

UPPER MERION TOWNSHIP FOUNDATION  
JUNE 21, 2018

The Upper Merion Township Foundation met for its regular meeting on Thursday, June 21, 2018 in the Township Building. The meeting was called to order at 6:30 p.m., followed by a pledge of allegiance.

ROLL CALL:

Supervisors present were: Carole Kenney, Bill Jenaway, Greg Waks, and Greg Philips. Others present were: Sally Slook, Acting Township Manager; Vincent O'Grady, Vice Chairperson. Laurel Dasher was absent.

APPROVAL OF MINUTES:

It was moved by Mr. Jenaway, seconded by Mr. O'Grady, all voting "Aye" to approve the March 22, 2018 Meeting Minutes as submitted. None opposed. Motion approved 5-0.

MEMORANDUM OF UNDERSTANDING WITH KEYSTONE SHOPS

Ms. Sally Slook, Acting Township Manager, initiated the discussion regarding the amount the Keystone shop is pledging to the Upper Merion Township Foundation. At the last Foundation meeting the consensus of the supervisors was the amount of the donation should be memorialized with a Memo of Understanding (MOU). Ms. Slook indicated John Walko drafted the MOU which calls for 2% of net profits per year donated to the Foundation.

Mr. Philips asked if anyone at Keystone has seen the MOU. Ms. Slook said she wanted the Board of Supervisors to have a first look.

After a brief discussion the consensus was in support of the concept of the arrangement and the MOU should proceed onto the next step in the process. Mr. Philips suggested having Mr. Walko reach out to Keystone's counsel to move this matter forward.

SUBCOMMITTEE FUNDRAISING UPDATE – PICKLEBALL DISCUSSION

Vince O'Grady, Vice Chairperson, stated there were brief conversations with ECDC about an event involving Town Center restaurants which were rather vague in nature. He said he thought it best to start with something small, clear and simple and focused on community fun. Mr. O'Grady suggested a round robin format with all doubles and no singles competition. Three volunteers would be needed to assist throughout the course of the event.

Mr. O'Grady said when he observed so many people enjoying pickleball at the community center he thought of a way to capitalize on the popularity of this sport. He indicated it would be an easy task to arrange a tournament and after consulting with some pickleball players and community center management a plan is in place for Sunday, November 4<sup>th</sup> at the pickleball venue at the community center which has six courts available. Mr. O'Grady said it would not be necessary to provide any extra insurance as participants would use the existing community pass online registration system which includes waivers. Everything would be covered under the auspices of Parks and Recreation. He anticipates raising about \$1,000 for participation fees and offer prizes such as gift certificates to the higher end restaurants.

Mrs. Kenney asked for clarification about the amount of the proceeds realized with this fundraiser. Mr. O'Grady responded it would amount to approximately \$1,000 if the entry fee is \$30 or \$35 per person. He noted there is no risk involved, does not involve any up-front investment, and would be pure revenue.

Mrs. Kenney asked if there would be a maximum number of players allowed to sign up. Mr. O'Grady responded there would be approximately 60-70 participants depending on how many teams signed up.

After a brief discussion a consensus was reached among the supervisors to move forward with this idea.

Mr. O'Grady mentioned the July 21<sup>st</sup> deadline for this pickleball tournament announcement to go into the Park and Recreation Fall Activity Guidebook. It was noted this event will be promoted on social media and the township's other printed and electronic publications.

#### UMSD/POOL MEMBERSHIP DISCUSSION

Ms. Slook stated during discussions with the school district, the social worker mentioned a family that could benefit from a pool membership. The total cost would be \$300 for one adult, one teen and two children.

Mr. Jenaway commented since the school district approached the township with this idea it would be appropriate for them to provide some ground rules and if a request is made there would have to be a process in place.

Mr. Waks suggested having someone in Park and Recreation reach out to the social worker and ask about the protocol to be followed. Ms. Slook indicated she would follow through on this matter.

#### OTHER DISCUSSIONS

Mr. Philips mentioned a discussion at the Chamber of Commerce about a progressive business card exchange for the restaurants at the Town Center. Mr. Waks

commented this is similar to one of the ideas discussed at the township at the subcommittee level.

A discussion followed about additional ideas for fundraising involving the business community similar to what is done in Conshohocken.

Mr. O'Grady had an additional thought about the pickleball tournament fundraiser and the benefit of having a named beneficiary for the proceeds. Mr. Philips said the beneficiary should be identified and included in the PR for the tournament and suggested the newly formed Community Cupboard.

Mr. O'Grady stated the Community Cupboard is going to need shelving, labeling machines, etc. and the Foundation can help in the short term with the proceeds from the pickleball tournament. He said he will approach the Community Cupboard to discuss this further.

After a brief discussion it was decided to indicate in the PR material that "a portion of the proceeds will go to the Community Cupboard."

Ms. Slook suggested having a conversation with Eric Goldstein to see if there was any way for the Foundation to "piggyback" on some of the BID events.

Mrs. Kenney mentioned Mr. O'Grady's comments in the minutes of the last Foundation meeting about associating with an existing or potential 5k run starting or stopping at the Town Center. She recalled her previous fundraising suggestion about having a Turkey Trot fundraiser because of their popularity and track record as a good fund raising resource. Since the pickleball tournament is scheduled for November, she suggested the Turkey Trot idea for consideration next year around Thanksgiving time frame.

#### ADJOURNMENT:

It was moved by Mr. Jenaway, seconded by Mr. O'Grady, all voting "Aye" to adjourn the meeting at 7:00 p.m. None opposed. Motion approved 4-0.

  
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GREG PHILIPS  
CHAIRMAN

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Minutes Approved: 10-18-18

Minutes Entered: