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**Town of Acton Recreation Department**

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Cathy Fochtman, Recreation Director

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Date: October 2, 2012

To: Steve Ledoux, Town Manager

CC: Tom Tidman, Natural Resources Director

Sanjay Khosla, Acton-Boxborough Youth Baseball

Andy Richardt, Miracle League of Massachusetts

From: Cathy Fochtman, Recreation Director

RE: Ball Field Advertising – Veterans Field and Miracle Field

Veterans Field

ABYB is currently authorized by the Board of Selectmen to collect fees from sponsors for advertising signs, which are displayed on the outfield fencing, opposite the main parking lot. The funds ABYB receives from the sign revenue help to defray the cost of maintaining Veteran's and Jones ball fields.

ABYB spent over \$40,000 each year for the past four years on field maintenance, improvements and development. This does not include the "soft cost" of thousands of hours of volunteer labor on the fields. In addition to the regular maintenance of fields before and after practices and games and the ongoing requirement of supplies and equipment, ABYB has organized "field days" where their constituents work to rehab and improve field conditions over and above regular maintenance.

ABYB honors an agreement that was made with the Board of Selectmen in 2003 and renewed every three years to pay electrical costs associated with lighting the Veterans ball fields, fertilizing, grub control and seeding, replacement of infield mix, lining fields for games and practices and all other maintenance not already covered by town staff. ABYB has also stepped up the care that is taken to groom the fields by doing seasonal reconstruction and having teams follow a maintenance policy.

I recommend that the current Sign Policy remain in force for the next three years at Veterans Field. On October 2, 2012, the Recreation Commission voted 4:0 to renew the current policy at Veterans Field.

## Miracle Field

The Miracle League of Massachusetts recently opened their inaugural season at NARA Park's Joseph Lalli Miracle Field. The Recreation Commission would like to institute a similar sign policy with the Miracle League of Massachusetts: that revenues that are received by the Miracle League of Massachusetts from sponsor advertisement on signs mounted on the outfield fence help defray the cost of facility maintenance at the new field, beyond routine Town field maintenance. Maintenance includes funding landscape services and supplies such as mulch, plants and landscape products. The level of necessary maintenance will need to be determined as the field matures. The Recreation Commission agrees that this level can be set by mutual agreement with the League as time reveals the needs and the organization's budget allows.

I recommend that a new Sign Policy be initiated at the Miracle Field with the Miracle League of Massachusetts. On October 2, 2012, the Recreation Commission voted 4:0 to establish the Sign Policy at the Joseph Lalli Miracle Field.