



UPPER MERION TOWNSHIP BOARD OF SUPERVISORS

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BOARD OF SUPERVISORS

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TOWNSHIP MANAGER/ SECRETARY-TREASURER

DAVID G. KRAYNIK

TOWNSHIP SOLICITOR

FIRM OF:
HAMBURG, RUBIN, MULLIN,
MAXWELL & LUPIN, P.C.

Minutes

Community Center Complex Advisory Board Tuesday, November 21, 2017 7:30pm

1. Pledge of Allegiance.
2. Attendance: Paul Kubler, Chris Levy, Greg Waks (remotely), Rob DeFelice, GlennAnne Chabala, Sudha Suryadevara, Sharon Davis, Karen Huller, Evelyn Ankers, Terry Stevens; Mike Scioli – UMBA.
2. Approval of October minutes – Chris moved; Evelyn second - approved
3. Introduction of Sally Slook, Assistant Township Manager – not present.
 - a. Re-organization will occur that has been planned for a while; major moves upcoming.
 - b. Park and Rec will now be under Sally.
 - c. Sally will be attending P&R Advisory Board meetings and C3AB meetings.
4. Introduction of Terry Stevens - Senior Representative
 - a. Terry will send Karen e-mail address.
 - b. Karen will distribute it to all board members.
5. Staff Report
 - a. Lower Level Renovation –
 - i. Mobilization happened. Office framed out.
 - ii. Expected finish - 3rd week of January.
 - iii. 2 rooms for programs (including after-school/ADC2, maybe karate); 1 for mind-body.
 - iv. Looking to keep palette consistent. Know the colors work. Already have some materials.
 - v. Carpet in 2 rooms.
 - vi. Luxury Vinyl Tile wood-look in mind-body.
 - vii. Cove base will have green paint.
 - b. Lucille Roberts/ Curves –
 - i. Curves closing 11/30. Gave them info.

- ii. Trying to get instructors because they have following. Weston Fit is fitness manager > Visionary Wellness. They are instructed to contact VW if interested in working here.
 - iii. 42 Lucille Roberts customers signed up for 5-day free pass.
 - iv. Converted 4 or 5, but not complete.
 - v. Yesterday 5-day pass started for public.
- c. Birthday party update-
 - i. Had a staff meeting to discuss packages.
 - ii. Came up with changes to implement to make it user-friendly.
 - iii. Mock Birthday Party was scheduled for 12/6 from 5-7pm.
 - iv. UM Mothers Club is bringing 15 of favorite children.
 - v. Sue is working with staff; having a training 12/2.
 - vi. Getting feedback and seeing how to unveil a new birthday party package for new year.
 - vii. Superhero theme. Contractors included.
- d. Shake for the cure- update.
 - i. Was in October.
 - ii. Raised over \$600 for living beyond breast cancer.
 - iii. Will do again next year with some improvements. Debriefed. Good feedback.
 - 1. Shorter event.
 - 2. Timing of the day.
- e. Program Preview-
 - i. 12/7 Sent to printer.
 - ii. Received the week of the 4th.
 - iii. Unveiled at preview party 12/7, 6-8 PM.
 - iv. Then distributed via mail.
- f. Holiday Schedule –
 - i. Closed at 5 PM Wed. Closed Thursday (Thanksgiving)
 - ii. Open Friday regularly until Christmas Eve
 - iii. Close at 3 Christmas Eve.
 - iv. Closed Christmas.
 - v. Closed NYE at 5. Closed NY.
 - vi. Decorations – Have a tree that will be in conference room. Will have lights and snowflakes. No other decorations.
 - vii. Sharon – Need to have something represent others’ holidays.
 - 1. Menorah, Kwanza
 - 2. Check with Dave Kraynik
 - 3. ACLU has pamphlet outlining restrictions on religious symbolism– Sharon requested one
 - 4. Menorahs or manger scenes on government property are unconstitutional
 - 5. Can hang dreidels on the tree
- g. Pickleball –
 - i. UM was ahead of the Pickleball trend.
 - ii. We are considered to have the best pickleball courts, which has helped contribute to increase in volume.
 - iii. Now having meetup groups, and open gym

- iv. Chester County Meetup comes Tuesday morning, Friday evening and Sunday morning (Was Sat morning)
- v. Stats:
 - 1. From beginning of October.
 - 2. 41% of attendees are passholder Thurs 31%, Sat 39%, Friday night 29%
 - 3. Have intro to pickleball programming.
- vi. Fees for meetup - \$1375; they pay open gym fee - \$5. About \$200/week just from pickleball. (\$10K/year)
- vii. Dennis tried to start a league. Could be more possible as popularity increases
- viii. Meetup had a broader reach than the community center had by itself.
- ix. Can there be a simultaneous effort by a passholder or board member to cultivate a stronger community among pickleball players.
 - 1. They will come.
 - 2. Others will take their place.
- x. Sunday had to add 3 courts. Have been full.
- xi. Not sure exactly how many pickleball players became members.
- xii. How do we convert them? Or any other open gym players?
 - 1. Talk to them about free visits.
 - 2. Some just want to come just for their open gym activity
- xiii. Sign in does not ask their address, but it can be assumed many are coming from a distance, Main Line/Phoenixville, Doylestown.
- xiv. One court open for basketball from noon to 9 PM.
- xv. Estimate of those getting through without paying - Not many on pickleball, just from observation.
 - 1. Have in past couple weeks cracked down on basketball.
 - 2. Found some letting friends in the back door.
 - 3. They had been caught.
 - 4. We do not kick them out. They do double check who has signed waiver and paid fee.
 - 5. When someone has not paid fee and signed in they are directed to do so.
- xvi. Rob thinks gym fee should go up.
 - 1. \$75-80 is good revenue for our court time.
 - 2. In comparison, baseball clinics - \$10 per person for them.
 - 3. Charging residents.
 - 4. 70% of non-passholders only being charged \$5.
 - 5. Rob cannot get on to sign up for court time.
 - a. Had requested a time for pickleball Friday night. Meetup signs up 3 weeks in advance
 - b. Only allowing 20 people to play.
 - c. Not fair to passholders.
 - d. Allow them to sign up 24 hours in advance to play to reserve some of those spots.
 - e. No open gym time taken. These are separate programs.
 - f. No additional pickleball courts available for passholders during meetup times.

- 6. Not dissimilar to having no availability for basketball court because of programming.
- xvii. Sunday 3 extra courts. 3 for meetup and open gym on 3. Meetup was overflowing their 3 courts. Some are passholders, though.
- xviii. Meetup leader is vigilant about knowing who is there for the meetup/in the meetup group. He is also particular about the rules. May need reminders about not requiring people to sign his sheet and that passholders cannot be kicked off regular courts
- xix. Similarly, non-Meetup people need to be reminded that as passholders, community representatives, the outside group can be respected, but that there is a separation between the meetup group and the open courts
- xx. Front desk can do more to inquire about who is playing with Meetup and direct them to the correct area
- xxi. Basketball court for an hour is \$75/hour. Joe is renting it for \$50 (20 people/10 are passholders) for 2 hours. Meetup is a program through the activity guide. Split the program with the instructor. This is not a split – flat gym fee from non-passholders
- xxii. There is a standard fee, and they will go elsewhere if the price goes over \$5 per person
- xxiii. Green Valley charging \$10/person for 2 hours of pickleball.
- xxiv. Dennis decides between program and rental arrangement. Can we help him look at it from an operational/revenue standpoint when making that decision
- xxv. Can we also help those who come here regularly for pickleball decide if its more cost-effective to
- xxvi. We are earning passholders from pickleball
- xxvii. Paul thinks open gym fee should be the same regardless of sport
- xxviii. People are not bringing families to play; Karen is intimidated by the conflict/competition for court time; only on Sunday
- xxix. Greg will be there Sunday and will monitor
- xxx. Meetup needs to be reminded of food/drink policy for courts
- h. ADA compliance – Mr. Paul & Mrs. Barbara Little, senior center members, had numerous items to discuss
 - i. Elevator was broken and parking lot was full. Had to park below. Bottom floor elevator goes to gym; have to walk through the gym to use the lobby elevator. Lobby elevator was out of order. Was offered a ride.
 - ii. All doors downstairs were locked. EMS would not be able to get in the door. They have methods.
 - iii. No signage in the back.
 - iv. Concern about # of handicap spots. Now in compliance.
 - v. Designated signs for senior center sign height mandated by DOT.
 - vi. Concerned about enforcement. We do not enforce.
 - vii. No exit signs in senior center. There are. They saw at tour.
 - viii. Handrail – not mandated, but need is seen and is budgeted. Upon approval will come through.
 - ix. No signs to find elevator. It's in the alcove. Sign on wall lists all things in outcove, but larger sign indicates men's locker room. Makes it seem as

though walking into men's locker room. Will add sign over water fountain.

- x. The bathrooms are not designated handicapped because all are handicapped.
- i. Exterior building signs
 - i. Sign will be added to back entrance
 - ii. Handicap elevator access sign
 - iii. Adding a swipe for back door
 - iv. Installing a system to have person who need assistant to call for it (not currently there, but senior center members were advised that it was already) – probably buzz and then click to open the door. No intercom
 - v. No timeline yet, due to community pass software technical setback
 - vi. Exploring painting for signs. Wants to keep the color combination consistent.
 - vii. Also exploring backlighting for front sign. Electrician has to put electric on a pole in parking lot and adding outlet in landing and will ask him to spec LED lighting.
- j. Basketball league- Saturday mornings
 - i. Starting in January girls' games will be at C3 Saturday morning.
 - ii. Concerns about parents coming in with coffee and people who work table for 5 hours having snacks and drinks.
 - iii. Possible solutions:
 - 1. Beverages only allowed in permanent sealed containers? (Sell the UM cups.)
 - 2. A pouring station?
 - 3. Put down a deposit – the league. They lose deposit. Not when it's a P&R program
 - iv. Want to be proactive in addressing it with parents and people who run the league.
 - v. Last year followed people around asking them to throw out coffee cup.
 - vi. Some are passholders.
 - vii. Parents generally are not in the habit of cleaning up their trash.
 - viii. Consensus:
 - 1. Policy is justified. Explain the policy clearly. Games are less than an hour.
 - 2. Can't make allowances for the drink policy for one activity.
- k. Rolling memberships –
 - i. Expired memberships – more of a problem, as there is too much effort involved in calling passholders to re-up their membership.
 - ii. Current payment options: Annual in full, or easy 12-month payments. People give them credit card.
 - iii. Current policy is that if you pay for the year up front, you cannot cancel; no refunds. If you pay month-to-month, you can cancel without penalty. Would extend exceptions for extenuating circumstances, but that is not explicitly stated.
 - iv. If they decide they don't want to do it, we cannot continue to charge their credit card, even if they signed up.
 - v. New options:

1. Full year paid up front offeres the lowest rate. Resident rate is \$700 for family.
 2. 2 additional monthly payment options: monthly annualized - \$53ish. If you cancel early, a cancellation penalty will be assessed and you pay \$800/year.
 3. If you don't want a year, and want month-to-month, there is no expiration date, will continue without need for renewal, until they call to cancel. Will pay a little more per year.
- vi. March 6th 2018 every charter expires. Devising plan to re-engage charter passholders. Were promised some special treatment.
- l. New passholder categories
- i. Evaluating and may experiment with changing the number of passholder categories for 2019.
 - ii. Procuring data on what demographics are represented right now.
 - iii. Not attempting to charge people more to penalize them, but seeking greater flexibility for different needs, as was done with the pool.
 - iv. Will be brought to the board in March or April so that they can use those numbers in 2019 budget development
 - v. Currently at 2123 passholders; 502 renewals. 1400 new passholders in 2017.
 - vi. Revenue goal of \$256K. Trying to hit 100 corporate memberships.
 - vii. Currently \$269K in new member revenue and \$65K in renewal.
 - viii. \$90K in projected membership potential revenue.
- m. Soccer rental –
- i. UK Elite Group coming in starting in January for 8 weeks.
 - ii. 2-7 PM – They opted for more hours and fewer courts.
 - iii. Not utilizing full court. 2 courts. 3rd will remain open gym.
 - iv. Projected revenue is \$14,400 in court rentals.
- n. UMBA program –
- i. Mike Scioli is VP of UMBA.
 - ii. Program (clinics) starting in January, ages 7+.
 - iii. Will be Sunday afternoon on pickleball court.
 - iv. 7 weeks
 - v. Wondered if there could be a year-round partnership, softball/baseball
 1. Inside pitchers mound – 60 ft by 10 ft.
 - a. Need less than space in the conference room.
 - b. Space in storage area? Yoga room?
 2. Batting cages.
 3. Concerns –
 - a. Not enough information to determine viability.
 - b. What day/hours/frequency?
 - c. How many expected?
 - d. Space available only includes courts, track.
 - e. Batting into nets hung from the ceiling off a T or have someone pitching to a batter
 - f. What kind of wear on floors; \$3500 to redo floors.
 - g. UMBA providing mats
 - h. UMBA paying court fees?

- i. UMBA could supply netting.
 - 4. Dennis Rudzinski will need to be involved
 - 5. Sharon advises to provide a proposal with all details.
 - 6. GlennAnne advises giving UMBA a tour.
 - a. Mike will be here with wife to become passholders Cyber Monday.
 - b. Will take a tour then.
 - 7. Sharon advised including picture of other indoor area (Diamond.)
 - 8. Include what equipment will be provided and what is requested to be provided.
 - o. More bleachers currently being assembled.
 - p. BCA grant
 - i. \$2600 is done.
 - ii. Open season for next year.
 - iii. P&R will do their own, pool and senior center will do their own.
 - iv. We will ask for additional funding, will want to diversify and segregate.
 - v. Sudha, GlennAnne will come up with a list.
 - vi. Had been able to get what was needed with budget in past.
 - vii. Look to Heather to see if there is something needed for the pool.
 - viii. Will have Heather come to January meeting to discuss options.
6. Board of Supervisors Liaison Report
 - a. Corporate memberships –
 - i. Brownstone townhomes (Toll) in Village of VF, and Canvas encouraged to take tours and memberships.
 - ii. An advantage for us is that there has been negative feedback about the LA fitness. Complaints about parking and cleanliness and theft.
7. Park and Recreation Advisory Board Liaison Report
 - a. Bob White courts were completed last month.
 - b. Township Community Garden will be in open space at corner of Henderson and Ross Roads.
 - c. Sports organizations will be meeting with board to give a presentation about programs.
 - d. Holiday Hoopla now called Holiday Village
 - i. Will be during the day December 2nd between 1-4 at Township Building.
 - ii. Lighting an outside pine tree.
8. Old Business
 - a. ECDC subgroup met.
 - i. Main topic was how to allocate funds from BCA.
 - ii. Want to use to fund some memberships to here for students who are in need.
 - iii. Jen Lyons mentioned someone wanted to fund some memberships.
 - iv. How can we find out who these kids are without violating privacy?
 - 1. Subject to “right to know” request. Not sure how it would be administered.

2. Go through UMAAT and have social workers identify students. School district already in partnership with P&R.
3. Guidance counselors reach out on behalf of certain families.
4. Work with them on a program level.
5. The schools do have a list. Jen would look into that and would come back at the next meeting to determine amounts.
 - v. How much would the discount be? Youth is \$260 membership.
 - vi. There is no current system set up to discount outside.
 - vii. Many organization use free lunch guidelines.
 - viii. BOS might have opinions on how this would be implemented ongoingly.
 - ix. Township foundation will have funds for scholarships and reduced programming.
 - x. Not sure how township foundation would feel about sending money into schools.
 - xi. Will send e-mail to update them on cost of youth membership.
- b. Moss Rehab – December 5th will take a tour. Exploring post-rehab facility offerings.
- c. MCGOPA exhibit is new – Seeing Double
- d. Park and Rec board discussed branding.
 - i. Sally went to Media Communication Advisory Board meeting the brand discussion. Sally went to P&R board.
 - ii. Harmony and symmetry – discussing P&R logo.
 - iii. Getting people together to come up with harmonious branding.
 - iv. Subgroup formed with various members of citizen boards to come up with better branding.
 - v. Breaks on anything new based on this? Relative to website?

9. New Business

- a. Will be medicinal marijuana facility in UM and a percentage of proceeds are committed to go back into community, which will be first real source of revenue for Township Foundation.
 - i. Make the community center/township pool more affordable for those who could not regularly afford it.
 - ii. Also considering other uses.
 - iii. Not open until January/February.
- b. New mobile-friendly website –
 - i. Easier way to get to programs.
 - ii. In final stages of being live.
 - iii. Will be up before the end of the year.
- c. Motion approved to remove agenda line item and include a standing line item for Senior Center Report.

10. Adjournment