

## Meeting Minutes

### Sports Advisory Committee

#### Potomac Community Recreation Center

Thursday, November 19, 2023

**Board Members:** Rick James, Tina Won Sherman, Ben Corb, Samantha Griffin, Thomas Cove, Princess Clemente, David Schardt, Chris Wajda, Doug Schuessler, Amy Lopez, Doug Remer, Max Levitt, Dustin Jeter, Trish Heffelfinger

**Absent Board Members:** Mary Kate Crawford, Joe Hooks, Tony Korson

**Ex-Officio:** Steve Solomon, Elijah Davis, Rebecca Frece, Nancy Petzold-Earp, Kathy Green, Yuling Mei, Darren Flusche

**Staff:** Jason Fasteau

#### **Guests:**

##### Montgomery County Parks:

Carl Weber - Athletic Field Coordinator, Park Planning and Stewardship

##### Montgomery County Recreation

Adriane Clutter - Division Chief, Programs

Carmen Berrios Martinez, Director, Communications & Public Outreach

Derrick Felton, Recreation Supervisor, Countywide Programs

##### City of Gaithersburg:

Patrick Aragon, Senior Program Supervisor, Sports

- 6:08 p.m. Welcome and General Announcements - Tom Cove
- 6:10 p.m. Review and Approve Agenda  
Chair Cove requested a reordering of the agenda to discuss the Facilities Working Group first, then a Presentation from Carmen Berrios Martinez, and then a discussion from the Recognition Working Group  
- Motion to Approve: Amy Lopez, unanimous approval
- 6:12 p.m. Review and Approve October Minutes - motion to approve, unanimous approval
- 6:15 p.m. Facilities Ad Hoc Working Group Report – Christopher Wajda

Keep the group's focus on increasing countywide participation, especially in communities of concern.

Explore potential partnership opportunities including Public Private Partnerships and other possible partnerships.

Consideration for increasing permitting fees:

CUPF fee study is currently underway.

There is a previous OLO study on CUPF reviewing the agency as well as including comparing fee structures to adjacent communities and locations.

Consider reviewing the historical use preference for facility reservations. Maybe include a provision for larger organizations to provide programming in underserved communities.

The Committee can consider recommending the facilitating of a Case Study: aim small and identify one community. The County has many resources for research, data, and mapping that can be used to identify potential locations.

Also include transit (i.e. Purple Line), crime stats.

There is a lot of opportunity to use existing data to learn about participation data.

Q&A

Tom: Is the group going to propose a location for the case study?

Adriane: If the committee is interested in a case study, it can present information with a scope for a study, and the committee can look into a study.

Tom: The committee endorses the areas suggested.

Adriane: We just need to know what to do

Tom: Who thinks the committee should propose a study?

Doug S.: We should be able to evaluate to increase participation in underserved areas and advantages of historical use should come with a responsibility to support adding their programs in underserved areas.

How do we encourage effort to get all organizations to work toward one outcome and concentrate on the underserved?

We need to harness the efforts of all four ad hoc working groups toward one goal in the case study.

Amy: Select 2 communities for a case study and then pilot our findings in other communities.

Max: Are we going to explore beyond facilities?

Tom: The case study: why have programs if they're not working, need to better understand the context of the programs.

Trish: For the case study we need to get into the community to learn what they want.

Tom: Requested an update on the proposed community center in Montgomery Village

Adriane: The proposed community center in Montgomery Village has unique challenges in identifying what's missing and what's needed, and the community is not in agreement. What are programs and services that need to be offered immediately? There are challenges to the proposal including the priorities and limitations of the City of Gaithersburg, Montgomery Village HOA, community. What do they want and what is needed?

Tom: Would a case study in Montgomery Village be too complicated?

Rebecca: They're an HOA and have a higher population of seniors. Transportation is also an obstacle there.

Adriane: The HOA is a 501c4 and there was a request from the community for more intergenerational programming.

Tom: MV may be too complicated for a case study.

Ben: Concern that a case study in MV would not be able to be replicated.

Tina: We will learn a lot from MV but maybe we just recommend that these are the criteria for selection rather than determining a location.

Tom: Substantial agreement to:

1. Create a pre-recommendation for a case study
2. Outreach to programs and participation, try to put something down on paper

6:56 p.m. Presentation from Carmen Berrios Martinez, Manager, Communications and Public Outreach, Montgomery County Recreation

CPO is the Communications Office dedicated solely to activities provided by Montgomery County Recreation. Very few County agencies have a dedicated communications team.

CPO has a new community outreach team dedicated to getting into the community and developing connections to build bridges and reduce barriers to participating in recreation activities.

David: Are you able to measure the effectiveness of the outreach?

Carmen: We collect data and feedback. We have four community organizers, and the county is divided into four locations to focus on: Downtown Silver Spring, East County, Mid-County, and Gaithersburg/Germantown.

Rec has increased their programs and opportunities for residents to receive financial aid. Overall reception of the community organizers has been positive. There are many obstacles including transportation and distrust of government.

Amy: Regarding customer service, do you find ways to break down barriers and work with non-profits to help provide services at Rec-related events?

Ben: How do you measure success?

Carmen: We have many one-on-one conversations with families and collect that feedback and data. Rec is often the starting point of services for residents including for food and housing insecurity and assisting residents to provide information on how to get the services needed.

Princess: Regarding the recognition piece is the CPO able to help with marketing and communications?

Carmen: Yes. we have a good relationship with local media, and can post on Next Door, in County newsletters, and post on our multiple social media channels.

We will be presenting to the County Executive and CAO soon about how to best scale the community outreach program.

Used to be that you had to find the County agency to find information. With the new community organizers, we are trying to get out into the community.

Tom: The Committee recommends more for the marketing budget. If so, what would be needed to help increase participation in underserved areas?

Carmen: Marketing could be done and would benefit from an increase in the marketing budget.

7:40 p.m. Recognition Ad Hoc Working Group Update

David: We built a prototype website to show what the recognition of athletes and teams could look like. However, we would be limited by available information. It is easiest to gather information from MCPS. Other resources would be more challenging (i.e. private schools). [www.sacreognition.org](http://www.sacreognition.org)

Princess: We can also consider including awards for youth sports, officiating, coaching, administrator, and community leader. This could include performance excellence, leadership, mentorship, innovation, and impact. Can name the award after someone.

8:02 p.m. Motion to Adjourn, unanimous approval