

**UPPER MACUNGIE TOWNSHIP
PARKS AND RECREATION BOARD
Monthly Meeting Minutes
September 2018**

The monthly meeting for the Upper Macungie Township Recreation Board was held on September 20, 2018 at the Upper Macungie Township Building. The following Recreation Board members were present: Karla Trumbauer, Bret Spangler, Andrea Russell, April Navarra, Dave Kentner, Katie Shade, Wes Schlauch, Gwen McCurdy. Also present at the meeting: Recreation and Events Coordinator, Lynn Pigliacampi-Matula, township supervisors Sean Gill, Kathy Rader, and James Brunell. Jim Soltis and Matthew Bernard were absent.

Public attendees were: Andy Coe and Cheryl Hardy (remotely) from Convergent, Peg Konnick, Charles Deprill, and Jim Adams

The meeting was called to order at 7:15 PM by Katie Shade (following official call to order for BOS meeting)

REVIEW OF CAPITAL CAMPAIGN FEASIBILITY STUDY

Andy Coe (Convergent) presented the findings and recommendations from the Community Center Capital Campaign Feasibility Study. Andy stressed that all interview responses remain confidential. Most interviewees (approx. 40 total) were corporations. A little over half of the interviewees had familiarity with the Rec Board and Programs, while well over half had no familiarity with Friends. As we move forward with fundraising, awareness of the “asking” organization is critical. Nearly half indicated that the township is not maximizing recreation opportunities, and over 60% indicated that recreation was important to them. Because of the lack of familiarity with Parks & Rec, Chuck asked if local businesses receive the newsletter. Kathy indicated they do not, and Jim suggested the newsletter be delivered as part of standard business visits by the township. April asked if the interviewees knew there was a difference between the BOS and the Rec Bd. Andy indicated that this was explained, and the responses are VERY subjective.

Nearly everyone indicated that the Community Center facility is definitely needed, that the amenities are all needed, and that it will meet the needs of the community. There was not a lot of support for the phased approach. There was also agreement that there would be a positive economic impact to the community. In order for this to be successful, community leaders are going to be needed to provide visible support/leadership role in the project. 60% of the interviewees said they would, or would consider, acting in this role. Nearly all indicated they would be willing to be a “door opener.” There was also interest in naming rights.

Findings indicated we would not be able to raise the full amount. Many people would like to see the non-profit (Friends) manage the organization/facility via a lease agreement. Convergent provided recommendations on moving forward: set private fundraising goal at \$3.5-4M, attempt to utilize public funding sources, use momentum and refine plan for board and operations management, begin to engage key leaders and volunteers, develop marketing and oversight committees, and ensure we have a strong ROI. We need to be able to show ongoing progress against goals. Convergent indicated they would be able to develop an ROI analysis that will help drive people. The top potential donors were insistent that the non-profit run the facility, which could open the door for future donations as well, and could result in more people becoming involved in the facility. This would be a separate 501c3 from Friends. Jim asked if there was an interest from the potential donors for perpetual donations. Cheryl indicated that she was not sure, but that the corporations’ responses were being driven by the overall need for this in the community, and the companies wanting to “do the right thing” and being on board

**UPPER MACUNGIE TOWNSHIP
PARKS AND RECREATION BOARD
Monthly Meeting Minutes
September 2018**

with the goals of a project like this. Cheryl also indicated that there are usually arrangements with companies for donations (naming rights, memberships, etc), but that it is not the driver or motivator for that. There were a few people that indicated they would be interested in chairing or leading the campaign. Once the committee is formed, they would be responsible for soliciting additional funds and reaching out to remaining companies/community leaders. The committee for the Community Center would need to drive the creation of the 501c3. Jim indicated that going with this approach will help ensure that the community center sustains itself and remains relevant and cost effective for the community. April asked to ensure that there is community member and township involvement on the new 501c3. The bylaws will be written to ensure that will occur, as would the lease agreement for the building.

Andy also reviewed options for utilizing Convergent going forward. Lynn will get options and present to Rec Board for recommendations prior to October's meeting. The Rec Board will provide a recommendation to move forward. The Rec Board will look to have a working session prior to the October meeting on October 1.

MINUTES

Andrea motioned to approve the August minutes, Karla seconded – Katie abstained, all others approved.

PUBLIC COMMENT

REPORTS

Community Programs

- All updates are in agenda
- Scoring for scavenger hunt will be discussed over email
- Barktoberfest volunteers – Lynn will be there for all of the event, Katie and Andrea can be there for setup, Wes, Karla (not setup). Lynn will send sign-up.
 - Bret suggested sending calendar invites or sign-up with calendar suggestions – Lynn will look into options and will also send for Get Prepared Parkland

Unfinished Business

- **Farmers' Market bid** – Dave will reach out to Dax, and then will call Scott Faust to finalize location. The board agreed with all other wording changes.
- The township needs to update the pamphlets for the township parks.– Lynn has spoken to Bob, and reached out to Keenan and Nagle for pricing.
- Potential new program/event suggestion – Paint-a-rock event – suggested by Krissi – *no discussion this month*

New Business

- Splash Park Wrap-Up – SPYA donated a bench for next year, looking into additional shade/seating for 2019. Lynn asked about a group access card for purchase only to daycares within the township; board rejected this idea.

**UPPER MACUNGIE TOWNSHIP
PARKS AND RECREATION BOARD
Monthly Meeting Minutes
September 2018**

- Small park grants – no discussion

Other Business –

- Independent Park Community Center rental update –
 - Aug 2018- bookings, 8 bookings, \$5,150.00
 - Aug 2017- bookings, 5 bookings, \$4,145.00
- Pavilion Rental –
 - Aug 2018- bookings, 51 bookings, \$5,625.00
 - Aug 2017- bookings, 48 bookings, \$5,825.00
- Upper Macungie Township Recreation fund balance - \$1,249,480.19
- Friends of Upper Macungie Parks and Recreation, Inc. fund balance – \$33,064.87
- **Park and Grant updates** – None
- **Chairman updates** – Katie asked that everyone update the phone list.
- **Other** – April suggested looking back at old programs and potentially resurrecting some that were popular.

Public Comment – None

ADJOURNMENT

A motion was made at 9:14PM by Bret and seconded by Katie to adjourn the meeting, and all were in agreement. October's meeting will be held on 10/18 at 7pm at the Upper Macungie Township Building.

Katie Shade, Chairman

UMT Parks and Recreation Board