a Lemonade stand she organized and operated. Discussion was held about the Council provided \$25k for Entertainment for our events (because so many of our events were postponed or canceled due to rain). We are using the funds for our remaining events and very appreciative of this assistance. We get much better quality bands and sound services, when we can spend more than \$500 per band. Rec is planning to make this request again for the budget for 2024. Council discussed reducing the price of large item stickers for Veterans. Alex asked if Rec would consider reduced pricing for events as well. Since most of our events are free, and only a few have a \$5 admission, it may not be worthwhile. Administration was considering putting together a listing of qualified applicants, that we would need to reference. A question was raised about current active military, would they be able to receive discounts?*
- Board of Ed: Jennifer Aquino: *See attached report. The referendum information is now available on a website linked from the MOTSD.org site. More details concerning what the referendum will cover will be forthcoming. Targeted date is Dec. 12th. Emails can be sent from the website, for specific questions about the referendum.*

Summer Review:

- The weather this past summer was not very cooperative! The Mt Olive Block Party scheduled for 6/23 was rescheduled for August 5. It was a fun event, but not quite the same attendance as expected in June. Carnival also had soggy days on Friday-Sunday and the fireworks show was canceled and rescheduled for the 8/26 Food Trucks and Fireworks Festival. But the Wednesday & Thursday evenings had a terrific turn out and the Campers' Day had a record number of camp programs visit (12). The 8/4 Concert and a Movie was rescheduled to 9/8, then 9/29. Salsa in the Park was a Hit! 200+ people were dancing under the pavilion. Non-Profit Day was held on 8/19 under the square Pavilion by the splashpad. 12 organizations participated. It was a slow day at the splashpad and the rest of the park, even though we had a food truck on site. We are planning for a larger event for 2024. Food Trucks & Fireworks Festival had 23 trucks, over 20 vendors and amazing fireworks. 9/23 Country in the Park & Barkfest was rained out as Ophelia rained on us. We have offered those vendors spaces at Oktoberfest. We have run out of time for more outdoor event make-up dates.
- We had new summer programs: Fun4All offered 4 weeks of different themed programs and was well attended. Summer Sewing and Fashion Design programs joined favorites: Band Camp, Robots, Bridges, Movie Making, Basketball and sports camps as well as Art programs and Babysitter's Training.

Updates & New Business:

- Fall Brochure was distributed to the schools 9/7 and programs have begun, more starting this week and next.
<http://online.flipbuilder.com/rppx/ungl/> Alex asked if there were any metrics about the flipbook. Jill mentioned the Google Analytics report that is given to Admin with the monthly report, she will send to Alex. Suggestion was made to use different QR codes for print brochure links to registrations and digital sources, to try to track which advertising media brings the most traffic for registrations. We will explore those ideas.
- All the departments worked on updating the E Code book (working with professional company to bring everything up to date)
- Oktoberfest is this Saturday, 10/7 – we still need some volunteers Rain date is SUNDAY 10/8 with reduced hours of 12pm-6pm. We could still use some help from volunteers.
- The George Ottavina Memorial Fishing Derby is planned for 10/15 at Maier's Pond, 11am-2:30pm. We still have lots of room for children (and their adult) participants. Every participant will receive a starter fishing tackle kit. This is a catch and release event. Sponsors and donations are still coming in, to provide funding for stocking the pond, and for future improvements for the location. Beth asked what fish have been stocked, we will send the list from the Musky Trout Hatchery (400 rainbow trout, 4000 minnows) Additional stocking of more varieties will happen in the spring. Liz explained more of the details about this event.
- November 4th is a Food Truck, Music and Crafts Festival at the Event Field from 11am – 6pm. We are working with Jersey Fresh and JamFam productions for this event.
- December's event is 8 days of Fun – the Any Who's Winter Fest, will be held 3 weekends (Fri-Sun) and will have lights, decorations, Special guests (think Mascot types), food, stage performances, rides, an Any Who's vendor village (sheds graciously provided by Amish Mike), bonfire and more. We will be training next week on setting up QR code scanners for pre-sale ticket purchases (and then we can offer that service for our other events in 2024) Set up will start in early November.

- We are in Budget Planning season as well as planning events for next year. Our Theme for 2024 is Together. The banner for the lampposts at the Municipal Complex and Turkey Brook has been designed and we are actively encouraging sponsors to participate in the banner program. *Please forward the banner sponsorship information to businesses you know, and let us know who you have reached out to, so we can follow up.*
- Jill and Liz have been working together to plan the Rec Utility budget (there are many steps!). We are including several new programs and trips for 2024, and some new "pop-up" events.
- We will be attending the NJRPA Fall Workshop tomorrow on AI: Applications and Implications for the Recreation professional *Awesome workshop! We learned a lot about how to use AI such as ChatGBT as a tool to help with generating ideas for marketing plans, social media posts, camp trainings, etc. We definitely plan on using this tool (which still needs review/editing before posting/publishing). It will save time on some research and press releases.*
- 3 Recreation Advisory Terms expire at the end of 2023 – starting now of recommendations! We will need volunteer information by the 12/6 meeting. We have 1 unfilled position and 2 others

We need videos and pictures to post on social media – please help us!

Other:

- **Continuing Concerns**
 - o Suggestions for future programming, facilities, special events,

Events planned for 2023:

10/7	Oktoberfest	10/15	George Ottavina Memorial Fishing Derby
11/4	Food Trucks, Music and Crafts Festival	12/8 – 23	Any Who's Winter Fest

Enclosures: Recreation's June, July, August and September Monthly Reports Minutes from June meeting
BOE Report for 10/4