



## UPPER MERION TOWNSHIP BOARD OF SUPERVISORS

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### BOARD OF SUPERVISORS

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# Minutes

## Community Center Complex Advisory Board Tuesday, April 18, 2017 7:30pm

1. Pledge of Allegiance.
2. Approval of March Minutes - approved  
Attendance: Glenn Anne Chabala, Sudha Suryadevara, Rob DeFelice, Paul Kubler, Chris Levy, Evelyn Ankers, Greg Waks, Karen Huller
3. Guests
  - a. Heather Melck – pool update (See below)
  - b. Signature Sign – Ben Boyer and Tiffany from Watchfire, Denny is manufacturer.
    - i. Static sign vs. digital
    - ii. Purpose of static sign: Identify building
    - iii. Purpose of digital component: Promote events and programming
    - iv. Quote provided with concrete base removed and seal. Pass along data costs for 1<sup>st</sup> 5 years- included in the cost. Covered for then – cellular. Renew after that point, 5 year plan or lifetime. Data costs will go down, so 5-year is recommended. \$730 per year extra data (lifetime?) . Verizon has best coverage. \$9/month. Minimize failures. Robustness of cellular modem. Outdoor rated. Integrated into controllers. Quote comes with phone support to make sign more appealing. \$22K extra for message center. Sign grew. More fabrication time.
    - v. Technical specifications: Use software on PC. Some cloud features. Not very utilitarian – dumbed down. Limitation on advancement. Scheduling is on cloud, but creation is limiting. That is helpful – pull an expired event. 4g modem inside sign for remote updating. Manage end to end manufacturing. Fully encapsulated, Can run product under water. Long term impact usually weather. They can do remote support. Automakes adjustments to brightness. Cannot go brighter than 7% of daytime brightness. 100 increments of dimming. Other signs at 70% during day and 30% at night of 10K nits.
    - vi. Concerns: Letter size and size of structure> How to simplify for drivers

- vii. Content of sign up to Supervisor. Seniors requested to have their own identity, but on building was denied.
- viii. Media board input – Regardless of size, utility pole interferes with view. from the traffic light. Not worth investment for time to read. Trickiness of the road.
- ix. Relevant stats: Takes a full second per word. Twp signs are 6-8 seconds. Previous township sign successes? Flu shots. Magic show test. Brought people in. Senior Center bingo. Car dealer business increased 15%. It takes 6-8 second for a car to arrive at mid-point (across from and to left of median if facing the street) from either direction from first point of clear view. What is return? 10 years, \$2k per year to get message out. No accidents caused by digital signs has ever been reported. Mass DOT actually did studies to show that the sign made people more aware of surroundings and accidents went down.
- x. What would cost savings be of temp signage for events?
  - 1. Would not replace temp signage significantly.
- xi. Is this necessary with all other communications - e-mails, TV, mailers
  - 1. Overwhelm of paper, e-mail. This is in the flow.
- xii. Don Herbert of UMGA - TV will be programmer. What he does with background- key to success. Will demo software. Lower rotation would maximize chances of being read except for events dually advertised.
- xiii. Turnaround time: From permit – 4-6 weeks for sign, 4-6 weeks for message board. Average service call is an hour in the field. Denny does it in one trip. Don't have to wait for parts. In it for the long haul. Must be 3 feet from sidewalk.
- xiv. Board will take as much time as necessary to make decision.
- c. Kyle Brown – Associate Planner, SAP liaison regarding \$30K in financial assistance for community center
  - i. Background: Township Foundation approached ECDC for ideas for projects. Jen Lyons is a single mother who cannot afford membership. Desire to open the doors wider.
  - ii. How will this be organized: Work with school district – (Glenn Anne Chabala) to identify families in need. What about those who have a need who don't have children? Emergency Aid Foundation. Will families in need submit an application for help? There may be a way to protect anonymity. Ask counselors for recommendation. Direct subsidy to township, protect anonymity – township needs to keep public records for public assistance. Perhaps township foundation could help. Partner with another non-profit. Getting kids active..
  - iii. Concerns: Has to be sustainable > identify fundraising opportunities to sustain and grow. Little bandwidth between volunteer boards to go through qualification process.
  - iv. Options for selection: Lottery, BOS has final say, needs-based, first come > first served.
- d. Joe Brophy – ECDC- Recommended action: Set up a joint committee to manage the process and coverage with 2 or 3 from each board.
  - i. Find a template that works > research how other townships that are doing it have structured it.

- ii. What to cover: Membership or programs. Adventure day camp – help the parents make an income. Have to determine who to serve. Would it include swimming pool? Fundraising, as well.
    - iii. Joint Committee C3AB reps: Evelyn Ankers will serve on joint committee. Invite Sharon Davis with Karen Huller as alternate
- 4. 7/29 Beiergarten at Heuser Park – zoo animals, band.
- 5. Board of Supervisors Liaison Report
  - a. BCA report – 103+ applications. One more BCA meeting to review. May 18<sup>th</sup> business meeting recommendations will be made. BOS has historically accepted. 5 weeks until funding available.
  - b. 2000<sup>th</sup> member upcoming. We are at 1947.
  - c. Guest membership program announced.
- 6. Staff Report
  - a. Heather Melck- pool update
    - i. Concrete formed for ADA ramp.
    - ii. Concrete for bathrooms poured. Both will be in place for summer.
    - iii. 3 clean up days 4/29- 9-12, 5/6, 5/13? If needed. Volunteer event. Procured donations from dunkin donuts, breakfast foods.
    - iv. Open house 5/20. 1-3.
    - v. All lanes rented to swim teams in morning. Marlins, Upper Dublin, Phxvill, Methacton coming to use lanes from 6 AM.
    - vi. Middle pool tiles replaced.
    - vii. Hot water in the showers.
    - viii. Dive blocks being replaced.
    - ix. Filtration for two smaller pools upgraded. Big pool was done last year.
    - x. 238 members. Different categories. Had just under 2000 by end of season last year.
    - xi. E-mail will go out to last years' members.
    - xii. All staff is hired. A few more interviews, but fully staffed, except Assistant Director, which requires more experienced person.
    - xiii. Everything is running on schedule.
    - xiv. Changing stations in both bathrooms.
    - xv. Ran new electric to pump house.
    - xvi. Replacing the lights, but might do some before season and some after.
- 7. Old Business.
  - a. Joint meeting May 11th 6:30 PM – 7 PM.
    - i. Paul put together PowerPoint > Who we are, objectives, successes, challenges, future items. Everyone will speak. Add pictures (Glenn Anne and Sudha have pics.)
  - b. Update on 4/6 workshop –
    - i. Money in budget for Mind-Body room
    - ii. Dual purpose for teen room.

- iii. Summer – 3 weeks in August – ADC2 – 100 children. Better downstairs. Need both rooms. Done by 5:30.
- iv. Martial arts can use the rooms downstairs. Open to any usage.
- v. Challenges serving these populations, but interest to do so – teens. Where to put pool tables, table tennis, air hockey. Will re-evaluate during June budget period. Will need to explore how to staff it.
- vi. Potential after school program. Requests for meeting spaces for large groups.
- vii. Operating budget – no surplus. Budgeted to run ~\$100K in the red, which is typical. Membership is strong. Pickleball rev on Sunday is good. Guest pass revenue is good.
- viii. Control court rental rates to outside groups. That may come up around budget conversations. Kendo group was popular.
- ix. Parking: Lots are not full, but in main lot they are full. Plenty of parking above and below. Handicapped spots in main lot – 10-12 all are taken, otherwise, usually some available. Open to sign – please save this space for someone who needs it vs. seniors 9-3. Each spot have a different - emojis. Be clever and funny. Asked for 30 in main lot and 4-6 more handicapped up here. 10 maybe 15 at most. Test signs asking people to be courteous to see if makes an impact (last meeting.) Put a sign in the window. How to measure the impact – ask seniors. Agreement that some signs are likely, to remind people to be courteous.
- x. Seniors are open to more inclusion.
- xi. Downstairs workstation: Elevator will be operational/unlocked. There would still be a further walk, but no stairs. Adding employee for this. Sense of urgency from BOS. Need the camera. Conflict of how much to pay someone who sits on a bench, as it's not an exciting job. ADC would check in there. Potential for merchandise/retail sales area. Branded pickleball rackets, spin towels, water bottles, fitness gear.
- xii. Ideas for preventing walk-ins. Use ribbon, put sign. Mirror on wall. Desk can see people better. Not usually non-passholders, but people here for open gym. Wrist bands for all- Plymouth does it, but seems not feasible or friendly. Need a gatekeeper during open gym time. How much money? Already a new gym attendant and 3 people at front desk during busy nights.
- xiii. Week closing opposed by BOS. Open to closing sections down at a time. Maintenance record is once per year. Polyurethane floor coating means not one can be in building for 72 hours for 2 coats after 2<sup>nd</sup> coat if humidity was correct. A coat per day. Acrylic you can be in the building. Have to shut down gym. That is time to do painting. Same amount of time to dry. Jerry costing acrylic vs poly. Process is the same.
- xiv. Shuttles for bad weather from Caley and middle school. Lot across street is no-go. 10 spaces, but not worth converting green space.
- xv. Front desk check-in devices: There is a 2<sup>nd</sup>. First is express. 2<sup>nd</sup> used to take pics.
- xvi. Requesting use senior center computer lab to train pool staff on community pass. Anticipate approval.
- xvii. Combining seniors and kids – requires clearances.

- xviii. Holiday closing schedule and hours: 4 scheduled closed days > Christmas, New Years, Thanksgiving, Easter. Early closings around the holidays > Close 5 PM on Memorial, Independence Day, Labor and eves (Christmas eve at 3 PM.) Submitted hours to board. Board prefers never closing. People who work here are community members too. Saturday hours need to be longer – until 9 PM. Compromise 7 PM. Request to stay open even later on weekdays. Mondays/Tuesdays had leagues. 9-11 leagues or rental. Creating contention: People are asked to leave, but leagues get to stay. SurveyMonkey – bring back some data as to demand for longer hours. Renting out courts 6-9 for pickleball. Concern about too late. Latest is 10,10:15 due to residents and noise ordinances, safety concerns and possible after-hours loitering.
- xix. Opposition to community center: Potential to be held accountable.
- xx. Allowing subcontracting instructors insurance riders – denied by BOS. Can't get some instructors. Maybe raise again.

## 8. New Business

- a. Rotatation of the sign in center lobby too fast – intern will fix.
- b. Main Line School night partnership in new season. Attending BOS Thursday to talk more. Cooking class, drone workshop. Last year they rented the space, but now a revenue share. Classes also advertised on their end.
- c. 2000<sup>th</sup> passholder – 30 new members per week. Slowing down.
  - i. Challenge: Nothing that announces the number of the member. Could go by time stamp and would have to work backward. Would have to inform after the fact.
  - ii. Ideas as reward: Photo op, make honorary charter passholder, gift certificate to restaurant or park and rec program, invite them to May 16<sup>th</sup> meeting or pool open house as alternate.
- d. 6-week teen leadership camp – 13-15 to become camp counselors. Fun and education. Policies, conflict resolution. Trips. Full day.
  - i. Get the word out
  - ii. Sign ups – conversions. Parents interested, teens not as much
  - iii. Market as leadership training for future world-changers
- e. Credit card fees are nixed, the township absorbed.
- f. Intercom on floor – being worked on.

## 9. Adjournment