

UPPER MERION TOWNSHIP BOARD OF SUPERVISORS
JOINT MEETING
APRIL 30, 2015

The Board of Supervisors of Upper Merion Township met for a Joint Meeting on Tuesday, April 30, 2015, in the Board Room, in the Township Building in King of Prussia. The meeting was called to order at 7:02 p.m., followed by a pledge to the flag.

CHAIRMAN'S COMMENTS: None.

DISCUSSIONS:

MEDIA COMMUNICATIONS ADVISORY BOARD

ROLL CALL:

Supervisors present were: Greg Waks, Greg Philips and Carole Kenney. Also present were: David Kraynik, Township Manager, Carla Showell-Lee, Chief Information Officer; Don Herbert, TV Coordinator; Justin Friend, PIO Assistant; Howard Hoffman, Vice Chairman; Jim Kravitz, Secretary; Eileen Rodrique. Supervisor Jenaway, and Supervisor Spott were absent.

Mr. Howard Hoffman, Vice Chairperson, offered introductory remarks about the ways the Media Communications Advisory Board is meeting the challenge of ever changing technology in communicating on a higher level with the citizens of the township.

Don Herbert, UMGA-TV, provided details and showed a conceptual rendering of the new LED message board to be located at the intersection of Valley Forge Road and Henderson Road. An early June delivery and installation is anticipated.

James Kravitz provided an overview of the various internal and external printed and electronic publications.

- Quarterly the *Township Lines* is mailed out to about 8,500 residents. The content is done internally through the Information Office, but the printing of the publication and advertising is outsourced.
- The e-newsletter, a weekly publication is sent to about 2,150 subscribers. It was noted there were 628 subscribers at the end of 2009. The "open" rate is 46% which is double the industry standard of 23%.
- *Community Connections* has moved online and is now only being mailed to approximately 300 residents. *Community Connections* is geared to civic and business leaders in the township.

- The township website archives all of the electronic and printed publications for ready reference for interested citizens.

Justin Friend, PIO Assistant, discussed the township website and the use of social media. Highlights as follows:

- Facebook now has a monthly reach of around 13,500 (last year monthly reach was just under 7,000)
- Multi-media offerings have been increased including experimenting with higher quality video and access via mobile devices
- Twitter currently has 11,070 followers.
- Vimeo is now being used for multi-media on demand content
- Instagram is currently in experimental phases
- RSS (Really Simple Syndication) capabilities have been expanding and there will be more RSS direct information for residents.

Mr. Friend discussed the new social media integration on the township website and responded to questions about the more esoteric aspects of computer-mediated tools.

Mr. Hoffman commented the township website is in a “grooming process.” The look and feel is being improved and the next phase will be technological improvements.

Mr. Herbert discussed Vimeo’s capabilities and indicated it is providing an opportunity to post more content for on demand viewing on the website. Utilizing the aerial, Mr. Herbert provided an illustration of what the Vimeo page looks like and some of its features.

Eileen Rodrique discussed and provided a sampling of printed publications which are made available through the Public Information Office.

Mr. Herbert provided a compilation of videos and UMGA-TV programs aired during the past year, including a volunteer fire service recruiting video that will be aired throughout the Commonwealth as public service announcements. The video compilation also included the award-winning *Spotlight* program which was recognized by the Pennsylvania State Association of Township Supervisors (PSATS).

Mr. Philips commented he looks forward to the installation of the new LED sign.

Mr. Waks noted at the recent PSATS meeting he received requests from other municipalities for the township social media policy because of our visible social media presence.

With regard to the LED sign, Mr. Waks indicated the sign will be in a V-type configuration in a location for easy viewing by approximately 24,000 vehicles each day. He pointed out this provides another method of effective and more traditional way of messaging for those who may not be social media savvy.

Mr. Waks mentioned another thing that has been done to improve communication is the actual movement of the public information office to a new and more visible location outside of the general administrative department. People may now come in and receive information and obtain answers to questions in a more accessible area.

Mrs. Kenney commended the Media Communications Board for their work in reaching out to people and meeting their preference for either electronic or printed material.

Mrs. Kenney asked if the fire service recruitment video will be shown on UMGA-TV. Mr. Herbert responded in the affirmative and said it will be begin airing next week and will be entered into the video rotation. It will also be posted on Facebook and on the township website.

Mrs. Kenney commented she would like to see the fire service recruitment video shown on the Viking Channel.

ENVIRONMENTAL ADVISORY COUNCIL

ROLL CALL:

Supervisors present were: Greg Waks, Erika Spott, Greg Philips, Bill Jenaway and Carole Kenney. Also present were: Dave Kraynik, Township Manager; Janet Serfass, Staff Liaison; Chris Kaasmann, Chairperson, Ed Campbell, Jr., Vice Chairperson; Vivian Peikin, Secretary; Sal Sonsino; Steven Burda.

Mr. Chris Kaasmann outlined the EAC's key accomplishments and issues in 2014/2015:

- Waste and recycling survey and analysis exploring feasibility of potentially transitioning to a system of either municipal contract or single hauler to reduce the amount of trucks on the road and streamline services. Results were inconclusive. Not pursuing further at this time.
- Stormwater management – continued to give away rain barrels at various community events
- Developed stormwater education slides that circulate on UMGA-TV at various times as educational pieces
- Looked at the idea of potentially removing some concrete medians in the township similar to what was done on US 202. These are areas of

impervious surface and it would be a way to beautify the township and decrease the amount of impervious surface.

- The method of yard waste disposal was considered as an educational issue for haulers and residents to remind them yard waste should be composted.
- Although there is a minimal amount of work at this point, there is still ongoing review of township Superfund sites.
- Stormwater Education including continued involvement in Earth Day and Community Day, rain barrel demonstrations and raffles, assist MS4 educational requirements
- Potentially drafting language or looking at feasibility to develop an ordinance for posting of language in restaurants notifying and educating their employees on what to do with their waste.
- Stream cleanup scheduled for May 2 for creeks near the Mall that lead into the Schuylkill River.
- Submitted a Board of Community Assistance grant application for trail markers for the Valley Forge trail to Heuser Park.
- Partnering with various organizations in Montgomery County Conservation District.
- Continued partnership with other township committees and boards
- Continued education on environmental topics and issues with presentations to the Board of Supervisors.

Mr. Philips asked if the EAC has looked into some water conservation measures for future development. Mr. Kaasmann responded it is something the EAC could research.

Mr. Philips commented with all the impervious surface what used to go back into the ground to recharge the aquifer now goes into stormwater. In view of MS4 regulations, rain barrels would be one way to help keep the water on the property. He said he would be looking to the EAC for leadership in terms of what the water issues are in Upper Merion since it is such a well developed community.

Mr. Philips asked if the EAC is going to be the focal point for obtaining rain barrels. Mr. Kaasmann responded he does not see any reason why they could not be involved. He said that information is available if anyone wants to purchase rain barrels and find out more information on what they do and how they work. Mr. Kaasmann noted at Heuser Park there is a rain barrel hooked up to one of the downspouts which has a drip irrigation system to the surrounding plants. There is an educational plaque posted for people to check out.

Mr. Campbell commented there was discussion about purchasing bulk rain barrels and selling them to members of the community. There are other townships that have an EAC or similar organizations that would buy 50 or 100 rain barrels and keep in storage. The EAC considered this; however, were not

sure about funding, storage and associated logistics. The EAC could be a resource for people who would want to find out information about rain barrels and where they are available. Mr. Campbell did not see much value in having people purchase them from the township instead of a retailer, but the township could be a facilitator to encourage their use.

Mrs. Spott mentioned she has heard from residents who are not sure if a rain barrel would attract mosquitos. Mr. Kaasmann responded any rain barrel he has seen hooks up to a downspout and feeds water into the barrel. As the water feeds into the barrel there is usually a mesh component preventing bugs from going in. The mesh covering stops leaves, debris, and asphalt particles from shingles that may be coming from the down spout and does not attract bugs.

With regard to yard waste, Mr. Jenaway asked for some options for people who do not have the ability to bring yard waste to the compost site, but would like to have it removed in a timely manner. Mr. Kaasmann said the hauler may have certain pickup days and the township has days posted on the website for scheduled pick up times.

Mr. Jenaway commented he agreed with eliminating concrete medians. He said the challenge currently with dry grass and mulched medians is there have been an inordinate amount of fire calls because of tossed cigarettes. He asked if there is a product that can be used for medians other than traditional mulch and grass products. Mr. Kaasmann responded it is a valid concern and mentioned possibly pebbles or something that allows the rainwater to seep through.

Mrs. Kenney indicated while at PSATS a couple of weeks ago while discussing medians someone asked about rocks and pebbles instead of mulch. It was noted PennDOT does not like the idea of stones because they could wind up in the road and might be an issue if they hit windshields of passing vehicles. Mrs. Kenney said on her travels she has seen brick medians which are somewhat pervious and could be placed in areas where plantings would not be suitable.

Mr. Waks applauded the EAC for being the first citizen board to file an application for a Board of Community Assistance (BCA) grant. He also noted the student vacancy on the EAC and encouraged any residents who are high school juniors or seniors to apply for this position.

LIBRARY BOARD

ROLL CALL:

Supervisors present were: Greg Waks, Erika Spott, Greg Philips, Bill Jenaway and Carole Kenney. Also present were: Dave Kraynik, Township

Manager; Karl Helicher, Library Director; Jeanne Kaufman, Head of Child Services; John Egan, Chairperson, Library Board of Directors; David Bristowe, Vice Chairperson; Janet Medrow; Sharon Duris, Linda Noll; Katie Kohler; Secretary; Sangeetha Srinivasan.

Mr. John Egan, Chairperson, offered introductory remarks and noted it was a successful year with many programs and also an in house library fundraising event as recommended at last year's joint meeting with the Board of Supervisors.

Mr. Helicher stated the library continues to enjoy its partnerships throughout the township as well as with departments such as Park and Recreation and UMGA-TV. He mentioned the longstanding relationship which has been established with the Rotary and all the community groups that value the library.

Utilizing a PowerPoint, Sangeetha Srinivasan, Program Director, discussed programming in the Library's outreach. Highlights as follows:

- Ray Didinger and Dr. Charles Blockson's book signing and "Book Chat" chat with patrons
- Jazz Night with Stephen Wise and Edge and Black History Celebration in February 2015 with Veronica and Company performed. There was a soul food sampling
- Fall and Spring Book Discussion – spring discussion is still ongoing
- Outreach Program includes Community Day, Senior Center visits, High School Literacy Night, School ESL Night, Diversity Night
- Keeping Community Informed: Social Media (Twitter, Facebook), planning changes to website, Library Calendar, Local Newspaper, Email Blast, e-Newsletters from township and Senior Center, Mainline Neighbor Calendar, and King of Prussia BID calendar
- New Services include Notary service for a small fee, DIBS new room reservation software, migrating to new web registration calendar, wireless printing and remote access, fax and scan to email and mobile friendly email templates
- New Programs in 2014 include Tech Night and TAG, free SAT and ACT practice test for high school students, E-Book help by appointment, Winter reading program for teens, gardening series, money smart series, job search workshop in August
- Technology utilized: Twitter, Facebook, E-books, E-Magazine (Zinio), Playaways, Mobile Friendly email (to be launched soon)
- E-Book downloads: Overdrive usage increased from 545 in 2014 to 1,011 in 2015, workshop on downloadables, purchase titles of all the "must read" for high school students, constant training for staff with latest updates
- Web page use has increased.

- Fundraisers: Adults and Teens summer reading prizes, mini golf event on (March 28), Bertucci's Dine for Dollars, California Pizza Kitchen, and Chipotle (June 23)
- Celebrating Diversity: Multi-cultural night with more than 200 residents attending (14 countries represented and 5 cultural performances).
- Celebrating Mexican and Spanish Culture on May 5
- Celebration of Chinese New Year planned in 2016
- Tech Night held once a month – youth volunteers from high school help patrons, new ipads for children's workshops, demo sessions for Zinio free e-magazines, Open House scheduled for May 18.
- Teen Advisory Group (TAG) for grades 9 thru 12 (a video was shown)

Jeanne Kauffman, Head of Children Services, provided an update on the Children's Department. Circulation has increased 3.5% from last year and 26.3% since 2006. There have been 487 programs in 2014 with approximately 25,000 people in attendance. Highlights of 2014 Children's Programming:

- Hold and observe live butterflies
- Sit in a real helicopter cockpit
- Make slime
- Use tools to take apart old household appliances
- Learn from a local artist how to draw super heroes
- Create robotic art by using recyclables and old machine parts
- Read to dogs
- Play life-size versions of board games
- Participate in yoga story time and dance parties
- Meet children's book authors
- Create catapults
- Create a fort in the library
- Daytime story times
- Pajama story times
- Parent/child workshops
- S.T.E.M. classes
- 1,000 book program
- Outreach story times
- Family reading month activities
- Saturday story times
- The library has been part of Family Place since receiving a grant several years ago – all requirements were completed in 2013 and the Upper Merion Township Library will become an "Official Family Place Library"
- GlaxoSmithKline sponsors free hands on science classes each summer for a week – this year's theme is Oceanography
- Edible book challenge
- Fun Fridays on days when children have early dismissal
- Reading buddies are older students who mentor younger students

- Theme for this summer is “Super heroes.” A video was shown.
- Provided literacy component for Park and Recreation Department Adventure Day Camp
- Continued local outreach to day care and nursery schools
- Partnership with many businesses who help with gift cards

Mr. Philips commented the E-books are his particular favorite, particularly now as he prepares to deploy with the Navy shortly.

Mrs. Kenney noted her involvement with the Library Board in her capacity as Board Liaison. She found the Tech Night sessions very helpful.

UPPER MERION MUNICIPAL UTILITY AUTHORITY (UMMUA)

ROLL CALL:

Supervisors present were: Greg Waks, Erika Spott, Greg Philips, Bill Jenaway and Carol Kenney. Others present were: Dave Kraynik, Township Manager; Ed O’Brien, Director of Public Works; Edward J. Veneziale, Chairperson; Stanley Channick, Vice Chairperson; Gian Singla; James Ruddy, Treasurer.

Mr. Edward Veneziale, Chairperson, reported the health of the Authority is very good. Safety wise there are no issues. The Authority is taking a harder look at finances to make sure the necessary capital is there to implement the capital projects in the 5-year plan. One of the benefits was raising sewer rates to help support future expansion.

Mr. Ed O’Brien, Director of Public Works, provided an overview of the 2014 projects for the Upper Merion Municipal Utility Authority (UMMUA) as well as the Sewer Revenue Account (SRA).

Mr. O’Brien began with a report on the Swedeland Pump Station Upgrade Project which the Utility Authority funded at \$1.7 million. The engineer was Arro Inc., the general contractor Klipper Construction Associates and the electrical contractor Lenni Corporation. That project provides major upgrades which consist of the addition of a 16-inch Parallel Force Main, (presently there are two 8-inch parallel force mains that are now used from time to time just to keep them available), energy efficient pumps, motors and controllers. A new roof was installed on the station, a new grinder, and a new toxic gas monitoring system was added.

Mr. O’Brien stated the next project that was completed in 2014 is the Rotary Press Installation project for the treatment plants. The funding source was the SRA at a total cost of \$2.1 million. Arro was the engineer. C and T Associates provided the general contracting and MJF was the electrical

contractor. As part of the project the existing belt filter press was replaced at each plant with a rotary press and energy efficient motors and controllers were installed. A new Polymer system was added to each facility. A new conveyor and dewatered sludge mixing unit was installed at Matsunk.

Mr. O'Brien provided an update of the Municipal Industrial Pretreatment (MIPP) Program with a summary of 2014 compliance award winners as follows: Arkema, CTI Foods as well as PPD Vaccines and Biologic.

Mr. O'Brien noted Upper Merion Township also recognizes what companies are doing in other areas regarding the environment and pollution prevention. For 2014, GlaxoSmithKline was the award winner for energy conservation for upgrading their air handling system. Arkema was an award winner for energy conservation as well for replacing their old boilers with new energy efficient boilers.

The Upper Merion 2014 operation of the MIPP Program was rated 90.7% which is considered a Category 1, a top rating received from the United States Environmental Protection Agency (EPA).

During his update of the MIPP program, Mr. O'Brien reported there were 10 permitted industrial users in Upper Merion Township in 2014. All were sampled and inspected during the year as required; nine Notices of Violation were issued. Fines collected were a little less than \$10,000 in monetary penalties.

With regard to the conveyance or collection system. items of note for 2014 are as follows:

- operate and maintain 11 pumping stations
- total of 5 sanitary sewer overflows or SSO's
- all DEP mandated reporting procedures were followed
- there were no new sewer extensions added to our system last year
- with regard to capacity for the system, there are no sections of the system that are currently hydraulically overloaded and on that basis no hydraulic overloads of the conveyance system are foreseen within the next five years.

Mr. Philips mentioned all the work that was done in terms of fees and looking at stormwater authorities that was not covered on the slides. He commended the Public Works Department on their hard work in operating and maintaining the system.

Mr. Jenaway reported while at the Trout Run plant early in the week because of a fire outside the property, he noted there is a gate used for access

that will be right next to the new trail. He emphasized the importance of making sure the gate is maintained as it will be invaluable if police, fire and EMS have to get onto the trail.

Mrs. Kenney noted what a pleasure it was to work with Pete Smyrk on the Municipal Utility Authority and thanked him for his service.

Because of upcoming retirements in the Public Works Department within the next couple of years, Mr. Philips asked if there is a succession plan in place for their replacements. Mr. O'Brien said this will be discussed during the Goals and Objectives sessions held with the Board of Supervisors later in the year.

Mr. O'Brien commented some of the sewer infrastructure in Swedeland and Swedesburg is approaching 100 years old and at some point in time there will be a need for some infrastructure replacements.

Mrs. Kenney asked about the condition of the two wastewater treatment plants and if there are many capital improvements needed. Mr. O'Brien responded the Utility Authority's engineer does a biennial inspection every other year at facilities. He said staff are prepared and in control of the maintenance programs. While there is no immediate issue, it was noted we are running three to five years behind what was previously considered for some replacements and upgrades.

Mr. Veneziale said the Utility Authority is trying to be more deliberate with looking at what are the expected revenue streams for new developments coming in coupled with the increased sewer revenue. This will be given a hard look during the budget process.

SMJ CONTRACTING (GENERAL) CHANGE ORDER #9 - \$107,095.68 – FOR UPPER PARKING LOT IMPROVEMENTS

Mr. Philips explained the need for the change order in order to allow the tenant to open the pool facility. The initial cost provided by the contractor was excessive and was negotiated down to \$44,214.

After a discussion, all agreed to move forward with the aforementioned negotiated figure. During the money to the township. Mr. Kraynik noted this particular change order represents less than 2% of the total base contract. discussion, Mr. Waks pointed out there have been some change orders which have refunded

Board Action:

It was moved by Mrs. Spott, seconded by Mrs. Kenney, all voting "Aye" to authorize Mr. Joe Powell, the township's architect, to prepare the change order in

the amount of \$44,214.08 and present to the contractor for signature. None opposed. Motion approved 5-0.

ADJOURNMENT:

There being no further business to come before the Board, it was moved by Mrs. Spott, seconded by Mr. Jenaway, all voting "Aye" to adjourn the meeting. None opposed. Motion approved 5-0. Adjournment occurred at 9:22 p.m.

DAVID G. KRAYNIK
SECRETARY-TREASURER
TOWNSHIP MANAGER

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Minutes Approved:

Minutes Entered: