

*To be presented at Committee
meeting scheduled for 12/6/17*



Roberts Field Advisory Committee
December 6, 2017 Meeting

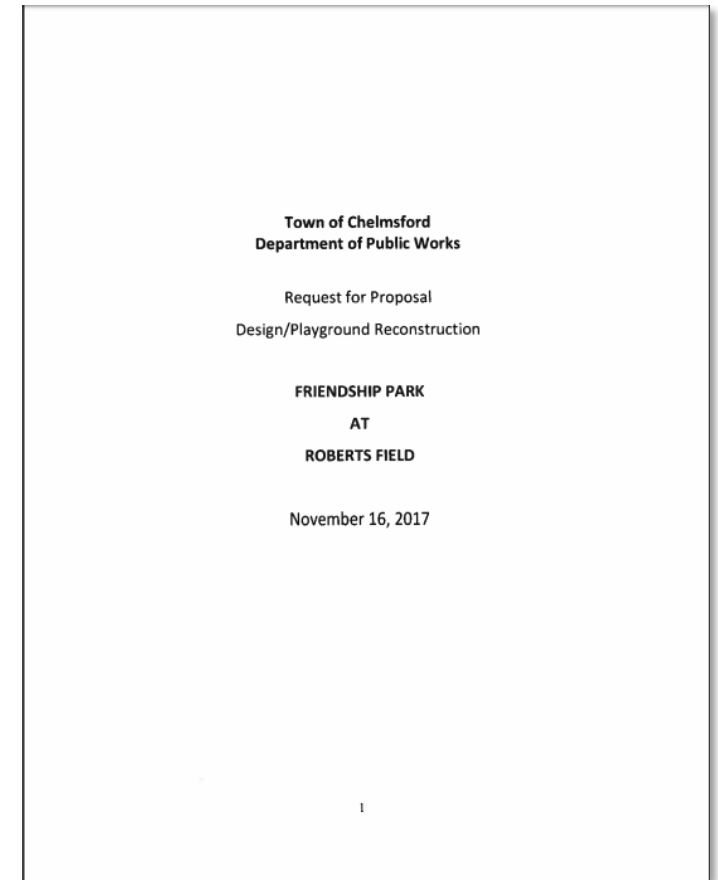
12/6/17

Meeting Agenda

- Public Input
- Nov 9, 2017 Meetings Minutes – *VOTE*
- Eagle Scout Birdhouse Project Update
- Design and Construction Discussion
 - Request For Proposal (RFP) Update
 - Updated Project Milestones
 - Tree Protection Guidelines and Inventory Update
 - Online Survey & My Dream Playground Update
 - Last Day to Play Recap
- Fundraising Discussion
 - Friends of Roberts Field Reorganization Update
 - Gift Brick campaign Discussion
- Volunteer Discussion
- Next Meeting Date and Schedule
 - Wednesday, December 26th @ 7pm – Vote on Playground bid award

Request For Proposal Update

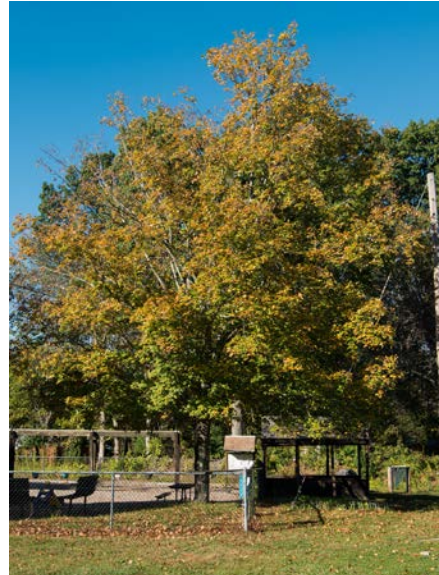
- “Dozens” of requests for RFP from contractors
- Pre-bid meeting held on December 14 at 10am at Alpha Rd
 - Provide survey results?
- Bids close December 21st at 10am
- We vote on award recommendation at December 26th meeting
- BOS awards bid on January 8th
- RFP available at www.townofchelmsford.us and www.RobertsField.org



Design and Construction Milestones - draft

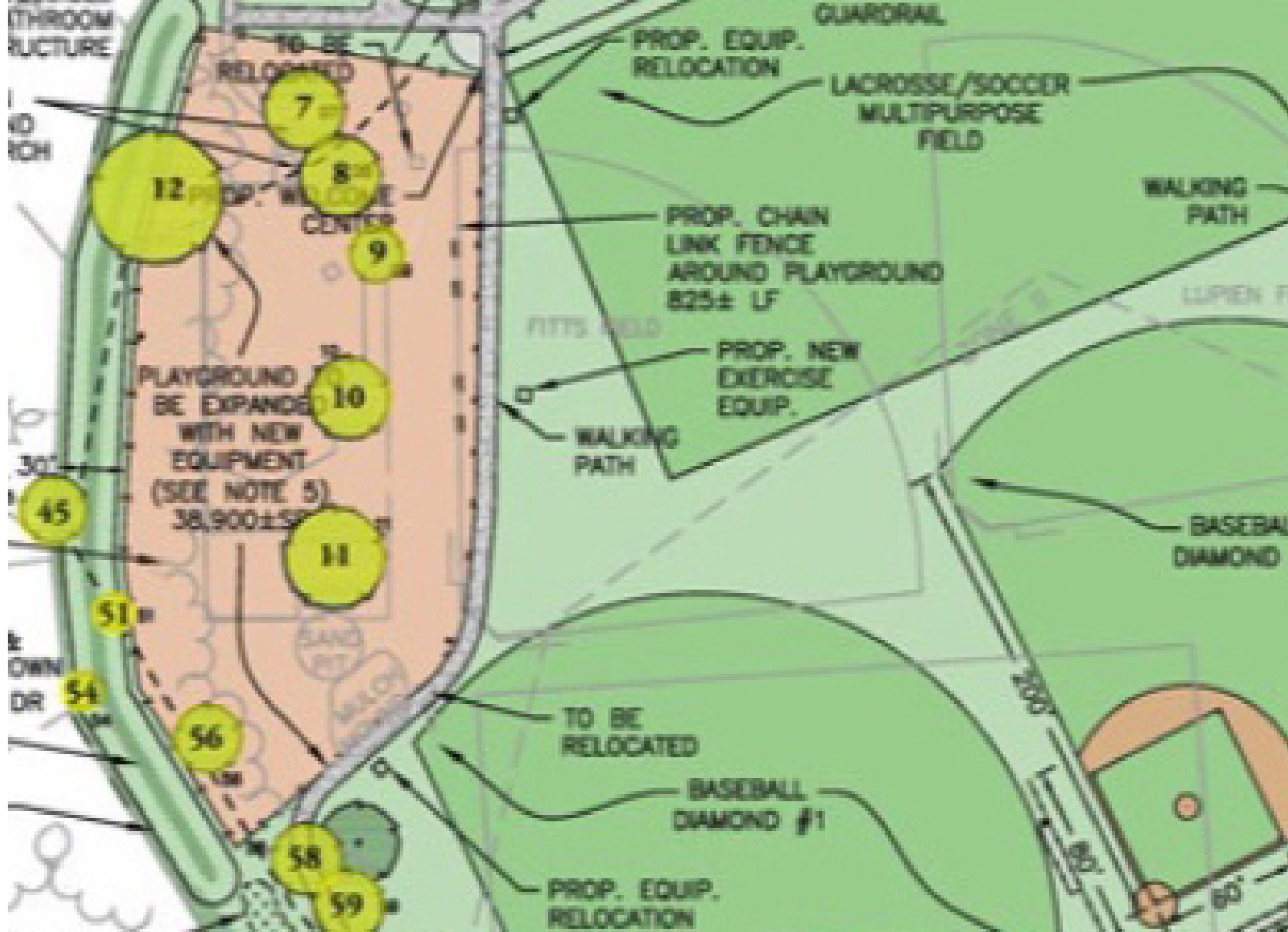
Timing	Project Milestones
Nov 16, 2017	Issued: Custom Design & Construction Playground RFP
Nov 2017	DPW Site Engineering Surveys
Nov-Dec 2017	Online Playground Survey and “My Dream Playground” Design Submissions
Dec 2017	Begin Carved Brick/Slat Fundraising Campaign?
Dec 2, 2017	“Last Day To Play” at old Friendship Park (Rain Date: Dec 9, 2017)
Early Dec, 2017	Remove existing playground equipment
Dec 21, 2017	RFP Bids Closed
Dec 26, 2017	Vote: Committee Award Recommendation
January 8, 2018	BOS Meeting: Award Contract – <i>BOS/Town Manager Approval</i>
Jan 2018	“Design Day” and Public Input Session
Jan 2018	Finalize Playground Design - <i>Town Manager Approval</i>
Feb 2018	Begin Corporate Sponsorship and Grant Writing
Feb 2018	Source and Purchase New Equipment (3-4 months delivery)
April 2018	End Carved Brick/Slat Fundraising Campaign?
May 2018	Site Prep
June 2018	Equipment Delivery, “Build Week”
June 2018	Playground Grand Opening

Inventoried Trees and Protection Guidelines



Tree Protection Guidelines - DPW

- Question from Bill Askenburg: If the arborist you hire has his report done by the 12/6 meeting, can he present it or can it be provided to the committee? At the park Friday, we didn't talk specifics about tree protection during demolition. Can we discuss this at Wednesday's committee meeting?
- Response from Steve Jahnle: As I have said before, we will do what we can to stay away from the trees during demo, but there will be times where we will need to get within the "zone" as there is no other way to do it..
- You know my feeling on the "zone", it's overkill and never on any job I have been on has there been such a restriction.
- Not to mention our opinion on the front 3 trees and that they should be removed.
- I was not planning on attending Wednesday. You can't expect someone to be at every meeting at this point of the project.



Tree #7

Species: *Malus domestica* / Eating Apple

Trunk Diameter: 15.1 inches

Shade: 300 square feet

Condition: Good

Notes: Historic Tree orchard remnant?



Tree #8

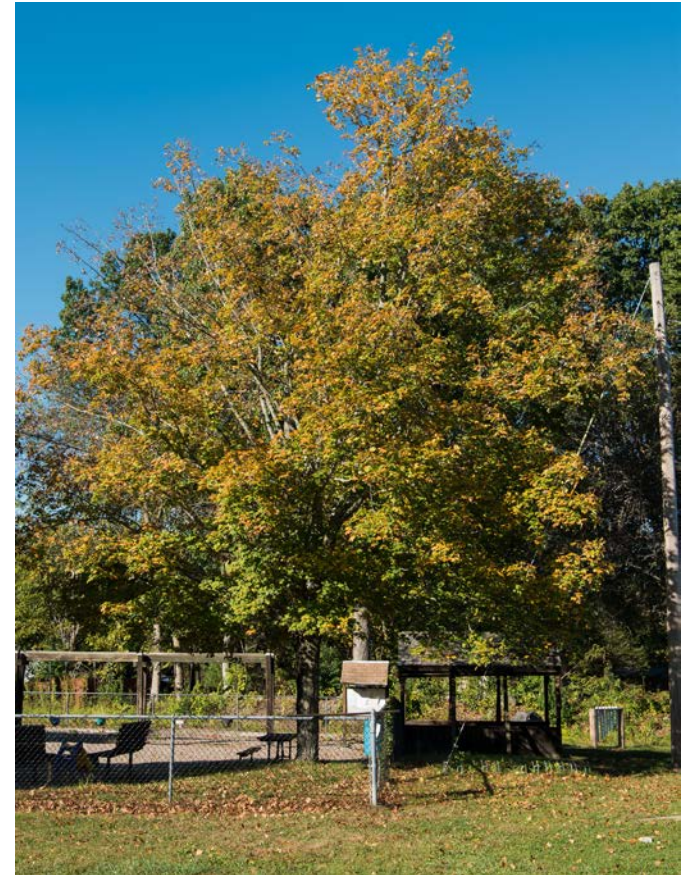
Species: *Acer saccharum* / Sugar Maple

Trunk Diameter: 14.9 inches

Shade: 400 square feet

Condition: Fair

Note: Has Sapsucker damage to trunk,
Has Girdling Roots



Tree #9

Species: *Pyrus calleryana* /
'Bradford' Pear

Trunk Diameter: 15 inches

Shade: 169 square feet

Condition: Good

Notes: Trunk vandalized, has old
storm damage



Tree #10

Species: *Tilia cordata* / Littleleaf Linden

Trunk Diameter: 15.2 inches

Shade: 500 square feet

Condition: Good

Notes: Needs some proper pruning



Tree #11

Species: *Acer saccharum* / Sugar Maple

Trunk Diameter: 26.5 inches

Shade: 700 square feet

Condition: Good

Notes: Needs some proper pruning



Tree #12

Species: *Quercus velutina* / Black Oak

Trunk Diameter: 28 inches

Shade: 900 square feet

Condition: Good

Notes: Has poor pruning, needs proper pruning

Reasons for protecting & preserving these trees

- 1 Provide shade & cooling to the new playground
- 2 Are attractive
- 3 Valuable of themselves
- 4 They are irreplaceable!

Survey and My Dream Playground Update

- 525 survey responses, 246 emails, hundreds of comments
- Results - <https://www.surveymonkey.com/results/SM-TZ9Y3JTJ8/>

Q3 Do you or any of the children you will bring to Friendship Park have any special needs or accommodations that should be considered for in the new playground design and equipment selection? (Please be specific)

Ground Question Important Epilepsy Slides Nope
Wheelchair Climbing Sensory Structures
Accessible Hard Playground Appreciated
Kids Falls Daughter Wood Special Needs
Universal Design

Survey Update

Q5 Do you have any comments, questions, or concerns about rebuilding Friendship Park?



A word cloud of survey responses in blue text. The words are arranged in a roughly circular pattern. The most prominent words are 'Included', 'Bathrooms', 'Play', 'Park', 'Equipment', 'Field', 'Playground', 'Kids', 'Excited', 'Shady Areas', 'Castle in the Trees', 'Thank You for Doing', 'Friendly', 'Spring', 'Mature', 'Excellent', 'Community', 'Accessible', 'Wood', 'Beautiful', 'Tick', 'Country', 'Care', 'Daughter', 'Handicap', 'Tennis', 'Splinters', and 'Wood'. The words vary in size, with 'Included', 'Bathrooms', 'Play', 'Park', and 'Equipment' being the largest.

Shady
Areas
Mature Spring Excellent Included Community
Excited Splinters Bathrooms Accessible Play
Wood Kids Beautiful Park Tick
Playground Country Field Care
Castle in the Trees Daughter Equipment Handicap
Thank You for
Doing Tennis Friendly

“Last Day To Play” Event Recap

- Event held December 2nd 10am-2p
 - Publicity: Lowell Sun, Chelmsford Independent, CTM Newsbreak and slide, flyers, website, Facebook, Patch, email
 - 100+ attendees
- DPW Playground Demolition Date?
 - Likely before 12/15. DPW to provide as much advanced notice as possible.
 - Carved bricks, swings and main plaque to be saved. Entryway likely saved (TBD)



Fundraising Discussion

- Friends of Roberts Field – Reorganization Update
 - Filed as a 501 c4 since 2014 (non profit, but no tax donation benefit)
 - Meeting to be scheduled week of 12/11
 - Public will be invited
 - Need five or seven board members
 - Board positions – chair, vice chair, treasurer, clerk
 - Treasurer provided by Enterprise Bank
 - Possible non-profit reorganization support (TBD)
 - Donations mailed directly to Enterprise Bank, 185 Littleton Rd, attn Tony Kalil
 - Meeting held at Town Offices or CPD HQ Meeting Room (TBD)

Fundraising Discussion

- Grant Writing – Led by Adelle Stavis
- Corporate and Private Sponsorships – Led by Marcus Bush
 - Identify process (fund processing, target database, donor solicitation)
 - Actively begin soliciting early Feb 2018
- Other Fundraisers: “Dining Out”; Playground Events?
 - Events? Led by?
- Carved Brick/Slat Campaign – Led by Denille Ruth
 - Files: [Gift Bricks Information](#)
 - Needs: Brochure, Order Form; “Order Coordinator”; PR; installation contractor
 - Online ordering: <http://iceinparadise.donationbricks.com/>; <http://ncha.donationbricks.com/>; <http://aws.donationbricks.com/>

Gift Brick Campaign

Compared 3 companies

- 1) giftbricks.com (winner in my book, also the one Bill pulled ;)
- 2) thatsmybrick.com (ruled out due to slow response time to questions)
- 3) bricksrus.com (donors can have mini matching brick sent to them at additional cost)

Link to your previous gift brick doc can be included bc low and behold they are my top choice. <http://www.robertsfield.org/wp-content/uploads/2017/10/Gift-Bricks-Information.pdf>

Need a local company for installation.

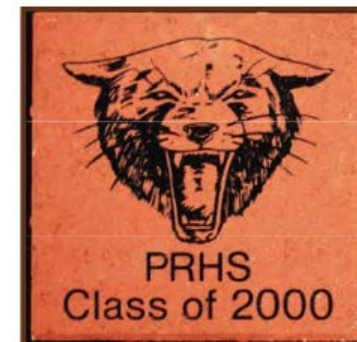
Looking for company to

- 1) have a proven track record (high customer satisfaction)
- 2) be easy to work with (how easily can I talk to a real person)
- 3) host a website for people to purchase on
- 4) provide long lasting, quality product
- 5) hold orders and provide bulk shipping once fundraiser is finished (don't want 1 brick being shipped to us at a time that then must be stored)
- 6) offer free shipping

Gift Brick Campaign

GiftBricks.com

- 1) Offer 2 sizes at 2 different prices.
- 2) They recommend Helvetica Light with upper & lowercase lettering (used by over 75% of customers)
- 3) Use "regimental red" bricks 4x8 (cost \$18.20) and 8x8 (cost \$36.30) (will bring handout of color options or can link to your previous gift brick doc)
- 4) 20 characters per line 4x8 3 lines of text and 8x8 6 lines of text
- 5) Use "laserblasting" technique as it has best pricing and leaves black look
- 6) Limit donors to regular text only as fancy symbols add more and complicate things



Gift Brick Campaign

Logistics to work on

- 1) profit per brick- suggest \$50 for small (profit of \$31.80) and \$100 for large (profit of \$63.70/brick). Like round numbers and think price point will attract many
- 2) needs to be tied to an organization- FORF? I'll be on it, and will need copy of tax certificate
- 3) payments online via paypal to be tied directly to a bank account- FORF?
- 4) Do have to sign a contract (to be drawn up after providing some info I don't have) and \$25 deposit. Totally doable based on the \$ we raised at the Last Day to Play.
- 5) When we close the orders, we must send %50 deposit to start production
- 6) lead time about 30 days to produce, may vary slightly. **Think about end date.**
- 7) delivery & storage- bricks will arrive on a truck in pallets. Driver will NOT unload. Will need a forklift. Storage until install? Transport from storage to installation site? FREE SHIPPING
- 8) Find a vendor to install
- 9) Source local supply of matching blank bricks
- 10) Determine path size and brick quantity needed

Volunteer Discussion

- Current Email Lists
 - Committee Updates – 288
 - Volunteer sign-ups - 3
 - Friends of Roberts Field Members – 5
- Facebook Group: Friends of Roberts Field
 - Description updated to include Friendship Park
 - Members – 334
- Branding/Identity Volunteer Identified
 - Logos and collateral materials (TBD) to be created

Next Meeting Date

- Confirmed?
 - Wednesday, December 26th at 7pm
- December Available Dates:
 - Monday, Dec 11
 - Tuesday, Dec 12
 - Thursday, Dec 14
 - Thursday, Dec 21
 - Tuesday, Dec 26
 - Thursday, Dec 28