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Cathy Fochtman, Recreation Director

Date: February 18, 2014

To: Steve Ledoux, Town Manager

CC: Tom Tidman, Natural Resources Director

From: Cathy Fochtman, Recreation Director

RE: Acton Boxborough Youth Baseball (ABYB) - Veterans Field Scoreboard
Team Recognition Signage

President Sanjay Khosla from Acton-Boxborough Youth Baseball is requesting the Board's approval to display team recognition signage on the Veterans Field "Green Monster" scoreboard.

ABYB Field Coordinator Matt Murphy approached the Recreation Commission in January with the proposal. The Commission gave tentative approval, pending responses to questions that were posed at the meeting. Mr. Murphy replied with the attached materials. I made the Commission aware that in 2010, the Board of Selectmen approved the scoreboard as a gift to the Town, in addition to recognition signage to the major donor, Legends Sporting Goods. The Legends Sporting Goods signage has since been removed, as the company has gone out of business.

The Recreation Commission supports this proposal and voted in favor, 3:0 at the February 4, 2014 Commission meeting. They recommend that the signboard signage be approved by the Board of Selectmen. Please refer to Mr. Murphy's document for additional details.



VETERANS' FIELD SIGNAGE

December 2013 Recreation Committee Meeting

Introduction to Acton-Boxborough Youth Baseball (ABYB)

- ABYB is a non-profit organization run by a volunteer Board of Directors with parent volunteer coaches serving players primarily from Acton and Boxborough since 1978
- ABYB provides in-town recreational baseball opportunities to youth aged 4 to 15 in spring and fall seasons [2013 Spring ~525 players, 2013 Fall ~350 players]
- ABYB provides travel recreational and competitive baseball opportunities for players aged 9 to 15 in the summer season [2013 Summer ~160 players]
- ABYB uses baseball diamonds under the jurisdiction of the Acton Recreation Department (Veterans Field, MacPherson Field, Jones Field), Boxborough DPW (Flerra Field, Liberty Field), A-B Community Ed (ABRHS varsity and junior varsity fields, McCarthy-Towne field, Douglas field), and Holiday Inn Boxborough.

Purpose of Recognition

- Recognize ABYB's accomplishments as a youth baseball program.
- Recognize teams that have achieved notable success in regional/state/national summer programs including the Little League World Series and the Bay State Baseball League.
- Provide visible encouragement to players to want to achieve the same success.

Signage Proposal

- ABYB would be responsible for funding, installing, maintaining, and adding signage.
- Signage is intended to be permanent, but mounted to be removed if/when needed.
- Sign material is likely Azek (or similar) with vinyl logos
- The "green monster" is an 80' wide x 20' high outfield wall
- Signs are no larger than 8' wide x 4' high, and likely slightly smaller.
- Signs contain the year, league, achievement, AB logo, and league logo (if approved by licensee) to be seen by fans across the diamond. Borders include players' names and coaches' names that can be seen near the wall.
- Currently there are up to 5 teams to be recognized:
 - 2013 Bay State A TOC Champion
 - 2012 Little League World Series State Finalist
 - 2011 Bay State B TOC Champion
 - 2004 Bay State A TOC Finalist (if this meets ABYB criteria to be recognized)
 - 2004 Bay State C TOC Champion

Assumed Process

- Dec: Acton Recreation Committee approval of concept
- Dec: ABYB Board approval of final design when concept approved
- Jan: Acton Recreation Committee final approval, if needed/if changes to design
- Jan/Feb: Acton Recreation Committee to recommend to Board of Selectmen
- Mar: ABYB manufactures, mounts, unveils signage in late April for Opening Day



VETERANS' FIELD SIGNAGE

February 2014 Recreation Committee Meeting

Recap of December 2013 Meeting

- Presented ABYB request to Recreation Commission
- Received approval from Recreation Commission, pending approval from ABYB Board on design and answers to follow-up question from Recreation Commission

Answers to Follow-up Questions

- Does ABYB have permission to use Little League and Bay State logos?
 - We have permission from Bay State Baseball
 - We have contacted Little League and expect approval prior to manufacturing. If we do not receive permission, we will not use the logo.
- The teams being recognized are all recent, but ABYB has been incorporated since 1978. Are there other teams that should be recognized?
 - Our criteria will recognize ABYB teams who win the Little League District tournament (or higher), and teams who win Bay State Baseball division champions.
 - We consulted with former and current members of the ABYB Board who have been involved since ABYB was founded. We identified the 1979 ABYB team who lost the Little League District championship. This team, similar to the 2013 ABYB Little League team, will not be recognized with such a sign based on the criteria agreed by the ABYB Board.
- The signs have detail on the edges with players' and coaches' names. Can the signs be moved lower on the wall to accommodate fans who want to see the names around the edges?
 - Yes, we will determine an appropriate placement to accommodate a number of needs:
 - (1) Ensuring signs are visible to fans and field users;
 - (2) Ensuring detail on signs is visible to players/parents/grandparents/field users who approach the wall; and
 - (3) Mitigate risk of vandalism/damage caused by sign placement.
 - As we did with initial prototypes, we can mount a sign or sample to get input on-site. Signs will be securely mounted but can be dismantled and moved as needed.

Next Steps

- January 13, 2014: Received approval from ABYB Board.
- February 2, 2014: Seek formal approval today from Recreation Commission
- Feb/Mar 2014: With that approval, Cathy Fochtman will send a letter to Board of Selectmen (BOS) for consent agenda.
- Feb/Mar 2014: With BOS approval complete, ABYB will contact Crosby Design and work through manufacturing.
- April 2014: Plan to install in April and unveil in late April prior to ABYB games (estimated Saturday, April 26)

December 2013 Recreation Committee Meeting

Samples – Not Final Design



4'h x 8'w

