

UPPER MERION TOWNSHIP BOARD OF COMMUNITY ASSISTANCE  
JANUARY 23, 2014

The Board of Community Assistance of Upper Merion Township met for its regular meeting on Thursday, January 23, 2014 in the Township Building. The meeting was called to order at 6:10 p.m., followed by a pledge of allegiance.

ROLL CALL:

Present were: Lydia Dan Sardinias, Scott Milner, Robyn Briggs, Mike Bowman, President and CEO, Valley Forge Casino Resort (VFCR); Dave Kraynik, Township Manager; Angela Caramenico, Assistant to the Township Manager. Ira Lubert, VFCR, was absent.

NEW BUSINESS:

BOARD OF COMMUNITY ASSISTANCE REORGANIZATION FOR 2014

It was moved by Mr. Bowman, seconded by Mr. Milner, all voting "Aye" to appoint Mr. Kraynik as Temporary Chairman. None opposed. Motion approved 4-0.

Mr. Kraynik opened the floor for nomination for Chairman of the BCA.

It was moved by Ms. Dan Sardinias, seconded by Mr. Bowman, all voting "Aye" to appoint Mr. Milner as Chairperson of the Board of Community Assistance. None opposed. Motion approved 4-0.

Mr. Milner opened the floor for nomination for Vice Chairperson of the BCA.

It was moved by Mrs. Briggs, seconded by Mr. Bowman, all voting "Aye" to appoint Ms. Dan Sardinias as Vice Chairperson of the Board of Community Assistance. None opposed. Motion approved 4-0.

ESTABLISHMENT OF MEETING DATE:

In view of the new application deadline of March 15 a discussion ensued regarding the proposed meeting dates 2014. During the discussion the following issues/questions/suggestions arose:

Have two separate applications – one for scholarship and the other for organizations.

Mr. Milner suggested a meeting in March and one in April to finalize in April and announce by May 1.

Mr. Milner suggested having a spread sheet to facilitate the review of applications.

Kraynik asked if May 1 is being set as the deadline for both or just the scholarships. Mr. Milner responded the BCA would like to have as much decided by May 1 as possible.

Mr. Bowman suggested identifying dates for the PR strategy. Mr. Kraynik indicated so far a press release went out and it is on the township website and will continue to be updated on various township resources such as Facebook and Twitter.

Mr. Kraynik indicated three applications have been received so far.

Mr. Kraynik suggested considering sending a letter to everyone who submitted an application last year (including those who did not receive a grant), do a cover letter indicating they are invited to apply again by March 15<sup>th</sup>, and provide a new application. Ms. Dan Sardinas suggested some wording be used to make it clear there is no guarantee of receiving funds.

Mr. Kraynik asked what the BCA thought about the scholarship applicants from last year and whether they wanted to do the same thing.

Mr. Milner asked if the scholarships were only for high school seniors last year wouldn't they have already moved on to college. Mr. Kraynik stated he does not believe the rules say scholarships are just for seniors.

Mr. Bowman said tonight there is a Board of Supervisors meeting and another meeting in February. He asked for the BCA application process to be announced at that time. Mr. Kraynik indicated he would talk to Greg Waks about announcing at tonight's meeting. Mr. Bowman asked if Mr. Waks could mention it again at the February Board of Supervisors meeting. Mr. Bowman suggested having Mr. Kraynik provide a quick overview of last year, what happened and what is happening now. Mr. Kraynik said that would be a nice "push" three weeks before the March 15 deadline.

Mrs. Briggs suggested that the high school scholarship form have its own link on the website and also if the publicity deadline could continue to stay on the front page of the township's weekly e-newsletter.

Mr. Kraynik expressed concern that with the deadline moved from June 30<sup>th</sup> to March there is a need to be proactive with publicity. Ms. Dan Sardinas indicated she was approached by UMGA-TV to do an "infomercial" for the BCA

grant process and Mr. Milner might be interested in following up with UMGA-TV. Mr. Kraynik indicated he would talk to Carla Showell-Lee, Chief Information Officer, about ramping up the publicity. He noted the e-Newsletter that goes out each Friday will feature this item on an ongoing basis at least through March 15<sup>th</sup>.

Mr. Kraynik asked about clarifying whether the scholarships are just for high school seniors. Mrs. Briggs commented she does not believe it was just for high school seniors. A discussion followed during which Mrs. Caramenico stated she believes it was all through college. Mr. Kraynik said the question is if they are now freshmen and are going to be sophomores can they apply again. That is the question. Mr. Bowman commented, "why not." Mr. Kraynik indicated the policy may be silent, but if it is either way they should figure out what they want to do. Mr. Bowman stated he would support it because a college student might have a hardship after he gets into college. Mr. Milner indicated applicants should be local Upper Merion residents that were not seniors or high school last year and want to apply.

After a discussion about the meeting schedule it was decided the meetings would be held on Wednesday, March 26<sup>th</sup> and Wednesday, April 23 at 6 p.m. He suggested at the March 26<sup>th</sup> meeting an additional meeting could be scheduled in early April, if necessary to complete the process.

With regard to scholarship applications, Mrs. Caramenico commented the policy indicates college students 17-25 years of age and does not mention just graduating seniors.

Mr. Milner stated he would like to have Mr. Waks' input on why he mentioned high school seniors. He said once this is clarified it may be necessary to revise the heading on the scholarship application.

With regard to the meeting minutes, Ms. Dan Sardinas asked that her prefix should be "Ms." when her whole last name "Dan Sardinas" is specified.

#### MEETING MINUTES APPROVAL:

It was moved by Mrs. Briggs, seconded by Mr. Bowman, all voting "Aye" to approve the November 13, 2013 Meeting Minutes as submitted, with change. None opposed. Motion approved 4-0.

#### ADDITIONAL BUSINESS:

With regard to previous scholarship winners, Ms. Dan Sardinas asked if the students need to send a letter or some type of confirmation they have done their community service.

Mr. Milner stated that is an issue he would like to have the BCA address this year. He stated it was never finalized how follow up would be made with organizations from an audit perspective.

There was a discussion about the new application and how additional clarification is needed for the application since it appears that scholarships are limited to high school students and the certification at the bottom leads one to believe the scholarship is limited to "a high school senior in good standing."

Mr. Kraynik pointed out the date of June 1 is still indicated for announcing and notifying award recipients. Mr. Milner indicated the BCA must have picked June 1 to provide some flexibility. He indicated the goal is to be able to announce and notify award recipients by May 1 as an ideal situation.

Mr. Milner stated he believes it makes sense to review the new applications with a view to determining if more fine-tuning is necessary. He said the meeting schedule has been set; there is a plan for review of applications, and a tentative plan for approval of marketing, and exposure for the process.

Mr. Kraynik indicated he will get a clarification from Mr. Waks as to whether scholarships are just for high school graduating seniors.

Mr. Milner commented if letters go out to those who previously received grants, a reminder should also be included in the letter about the required community service. He said at the next meeting he suggests discussing any ideas for auditing of organizations from last year.

Mr. Bowman suggested discussing marketing plans at the next meeting. Mr. Kraynik reiterated he will discuss this with the Chief Information Officer and ramp up the publicity from this date through March 15 with the weekly e-newsletter, UMGA-TV, and social media.

Mr. Milner asked about the funding available this year in addition to the reserve held over from last year. Mr. Kraynik indicated he will provide an accounting of that at the next meeting.

Mr. Milner reiterated his request for a spreadsheet for use by the BCA during their application review.

ADJOURNMENT:

It was moved by Ms. Dan Sardinas, seconded by Mr. Bowman to adjourn the meeting at 6:31 p.m. None opposed. Motion approved 3-0.



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DAVID G. KRAYNIK  
TOWNSHIP MANAGER

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Minutes Approved:  
Minutes Entered: