



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, September 19, 2017 7:30pm

1. Pledge of Allegiance
2. Attendance: Paul Kubler, Chris Levy, Greg Waks, Rob DeFelice, GlennAnne Chabala, Sudha Suryadevara, Sharon Davis, Karen Huller, Evelyn Ayers
2. Approval of August minutes – Chris made motion. Sharon 2nd. Approved.
3. Staff Report
 - a. New Community Center Branding – table until next meeting.
 - i. Request attendance of Marketing Manager.
 - ii. Changes were made without advisory board approval nor BOS approval.
 - iii. Current collateral does not include P&R.
 - iv. Re-branding may be helpful to better capture corporate audiences.
 - b. Pool comprehensive study – Evaluate current use and optimal use.
 - i. Requires engineers, architects.
 - ii. Is this pool right for the community?
 - iii. \$26K budgeted for it.
 - iv. New pool would be ~\$2M.
 - v. Newer facilities have more water features ours doesn't have
 1. No 0 depth.
 2. No fountains
 - vi. 2169 pool members. Up from 1989. Daily fees were up.
 - vii. Back in viability testing, people wanted an enclosed pool.
 - viii. Revenue projections were \$161K; Came in at \$166K.
 - ix. Too early to do study, not even 2 years being run by township.
 - x. Reallocate for amenity we know will add value more immediately, like a tennis court. There is a slab that could be used for something else, like shuffleboard.
 - xi. BOS may not find it viable.
 - xii. Improvements planned: There will be a trail from Middle School. Grant plus additional funding for it. Passed a bond ordinance. Shade structure requested for baby pool. New concrete.

- xiii. Capital improvement plan from Heather –
 - 1. Shade for wading pool - \$21K;
 - 2. running water to pump house - \$10K.
 - 3. Fence repairs - \$5K (est.)
 - 4. tree maintenance - \$3K;
 - 5. replacement of office windows for security – \$3K.
 - 6. Total \$42K in capital improvements.
 - 7. 2019 - \$82K in improvements – 2nd part of shade structure. Slide replacement; windows in remainder of building – snack area.
 - 8. 2020 - No prices, wish list: Converting wading pool to splash pad, replace roof, replace concrete.
- xiv. Carving the land may be frowned upon. Still concerns of space limitations.
- xv. Long-term swim club plan.
- xvi. Have to decide what we want to find out.
- xvii. Growing expectations of the community Maybe year 4 for potential year 5 changes. Asking the community may further increase expectations.
- xxviii. How much do we want to invest incrementally before we do a study to make sure the investment?
- xix. Already close to \$400K invested in 2 years.
- xx. Already one of the few 50 meter pools and was fully rented every morning.
- xxi. Can be an important tool to market something to determine that something is unrealistic.
- xxii. Community Center business plan does not include pool
- xxiii. From 2009 Feasibility study:
 - 1. 20-25% more revenue for leisure
 - 2. Roughly 20% of township population swims.
- xxiv. Are any of the trees at the pool site ash trees?
- xxv. A new location is not being considered.
- xxvi. Make sure we don't draw too many daily rate people. Maximum is 899 for big pool. Limit per pool. Limit on memberships? Don't want it over crowded. Even on busiest days have room for members. # of check ins averaged at 200 (over 9-hour period.) Room to grow.
- xxvii. Membership fees may remain the same.
- xxviii. Would not happen while pool was open. April is soonest. BOS won't post budget until November.
- xxix. Engineering study to figure out if retrofitting leisure components in current pool?
- xxx. Will review it annually.
- xxxi. Board's recommendation is to postpone the feasibility study until next year. There are greater investments planned for 2019.
- c. Anniversary Event 9/16-recap
 - i. Well attended
 - ii. Positive overall
 - iii. Low-key ceremony
 - iv. Scavenger hunt very well received
 - v. MCGOPA opening well received
 - vi. Drone photo forthcoming – already in demand

- d. Sign – In the budget for next year. Liked the idea of mirroring of tower.
 - e. Lower Level Renovation –
 - i. Contract was awarded. Meeting with gentleman tomorrow.
 - ii. Outfitting 3 lower level rooms. One is mind-body room. 2 multi-purpose.
 - iii. Marketing campaign to feature it? Will be announced.
 - f. Pool/CC membership – Separating renewals from new passholders. 2432 overall. 2241 new members. 191 renewals. 91K check ins. Doesn't include open events.
 - i. Reasons for nonrenewal
 - 1. No reason
 - 2. Hadn't decided yet
 - 3. Went outside more instead/ Didn't use
 - 4. Moved
 - 5. Joined another gym
 - ii. No one stated that there was no perceived value.
 - iii. Figuring out how to honor charter holders before incentivizing
 - g. Maintenance –
 - i. It worked. Contractor flow, protecting floor, schools were back in session (could not have done it earlier.)
 - ii. Accomplished floors, windows cleaned
 - iii. Ceiling was completely covered by their insurance
 - iv. Curtains fixed under warranty, but warned that main causes of damage are running into it.
 - 1. They are adjacent to court – usually 6 feet off.
 - 2. Front desk is looking for people deliberately running into it.
 - 3. Won't be under warranty next year and they won't come back.
 - h. Budget – shared proposed capital – Lower Level from bond, sign, maintenance lift, gator, sound panels for lobby, handrails for senior center. Overall under budget.
4. Board of Supervisors Liaison Report
- a. Senior Center open house October 20th 11:30 AM to 1:30 PM.
 - b. Township has been in surplus, hoping true this year. Don't be pennywise and pound foolish.
5. Old Business –
- a. Hand rails.
 - i. Oak rail to avoid industrial/nursing home look.
 - ii. Another company is coming in. Will talk to other companies.
 - iii. Aluminum with faux wood finish is cheaper and easier to clean.
 - iv. 45 vs 90 degree angles. 275 feet. \$45-60 per linear foot.
 - v. Rob has two new vendors to provide estimates.
 - vi. Hal is certified architect – made specs.
 - b. Signs are pleasing seniors.
 - c. Citizen board luncheon Oct 29th.
 - d. Zumbathon –
 - i. Oct 21st. 12 – 5 PM.
 - ii. 45 minute demos from instructors.
 - iii. Silent auction, food and drink, face painting, hair streaking.

- iv. Link to donate directly – will not handle transactions.
 - v. Spread the word.
 - e. Child Watch not maxed out all the time, but 3rd attendant will bring older kids to court during busy times.
 - f. BOS still evaluating all responses to extended hours.
 - g. Have not met with ECDC.
 - i. Reach out to Jenn Lyons, Chair of board.
 - ii. Copy Joe Brophy and Kyle Brown
 - h. P&R board meeting, a community garden was proposed. \$50, but spaces are limited. NorView or Heuser. Strict guidelines and protocols.
 - i. Mary McCree still not back.
 - j. Discounted passholder memberships for pension-eligible firefighters, first responders complimentary or greater– topic will be coming back on agenda.

6. New Business

- a. Senior Center got its 20th year proclamation and doubled their membership since moving here.
- b. Vending machines not taking money or CC.
- c. Quiet hour time proposed by Senior Center on track – not approved by board.
- d. How do we capture the new residents
 - i. former golf course, 1st Avenue, 15 houses at Caley and Beidler, Allendale (~ 300 high end apartments), Park Square (Brezuto – opening late next year. Indigo, Hanover, Hanover 2 and Toll Brothers. The places behind King Manor Carpet? Township adding 4,000 units in coming years.
 - ii. Gerry has plan. Working on welcome packet to apartments.
 - iii. They usually have their own amenities.
 - iv. We may not offer what they want. Most will be young people.
 - v. Former commuters to KoP.
 - vi. Resident seniors moving to 55+ and families will move into their homes.
- e. Two applicants for senior spot on this board. Interviews will take place and may have placement by October meeting.

7. Adjournment