

Parks and Recreation Commission Meeting

Oakbourne Mansion
1014 S. Concord Road, Westtown, PA
13 August, 2013, 7:00pm

In attendance were: Parks & Recreation Commission members Kristine Lisi, Jennifer Shea-Schwacke, Bridget & Rick Brown, Maria Klang, Deb Litman-Goch, Leonard Tehrani, and Township Manager, Bob Layman. There were two guests (Walt Pavelchek and Pam Coleman).

I. Call to Order

After the Commission oohed and aaahed over the new chairs, Kristine called the meeting to order at 7:10PM.

II. Approval of Minutes (July 8, 2013)

Leonard made a motion to approve the minutes of July 8, 2013, seconded by Jen. There were no questions and the motion was approved.

III. Old Business

A. Events Recap

The movie night on July 26 was well attended. Jen estimated 145 people and two dogs were present to enjoy "Hotel Transylvania." Kristine expressed regret in forgetting to thank Susquehanna Bank, but said she would be sure to do so next time.

The Open House on the 28th drew eight visitors. Deb reported that several people expressed that they missed having the Craft Show. The concern with craft shows is damage to the floors and the walls of the mansion. The Commission felt it wasn't worth the risk.

B. Upcoming Events

Movie night

September 6 movie night is Here Comes the Boom. Kristine will prepare a flyer and text for the email blast and provide it to Pam.

Leonard said he was going to put together a marketing package to present to potential corporate sponsors. He said he has an intern from West Chester University working for him that can assist him on this project.

Mansion open houses

Rick said they need pamphlets. Jen will follow up with her friend, Andrew. He has photos, but he needs text.

Fall Yard Sale

Maria stated that she will not be able to help during the sale, but her husband would be able to help. We've sold 30 spaces so far. Jen said she would send another batch of emails out previous sellers. Leonard has the signs.

Deb asked about concessions. Bridget reported that Bournlyf is non-committal. P&R will handle the concessions (coffee, water, pretzels, pizza). Bridget will take that on. Leonard brought up again that the Days Inn has expressed willingness to partner with us on concessions. He knows the GM and the owner and suggested we pursue that. The Commission felt they were better off handling it on their own this time.

The group discussed ways to improve traffic flow, particularly sellers who come with two vehicles. Jen suggested using a bright sticky on the windshield of the second car to flag them. She also said she will send an email prior to the sale to remind them of the one vehicle limit.

They discussed how to deal with the early birds. Leonard said that Fire Police should not have to deal with angry people. Their focus is on traffic. Jen asked Bob about special event detail from the WEGO police. Bob responded that he just came from the Police Commission meeting where it was expressed that they are understaffed. He stated that it was possible that they would charge approximately \$100/hour for a special event detail. Kristine said she will bring it up to Chief Bernot at the Board meeting on Monday.

C. Volunteers

Rick asked about the progress with the volunteers from the OSTF survey. Leonard thought he had seen an email with the list of volunteers attached, but was going to check. If he did not already have it, he was going to ask Ann Hutchison for it, and prepare the draft email to go out this week.

D. Mansion Rentals

Using a presentation that Deb prepared as a springboard, the group discussed ways to increase mansion activity. Kristine asked Bob what Eva Foster did to recruit holiday parties. Pam stated that there is a letter on file that she used. Leonard suggested joining the Chamber of Commerce and working the membership list. The group tossed around ideas including a postcard mailing and using the listserv. They also considered additional events such as a masquerade party/fundraiser for adults, and a holiday party. Kristine said she will talk to Pat from the Chamber to discuss.

Rick said the word is getting out but we need more advertising. The pamphlet will help, and so will Facebook. He asked about the website. Kristine said she will look for the CD with photos.

Leonard brought up the sign and asking for funding in the budget. Rumor was that East Goshen was getting a new sign and Bob was going to ask Rick Smith about getting their old one. EG hasn't taken down their old sign yet, so this may not be an option. Bridget had forwarded pictures of the sign at Kelly fields back in March. Leonard said he would put together a proposal for the sign.

E. Fitness Program Status Report

Maria and Bob need to get together to review the forms. Maria suggested T, W, and TH nights from 6:30-7:30, starting in October. She will have to check holiday dates to see if there is enough time for an eight week session (\$70/session) to finish before end of year.

IV. New Business

A. It's About Details Photo Shoot

The shoot was cancelled but Heather Kimble from It's About Details online bridal magazine would still like to feature the mansion in an upcoming issue. She needs 10-15 professional photos (non wedding, and no watermarks). Photographers will be given credit. In exchange, we would receive a free ad in the issue, a link on their website, and digital tear sheets.

B. 2014 Budget

The budget was not on the agenda, but Kristine will put together their budget to present to the board. The Commission discussed a wish list such as lighting improvements, fixing the back steps, and A/C in the front room, bar tables. Rick will put together a recap of 2013 activity and revenue.

C. Open Space Task Force

Kristine said that the OSTF wanted to come to the September 10 meeting to present the results of the survey. The Commission felt that the Yard Sale planning would monopolize that meeting and that a special meeting should be scheduled for the OSTF. Walt Pavelchek brought up that he thought the next OSTF meeting is also on September 10. Kristine will contact Ann Hutchinson to discuss.

V. Public Comment

Jen brought up offering summer camps next year. Science Explorers has contacted us about this. The concept was briefly discussed.

She also suggested commandeering Mark's truck and entering a float in either the Halloween or Christmas parade.

VI. Action Items

Kristine - update movie flyer & send text for email blast; prepare budget for 2014; find CD with mansion photos; talk to CC Chamber about joining & holiday parties; contact Ann Hutchinson; bring 2014 calendar to next meeting.

Rick – prepare 2013 mansion rental recap for Board (Pam can help with this); check w/Scouts about walkie-talkies.

Bridget – plan food for Fall Yard Sale.

Leonard – circulate quotes for sign & prepare proposal for Board; get list of potential volunteers from Ann & and send draft email to Kristine; work on Marketing Package with WCU intern.

Maria – prepare Fitness Program ad for Fall newsletter (9/13 deadline to submit to Pam).

Jen – prepare ad for Fall newsletter for a marketing person to assist with Mansion publicity.

Pam – send movie emails to listserv; help Rick with 2013 mansion recap for Board.

VII. Adjournment

Ms. Lisi adjourned the meeting at 8:35pm.