

UPPER MERION TOWNSHIP BOARD OF COMMUNITY ASSISTANCE  
APRIL 23, 2014

The Board of Community Assistance of Upper Merion Township met for its regular meeting on Wednesday, April 23, 2014 in the Township Building. The meeting was called to order at 6:00 p.m., followed by a pledge of allegiance.

ROLL CALL:

Present were: Greg Waks, Board of Supervisors Liaison (on speaker phone); Scott Milner, Chairperson; Lydia Dan Sardinas; Robin Briggs (arrived late); Mike Bowman, President and CEO, Valley Forge Casino Resort (VFCR); Dave Kraynik, Township Manager; Sally Slook, Assistant Township Manager; Dan Russell, Director Park and Recreation; Tom Nolan, Police Chief; Ira Lubert, VFCR, was absent.

MEETING MINUTES:

It was moved by Ms. Dan Sardinas, seconded by Mr. Bowman, all voting "Aye" to approve the March 26, 2014 Meeting Minutes as submitted. None opposed. Motion approved 3-0.

NEW BUSINESS:

PRESENTATION BY CHIEF NOLAN REGARDING VALLEY FORGE CASINO APPLICATION FOR FUNDS

Chief Nolan discussed a two-part request both involving radios. The first part is for three mobile 460 MHz radios that would go in police cars. Currently the Police Department is on 800 MHz through the Montgomery County radio system. Many of the hotel security and School District are on 460 MHz radios. There is an interoperability benefit of having 460 MHz radios in police cars in that they could communicate directly with hotel or school security rather than going through the police dispatcher and through the phone to their dispatcher. If the Police Department were able to obtain these three radios it would mean that 7 of their 17 marked cars would be equipped with this additional safety item.

The second part of the Police Department's request is for a backup channel, referred to as "56 local." The original channel was purchased in 1994 and has been down for quite a while. The channel allows officers to communicate with other police cars off of the regular grid of the radio system and also allows communication with the Highway Department, Traffic Signal Division and with some of their civilian employees. Chief Nolan noted it is something that was not budgeted for replacement or repair, but it is something that would help in their everyday activities.

Mr. Milner commented the two projects are not limited in scope to a specific location and would be used in the everyday operation of the Police Department. Chief Nolan said that is correct and both would be used township-wide.

Mrs. Briggs indicated she originally thought the portable radios were needed for communication with the casino. Chief Nolan responded the radios would also be used for other areas such as the King of Prussia Mall security, hotels, School District, and most of the anchor stores.

Mrs. Briggs asked if this is one of the main projects of importance to the Police Department. Chief Nolan responded in the affirmative. He said although there are other things the Police Department must budget for the first four portables were purchased because of the necessity to be able to talk to other security outfits on the 400 MHz system.

Milner: Is there a breakdown between project 1 and project 2. I think you sought 6150 is there a general breakdown between the three 460 MHz and the secondary channel? Nolan: It is about \$3,500 for the repeater, the 56 local that is the antenna wiring and some other work and about \$700 of portables so about \$2100.

Mr. Bowman commented these requests would benefit the overall community, the school system, hotels, retail and future developments such as Children's Hospital. He asked if any additional funds would be required for parts or repairs if something happens. Chief Nolan responded he is confident with the funding request as is.

#### "CONCERTS UNDER THE STARS" APPLICATION

Dan Russell, Park and Recreation Director, discussed the "Concerts Under the Stars" application which is submitted as Upper Merion Township celebrates the 30<sup>th</sup> anniversary of "Concerts Under the Stars." He provided the BCA members with a brief history of the concert series which has benefit over half a million people for the past 29 years. Mr. Russell noted the past few years with the economic downturn sponsors have become very difficult to obtain. They have turned back to providing a free music series to increase attendance. There is a sponsorship campaign in place, and Mr. Russell handed out some of the sponsorship materials to the BCA members. To date they have raised close to \$9,000 through sponsorships. Their goal for this year is \$30,000.

Mr. Milner asked what is projected for attendance this year. Mr. Russell responded he is estimating approximately 400-500 per show.

Mrs. Briggs asked for additional clarification about attendance and the programming. Mr. Russell responded a few years ago the concert budget was

cut in half. The Park and Recreation concert budget used to be approximately \$80,000. Currently it is \$40,000 so the series was cut back from 14-15 shows to the current 6 shows. Mr. Russell noted they still have the capability of bringing out the big names. The ultimate goal is to build it back up and bring the sponsorships back on board.

Ms. Dan Sardinas asked if it is known how many people from the community go to the concerts. Mr. Russell responded it is hard to tell because there is no registration. He noted a lot of the attendance is performer dependent, and he has seen people come as far as Virginia and New York which is why they have had some very good hotel sponsors for people who come here and stay at the hotels.

Mr. Bowman commented this is certainly community driven and it also helps business.

Mrs. Briggs asked for more information on how the talent is recruited. Mr. Russell responded they partner with Point Entertainment, professional booking agents who are able to help secure high level talent at fair market value.

Mrs. Briggs asked how many of the six concerts are geared towards children. Mr. Russell mentioned the Trout Fishing in America Band and also a Beatles Tribute is planned. It is all "children friendly." Also, for the first time they are going to have a comedy event which will be "family and children friendly."

Ms. Dan Sardinas asked if there will be some local talent for startup acts. Mr. Russell responded in the affirmative.

#### APPLICATION REVIEW PROCESS

A discussion followed as to the application evaluation process and the amount of funds available to work with and the amounts tentatively penciled in for organizations, sports and scholarships.

A discussion ensued regarding the two presentations made at this meeting. With regard to the concert series, Mr. Bowman indicated he would like to see a comment from the BCA that the focus should be on marketing and talent.

#### REVIEW OF SCHOLARSHIP APPLICATIONS

Mr. Milner stated there are 33 scholarship applications to review. A discussion followed wherein each application was discussed and evaluated.

Mr. Milner commented the congratulatory letter that goes out to the applicants should include a reminder about the commitment to volunteer hours.

He said at the next meeting he would also like to discuss wording to include in the letter to confirm the application's requirements.

Mr. Waks suggesting thinking about a tier system for volunteer hours to coincide with the amount of the award to make it fair.

Because of questions that arose during this meeting, Mr. Waks suggested updating the application to ask if the applicant is an Upper Merion resident.

Mr. Bowman asked when the Board of Supervisors would approve the scholarship applications. Mr. Waks responded if the recommendations could be ready by May 14<sup>th</sup> they could be considered at the May 15<sup>th</sup> business meeting.

A discussion followed with regard scheduling of another BCA meeting prior to the May 15<sup>th</sup> business meeting.

#### JULY 10<sup>TH</sup> AWARD CEREMONY

Mr. Bowman asked if any work has been done on the invitations. A discussion followed about who handled this task last year.

Mr. Bowman stated all he needs is to have the date finalized and recommended the exact same format as last year scheduled from 5:30 to 7 p.m.

Mr. Bowman wanted to make sure the award ceremony was publicized to the maximum extent possible with a press release and other communications.

A discussion followed about scheduling the next BCA meeting and the appropriate legal notice required. Ms. Slook indicated she would let everyone know tomorrow by email and also check on availability of BCA members for the next BCA meeting.

Ms. Dan Sardinas asked Ms. Slook to check with one of the applicants for clarification on his proposed project.

A discussion followed about certification of the community service project during which Mr. Milner indicated next year this can be revised to clarify the rules.

Mr. Milner deferred discussion of the remaining 2014 meeting schedule until the award recommendations are completed.

ADJOURNMENT:

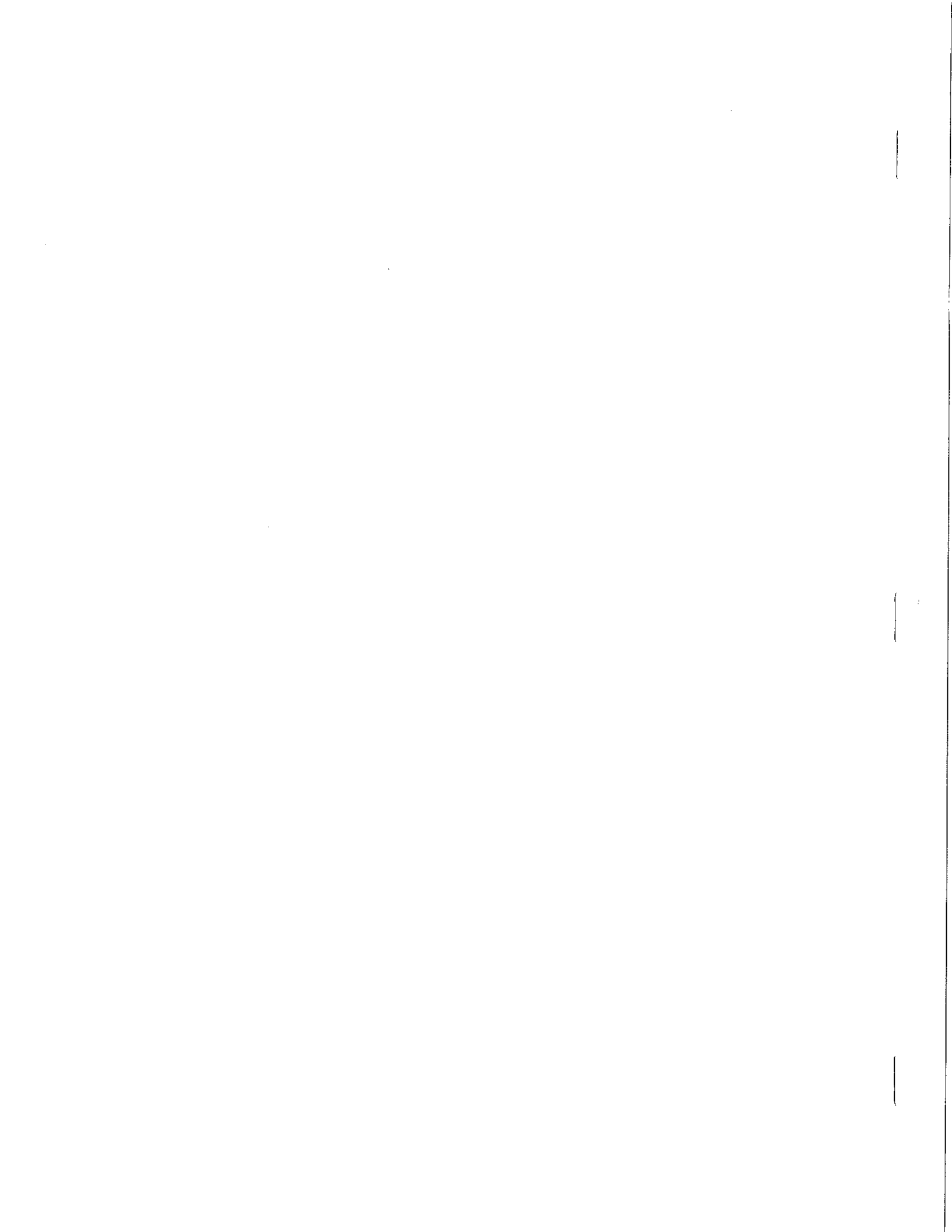
It was moved by Ms. Dan Sardinas, seconded by Mrs. Briggs to adjourn the meeting at 7:41 p.m. None opposed. Motion approved 4-0.



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DAVID G. KRAYNIK  
TOWNSHIP MANAGER

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Minutes Approved:  
Minutes Entered:



UPPER MERION TOWNSHIP BOARD OF COMMUNITY ASSISTANCE  
APRIL 29, 2014

The Board of Community Assistance of Upper Merion Township met for a special meeting on Wednesday, April 29, 2014 in the Township Building. The meeting was called to order at 6:00 p.m., followed by a pledge of allegiance.

ROLL CALL:

Present were: Supervisor Greg Waks; Scott Milner; Chairperson; Lydia Dan Sardinias; Robin Briggs; Sally Slook, Assistant Township Manager. Ira Lubert, VFCR, Mike Bowman, VFCR, Dave Kraynik, Township Manager; were absent.

NEW BUSINESS:

DISCUSSION – FINAL REVIEW OF APPLICATIONS, SELECTION OF RECIPIENTS AND AMOUNTS OF GRANTS

Mr. Milner stated this meeting will be devoted to finalizing BCA award recommendations for the Board of Supervisors May 15<sup>th</sup> business meeting.

A discussion followed about pending organization applications that were currently undecided. Ms. Dan Sardinias noted for the record that she is recusing herself from discussion of the Farmers Market.

The discussion then focused on pending scholarship applications and the need to obtain documentation of completion of community service by December 31st.

Mr. Milner stated his goal for the next meeting would be to formulate an auditing process for organizations and scholarships. Mrs. Briggs stated when she read through the bylaws it indicates award recipients must provide receipts and it could then be decided if an audit is necessary. Mr. Milner commented he does not want to make the application process so cumbersome that it would discourage people from applying. He said balance is necessary.

Mr. Milner recapped starting at \$160,000 the BCA has allocated \$39,250 to scholarships, \$11,700 to sports, \$103,491 to organizations leaving \$5,559 in coffers. Mr. Milner asked for a motion to approve the recommendations to the Board of Supervisors as previously discussed at the last three BCA meetings on the allocation of awards to organizations, sports and scholarships.

Board Action:

It was moved by Mrs. Briggs, seconded by Ms. Dan Sardinas, all voting "Aye" to approve the motion as stated above. None opposed. Motion approved 3-0.

Mr. Milner tabled discussion of the BCA schedule for the remainder of 2014 until the end of summer. He said an email will be circulated to determine schedules at that time. Issues to be discussed at the next meeting include the auditing process, critique of the marketing campaign, website update, refine application.

Mrs. Briggs mentioned the need for a definition of organizations. For scholarship applicants who are having difficulty with volunteer ideas, she suggested the township might have some projects, for example, the Farmers Market, where they could fulfill their volunteer commitment. Mr. Milner suggested language to that effect could be indicated in the application.

Ms. Dan Sardinas also would like to have scholarship applicants who are undecided on their higher education choice to eventually follow up with the BCA once they have made a decision.

ADJOURNMENT:

It was moved by Ms. Dan Sardinas, seconded by Mrs. Briggs to adjourn the meeting at 6:41 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: