

Sports Advisory Committee
Gwendolyn E. Coffield Community Recreation Center
2450 Lyttonsville Rd, Silver Spring, MD
Thursday, April 18, 2024
6:00 p.m.

Board Members: Doug Schuessler, Mary Kate Crawford, David Schardt, Trish Heffelfinger, Rick James, Tina Won Sherman, Samantha Griffin, Doug Remer, Princess Clemente, Ben Corb, Joe Hooks, Christopher Wajda, Amy Lopez

Absent Board Members: Tony Korson, Tom Cove, Dustin Jeter, Max Levitt

Ex-Officio: Steve Solomon, Derrick Felton, Rebecca Frece, Nancy Petzold-Earp, Kathy Green, Darren Flusche, Yuling Mei,

Staff: Jason Fasteau

Guests:

Montgomery County Parks:

Carl Weber - Athletic Field Coordinator, Park Planning and Stewardship

Montgomery County Recreation

Adriane Clutter - Division Chief, Programs

City of Gaithersburg:

6:06 p.m. Welcome and General Announcements - Tina Won Sherman

6:07 p.m. Motion to Approve, Trish Heffelfinger. Seconded - Christopher Wajda

6:08 p.m. Review and Approve March Minutes - Motion to approve Rick James; Seconded - Trish Heffelfinger, unanimous

6:09 p.m. Ice breaker

6:15 p.m. FY25 Operating Budget – Public Hearing Testimony

Doug Remer and Amy Lopez, spoke about their testimony regarding their roles in sport for youth in our community, and for some of the work of Committee

6:20 p.m. Nominations Update - Boards, Committees, and Commissions - we anticipate that the vacancies will be posted in the next few weeks. Those on the one year term remain on the SAC until the

vacancies are filled, and they can apply for a full 3 year term if they wish. Reminder that the nomination committee consists of Ben, Amy, and Tina.

6:22 p.m. Carl Weber provided a brief update about the site of today's meeting (Rosemary Hills Local Park and Coffield Community Recreation Center). He spoke about the current refresher project that is on-going at the location.

6:29 p.m. Joe Hooks spoke about his testimony at Council.

6:30 p.m. Adriane Clutter thanked those members who took the time to testify. She gave an update to the remaining process about how budget decisions will be made. She explained the unpredictable but required costs (such as increasing costs of pool chemicals) and the reconciliation process.

6:30 p.m. Finalize Working Group Recommendations for June Report

Tina noted the plan to work towards a June deadline of formalizing these recommendations as narratives to be included in the annual report

Facilities Working Group - 5 Recommendations

Recommendation #1 : Conduct a Case Study ([as previously proposed](#)) of the existing sport, facility, and field conditions; circumstances of participation (or lack thereof); and identify barriers and enablers of sport participation, particularly for youth and seniors.

Recommendation #2: Prioritize updating recreation centers in “communities of concern” over the construction of new recreation centers. Every middle school in a community of concern should have an all-season recreation center on or adjacent to the property. (see Bauer Drive Recreation Center). Mixed use facilities such as the Wheaton Recreation Center and Library could be the model for all future recreation centers. (SSRAC as another example of mixed use building).

Recommendation #3: Establish a premium (re: increased) rate for Prior Use and Historical Use permitting. Additional revenue generated from the increased rate should be placed into an escrow account and used to directly support sport initiatives in communities of concern. Recreation department programs would be exempt from the cost increase.

Recommendation #4: The County should develop a social marketing campaign with a dual purpose of increasing appreciation, connection, and sense of belonging of the Parks facilities AND about the benefits of sport participation among all age groups should be launched throughout the county (e.g. [Move Your Way](#), [Choose Civility](#), [Vision Zero](#), [Belonging Begins With Us](#)). The primary communication strategy shall include visual reminders within the Parks about the value of parks to a community and the value of sport participation, including a sense of community respect for our natural environment and our fellow residents. The message should include aspirational ideals related to respect of the physical space, fellow participants, coaches, referees, and the game(s) themselves.

Recommendation #5: Establish a Montgomery County Sports Authority (a la Montgomery County Revenue Authority, or as a sub group of this existing body) in order to facilitate cohesion among non profit and private organizations with interests in sport and recreation participation in the county. Consider using this new Authority to manage new facilities at middles schools in communities of concern (see recommendation #2)

6:50 p.m. - Discussion of the recommendations ensued. Points of discussion included:

- Montgomery County Sports Authority - why can't this be done in the current model?
- Doug's answer - make the big business groups involved in the central mission
- How do we re work this proposal to bring back grass roots organizations of yester-year
- How can we take what Moco Rec already does and make it better
- Commission for Children Youth and Families - grew out of a committee like ours
- Office of Grants Management - administered through different departments
- Philadelphia Youth Sport Collaborative - Youth Sports Collaborative Network
- Ghost Permitting
- It may be more helpful to produce recommendations to Parks rather to County Council
- CUPF is in the middle of reviewing fees - fee study
- Welcome opportunity to bring together Moco Rec, Takoma Park, City of Rockville, City of Gaithersburg, and municipality offerings,
- Tina - reinforced the committee support for the Case Study recommendation and Social Marketing Campaign recommendation
- Princess - note that the Recognition Group and the Social Marketing Campaign similarly are working towards a culture of support and appreciation of sport participation in our community.

7:45 p.m. - Confirmation of Programming Group, Recognition, Participation groups' recommendations

- Programming Group - directory
- Recognition Group - Unsung heroes, nomination form, and honoring at the HOF banquet
- Participation Group - Liaisons - building capacity of the role, quarterly reporting to Moco Rec, and using the directory to promote all sport participation opportunities

8:04 p.m. - Tina requested that working group leaders Send recommendations to Jason; a template will be circulated so that we start to flesh out our ideas for the annual report

8:05 p.m. Action Items
 · Next Meeting: May 16, location TBD

8:06p.m Motion to adjourn - Rick James, Christopher Wajda seconded, unanimous approval to adjourn