

**EAST GOSHEN TOWNSHIP  
Park & Recreation Board Meeting  
February 3, 2011**

The regular meeting of the East Goshen Township Park and Recreation Board was held on Thursday, February 3, 2011 at the Township Building. The meeting was called to order by Chairman Ruth Scadding at 6:00 p.m. (first hour was a workshop to discuss park rules and regulations). Other board members present were: Phyllis Marron, Bob Huebner and Ann Marie Fletcher-Moore.

Others present were:

Frank Vattilano, Director of Recreation  
Thom Clapper, Township Supervisor  
Adam Knox , Conservancy Board  
Arthur Jones - Resident

**1. CALL TO ORDER/PLEDGE OF ALLEGIANCE**

The Chairman called the meeting to order. The Chairman led the Pledge of Allegiance and a moment of silence to remember our Armed Forces.

**2. WORKSHOP DISCUSSION**

The Park Rules and Regulations were reviewed.

Parking – Bob suggested that large groups should have portable signs stating the name of the organization and “No Parking On Grass”. The organization would be responsible for putting the signs up before the event. They must still provide a person to be their parking monitor. Mark Miller is adding 50 more parking spaces at the East Goshen Park.

Pets on Leash – The state law will be checked to see if there is a limit on the length of a leash.

Sound Equipment – On the application, after “will sound equipment be used?” add specify type of equipment\_\_\_\_\_. Sound equipment will be at Frank’s discretion.

At tonight’s permit meeting, Frank will tell them that permits presented tonight will have a tentative approval. The Rules and Regulations are being updated and need to be approved by the Board of Supervisors. If any group wants a Park & Recreation member to come to their meeting to explain the changes, Ruth and Ann Marie volunteered.

**3. APPROVAL OF MINUTES**

Ann Marie moved to approve the minutes for the December 2, 2010 meeting as corrected. Phyllis seconded the motion. The motion passed unanimously.

Bob moved to approve the minutes for the January 6, 2011 meeting as corrected. Ann Marie seconded the motion. The motion passed unanimously.

**4. EXPENDITURES**

The Board reviewed the expenditures for January 2011. Ruth was given some costs to have a restroom open which included electric for one month \$556 and ½ labor for Public Works \$25.47. However, Thom feels the \$556 for electric includes other facilities such as the Plank House, etc. He feels that only \$23.07 is for the restroom. Other items discussed were: Mill Creek sign \$65; Orange fence at Pin Oaks park \$33.50; and Reservoir valve repair \$990.

**5. STAFF REPORTS**

Frank reported that because of the bad weather and school closings for evening events, the aerobics class has been cancelled several times. Frank will offer a discount in the spring to those who were in the winter class. For the Cherry Blossom trip, Frank contracted with Klein Bus Co and saved \$200. He has the spring activities ready for the Township Newsletter. For the Eagles camp, we will collect the fees and keep a percentage. A Fitness Boot camp instructor has offered to collect her own fees and pay East Goshen Township \$400 a month. This would be a good deal for the township. In the future, it would be beneficial for our programs to have online payment capabilities i.e. paypal.

## 6. ITEMS TO BE DISCUSSED

a. TAG Recommendations – The Park and Recreation Board is on the agenda for the Board of Supervisors meeting Tuesday, February 8, 2011 to discuss the TAG recommendations.

Some discussion items were:

- Since the Director of Recreation's salary now needs to be included in the Park & Recreation budget, can he be reclassified as salaried instead of hourly in order to eliminate overtime. Thom verified that per the Township solicitor he has to directly supervise other township employees, so, no he can't be reclassified.
- Bob suggested increasing the number of board members to 7 and look for people with experience in fundraising.
- Mr. Jones suggested selling t-shirts.
- Adam suggested having a 5K race and family walk. Contact the Athlete's Closet.
- Thom reported that in a meeting with the YMCA, the Y indicated they would be interested in working with East Goshen to run the spring, summer and fall programs. They would be charged for maintenance of the fields. They would partner with East Goshen on events such as shredding, fireworks, egg hunt, fall festival, etc. They would run evening programs with a separate fee so residents don't have to pay to be members of the Y. The Board of Supervisors unanimously denied the proposal because they wouldn't have a position for Frank and the BOS gave the Park & Recreation Board one year to adjust their budget.

After reviewing and discussing the TAG spreadsheet items, the Park & Recreation Board will present the following recommendations in response to the TAG Committee Recommendations Summary:

### #30 - Self-Sustaining Park & Recreation Programs (104)

- Summer Youth Program
  - Apply for grants
  - Charge an additional fee for field trips
  - Continue to evaluate fees and increase as needed
- Eliminate overtime for Park & Recreation Director as much as possible
- Use more volunteers in all programs
- Pumpkin Festival – Charge for pumpkins or eliminate them and have a Fall Festival
- Get more sponsors/generate more revenue
  - Apply possible income from a cell tower in the park to the Park & Recreation budget

### #31 – Institute Park and Recreation Sponsorship Program (88)

- Develop a business plan
- Suggest that businesses make a donation in several payments
- Expand outside of East Goshen for sponsors
- If a business sponsors an entire event use their name in the event title, i.e. TD Bank Fall Festival
- Work with 501(3)c committee to raise funds

### #32 – Formalize and Expand Relationship with the YMCA (90)

- Pursue YMCA's proposal dated February 3, 2011 for a 10 week Summer Program from June 20, 2011 to August 26, 2011 using facilities in the North end of East Goshen Park. Monday through Friday, 6:30 am to 6:30 pm, 50-75 campers.

#33 – Create a Concession Stand at East Goshen Township (Active) Park (52)

- Get information from Carmen Battavio and the YMCA for possible contacts
- Contact Kelly’s Sporting Goods for information on their program
- Look into soliciting bids
  - Give timeframe (April to October, days/week, hours/day)
  - Give locations
  - List services needed, i.e. ice cream, hot dogs, soda, snacks
- At this time, the Board recommends a mobile, not a permanent concession stand

#34 – Increase Fees for Ball Fields (48)

- The following are the increased fees for 2011:

<u>Use/Facility</u>	<u>2011Fee</u>	<u>Deposit</u>	<u>2010 fee</u>
• Pavilion Fees (1-100 people)	\$100	\$50	\$85
• Pavilion Fees over 100 people, ( includes non-residents and any corporate permits) (never issued permits for non-residents before)	\$200	\$100	\$150

<u>Use/Facility</u>	<u>2011Fee</u>	<u>Deposit</u>	<u>2010 fee</u>
• Satellite Parks per event	\$50	\$25	\$40
• Tennis Court Key-residents	\$30	0	\$15
• Tennis Court Key-non-residents	\$50	0	\$30
• Tennis Court use by groups *for 3 courts / per unit of time	\$30 *		\$15
• Field Use Fee per unit	\$30		\$15
• Summer Youth Program/week resident	\$70	0	\$60
• Summer Youth Program/week non-resident	\$90	0	\$70
• Summer Youth Program/week discount for a family with 3+ kids	\$7	0	\$5
• Volleyball Sand Court/unit	\$30		\$15

#35 – Enable Online Registration and Payment for Park & Recreation Programs

Frank will work with AMS on setting up online registration and payment program

#36 – Leverage Social Networking Tools to Increase Park & Recreation Program Participation

- Use Twitter and Facebook to announce events
- Use student volunteers to assist with this program

#37 – Expand Park & Recreation Program Partnerships

- Develop a business plan to increase the number of organizations using the park and sponsoring programs

#38 – Reduce the Frequency of Grounds Maintenance and Mowing (26)

- There will be no change to the mowing in East Goshen Park (active park)
- In 2010 the frequency of mowing in certain areas of Applebrook Park (inactive) was reduced.
- Develop a plan and schedule for maintenance and mowing for both parks to reduce costs.

b. Liaison Appointments were made as follows:

Board of Supervisors – Ruth and Phyllis  
Conservancy Board – Bob

Planning Commission – Ann Marie  
Historical Commission - Vicki

**7. OTHER ITEMS DISCUSSED**

None

**8. LIAISON REPORTS**

a. Conservancy Board – Bob introduced the new Conservancy Board member Adam Knox, who will be the liaison to the Park Board. Bob reported that Jerry Hertel from West Chester University wants to plant understory bushes at the new forestation project at Line Road and Paoli Pike. He also wants to design and install a sign explaining the work that has been done there. Jerry suggested contacting Drew Gilchrist at NLT for mowing advice.

b. Historical Commission – None

c. Board of Supervisors – Thom reported that Liberty Towers Zoning Hearing Board meeting was continued to March. Tower One wants to put a tower in the Park. The budget for snow removal is \$132,000. So far \$99,000 has been used. The Feb. 15<sup>th</sup> meeting of the BOS has been cancelled.

**9. NEWSLETTER SUBMISSION**

Ann Marie will submit an article by Feb. 9<sup>th</sup> for the April 1<sup>st</sup> newsletter.

**10. PUBLIC COMMENT**

None

**11. ADJOURNMENT**

There being no further business, Phyllis moved to adjourn the meeting. Ann Marie seconded the motion. The motion passed unanimously. The meeting adjourned at 10:30 p.m.

Respectfully submitted,

Ruth Kiefer, Recording Secretary