

Shelly Bedrossian

First Term Accomplishments



My first year as a Recreation and Parks Committee member has been eventful and noteworthy. Still, there is tremendous work to get the Recreation and Parks Department to perform optimally. Although advances in municipal government are much slower than I would like, I have been able to work collaboratively to move the needle on some significant issues that have and will continue to impact Marblehead positively. It would be an honor to serve Marblehead for another term so that I can continue to gain traction in the Reynolds Field and Green St Rink Project.

📍 Beaches 2024 Working Group

I initiated a Beaches 2024 working group to generate revenue to be able to reinstate the janitorial services for the Community Center. About four years ago, the janitorial position was cut from the budget, so the most utilized building outside of the schools did not have an appropriate janitorial service since that time. Karin Ernst joined me on the project, and we thoroughly analyzed other municipal beach properties, cashless and recreational pass software options, staffing, service upgrade opportunities, hours, and much more. Based on the data analysis and the collaboration with Recreation and Parks staff, we are confident that at least \$50,000 of additional revenue will be generated for the town this year. These revenues, along with funds dedicated by the Council on Aging and from the General Fund, there will be full-time janitorial services as of July 1, 2024, and it will be re-instituted as a budget line item in 2025

- Non-Resident Daily Passes will be increased to \$20 on weekdays and \$30 on weekends and holidays.
- Residents without a facility permit will continue to pay \$15/\$20
- Beaches will be open six weeks early, generating an additional \$12,000 for the town.
- Adopting Square technology for credit card payments will make beaches cashless.
- Square technology will also allow for better reporting so staffing efficiencies can be implemented for 2026.

📍 Racket Sports Working Group

Prior to establishing the Racket Sports Working Group, tensions were very high, and policy decisions seemed to change weekly without rhyme or reason. The goal of establishing this working group, which was co-lead by Karin Ernst, was to implement efficiencies so that demand was being met for pickleball, maintenance parameters were put in place for tennis and pickleball courts, equity for all racket sports was advanced, and so that neighbors had a voice. We researched pickleball and tennis opportunities in twelve communities across ten parameters. We conducted an independent sound and wind study, resulting in a seventy-page report that we presented to the board for deliberation.

- New scheduling system for tennis and pickleball so players can book courts with ease.
- Changed scheduling parameters so courts can be reserved on the hour, avoiding gaps in between openings. This single efficiency yielded 384 additional playing opportunities per week at Seaside and Vets alone.
- Seasonal court opening and closing parameters that are the same for all courts.
- Instituted a maintenance schedule based on best practices from the American Sports Court Builders Association, of which we are now members.
- Established a seasonal court lighting schedule that was fair and equitable for tennis, pickleball, and neighbors.
- Encouraged and passed the dual lining of additional courts at Seaside to meet the demand of pickleball yet stay within the needs of tennis and M.I.A.A. regulations.
- Set the tone for partnering with the pickleball community for fundraising opportunities such as Fund The Field and for purchasing AEDs at public parks..



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Noteworthy Projects Underway

📍 Multi-Surface Sports Deck

Matt Martin and I are working on the third iteration of the plan for revitalizing Reynolds Field and The Green Street rink using the 2-million-dollar Lars Anderson bequest as seed money. When I ran last year, my hope was to bring a private equity project to town that would allow for two ice surfaces and a turf field house on the land behind the high school. I saw this as an economic development opportunity for the town. For many reasons, I have moved away from this plan as well as from Plan B, which was to use the bequest to aid in a single rink facility, which I feel is also improbable based on the available town (not school) owned land, the need for green space, and the time it would take to fundraise the additional 10 million dollars to keep the rink build tax neutral. Marblehead Youth Hockey, M.Y.S.A., and lacrosse and all youth sports need a weather-independent practice facility TODAY, and they can't wait years. It is undisputed that the current field space at Reynolds Park has little to no integrity, the community bathrooms are inoperable, the softball field is barely playable, and the rink is dilapidated. It is nothing short of an embarrassment. Since 2013, there have been many iterations of usage plans, which include coring and drilling samples, municipal landscape architect drawings, professional rink feasibility studies, and community feedback. My proposal intends to utilize all of those plans and combine them with a fresh approach, updated estimates, and entrepreneurial thinking.

The complete plan can be found on my campaign Facebook page .

📍 Disc Golf

Rossana Ferrante is working with the Recreation Director to build a nine-hole disc golf course, which would be an exciting addition to our program offerings. Efforts are underway to gain the blessing of The Conservation Commission and to test the market by renting some equipment this summer to see how neighbors and players respond to the opportunity. Stay tuned for dates.

📍 Fountain Park Stairs

If you walk around Fountain Park, you will see that the stairs need significant repairs. Estimates for refurbishing them are coming in at over \$150,000, and the town cannot appropriate the funds. Rossana Ferrante is working with the Historical Commission on a very entrepreneurial plan to fix the stairs without taxpayer burden. A few years ago, a moratorium was put on buying memorial benches simply because there are too many in town. Rosanna's initiative calls for a very clever memorial stair solution. Folks wanting to offer a remembrance would purchase the granite, and we would, in turn, memorialize their loved ones by etching their name in the granite.

📍 Commission Manual and Standard Operating Procedures

Rossana Ferrante is working with Department Heads and Matt Martin, The Chair, to align departmental goals, roles, and responsibilities for better long-term planning and to streamline day-to-day operations. Nothing exists for the department currently. It is imperative to ensure that there are tighter internal controls and accountability.

- Department Core Values, Focus Areas, and Objectives
- Define Commission Roles & Responsibilities
- Organization & Operational Communication
- Roles and Responsibilities by Task
- Decision-Making Matrix
- Develop strict parameters around the Recreation Revolving Fund and how funds can be dispensed



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