

To be presented at Committee
meeting scheduled for 2/20/18



Roberts Field Advisory Committee
February 20, 2018 Meeting

2/19/18

Meeting Agenda

- Public Input
- New Playground Project Update and Discussion
 - Revised Design
 - Next Steps
 - Design and Construction Milestones
- Playground Signage Plan Discussion
- Fundraising Update & Discussion
- Volunteer Update & Discussion
- Upcoming Committee Meeting Schedule
- Approve 2/12/18 Minutes
- Adjourn



Revised Design

- From Steve Jahnle, Regarding the **Log Tunnel Slide**:
 - This piece is indeed steel as the committee thought.
 - We can put this slide in place of the Rollerslide EXCEPT that we cannot do the 56" height. Only a 48" height.
 - The price is going to be double that of the RollerSlide which is already almost \$8,500 and so this Log Tunnel slide is going to be about \$18,000. So just to incorporate this piece we are looking at \$10K overbudget.
 - This Log Tunnel Slide is NOT Community Build friendly. This piece weight about 3,000 lbs, which means this will fall on the DPW to do or my installer to do....for extra money.

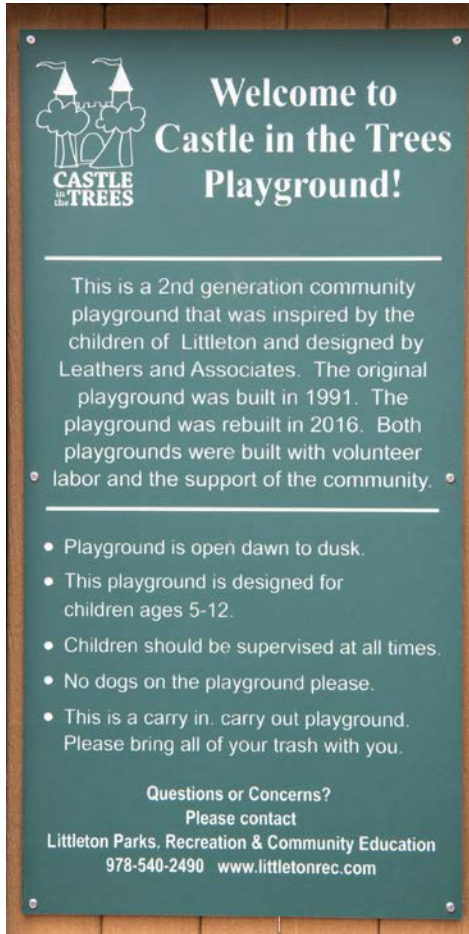
New Playground Project Update & Discussion

- Revised Design Placeholder

New Playground Project Next Steps

- Implement agreed upon Design changes and present updates at February 27th Public Input Session
 - Revised files to chair by Friday, Feb 23th , including (?)
- Landscape Design from Weston Nurseries - update
 - Sensory Garden (touchable plants and grasses), low maintenance flowering perennial garden, Chelmsford Rocks!, animal tracks and Nature Scavenger Hunt sign

Signage Plan Discussion - Castle in the Trees



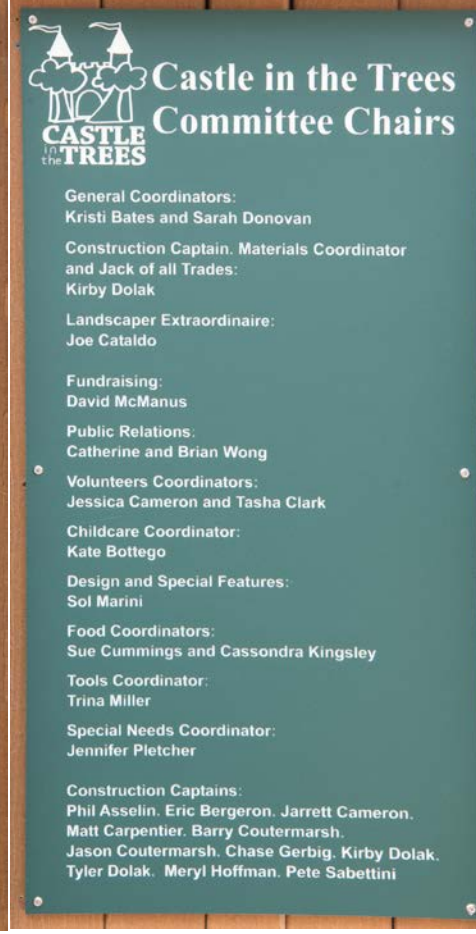
1. Name, story, rules, contact info



2. Sponsors – Category donors



3. Sponsors – Equipment



4. Volunteers



Playground Signage Plan Discussion



Friendship Park 6 Panel Signage Plan (Front)

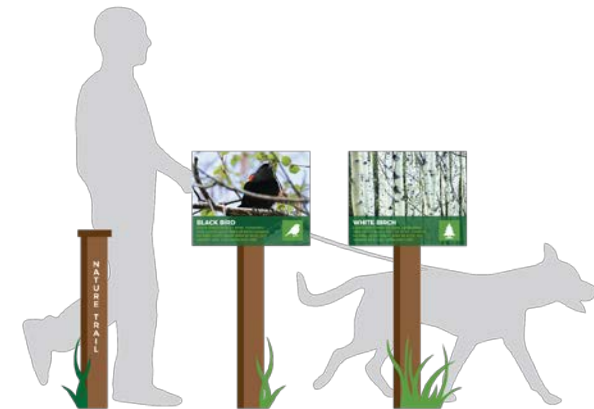


Friendship Park 6 Panel Signage Plan (Back)

Sample mock-ups using “Castle” panels + Bulletin Board and Roberts Field M



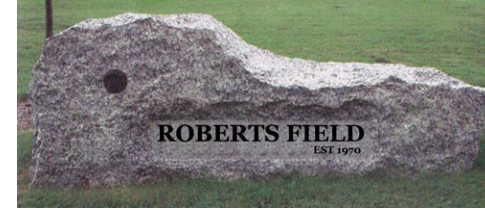
Natural Play Area Sign (Side 1 & 2)



Nature Trail Marker and Interpretive Signs (Wildlife Sanctuary)

Park Welcome/Community Area

- Create Park Welcome/Community Area
- Expectations
 - Add “New England Covered Bridge” to store pedestrian bridge?
 - Add Information kiosk
 - Add gardens
 - Locate bathrooms
 - Add “Roberts Field” marker/natural seating



Roberts Field Advisory Committee

Design and Construction Milestones - draft

Timing (2018)	Project Milestones
January 29 - Monday	BOS Meeting: Award Contract – <i>BOS/Town Manager Approval</i>
Feb 6 – Tuesday 10am	Playground Design Working Session (DPW, RFAC, O’Brien and Sons)
Feb 12 6pm-7pm	Public Input Session – First Draft of the Playground Design
Feb 12 – Monday 7pm	Roberts Field Advisory Committee Meeting – Town Offices, Room 205
Feb 20 - Tuesday 7pm	Roberts Field Advisory Committee Meeting – Town Offices, Room 205
Feb 27 – Tuesday 6pm	Public Input Session
March 9 - Friday	Finalize Playground Design - <i>Town Manager Approval</i>
March 16 - Friday	Purchase New Equipment (4-6 weeks delivery)
March 2018	Begin Corporate Sponsorship and Grant Writing
April 30 - Monday	End Carved Brick Fundraising Campaign
May - Month	Site Prep
April 30 - Monday	Equipment Delivery
June 2 & 3 – Sat/Sun	Community Build
June 23, 2018 - Saturday	Playground Grand Opening

Fundraising Update & Discussion

- Friends of Roberts Field Update
 - Buy A Brick Campaign **NOW OPEN** (ends 4/30/18)
 - www.friendsofrobertsfield.org/buy-a-brick
 - As of 2/19 – 18 bricks sold (12 - 4" x 8")
 - Printed apparel and items sales plan developing
 - IRS 1023 Application being reviewed by lawyer and CPA
 - Meeting to finalize application Friday, Feb 23rd
- Grant Writing Update – Adelle Stavis
- Corporate Sponsorships (next pages) – Marcus Bush



ROBERTS FIELD
CHELMSFORD MA



FRIENDSHIP PARK
AT ROBERTS FIELD



THE WILDLIFE SANCTUARY
AT ROBERTS FIELD



THE PLAYING FIELDS
AT ROBERTS FIELD

Corporate Donation And Volunteer Process

- Step 1: Define donation goals and sponsorship options
- Step 2: Prospecting, networking and communication to build awareness
- Step 3: Create a donation acceptance process online and offline

Corporate Donation And Volunteer Process

- **Step 1: Define donation goals and sponsorship options**
- \$50,000 fundraising goal
 - (1) Platinum - \$10,000
 - (2) Gold - \$5000
 - (5) Silver - \$2500
 - (15) Bronze - \$500
 - Equipment - \$10,000
- **Recognition for donations displayed on entry way sign panels.**
 - Bronze, Silver, Gold and Platinum sponsors
 - Equipment sponsors
 - Volunteers, Committee Members, Town Officials (???)

Corporate Donation And Volunteer Process

- **Offered Sponsorship packages/opportunities:**
 - General Donation
 - Platinum 10k+
 - Gold \$5k
 - Silver \$2500
 - Bronze \$500
 - Playground Equipment (get list of equipment and prices needed)
 - Plants/landscaping (Weston – plant list and prices)
 - Benches, Picnic Tables
 - “Buy A Brick”
 - Community Build Help – Company Volunteers, Food, Tools
 - Need to get a list of tools that we would need donated. (wrenches, hammers, etc.)
 - PR or advertising (email distribution, shared ad space, flyer posting)

Corporate Donation And Volunteer Process

- **Step 2: Prospecting, networking and communication to build awareness**
 - Prospecting (Start and End Dates?)
 - Lists, email, phone etc.
 - Separated out by Employee size
 - Create target lists (posted online with password login)
 - Assign out list segments to prospecting volunteers (phone call to close or set meeting)
 - Consultant – Who did this for Littleton?
 - Promote Awareness of Corporate Sponsorship Fundraising Effort
 - 30 second promotional and educational video (CTM-Marcus Bush)
 - Post on Social Media and Friends of Roberts field web page
 - Lowell Sun & Chelmsford Independent release, Patch
 - Networking (find volunteers to help make calls and introductions)
 - Friends of Roberts Field email list
 - Corporate champions
 - Town Selectmen
 - Social Media - Facebook, Instagram, Linked IN

Corporate Donation And Volunteer Process

- **Step 3: Create a sponsorship/donation acceptance process online and offline**
 - Crowd sourcing website
 - Gofundme.com \$0 platform fee but there is a CC transaction fee (2.9% +.30 cents)
 - Youcaring.com \$0 platform fee but there is a CC transaction fee
 - Others charge a platform fee between 4%-7% + CC transaction fees
 - Large sponsorship/donation acceptance process.
 - Contract vehicle? (reached out to lawyer for info)
 - Sponsorship/Donation Web page
 - Information on donation options
 - Link to the crowd sourcing website
 - Copy of the contract for large donations
 - Link to sign up for volunteer work
 - Donation results
 - Goal to date
 - List of sponsors

Volunteer Update & Discussion

- Roberts Field Advisory Committee Email List – (354) addresses
- Friends of Roberts Field Facebook Group – (576) members
- Friends of Roberts Field Membership forms – (29) completed forms

Next Meeting Date

- Next Steps: Public input sessions, finalize playground design, TM approval 3/9
- Scheduled Meetings:
 - Public Input Session: Tuesday February 27th, 6pm, Senior Center
- March meetings to be scheduled at Feb 20th meeting
 - Primary Dates
 - Mon, March 5th
 - Wed, March 7th
 - Wed, March 21st
 - Secondary Dates
 - No Kurt - Tues, March 13th
 - Planning Board - Wed, March 14th
 - LWV Debate - Mon, March 19th
 - No Kurt - Tues, March 27th
 - Planning Board - Wed, March 28th