

CANTON PARK COMMISSION

BOARD MINUTES

MONTHLY MEETING

August 22, 2023

4:30 pm

A meeting for the Canton Park Commission was held in person at the Canton Garden Center (1615 Stadium Park Dr. NW, Canton, OH 44718) on Tuesday, August 22, 2023. A call to order at 4:30 pm by President Rinaldi.

Roll Call: President Rinaldi called the meeting to order at 4:30 pm. The following board members responded to roll call: President Rinaldi and Vice-President Gerzina were present. Member Williams is excused. Also present were individuals who consist of members of the community, employees who work in the community, business inquiries, and business partners of Canton Parks and Recreation.

Agenda: Vice-President Gerzina motioned to approve the 08/22/2023 Agenda, seconded by President Rinaldi. Ayes... President Rinaldi and Vice President Gerzina. Motion carried.

Minutes: Vice President Gerzina motioned to approve the 07/25/2023 Minutes, seconded by President Rinaldi. Ayes... President Rinaldi and Vice President Gerzina. Motion carried.

Public Speak: President Rinaldi spoke about the positive difference he is seeing in the Canton Parks & Rec Social Media posts. President Rinaldi thinks Social Media is very worthy and hopes the statistics of public interactions and reach can be shared soon (maybe even monthly). Marketing was given a \$5,000.00 budget and is experimenting with boosts, and Facebook and Instagram have already seen increases.

No other public speakers were present.

Financials: Commissioners reviewed:

a.) Accounts Payable Invoice Reports

b.) Parks Department Fund 2530 Report by department

- President Rinaldi questioned if the Park Department Fund report included the second deposit of tax receipts and Doug Foltz indicated that it was not reflected in the August report, but should be in the September report.

- Vice President Gerzina is looking to find out where the interest income is reported on the Park's \$3M unencumbered balance. Based on the increased interest rates, it is a significant amount of return and Doug Foltz will follow up on the status of the interest.

- Motion to approve the reports was made by Vice President Gerzina and seconded by President Rinaldi. Ayes... Motion carried.

c.) J. Babe Stearn Programming & Expense Report (David Miday)

- President Rinaldi would like to have a breakout of the expenses for baseball now that the season is over. The reports are too generalized, so more detailed accounting on the labor (coaches/umpires) needs to be provided. Doug Foltz to ask for these detailed baseball expense reports.

- President Rinaldi motioned for approval and Vice President Gerzina seconded. Ayes... approved.

Events: Labor Day Weekend: 3-on-3 Basketball Tournament at Nimisilla

- Joe Rodocker and Ethan Amerine met with Mr. Brooks on Tuesday, August 22, 2023 to discuss the tournament details. This would be a free event to be held Saturday, September 2nd and Sunday, September 3rd. They expect about 60 kids from 2nd grade to high school to participate. Dan Kunz has been informed and a maintenance plan is being put together to prep and support the event. Ethan Amerine will promote the event as well through our social media platforms. Wendy Heslink should be contacted to help promote the event.

- President Rinaldi suggested utilizing Facebook live to stream the tournament's championship game. It's another way to showcase and promote our parks, and highlight the value they bring to the community.

Motion to approve by President Rinaldi and Vice President Gerzina seconded. Ayes... Motion carried.

Old Business: Followed-up on old Business:

a) Friends of Canton Parks and Recreation – Doug Foltz and Ethan Amerine attended the meeting on Wednesday, August 16, 2023. Doug presented a Capital update and Ethan discussed marketing strategies he developed with Pat Wyatt. The Commission discussed future plans in working together to raise money through donations, memberships, volunteer projects and possibly a tab on the Parks and Rec website. Joe Rodocker presented Rec Program opportunities for senior demographics, the success of the Crenshaw Park soccer camp and upcoming Flag Football league.

- b) Capital Update – Parks and Rec has a lot of projects currently going through Council:
- First reading: Spray parks, bike pump track and Gatehouse
 - Council has passed the Cornelia parcel purchase, and bids for Schreiber and Crenshaw Pickleball courts
 - Challenger Course and Exercise stations improvements
 - Crenshaw Park: still waiting on designs for shelter with kitchen and bathroom
 - Mother Goose Land: installing landscaping and trees
- c) Weis Park Shuffleboard Roof: Vice President Gerzina asked about the shuffleboard roof and if any improvements are being done. President Rinaldi said he'll have the Building Inspector go look at the roof and provide an update on its status.

New Business:

- a) A \$125.00 Cash Drawer for SECC was discussed to make change for Rec Program registrations like the one currently at the Parks and Recreation office.
- Vice President Gerzina asked about the procedures and policy currently in place for the cash box. President Rinaldi will send a copy of the Union's cash handling policy and procedures for review and guidance.
 - Vice President Gerzina motioned to approve and President Rinaldi seconded. Ayes....Motion carried and will go to Council.

Monthly Directors Report and ECCC Update:

- a) Parks Superintendent Report – Doug Foltz spoke for Dan Kunz's department
- Staff is finishing the last 100 feet of raceway stones, and the raceway over flow device is repaired.
 - Maintenance is finishing up vinyl siding the gable ends of all shelters and added new shelter number signage.
 - Spiker Park pond dredging is on hold
 - AEP contribution for electric for fountain
 - Mahoning Road Trail, Stark Electric RR and Westbrook Pond trails have been asphalted.
 - Willig fields are not totally maintenance free, so the staff is working hard to care for the pitching mounds and bases. Restrooms are also still under construction and parking is still an issue.

- b) Recreation Superintendent Report – Joe Rodocker highlighted the busy month of August at SECC.
 - The gym floor was refinished and turned out great, Future Promise Back2School Carnival was very well attended, the center was a voting hub and they held an inaugural Cleveland Clinic youth soccer camp.
 - Recognized Tim Dunbar for his great work on leading and implementing this year’s Summer Camps. Registration was 50 at SECC and 27 at Weiss. President Rinaldi suggested reaching out to Canton City Schools and implementing academic programs like they have on student achievement, tutoring, and credit recovery into summer programs.

- c) Marketing and Special Events Coordinator Report – Ethan Amerine is working on the marketing budget, social media ads and growth, and gearing up for the Fall events.
 - President Rinaldi said we need a face and voice of Canton Parks and Recreation on Social Media, and is wanting to utilize the tools we have to showcase all our great programs and facilities.
 - Vice President Gerzina asked how we measure success of our marketing programs. Ethan Amerine analyzes the Social Media metrics to determine who sees our posts and where, and going forward will buy targeted advertising for our events and Rec programs. Then there should be an increase in event attendance and programs registrations that could be quantified.
 - Vice President Gerzina asked how the Recreation group and marketing are working together to promote Adult programs and how will it be measured. Pickleball court reservations, HOF Pickleball Club usage and court maintenance was also discussed since we are building more courts and it is the fastest growing sport for the older demographics.

Adjournment: At 5:14 pm, motion to adjourn by Vice President Gerzina, seconded by President Rinaldi. Ayes.... Meeting adjourned.

A.R. R-L.

President

September 26, 2023

Date

[Signature]

Secretary

September 26, 2023

Date