

North Yarmouth  
&  
Cumberland  
Joint Standing Committee

Pam Ames

Steve Palmer

Andy Walsh

Steve Moriarty

Bill Stiles

George Turner

**MEETING MINUTES**  
**Wednesday, August 10, 2011**  
**Cumberland Town Hall**  
**4:30 p.m.**

**Cumberland Representatives Present:** Councilors Steve Moriarty (Chairman), Bill Stiles, and George Turner. Town Manager, Bill Shane.  
Recreation Department: Brian Bickford-Director, Peter Bingham-Programming Coordinator; and Sarah Davis-Adult Education Director.

**North Yarmouth Representatives Present:** Selectmen Steve Palmer (Co-Chairman) and Andy Walsh. Budget Committee Member, Pam Ames.  
Absent: Marnie Diffin

Meeting called to order at 4:32 p.m.

**I. Review and approval of July 13<sup>th</sup> & 20<sup>th</sup> meeting minutes.**

Motion by Mr. Stiles, seconded by Mr. Palmer to accept the July 13<sup>th</sup> minutes as presented.

VOTE: 6-0                      UNANIMIOUS

Motion by Mr. Stiles, seconded by Mr. Walsh to accept the July 20<sup>th</sup> minutes as presented.

VOTE: 6-0                      UNANIMOUS

**II. Recreation Budget Presentation – Brian Bickford**

Mr. Bickford reviewed the following information with the Committee:

## Community Education & Recreation

Review of Our Services

### Overview

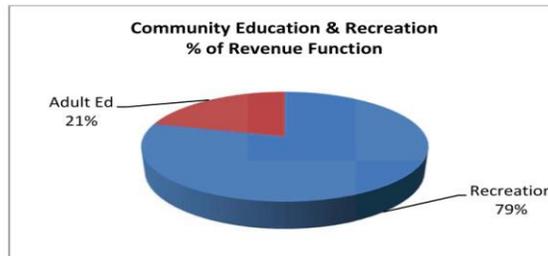
Our role is to provide adult and junior community education and recreation in our communities with oversight of the Community Education & Recreation Advisory Board.

The Community Education & Recreation Advisory Board is comprised of Cumberland and North Yarmouth residents, Town Counselors and a MSAD 51 representative. Members include:

- Cumberland: Callie Chase, Bill Green (Chair), Tara Hill, Pam Russell and Richard Wolfe
- North Yarmouth: Heather Giandrea, Dirk Van Curran
- MSAD 51: Bob Vail
- Cumberland Town Councilor: Shirley Storey-King
- North Yarmouth Town Selectman: Rob Wood

### Community Education and Recreation

- Currently, all revenue and expenses related to Adult Education reside on the books of MSAD 51. This includes, but is not limited to, wages, program revenue and state subsidies for Adult Education programs. The projected annual budget for Adult Education is \$120,000 and the net margin is breakeven.
- All revenue and expenses related to Recreation reside on the books of the Town of Cumberland. This includes wages for 2.6 full-time equivalents, wages for various programs we run and non-salary expenses necessary to run programming. The projected annual expense budget is \$490,000. North Yarmouth pays approximately \$54,000 and Cumberland pays approximately 105,000 to achieve a "breakeven."



1

Ms. Ames asked if there is staff in the Adult Education department.

Mr. Bickford responded that there is. Sarah Davis is the primary staff. The instructors are contracted employees.

Mr. Moriarty asked Mr. Bickford if the staffing costs are covered by the S.A.D.

Mr. Bickford said they are. The part-time Adult Ed employees fall under the S.A.D. budget. The revenue collected from Adult Ed programs is transferred from the Town to the S.A.D. to assure a proper matching of revenue and expenses for Adult Ed programs. Adult Education Director, Sarah Davis is an S.A.D. 51 employee.

### **Departmental Goals for 2011**

- Successful implementation of new registration and scheduling software, ActiveNet.
- Development of programmatic income statements for the major recreation programs.
- Assess and evaluate new and existing programs qualitatively and financially.
- Develop a coordinated communication tool for the Town of Cumberland.
- Improve and augment the development of the Quarterly Education and Recreation Brochure.
- Work with the Community Education and Recreation Advisory Board to develop a Recreation Plan which envelopes key articles of the Town of Cumberland Comprehensive Plan.
- Develop a transition plan for Val Halla Junior Programs and coordination with the First Tee of Maine.
- In conjunction with the Advisory Board, develop a community survey to be distributed for feedback.
- Develop and implement a care-based after school program and summer camp program that meets the needs of the community.

### **Hours of Operation**

- We staff our offices from 8:00 am to 5:00 pm on Monday, Tuesday and Wednesday. We staff them from 8:00 am to 6:00 pm on Thursday. Friday's we are closed.
- Programming hours run most daylight and early evening hours 7-days a week. Seasonal fluctuations occur in most programming.

### **Programming**

Community Education & Recreation offers several programs throughout the year. We are able to offer a wide range of programs given our economies of scale. It is our assessment that several existing programs would be discontinued without economies of scale between the two communities.

That said, six major programs comprise 43% of the revenues. They are Day Camp, Middle School Camp, Down Hill Skiing, Swimming, Basketball and Soccer. 25% of revenues are comprised from "all other" programs (all other programs include Zumba, CPR and Running Club to name a few; see Appendix A). 11% of revenue represents revenue from North Yarmouth. 21% of the revenue represents revenue from Cumberland.

2

Mr. Walsh asked which aspects of the Comprehensive Plan does the Recreation Department hope to envelope into their programs (as stated above), and has the North Yarmouth Comprehensive Plan been looked at as well.

Mr. Bickford said that the North Yarmouth representatives of the Recreation/Adult Education Committee did include the North Yarmouth Comp Plan (from 2001) and it mirrored some of the same aspects as the Cumberland Comp Plan.

Mr. Bingham explained the new after school program. He realized a need for working parents to have safe, consistent afterschool care. For the past 15 years, the YMCA ran such a program. Parents began to ask if the

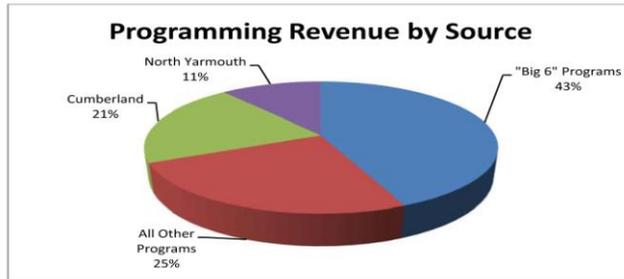
recreation department would be offering an afterschool program since they do an outstanding job with summer programs. Because of an obvious need in our communities, Mr. Bingham developed the new program and 60 children have enrolled for the upcoming school year. One of the benefits for the North Yarmouth families (K to grade 3) is the option to choose Memorial School as a location. Those children would be bused from Mable I. Wilson School to Memorial School. Approximately 70% of the children signed up for the program will attend all week, but there is a daily rate as well. The YMCA was charging \$90/week and our program is \$70/week. Not only are we providing a service to the community, but we are also saving our residents money.

Ms. Ames asked Mr. Bingham if staff had to be added for the program.

Mr. Bingham said that he has advertised for a Director and will be interviewing some very strong candidates. Requirements are someone with a background in education with a Bachelor's degree.

Mr. Palmer asked if Mr. Bingham had received any calls of resentment from daycares and asked how the rate was established. He said that the private days care likely charge a bit more than the Town will charge. He wondered if it appeared that the Town was in some way subsidizing the program where private businesses did not have that advantage.

Mr. Bingham said that there is no community subsidy. He has received calls from two daycares. Both calls were positive. There is a huge need for this service and daycares were providing it, but state daycare licenses have ratios. If those daycares keep a slot for a child from 3:00 – 5:30 p.m., that child is taking an all-day slot. Mr. Bingham said that this program is relieving the burden on the daycares. One of the daycare providers asked if she could advertise our afterschool program to the parents of the children she cares for. There has been no negative feedback whatsoever.



**Review of the “Big 6”**

A review of the “Big 6” reveals a contribution margin of approximately \$38,000 or 18%. Day Camp and Middle School Camp contribute \$30,000; Down Hill Skiing contributes \$7,000; Basketball contributes \$5,000; Soccer contributes \$15,000; and Swimming loses \$19,000.

**Statistics**

A review of participant information is important. Our registrations are broken down as follows:

- We register approximately 3,588 Cumberland-North Yarmouth participants of a total of 3,910 participants (or approximately 92%) for recreation programs.
- The breakdown by season and town is as follows:

	Cumberland	North Yarmouth	CNY Ratio
<b>Fall</b>	560	283	66% - 34%
<b>Spring</b>	285	136	68% - 32%
<b>Summer</b>	1,124	486	70% - 30%
<b>Winter</b>	481	233	67% - 33%
<b>Totals</b>	<b>2,450</b>	<b>1,138</b>	<b>68% - 32%</b>

Mr. Bickford explained that the pool is overseen by the S.A.D., and the Town and Seacoast Swim Club are participants of the pool. The Town pays for its use and Seacoast has an arrangement with the S.A.D. where they make payments for their lifeguards.

Sarah Davis added that the S.A. D., the Town, or Seacoast, depending on the type of pool programming, could pay a lifeguard working at the pool.

Mr. Palmer asked where golf fits in and is it one of the “Big 6”.

Mr. Bickford said that golf has been moved from the Town to Val Halla and is its own enterprise fund.

Mr. Stiles asked why continue a program that is losing money.

Mr. Bickford responded that in certain cases, it adds to the quality of all the programs offered. To take away swimming programs would not be a popular decision within the communities.

**Financial Overview**

The following is a summary of financial information for Community Education & Recreation:

	Totals	Per Total Participants
<b>Participant Revenue</b>	\$335,000	\$85.67
<b>North Yarmouth</b>	\$54,000	\$13.81
<b>Cumberland</b>	\$101,000	\$25.83
<b>Total Revenue</b>	<b>\$490,000</b>	<b>\$125.31</b>
<b>Wages &amp; Benefits</b>	\$315,000	\$80.56
<b>Program Related Non-Salaries</b>	\$175,000	\$44.75
<b>Total Expenses</b>	<b>\$490,000</b>	<b>\$125.31</b>

Mr. Walsh asked Mr. Bickford the extent of contracted employees vs. direct/regular employees. Has the Town gone through the State guidelines for pre-approval of sub-contracted employees and have there been any issues with Workers' Compensation?

Mr. Bickford explained that in most cases, the instructors are hired as Town employees, who must submit to the HR policies of the Town, and take a Job Placement Assessment to assure they are physically able to perform the requirements of the job. If someone is teaching a one-time class, they may be contracted employees who are issued a 1099. The majority of the Recreation employees are regular employees.

Mr. Walsh asked if someone is hired under a 1099 basis, is State approval of that employee obtained. If a 1099 employee is simply asked to provide proof of liability insurance, the employer has no protection against Workers' Comp issues. He recommends that the Town look into the State pre-approval program.

Mr. Moriarty explained that the Workers' Comp Board will give a sub-contractor a predetermination of independent contractor status. It's good to have, but is not an airtight guarantee that it will hold up if the employee files a workers' comp claim, claiming that they were in fact an employee.

Mr. Shane explained that our hiring process is a rigorous one with physical testing of every potential employee. The Town feels comfortable that all the bases are covered from a Workers' Comp aspect.

Mr. Palmer asked (in regard to Appendix A, below) if only one person enrolled in a program, is that program actually run and how is a cut off determined.

Mr. Bickford said that a decision is made based on wherever the breakeven point for that particular program is.

Mr. Palmer asked if there was data that would identify where the majority of program instructors come from.

Mr. Bingham said there was not, but he would attempt to find out. Program ideas are always welcome.

Ms. Ames noted that the proposed FY'12 Recreation budget had decreased a bit. Is that realistic?

Mr. Shane explained that this is due to Mr. Bickford's financial background. When he took over as Director he weeded out some of the programs and cleaned up the budget.

Mr. Palmer asked for clarification between M.S.A.D. 51, Recreation Programs, and Adult Education Programs.

Mr. Shane explained that the M.S.A.D. is not involved in the Adult Education budget process. The M.S.A.D. receives approximately \$13,000 for adult programming from the State. Ms. Davis reports the Superintendent of Schools and meets with him monthly regarding programming, but she is housed at Town Hall for convenience to those registering for programs. 25% of the Recreation Administrative Assistant salary is paid by the Adult Ed budget, as well as a portion of the cost of the brochures.

## Appendix A

### Activities Totals Report

8/1/2011

11:15 AM

Season: Spring 2011, Summer  
2011

Source: Active Net Recreation Software

Number - Name	Day and Time	Season	Enrollments		
			Res	Non	Total
321 - Golf & Tennis Camp 1 - Half Day	M Tu W Th F at 09:00	Summer 2011	7	0	7
345 - Golf & Tennis Camp 1 - Half Day -	M Tu W Th F at 12:00	Summer 2011	3	0	3
323 - Golf & Tennis Camp 2 - Half Day	M Tu W Th F at 09:00	Summer 2011	7	0	7
346 - Golf & Tennis Camp 2 - Half Day -	M Tu W Th F at 12:00	Summer 2011	0	0	0
229 - Ed2Go	W at 08:00 AM	Spring 2011	2	0	2
343 - Ed2Go	W at 08:00 AM	Summer 2011	0	0	0
342 - Friendships through Fitness - Walk,	M W at 06:00 AM	Summer 2011	13	2	15
226 - Memorial Day 5K Road Race	M at 08:30 AM	Spring 2011	49	8	57
228 - Memorial Day Kids Fun Run	M at 08:00 AM	Spring 2011	55	0	55
270 - Community CPR - Session 2	M at 06:00 PM	Summer 2011	6	1	7
153 - First Aid Training - Session 2	Sa at 08:00 AM	Spring 2011	1	0	1
135 - Adult Swim Lessons - New! (Level	Sa at 11:30 AM	Spring 2011	2	0	2
133 - Adult Swim Lessons - New! (Level	Sa at 11:30 AM	Spring 2011	1	0	1
134 - Adult Swim Lessons - New! (Level	Sa at 11:30 AM	Spring 2011	1	0	1
298 - Arundel Barn Playhouse	W at 01:00 PM	Summer 2011	1	0	1

169 - Beginning French: Language &	Th at 06:00 PM	Spring 2011	3	0	3
170 - Beginning Spanish	Th at 07:00 PM	Spring 2011	4	0	4
138 - Spring Lap Swimming - 10 Card	M W F at 05:30 AM	Spring 2011	11	2	13
140 - Spring Lap Swimming - 25 Punch	M W F at 05:30 AM	Spring 2011	6	1	7
148 - Spring Open Art Studio	M at 07:00 PM	Spring 2011	10	0	10
265 - Summer Lap Swimming - 10 Card	M W F at 05:30 AM	Summer 2011	10	0	10
141 - Supernova Quilt	W at 06:30 PM	Spring 2011	4	2	6
303 - Evening Preschool 1-3 Swim	M W at 06:25 PM	Summer 2011	7	0	7
143 - Introduction to Painting Flowers	Tu at 06:30 PM	Spring 2011	7	1	8
149 - Life Guard Training	W at 05:30 PM	Spring 2011	4	1	5
184 - Little Stars Creative Drama - Grades	F at 03:15 PM	Spring 2011	18	0	18
234 - Magic Dragon Preschool Summer	M Tu W Th F at 09:00	Summer 2011	10	0	10
235 - Magic Dragon Preschool Summer	M Tu W Th F at 09:00	Summer 2011	14	0	14
312 - Morning Preschool 1-3 Swim	M Tu W Th at 09:10 AM	Summer 2011	1	1	2
313 - Morning Preschool 1-3 Swim	M Tu W Th at 09:10 AM	Summer 2011	1	2	3
336 - Morning Swim Lessons - Level 5 -	M Tu W Th at 10:40 AM	Summer 2011	0	0	0
337 - Morning Swim Lessons - Level 5 -	M Tu W Th at 10:40 AM	Summer 2011	1	0	1
163 - Morning Tai Chi for Seniors	W at 10:00 AM	Spring 2011	6	0	6
176 - Music and Me Movement Classes!	Tu at 10:15 AM	Spring 2011	13	4	17
190 - Preschool 1-3 Swim Lessons	Sa at 09:10 AM	Spring 2011	15	1	16
183 - Preschool Yoga & Movement Class	Tu at 09:30 AM	Spring 2011	0	0	0
205 - Val Halla - Instructional Clinics	Th at 09:00 AM	Summer 2011	7	4	11
206 - Val Halla - Junior League - 11 &	M W at 08:00 AM	Summer 2011	23	15	38

207 - Val Halla - Junior League - 12 &	M W at 01:00 PM	Summer 2011	18	40	58
208 - Val Halla - Stroke Play - Match Play	Tu Th at 01:00 PM	Summer 2011	11	19	30
211 - Val Halla - Wee Golfer August	Sa at 10:00 AM	Summer 2011	11	11	22
210 - Val Halla - Wee Golfer July	Sa at 10:00 AM	Summer 2011	12	12	24
209 - Val Halla - Wee Golfer June	Sa at 10:00 AM	Summer 2011	11	17	28
301 - Evening Parent/Child Swim	M W at 05:45 PM	Summer 2011	3	1	4
168 - Kripalu Yoga for Teens and Adults	Tu at 04:15 PM	Spring 2011	14	1	15
277 - Maine Days Camp (Grades 1-4)	M Tu W Th F at 09:00	Summer 2011	8	0	8
137 - Masters Swim Program	Tu Th Sa at 05:30 AM	Spring 2011	5	1	6
267 - Masters Swim Program	Tu Th at 05:30 AM	Summer 2011	5	5	10
139 - Masters Swim Program - 10 Punch	Tu Th Sa at 05:30 AM	Spring 2011	14	2	16
268 - Masters Swim Program - 10 Punch	Tu Th at 05:30 AM	Summer 2011	14	0	14
308 - Morning Parent/Child Swim	M Tu W Th at 08:30 AM	Summer 2011	1	1	2
309 - Morning Parent/Child Swim	M Tu W Th at 08:30 AM	Summer 2011	0	0	0
189 - Parent/Child Swim Lessons	Sa at 08:30 AM	Spring 2011	10	3	13
193 - Sounds of Silence	W at 12:30 PM	Spring 2011	15	0	15
164 - Spring Dance Aerobics	Tu Th at 05:00 PM	Spring 2011	10	1	11
165 - Spring Zumba Gold	M at 06:30 PM	Spring 2011	16	2	18
290 - Summer Dance Aerobics 2Xweek	M W F at 08:00 AM	Summer 2011	4	4	8
291 - Summer Dance Aerobics 3Xweek	M W F at 08:00 AM	Summer 2011	3	3	6
292 - Summer Kripalu Yoga for Teens and	Tu at 04:15 PM	Summer 2011	9	1	10
262 - Summer Writers' Camp - Session II	M Tu W Th F at	Summer 2011	2	1	3

	09:00					
328 - Afternoon Co-Ed Multi-Sports	M Tu W Th F at 01:00	Summer 2011	2	0	2	
136 - Aquatic Fitness	Tu Th at 06:00 PM	Spring 2011	13	1	14	
264 - Aquatic Fitness - Session 2	Tu Th at 06:00 PM	Summer 2011	8	1	9	
324 - British Challenger Soccer Camp -	M Tu W Th F at 09:00	Summer 2011	14	0	14	
325 - British Challenger Soccer Camp -	M Tu W Th F at 09:00	Summer 2011	20	0	20	
159 - Cardio - Body Sculpting Workout -	M at 09:00 AM	Spring 2011	7	1	8	
160 - Cardio - Body Sculpting Workout -	M W at 09:00 AM	Spring 2011	9	0	9	
161 - Cardio - Body Sculpting Workout -	M W F at 09:00 AM	Spring 2011	7	0	7	
162 - Couch to 5K - Walk, Run & Fun	W F at 06:00 AM	Spring 2011	19	2	21	
305 - Evening Level 1-4 Swim Lessons -	M W at 07:00 PM	Summer 2011	6	1	7	
329 - Full Day Co-Ed Multi-Sports Camp	M Tu W Th F at 09:00	Summer 2011	12	0	12	
284 - Fun with Foreign Languages Camp	M Tu Th F at 09:00 AM	Summer 2011	0	0	0	
197 - Junior Grand Slam Tennis Camp -	M Tu W Th F at 09:00	Summer 2011	5	0	5	
191 - Level 1-3 Swim Lessons	Sa at 09:50 AM	Spring 2011	17	2	19	
192 - Level 3-4-5 Swim Lessons	Sa at 10:40 AM	Spring 2011	5	0	5	
251 - Middle School Summer Camp - All	M Tu W Th F at 07:30	Summer 2011	9	0	9	
248 - Middle School Summer Camp -	M Tu W Th F at 07:30	Summer 2011	26	0	26	
249 - Middle School Summer Camp -	M Tu W Th F at 07:30	Summer 2011	35	0	35	
250 - Middle School Summer Camp -	M Tu W Th F at 07:30	Summer 2011	28	0	28	
281 - Mommy & Me Movement Classes!!	W at 09:15 AM	Summer 2011	10	5	15	

327 - Morning Co-Ed Multi-Sports Camp	M Tu W Th F at 09:00	Summer 2011	1	0	1
317 - Morning Level 1-4 Swim Lessons -	M Tu W Th at 09:50 AM	Summer 2011	1	1	2
318 - Morning Level 1-4 Swim Lessons -	M Tu W Th at 09:50 AM	Summer 2011	7	1	8
174 - Outside Kids After-School	M Tu W Th F at 03:00	Spring 2011	19	1	20
326 - Sports Squirts Program	M Tu W Th F at 04:30	Summer 2011	3	0	3
167 - Zumba Toning!	M at 05:30 PM	Spring 2011	19	0	19
288 - Boys 3rd - 6th Grade Soccer	M W F at 10:00 AM	Summer 2011	16	0	16
287 - Co-Ed 1st & 2nd Grade Soccer	M W F at 09:15 AM	Summer 2011	12	0	12
286 - Co-Ed Kindergarten Soccer	M W F at 08:15 AM	Summer 2011	13	0	13
319 - Golf & Tennis Camp 1 - Full Day	M Tu W Th F at 09:00	Summer 2011	11	8	19
339 - Golf & Tennis Camp 1 - Full Day	M Tu W Th F at 09:00	Summer 2011	6	4	10
322 - Golf & Tennis Camp 2 - Full Day	M Tu W Th F at 09:00	Summer 2011	15	9	24
340 - Golf & Tennis Camp 2 - Full Day	M Tu W Th F at 09:00	Summer 2011	1	3	4
283 - Mad Science Jr. Engineers!	M Tu W Th F at 09:00	Summer 2011	12	0	12
257 - Mainely Stars Field Hockey	M Tu W Th at 09:00 AM	Summer 2011	12	1	13
256 - Mainely Stars Field Hockey	M Tu W Th at 09:00 AM	Spring 2011	14	1	15
204 - Val Halla - Meghan's Golf Camp	M Th at 02:00 PM	Summer 2011	17	13	30
202 - Val Halla - Meghan's Golf Camp	M at 04:00 PM	Summer 2011	14	10	24
203 - Val Halla - Meghan's Golf Camp	Th at 02:00 PM	Summer 2011	2	1	3
217 - Wine & Nine - Level 1c	Tu at 05:30 PM	Summer 2011	4	8	12

220 - Wine & Nine - Level 2c	Th at 05:30 PM	Summer 2011	12	16	28
214 - Wine & Nine - Level 3c	W at 05:30 PM	Summer 2011	21	12	33
187 - Youth Instructional LaCrosse - Boys	Sa at 09:00 AM	Spring 2011	25	0	25
188 - Fit Kids!	W at 12:30 PM	Spring 2011	34	0	34
166 - Spring Zumba !	Th at 06:30 PM	Spring 2011	46	4	50
260 - Summer Track (Ages 6-14)	M Tu at 05:30 PM	Summer 2011	31	1	32
338 - Summer Zumba Express !	Th at 06:00 PM	Summer 2011	42	3	45
180 - Ranger Soccer Camp - Full Day	Tu W Th F Sa at 09:00	Spring 2011	37	0	37
179 - Ranger Soccer Camp - Half Day	Tu W Th F Sa at 09:00	Spring 2011	15	0	15
243 - Summer Adventure Camp - All 7	M Tu W Th F at 07:30	Summer 2011	27	0	27
240 - Summer Adventure Camp - Week 5	M Tu W Th F at 07:30	Summer 2011	38	0	38
241 - Summer Adventure Camp - Week 6	M Tu W Th F at 07:30	Summer 2011	56	0	56
242 - Summer Adventure Camp - Week 7	M Tu W Th F at 07:30	Summer 2011	32	0	32
182 - Spring Running Club	M W F at 03:45 PM	Spring 2011	126	0	126

### III. Questions, Clarifications, Discussions, Request for additional information

Mr. Palmer asked if the Library card system is able to generate a list of the number of times a particular person is using the Library. He would like the unique number of people associated with the number of users (activity per Library card).

Mr. Shane said that he would attempt to get this information.

### IV. Next meeting date & location

- **Wednesday, August 24<sup>th</sup> @ North Yarmouth Town Hall – 6:00 p.m.**  
Delayed to September 7<sup>th</sup> at 4:30 in North Yarmouth.

**V. Other Business**

- **Next meeting topics**
  - **Recreation**
  - **Twin Brook**
  - **Animal Control, TV 2, Sidewalk Plowing**

**VI. Adjournment**

Meeting adjourned at 6:12 p.m.

Respectfully submitted by,

Brenda Moore  
Committee Secretary