

MEETING NOTES SUMMARY

January 28, 2015

5:00 p.m. – 6:30 p.m.

@PAHWF

In attendance:

Jennifer Brough, Anderson Marketing Group

Jay Erb, North Coventry Township

Donna Fabry, Montgomery County

Drew Gilchrist, DCNR

Pete Hiryak, Douglass Township

Justin Keller, Pottstown Area Regional Recreation Coordinator

Dave Kraybill, Pottstown Area Health and Wellness Foundation (PAHWF)

Michael Lenhart, Pottstown Borough

Carol Lewis, Upper Pottsgrove Township

Jim McCulley, Watershed Eco, Inc.

John Phelps, Solitude Lake Management, Inc.

Ashley Pultorak, PAHWF

Meredith Curran-Trego, Montgomery County

Charlie Valentine, West Pottsgrove Township

Meeting notes:

1. Donna Fabry, of Montgomery County Planning Commission was introduced to the group. Donna will be taking over for Meredith T. as the planner for PMRPC and Upper Pottsgrove Township. Meredith T. will continue to be the planner for Pottstown and Douglass Township.
2. Next, John P. and Jim M. were present to provide an informational presentation outlining watershed and pond management services provided by their companies.
3. Jennifer B. was present to discuss Anderson Marketing Group's efforts to develop new ideas for PAHWF's upcoming 2015 parks promotion contest, On Your Park, Get Set, Go!™. The following items were discussed:
 - Jennifer B. mentioned that Anderson Marketing Group and PAHWF would like to gain a better understanding of park users and are considering methods to identify the demographics of willing contest participants.
 - The committee was asked for ideas to provide contest participants with bonus votes if they take part in physical activity while at the parks. A committee member suggested that participants could take a selfie while completing a physical activity to achieve the bonus votes.
 - Jennifer B. presented the committee with two options to encourage contest participants to visit a park each day and cast a vote. Option #1 is to use a QR code that would be manually changed by township staff daily. Option #2 is to install a tablet device in the park which would allow the QR code to be changed remotely. Michael L. suggested that municipal staff time could be reduced for option #1 if the QR code was manually changed every other day. Most in

attendance preferred option #1 provided it could be manually changed every other day.

- PAHWF is currently looking at their financials to determine if they can offer matching funds to contest participants who would like to offer private donations. An attendee asked if private donations and matching funds should go directly to the account of the municipality or provided as a grant from PAHWF. It was suggested that PAHWF provide the donations as a grant to the municipality so they can ensure it will be used for upgrades to specific parks.
 - There was discussion about keeping the donation period open after the closing of the parks promotion contest. There was general agreement to keep the donation period open after closing of the contest. A cutoff date for donations was not immediately determined.
4. Justin K. led a discussion on playground inspection services. He mentioned that costs for the certification tests are about \$400-\$500. Michael L. mentioned that typically one audit is performed for each facility. The audit takes approximately 20 hours and should be assisted by another individual. After the audit, the facility is inspected on a regular basis. All in attendance were interested in Justin K. becoming certified provided that this is covered by the DCNR 'circuit rider' grant. After the meeting, Justin K. confirmed with DCNR that the 'circuit rider' training budget could be used to cover the cost of this certification.
 5. Justin K. announced that Pottstown has recognized the need to have a centralized location to advertise regional events and has taken the initiative to setup a webpage to promote events for the Borough and participating PARRC municipalities. The page is entitled, "Recreation Events in the Greater Pottstown Area" and subtitled, "Good Neighbors." Municipalities are advised to submit a list of events to Justin K. for posting. In the meantime, Justin K. and Michael L. will work together to create a set of guidelines for the types of events that will be advertised. Once developed, the guidelines will be sent to the participating PARRC municipalities for review.
 6. An updated matrix was distributed identifying grants to pursue in 2015. Justin K. asked municipalities to start discussions to determine cash match amounts and advised them to put grant resolutions on the February or March board meeting agendas.
 7. Justin K. reviewed tasks he completed last month and anticipated that most of his time the next couple months will be focused on preparing grant applications due in April.
 8. **6 month evaluation sheets for the recreation coordinator were distributed to the group. Evaluation sheets should be completed and brought to the next PARRC meeting on February 25.**
 9. The meeting concluded with updates from the PARRC partners:
 - a. PAHWF: Ashley P. stated that PAHWF will continue to evaluate ideas for the parks promotion contest. Letters of intent for the PAHWF grant cycle are due on February 1. The next round of Mini-grants are not yet confirmed, but are expected to take place in June to avoid conflict with the timing of other grants due in the spring.
 - b. DCNR: Drew G. mentioned that the next round of Schuylkill Highlands Mini-grants will be announced this spring.
 - c. North Coventry Township: Jay E. stated that the 2015 date for the Coventry Woods Festival will be May 17.

- d. Douglass Township: Pete H. stated that the master plan concepts for Douglass, Smith and Libor are were warmly received by township staff and residents.
- e. Upper Pottsgrove Township – Carol L. announced that the trails from the Althouse Arboretum to Sussell Park are 75% complete.

Next meeting: Wednesday, February 25, 2015, 5:00 pm @PAHWF