

Upper Merion Township Foundation
Meeting Minutes - October 15, 2015

The Upper Merion Township Foundation met for its regular meeting on Thursday, October 15, 2015 in the Township Building. The meeting was called to order by Board of Supervisors Chairperson Erika Spott at 6:05 p.m., followed by the Pledge of Allegiance.

ROLL CALL:

In attendance were Supervisors Erika Spott, Carole Kenney, Greg Waks, and Bill Jenaway, and Foundation members Judy Vicchio and Vincent O'Grady. Also present were Dave Kraynik, Township Manager; Nick Hiriak, Finance Director; Sally Slook, Assistant Township Manager; and Angela Caramenico, Assistant to Manager. Also, two members of the public were present.

NEW BUSINESS:

Discussion of Marketing and Fundraising Efforts

Development Plan for the Foundation:

Ms. Slook spoke on training of Board members, if there is interest, creating a culture of fundraising, establishing infrastructure such as Paypal on the website, creating Foundation letterhead, marketing thru social media, etc. She presented a detailed outline of options and opportunities that she reviewed with a verbally summary.

Numerous new ideas for fundraising were mentioned such as the possibility of co-branding merchandise, hosting special events, and sponsoring a Chick Fil A fundraiser night.

Foundation Logo

Ms. Slook presented a number of visual samples (color, full 8.5" by 11") for a potential Foundation logo.

Supervisor Waks stated that he did not care for the Prussian Inn photo, and Supervisor Spott stated a preference for something more future oriented. Mr. O'Grady commented that the photo of the Inn would not be visually attractive when shrunk down to small resolution size. Supervisor Jenaway suggested the gazebo might be effective if some color was added, perhaps a meaningful object or people to give it the gazebo some life. Goats or ice cream from Nor-View Farm is an option, or township children.

Fundraising

It was noted that UMT is unique in having a foundation so we are charting new territory in terms of fundraising, methods, and goals. Ms. Slook proposed a fund raising goal, and it was agreed that is a good idea in principle, even if the goal is not met, as every organization needs to have

goals in order to be effective. As for fundraising ideas, Supervisor Kenney suggested the option for families to leave a bequest similar to one of the local libraries. Discussion ensued on events-oriented fundraising activities. Ms. Vicchio proposed a gala-type of kickoff event that would be a novel attraction to township residents. It could be dinner possibly with dancing and gift baskets and cash bar, similar to the winter ball. Golf outings are common but the Community Center is already planning one. Supervisor Waks suggested an annual event at the community center in late October or early November, being careful not to interfere with other community events. A permanent seasonal beer garden has been on the radar of the economic development committee advisory board for some time so there could be some room for co-operation there.

Supervisor Kenney believes that we can put out a wish list of specific items that would be attractive for donors. Concert Under the Stars had Bottom Dollar as sponsor for 2 years, it would be nice to offer a sponsorship for headline events like that. Supervisor Jenaway looked at Target's policy on community charitable giving and Target disallows specific organizations and causes, rather than stating what it does allow. Supervisor Jenaway noted that Target explicitly prohibits discrimination and that is something we may want to think about as a foundation policy. He further mentioned that companies have a maximum amount that they will give annually and if we get the max from each of 10 or 20, it adds up to substantial amounts.

A discussion began about the possibility of the Foundation having a focus on social services broadly speaking. Supervisor Spott noted that the solicitor did not care for her idea regarding seniors; she wondered if the Foundation can help support a consortium that can purchase services in an aggregated block for seniors such as tree trimming and snow plowing for a nominal annual fee. She perceives a strong community need for senior services. Supervisor Waks remarked that the BCA has had similar discussions. Ms. Vicchio mentioned that the homeowner would probably have to have personal liability coverage to have contractors work on their property. Mr. O'Grady suggested that an organization like "Meals on Wheels", with existing direct services to seniors, could be a pass-through entity, which led to the idea of a Rotary or Lions-type of civic service clubs operating a collaborative or cooperative for a subscription-based social services program.

It was noted that the BCA helps sports organizations that do not really support people in need, with the implication that financial need may not necessarily be a requirement to receive the senior services such as snow shoveling. Mr. O'Grady suggested that the township dialogue with the developer/ operator of the two senior housing projects about contributing or sponsoring a consortium that helps take care of basic home maintenance needs for seniors.

Chairperson Spott concluded the discussion by saying that there is a general consensus on the need for senior assistance services, and that further discussion with other potential stakeholders will be required.

Tri-Centennial Funds

A list of Tri-Centennial funds and assets was reviewed for disposition. It was noted that the monopoly-style games were all paid for in advance by sponsors, so any sales of monopoly now are genuine revenue.

Regarding physical items, Ms. Vicchio stated there is still an opportunity to generate revenue for a few of the items. Sally asked about 25 Monopoly games to be given to attendees of the Citizens Academy. Mr. O'Grady suggested giving some to Boy and Girl Scout troops.

Board Action: It was moved by Supervisor Jenaway, seconded by Ms. Vicchio, all voting "Aye", that the Foundation will sell as much as it can at holiday hoopla. Motion passed 6-0. After that, Ms. Slook will take what she needs for the Academy and Emergency aid. Then, a final disposition list will be presented to the Board at the January meeting.

Regarding monetary funds, Ms. Vicchio reported that the balance was \$30,909.38.

Greg Waks stepped out to interview a citizen's board candidate.

Board Action: It was moved by Supervisor Jenaway, seconded by Supervisor Kenney, to strike the \$5,000 allocated for the 2026 Sesquicentennial event. This was originally Supervisor Waks' proposal. Motion passed 5-0.

Although they Rebel Hill did not ask for it, Supervisor Kenney observed that it was the proper thing to do to reimburse a civic group for expenses it had occurred for the public good.

Board Action: It was moved by Supervisor Kenney, seconded by Supervisor Jenaway, to reimburse the **Rebel Hill Civic Association for \$500.00**. All voted in favor with Supervisor Waks absent for this specific vote. Motion passed 5-0.

Board Action: It was moved Supervisor Jenaway , seconded by Mr. O'Grady, to approve the following dispositions:

- **police speed warning sign - \$3,200.00**
- **EMS background checks - \$1,000.00**

The motion approved unanimously with Supervisor Waks absent for this specific vote. Motion passed 5-0. As an extra comment, Supervisor Jenaway noted that UMT's cost to install 3rd welcome sign was eliminated because the Township found a sign and will erect it.

Supervisor Waks returned from brief absence to meet Citizens Board candidate.

A discussion ensued regarding the UMT Employee Scholarship Fund. Ms. Vicchio stated that at present, the Fund only has \$3,000, as unfortunately the Powell Foundation now longer supports the program. In addition to UMT residents, children of UMT employees who live outside the Township are also eligible for this scholarship.

Board Action: It was moved by Supervisor Waks, seconded by Supervisor Kenney, to approve **\$5,000 for the UMT Employee Scholarship Fund.** The motion passed 6-0.

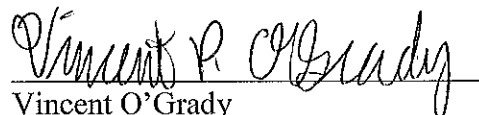
It was noted that the historic document preservation section of library warrants additional investigation in to its potential needs.

Next Meeting

It was noted that to prevent scheduling a meeting that presented conflicts with other important township meetings, the date of the next meeting will be set for late January 2016 after more research in to the respective calendars of the stakeholder departments and committees.

Adjournment

With no further business, the meeting adjourned at 7:15 pm.



Vincent O'Grady
Secretary

Minutes Approved: 04-21-16
Minutes Entered: 04-22-16