



UPPER MERION TOWNSHIP BOARD OF SUPERVISORS

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BOARD OF SUPERVISORS

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DAVID G. KRAYNIK

TOWNSHIP SOLICITOR

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

Minutes

Community Center Complex Advisory Board Tuesday, October 17, 2017 7:30pm

1. Pledge of Allegiance.
2. Attendance: Gerri Vattimo, Paul Kubler, Chris Levy, Greg Waks, Rob DeFelice, GlennAnne Chabala, Sudha Suryadevara, Sharon Davis, Karen Huller, Evelyn Ankers
2. Approval of September minutes – edits made; approved
3. Marketing Plan- Gerri Vattimo
 - a. Objectives: Goal is 100 corporate memberships
 - i. Promote the brick and mortar center where people can buy memberships
 - ii. Attract new residents, those who will be new residents, and those who tend to be influential to others
 1. Bozzuto building across from Heuser Park
 2. Luxury condos near town center
 3. Apartments on Yerkes
 4. Families will move into homes that seniors move out of when they go to communities (or an even better place)
 - iii. Further tie companies to the community to keep them here – business plan being drafted right now to attract companies
 - b. Corporate members have same access as other individual adult passholders, including 15% off activities for that individual, not for their families
 - c. 10% of the companies with 100 employees pay \$250 per person. \$285 per person for companies smaller than 100 employees and 10% of employee count minimum.
 - d. Added benefit: Keeping people in the community past work hours relieves some traffic during peak drive times
 - e. Sponsorships/partnerships – association benefits
 - i. Tiered sponsorships being determined, top tier naming rights
 - ii. Split of who benefits monetarily not determined
 - iii. Targets – UGI, UHS, Lockheed Martin
 - f. Last 3 days:
 - i. Philly Gear wants to take a tour.

- ii. Moss Rehab inquired for post-PT.
 - iii. Vencore requested lunch time spin class
 - g. Efforts:
 - i. Promotional items – Wants to get them made ASAP for corporate campaign
 - 1. Making 300+ hats/shirts
 - 2. Chris made a motion to go to print. Karen 2nd. Motion approved.
 - ii. Put together welcome packet and meet with HR reps for local companies
 - iii. Seeking contractors for sponsorship/membership
 - iv. Leads from citizen boards
 - v. Tours are preferred planned and will be high quality with accurate information
 - h. Relevant data:
 - i. 80% of business in UM are small. Focus on Med/Large.
 - ii. Most are within 8-12 minutes, 14 minutes from farther locations, like Swedeland
 - iii. 3K live and work in the community, but double those who commute here
 - iv. 26% live 12-25 miles away
 - v. 3-day pass generated 27% conversion rate; current promotion is for business being sent
 - i. Use marketing budget to offer hat to Charter Members when they renew; ask them to be ambassadors, hat for citizens boards
 - j. Pool is not included in marketing
 - i. Pool sells itself
 - k. Park and Rec is launching a mascot, in preparation for adopt-a-park
 - l. Creating a brand that is more cohesive between P&R and CC.
 - i. There were concerns about the angles of the P&R logo. A diversion was desired, and new focus of corporate memberships makes the connection between P&R and CC not consequential to the brand
 - ii. Strategic reasons to connect brands – recognized discount on P&R activities, tying corporations to township
 - iii. P&R logo is on the floor of the Community Center
 - iv. Media board concern: UMPR uses arch in Valley Forge and different derivation on another logo. Are we meshing or being too diffused?
 - v. Xfinity different brand from Comcast
 - vi. Park and Rec board don't like the lime and blue. It had been rebranded in 2015.
 - vii. Architect developed sign for center, and it was liked, so brand was designed to mirror it.
 - m. Board recommends proceeding with the corporate campaign.
4. Staff Report
- a. Lower Level Renovation –
 - i. undertaken
 - ii. preconstruction meeting with DK construction yesterday.
 - iii. Permits submitted. Ready to go once approved.
 - iv. Proposed October 31st.
 - v. Mon-Fri 7:30 AM to 5 PM

- vi. Will have dumpster and need 4 parking spaces for employees
 - vii. 11 week turnaround – Jan/Feb
 - viii. Just under \$200K, more than half other bidder
 - b. Budget- November 2nd meeting with BOS, gets posted to public and at Board meeting, in December gets approved
 - c. Birthday party update –
 - i. Suggestion to do a mock party and have Mothers Club come to see what the party flow is.
 - ii. There are themes offered. Cake and pizza for kids, not whole families.
 - iii. Has spurred ideas as to how to level up the experience and work with some vendors/contractors.
 - iv. Cost is ~\$20/kid.
 - v. Implement surveys to gather feedback proactively
 - vi. Have popular demonstrations/shows by Pickleball guy and Professor Bob
 - d. Shake for the cure – Saturday, 12-5. Three zumba sessions. Auction, refreshments, child watch. Link to donate is on the site.
 - e. Program Guide –
 - i. Replace UMPR logo in Activity Guides with UMCC logo and put Park & Rec in top box.
 - ii. Also recommend moving UMPR to PR board and township logo with township board – Paul motions. Sharon 2nds. Board approves.
 - iii. 2018 – Winter Spring from Jan – May will come out December
 - iv. Special Summer Camp guide with just summer camps in mid-February.
 - v. Secondary summer activity guide will come out in April
 - vi. Fall will come out in August
 - vii. December 7th is activity preview
 - f. Citizen Board luncheon on October 29th at noon.
5. Board of Supervisors Liaison Report
- a. 2339 is membership update
 - b. Extended hours – no resolution; has to be resubmitted to board.
 - i. No suggestions in box were for extended Saturday hours; was a board member suggestion
6. Park and Recreation Advisory Board Liaison Report
- a. Our board is recommending a review of the logo
 - b. Staff is working on budget
 - c. 1500 people at community day
 - d. Food drive in Thanksgiving
 - e. 3rd incumbent bike has come in
 - f. Choices for community garden location is narrowed down to overflow parking lot next to township building or Nor-View farms. ½ acre to an acre.
 - i. 50 plots at \$50 per plot
 - ii. NorView would be more secure
 - iii. 20% of what you grow gets donated to food bank
7. Old Business

- a. ECDC sub-committee did not have quorum. Did not meet last night. Still figuring out a convenient time for most.
 - b. Last year's \$2600 BCA grant investment needs evaluating.
 - c. On agenda for next month is to evaluate ideas for 2018 BCA grant application
 - d. PECO came in and presented on low-income programs for reduced distribution charges. LIHEAP – free funds for those who qualify.
 - e. Senior representative interviews will be scheduled.
8. New Business
- a. Senior parking signs are too high to be seen from the car.
 - b. Backlighting for sign on building; evaluate costs.
 - c. Additional bleachers for floor for overflow on court.
 - d. Gym attendant on duty for weekend mornings – usually are.
 - e. Compliments coming in from outside township for facility and staff.
 - f. Pickleball requested night time – meetup groups coming in and using court time Tuesdays, Thursday nights and Saturday mornings.
9. Adjournment