

**Minutes of Recreation Commission**  
**Meeting Date March 11, 2019**

**Call to Order:** Meeting was at the Camp Kiwanee Lodge Library. Call to order was at 6:05 pm.

**In Attendance:** Diane Cohen, John Zucco, Brian Fruzzetti, Melissa Scartissi, and Lan Woodward.

**Also in Attendance:** Residents Joan Fruzzetti, Madi Storey, and Selectman Matt Dyer.

Lan Woodward, Administrative Assistant, will take the minutes.

This meeting is being audio recorded.

Brian Smith and Juvy Hartweg were not in attendance.

**Approval of Minutes**

Minutes to be approved and signed from Recreation Commission Meeting 02.25.19.

Motion to approve minutes of 02.25.19 by John Zucco.

2nd Brian Fruzzetti.

Vote 4-0.

**Department Head Update(s)**

Recreation Director Update

Diane Cohen discussed with Recreation Commission regarding hiring process. Recreation Commission chose Diane Cohen and Melissa Scartissi to handle the initial interview process.

There are 9 applicants.

Recreation Commission discussed the importance of geographical area with the applicants.

**New Business**

Town of Hanson Camp Kiwanee Social Media Pages

Recreation Discussion on adding Recreation Commission members John Zucco and Brian Fruzzetti to both Facebook pages. Lan Woodward would still remain as well since it is property of Town of Hanson.

Motion to add John Zucco and Brian Fruzzetti to both Facebook pages by Brian Fruzzetti.

2nd Melissa Scartissi.

Vote 4-0.

**Event Payments**

Diane Cohen updated the Recreation Commission regarding the Town of Hanson payment process for town events.

The Recreation Commission has certain regulations that must be followed to conduct business. Payments can be processed through Unipay and a meeting can be set up to show the Recreation Commission how the process works.

**Business Agenda**

Matt Dyer requested that there be a business plan for Town of Hanson Camp Kiwanee regarding where Recreation Commission sees the financials and aspect of growing.

John Zucco discussed Camp Kiwanee the bad media that has been placed and also the website being run by a former employee that would not give up the rights to the town-owned website page. He pointed out that the rates Matt Dyer had brought up did not include the minimum for the package so it was incorrect at the Board of Selectmen meeting.

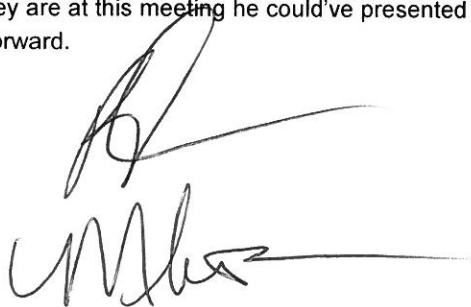
Melissa Scartissi did some research on surrounding venues such as Camp Mitten and Camp Wing.

Diane Cohen discussed the previous Board of Selectmen meeting.

Matt Dyer wanted to speak about it after Diane Cohen. He believes it was all good reasonings to raise the rates, but he feels that if the facts were presented in the manner like they are at this meeting he could've presented it that way.

Recreation Commission emphasized the subject of moving forward.





Brian Fruzzetti would like to discuss his concerns. Letter presented below:

*Letter by Brian Fruzzetti:*

*Timeline and factors dealing with rates for Camp Kiwanee*

*Investigation conducted December 2015*

*On August 23 2016 "Save Camp Kiwanee" protest at Town Hall televised and in newspapers portrayed a negative light on the camp. Many people protesting at the Town Hall when asked didn't know specifics of what they were protesting, they were there in support of the camp "just because".*

*On August 11, 2016 Jim Hickey resigned as being chair of the recreation commission. Following his resignation, the entire recreation commission resigned officially on the 23rd bringing negative press.*

*September 2016 Campkiwanee.com was not turned over to the town by a previous employee of the camp. This website continued to post negative information about the investigation. This site posted improper contact information for any potential clients looking for a venue. Also, the messages sent to this site could not be seen by current staff for return phone calls or questions. This could have created a heavy impact in rentals for the following years.*

*All outside wedding websites were also linked to this negative website when the link was clicked on.*

*In 2018 the recreation commission created a NEW website entitled officialcampkiwanee.com in hopes to offset the campkiwanee.com website. Unfortunately Campkiwanee.com remained the default website within the search engine and the negative publicity continued.*

*Due to the fact in 2017 many of the weddings were booked prior to the negative publicity from 2016, the rentals were approximately 44 for the year.*

*In 2018 the negative website was still in effect and the wedding rentals decreased to 35. The Recreation Commission continued to offset this with the use of facebook as an additional source. Unfortunately other town facebook sites were being utilized negatively against the camp. This was another obstacle the Recreation Commission was trying to overcome.*

*January 2019 the members of the Recreation Commission had been notified that campkiwanee.com was not renewed and going up for auction. At that time Recreation Vice Chair John Zucco was a bidder in the auction and subsequently obtained the site, and returned it back to the town. This will once again enable Camp Kiwanee to promote positive information and advertise the camps venue moving forward.*

*With this positive change, a hard working Recreation Commission, attentive staff, and publicity from the successful 2018 family functions that were held, we are hoping to increase the already 24 wedding bookings for 2019.*

*In any business plan when UNDER NEW MANAGEMENT or a MAJOR NEGATIVE OUTLOOK has been created there is an average of a 3 to 5 year period to regain trust, positive persona, and for business to return to a more profitable state. This information has come through studies done by companies I have worked for that had failing locations due to bad press or management.*

*One can try to say that previous years did not advertise but still obtained a higher number of bookings. They did not however have the negative publicity on all social media websites that the camp has faced since late 2016. In this era social media plays a huge role on the success of any business. The main source of advertisement at the time being campkiwanee.com impacted the camp in a largely negative way.*

*As a business manager of many years I have lived and seen what a large impact, negative press can create.*

*Unfortunately, Camp Kiwanee was no different.*

*I firmly believe with the Town now back in charge of the websites, the talent of the staff, and with the support of the Recreation Commission we can show a more positive outlook on the camp once again. We as a team, joined by a new Recreation Director, will allow the camps reputation to be rebuilt, offer more Town functions, and to be more profitable in the near future.*

*I am recommending to the Recreation Commission that we decrease the non prime months wedding rate rentals as discussed earlier, and keep the current rates for the 2020 peak season the same. The Recreation Commission can revisit the rates once again in 2021.*

*Thank You,*

*Brian Fruzzetti*

*Diane Cohen*



Recreation Commission discussed gathering ideas from each member together for a business plan.

Matt Dyer feels the need to have a skeleton in place and that there is no organization of Camp Kiwanee and that there are other components. He can bring a business plan that he created. He will bring a simple plan.

### **Old Business**

Miscellaneous Correspondence

Seasonal Employment Certification need to be filed for 2019. This needs to be filed and approved 60 days before Season starts.

Dates of 05.12.19-09.21.19.

Motion to approve 05.12.19-09.21.19 for Seasonal Employment Certification by John Zucco.

2nd Melissa Scartissi.

Vote 4-0.

Dates still needed for:

Paper Night-no date discussed

Staff Training-possible date of 05.20.19

Concessions-Diane Cohen to be placed on Board of Health Agenda

Cove Opening Day-possible date of 06.12.19

Cove Kick Off-possible date of 06.14.19

Article for Camp Kiwanee Tree Removal

Discussion of article place by tree warden regarding tree removal along Camp Kiwanee Road in the interest of public safety. There is Board of Selectmen Meeting 03.12.19 with discussion regarding this article. Diane Cohen will attend and updated Recreation Commission regarding article.

Deb Petty and Bob Curran were at Camp Kiwanee 03.05.19 to look at the Caretaker's house. Diane Cohen said she hasn't heard from her yet.

South End Chalet was broken into on 03.09.19. Also, fisher cat seen in the area that morning.

Because of the weather, there was no Yoga in Nature 02.28.19.

Town of Hanson Camp Kiwanee was closed 03.02.19, so there was also no Yoga or Drama Kids that evening.

Facility Manager Update

Chris Fennessy was not in attendance.

Diane Cohen has reached out to Chris Fennessy via telephone and email and has received no response.

Caretaker Weekly List of Items/Reports

Discussed above.

Warrant(s) Weekly Update

Warrants passed along for Recreation Commission review.

Upcoming Events

No update.

Policies and Procedures

To be continued.

Diane Cohen 

2020/2021 Rates

Update above.

Seasonal Staff

Discussion on training incoming staff by Madi Storey.

Snow Removal

There is still no coverage for steps, decks of the lodge which is a concern for tours and recreation programs. Matt Dyer said Michael McCue mentioned having caretakers handle it. Discussion on hiring on-call snow removal caretakers.

Alarm System(s)

No update.

Camp Kiwanee Clean Up Day

No Update.

Zumba/Salsa

Zumba/Salsa can be removed from agenda.

Dance-a-thon

To be continued.

Food Truck Commissary

Diane Cohen mentioned that Michael McCue will discuss this with Arlene Dias.

Beer Garden Potluck

This will be continued. It would be for 2020.

Osso Videographer

To be continued. Will be doing as weather is nicer.

Bridal Shows by Kelly

John Zucco discussed the rustic wedding expo at CK. We would be the only venue promoted. We would get a free booth and Kelly would like to have in October 2019. Bar Permit fee would be needed and possible waiver of lodge rental fee. It would be a 4 hour event.

Brian Fruzzetti asked how much it would be just hiring her as a vendor and mentioned that this would possibly need to be discussed with Todd Hassett in Accounting Department. To be continued.

Cornhole Tournament

Melissa Scartissi to organize getting pizza for tourney. Lan Woodward notified Melissa that Board of Health would need to approve if it plans on being 75 or more at the event. There is a 45 day deadline regarding this.

To be continued.

Fishing Program

To be continued.

Paddleboard Program

Diane Cohen said she will speak to Emma Mousette regarding this.

Checking with Deb Blauss on possible class and being insured and/or certified. It would be a week long class or more than one class and she could be vendored.

Diane Cohen



Archery Program  
To be continued.

Nature Program  
No update.

Science Program/Museum of Science Kits  
No update as of this meeting.

Woodman Terrace Update  
No update.

Mass Cultural Grant  
No updated.

MA Save Energy Audit  
No update.

Grant(s) Research  
No update.

Comcast-Municipal Grants Follow Up/Security  
Matt Dyer will reach out to IT contact Ryan.

**Cove**  
No Update.

**Adjournment**  
Next meeting(s):  
03.25.19 at 6:00 pm

Recreation discussion on upcoming meetings:  
04.08.19 at 6:00 pm  
04.22.19 at 6:00 pm

Motion to accept dates and time above for upcoming Recreation Commission meetings by Brian Fruzzetti.  
2nd Melissa Scartissi.  
Vote 4-0.

Motion to Adjourn by Brian Fruzzetti.  
2nd John Zucco.  
Vote 4-0.  
Meeting Adjourned 7:55 pm.

Diane Cohen  
*[Signature]*

*[Signature]*