

EAST GOSHEN TOWNSHIP
Park & Recreation Board Workshop
August 16, 2011 10am

The workshop meeting of the East Goshen Township Park and Recreation Board was held on Tuesday, August 16, 2011 at the Township Building. The meeting was called to order by Chairman Ruth Scadding at 10:05am. Other board members present were: Phyllis Marron, Ann Marie Fletcher-Moore, Bob Huebner, Erich Meyer and Heidi Karpa.

Others present were:

Thom Clapper, Township Supervisor

A. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Ruth led the Pledge of Allegiance and a moment of silence to remember our Armed Forces. The Chairman asked if anyone would be recording the meeting. There was no response.

B. APPROVAL OF MINUTES

The Board will approve the August 4th Minutes at the September meeting.

C. CHAIRMAN'S REPORT/ANNOUNCEMENTS

Ruth announced that the main order of business would be the report to the BOS regarding the TAG report. Ruth said she would like to have the Park Board's report finished by August 23rd so she can compile the info and finish the report and also so she can get in the September Park Board packets. She asked members of the Park Board to attend the BOS meeting on August 30th.

Thom asked if there was a decrease in general in the number of registrations and permits after the increase in fees that were instituted. Frank said that in terms of permits, he thought any decrease in the number of residents applying for park facilities was made up for by non residents who are now eligible to reserve facilities. Heidi volunteered to find out the actual numbers.

D. The Park Board's Response to the TAG Report

#30 Self Sustaining P&R Programs:

Frank will make a list of our contractors, what they do and how much we pay them so the Park Board can do an analysis to make decisions on changing the fees going forward.

Ann Marie said that the Farmers Market should generate \$7,360 by the time it ends in November. She will check with Lisa O'Neill about fees for next year's events. She said that for the Harvest Festival, vendors will be charged \$100 each. There will be 20 vendors which would generate \$2000.

#31 Institute P&R Sponsoring programs:

Paoli Hospital has been added as a sponsor. Conway Power Equipment has expressed an interest in participating.

Phyllis asked who donation checks should be made out to. Thom subsequently replied that checks should be made out to Friends of East Goshen Foundation-cccf. Donations should be sent to the Chester County Community Foundation, Lincoln Building, 28 W. Market St., WC PA 19382

There was a question as to whether packets have been made up that detailed the benefits of donations. Thom will provide a list of donors for Community Day.

#32 Formalize and Expand Relationship with the YMCA

Ruth, Bob and Thom met with Bruce Griffin of the YMCA to discuss a possible partnership. The Y would like to hold their summer camp at East Goshen Park from 7am to 6pm each day. Instead of paying a fee to the township by way of a permit, they would like to provide services to the township in supporting Community Day, providing instructors for programs, do concerts and park movies. Bruce said the Y gives out a lot of scholarships and therefore doesn't generate the income that it is thought they do. Bob said it may not make sense money wise for the Y not to pay the regular fees for park use but that the fact that more people would be using the park would make up for it. This will be discussed further by the Park Board.

#33 Concession Stand at the Park

1 Ruth said she and Carmen made inquiries about other municipalities using vendors at their parks but
2 did not get responses. Bob felt investigating the use of a mobile vendor would be better than building a
3 permanent structure at this time. Phyllis agreed. Frank will follow up on this. Erich suggested using a
4 website called Chester County Vendors.

5 #35 Online Registrations

6 Frank will ask Rick about progress on this.

7 #36 Social Network

8 Heidi Carpa is interested in helping with this. She has many good ideas going forward to make us of
9 Facebook in various ways to gauge participation numbers, get feedback and expand awareness of
10 recreation facilities and programs. Heidi and Frank will meet with one of our Social Media kids, Jonathan
11 Dubin, after this meeting to discuss some ideas.

12 #37 Program Partnerships

13 There was no response by residents for the Eagles football camp. Frank thought that the price point-
14 over \$300 does not fit within the framework that residents are used to paying for programming. Ann
15 Marie mentioned that the Boot Camp partnership generated income. Ruth said she was told the Boot
16 Camp would be leaving our park. Frank said he spoke with the instructor, Colleen and she indicated that
17 she loves our park and will continue to use it. She just needed lighting for one of her classes that
18 commences before dawn and might use another facility that is lit for just one day of the week. Thom said
19 Paoli Hospital should be mentioned as a partner.

20 *Additional Cost Saving Measures*

21 Mark and Ruth applied for a grant from DCNR. They should get a response in September.

22 Ruth said she will ask Mark if residents had made comments about the new mowing schedule. Board
23 members who have comments about mowing in the park should speak to Rick not Mark. Erich asked if it
24 was ok to ask questions of Mark or Frank. The Board agreed that asking a question is ok as long as policy
25 is not discussed.

26 It was agreed that the Park Board should meet with the Conservancy Board to discuss mowing and
27 other things to be done in the park.

28 Bob supplied a report on getting businesses to put up signs on the outfield fences of two of our fields.
29 The Board felt it was a good idea. Frank asked if the Board would be putting together data and a package
30 to market the signage. Heidi was in favor of using data and package approach. Bob said he felt that if their
31 availability would be made know, businesses would come to us. He thinks there is the potential of
32 generating \$6000 of income from the large baseball field and \$4500 from the smaller baseball field. The
33 Board complimented Bob on his work on the report.

34 Any overtime for Frank will have to be approved beforehand. He must fit his work in a 40 hour week
35 and tailor his programming and special events to fit. Frank said that with the AMS system, he has not had
36 to enter data from registration forms himself. Also he has made more use of his summer staff to take
37 responsibilities he used to do. The Board asked him to track overtime projection for this year to the actual
38 amount.

39 Ruth gave a report on progress for the Harvest Festival (formerly Pumpkin Fest) and said there will be
40 a committee meeting at 1pm Wednesday at the park.

41 Ruth mentioned that

42
43 **E. ADJOURNMENT**

44 There being no further business, Bob moved to adjourn the meeting. Phyllis seconded the motion. The
45 motion passed unanimously. The meeting adjourned at 12:45pm **The next meeting will be September**
46 **1, 2011.**

47
48 Respectfully submitted,

49
50
51 Frank Vattilano, Director of Recreation
52
53