

EAST GOSHEN TOWNSHIP
Park & Recreation Board Workshop Meeting
February 22, 2011

The workshop meeting of the East Goshen Township Park and Recreation Board was held on Tuesday, February 22, 2011 at the Township Building. The meeting was called to order by Chairman Ruth Scadding at 11:00 a.m. Other board members present were: Phyllis Marron, Bob Huebner and Ann Marie Moore-Fletcher.

Others present were:

Frank Vattilano, Director of Recreation
Thom Clapper, Township Supervisor
Adam Knox , Conservancy Board
Lisa O'Neill, 501c3 Committee

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. APPROVAL OF MINUTES

Phyllis moved to approve the minutes from the February 15, 2011 workshop. Bob seconded the motion. There was no further discussion. The motion passed unanimously.

3. WORKSHOP DISCUSSION

A. Ruth introduced Lisa O'Neill, who is a member of the newly formed 501c3 Committee. Lisa explained that they elected officers, Chairman **Bob Esty**, Vice Chairman Joe Zug, Secretary/Treasurer Lisa O'Neill. They still have to develop a mission statement, goals and objectives, and by laws. The Chester County Foundation will do the administration for them.

B. Ruth reported that she, Frank and Thom went to Penn Liberty Bank on Friday, February 17, 2011 and met with Jennifer Stead, Assistant Branch Manager. She is interested in supporting some of the Township's programs/events. Frank provided information on the programs. It was suggested that the bank pay for the bags and contents for the Egg Hunt in April. The bank is also interested in Keep East Goshen Beautiful Day and the Pumpkin Festival.

C. Ruth spoke with Ken Lehr from West Goshen Township. He explained that John Leary runs their concession stand when there are **league** games and township events in the park. They have their own stand. The Friends of the Park gets 20% of the profits. West Goshen has a special permit for vendors to sell in the park. She also called Kellys Sports and left a message.

D. Ken gave Ruth information on a Citizens Symposium for Park Board members. It will be held on Sunday, March 20, 2011 from 9:30 am to 6:30 pm at the Valley Forge Convention Center. It costs \$75/person, \$60/person for 2 or more. It will cover recreation opportunities and "A Guide to Finance". It is part of the 64th Annual PRPS State Conference. The deadline is March 11.

E. Ruth verified that the leash length for dogs for Chester County is 6 feet; for West Goshen it is 8 feet.

F. The name for the 501c3 was discussed. The Board members don't feel it should have a specific name i.e.Park & Recreation, since it is their understanding that the funds from the foundation will go to events, etc for all of the ABC's in East Goshen.

G. Regarding Don Evons' question about not charging "for profit" organizations, Frank explained that, for example, ACAC uses our tennis courts and we use their facilities for some of our programs, especially the pool. When Frank compared their hours of use to East Goshen's hours of use and put a dollar value on those hours, East Goshen is about \$600 to the good.

H. Business Plan – The first item discussed was “What”. The goal is to self fund all programs. The charge for ball fields is to recoup expenses for maintaining the fields. Frank feels that programs should be scaled back instead of increased in order to cut back his hours. The second item was “how”. Lisa suggested using an intern program through West Chester University to assist Frank with administrative work.

Other revenue producing ideas:

Adam mentioned that West Chester University is working with the Conservancy Board on the Line Road project.

Lisa feels the Penn State Farmers Market in the Great Valley complex may want to move to East Goshen Park. They held the market on Thursdays from 11 am to 2 pm from April to November. Lisa has already mentioned East Goshen to Suzanne Cruet who is the contact. Frank knows her son who helped in the Summer Program. Lisa suggested that if they already signed with Great Valley for this year offer another day.

Field Fees – Lisa encouraged the Board to increase the fees.

Facebook & Twitter – Frank should contact Ali Bower in the Tech Department at East High School. The students would help set it up and then take videos of the events and put them on Facebook.

Arts & Craft Festival in the Park – Lisa has contacts of people in the area who coordinate events like this. Frank will try to get the following notice in the Township Newsletter that will be mailed soon: The Park & Recreation Board is interested in investigating the establishment of an Arts & Craft Festival in the East Goshen Park. Anyone interested in developing and coordinating this new initiative please contact Frank.....

Third item discussed was “When”- Timeline for Completion

- * Intern program – April
- * Farmers’ Market – ASAP
- * Expanding programs and advertising – July
- * Facebook & Twitter – April
- * Increase fees – July
- * Contact existing sponsors - April

I Thom explained that it is more cost effective to put an ad for the meetings in the newspaper once, advertising all monthly meetings for the entire year. The workshop can be cancelled if not needed. The Board decided that, in addition to the regular meeting on the 1st Thursday of the month, they will hold a workshop on the 3rd Tuesday at 10:00 am each month.

4. ADJOURNMENT

There being no further business, Bob moved to adjourn the meeting. Phyllis seconded the motion. The motion passed unanimously. The meeting was adjourned at 1:45 pm.

Respectfully submitted,

Ruth Kiefer, Recording Secretary

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