

**Springettsbury Township
Parks & Recreation Board
Meeting Minutes
21 February 2011
6:00 PM**

In Attendance

Board Members: David Seiler – Vice Chair
Sid Martin
Steve Bartkowski
John Kerchner

Staff: David Wendel, Parks and Recreation Director

1. Call To Order:

Seiler Mr. Seiler called the meeting to order at 6 pm. He welcomed the Board and led the Pledge of Allegiance.

Introduction of New Board Members: Mr. John Kerchner & Mr. Steve Bartkowski

2. Action on Minutes: (15 November 2010)

Mr. Martin moved to accept the 15 November 2010 meeting minutes.
Mr. Kerchner was second. Motion unanimously carried.

3. Communication from Citizens: None Reported.

4. Communication from Board Members:

Seiler Mr. Seiler reported that he ran into a Springettsbury Township police officer at Rutter's. When he mentioned to the officer that he served on the Parks and Recreation Board the officer proceeded to comment on the quality programs provided by the Department and the great working relationship she had with the staff. Mr. Seiler thought it was important for the Board and Director to know that other Township staff thinks highly of the services and staff of the Parks and Recreation Department.

5. Director's Report:

Wendel Mr. Wendel reported on the following matters:

- **Annual Report:** Since the Board has not met since November, Mr. Wendel solicited feedback on the 2010 Parks and Recreation Department Annual Report. He reiterated that the report is designed as a marketing tool rather than a financial document. Although the document does contain some budget figures pertaining to partnership development, its primary purpose is to make the Board, the Manager and stakeholders in our community aware of the quality and quantity of our services, levels of participation and diversity of programs provided in meeting the parks and recreation needs of our residents.

- **Sounds of Summer:** The 2011 Sounds of Summer concert schedule has been finalized and was shared with the Board. The schedule consists of 18 concerts including a “Battle of the Bands” event coordinated through a partnership with York Technical Institute. The diversity of the acts should attract a broad segment of the population. Fireworks will be held on Sunday, July 3. As in the past, we will have several concessionaires on site for each concert.
- **Partnership Development:** Since the concert schedule was finalized in December, we have started the partnership development process to help in our cost recovery efforts for Sounds of Summer. The Partnership Packet was distributed at the meeting. The Board was requested to forward any potential partners to the Director’s attention.
- **Marketing Services Agreement:** Cumulus Media has agreed to renew their agreement to promote Sounds of Summer and Saturday in the Park. As part of the agreement, Cumulus Media is required to pay Springettsbury Township a \$4,500 bid fee which will help in our cost recovery efforts. They have an opportunity to seek two presenting partners, which they have done, to support the event. Cumulus Media will also have a presence at each event to promote each of their 4 brands which include WARM 103.3, News Radio 910, ESPN 1440 and 96.1 WSOX.
- **Tree & Bench Dedication Policy:** Since the information was presented in our winter newsletter, a number of people have inquired about the various dedication opportunities. We will follow up with these individuals to determine where they stand. Our plan is to schedule all tree plantings and bench installation in the spring and fall. This will help make the process easier to manage, particularly when the number of dedication increases.
- **2011 Budget:** Copies of the 2011 Parks and Recreation Department budget were distributed to the Board for review and discussion. The budget reflects some minor increases for Sumer Playground staffing due to the high level of participation, over 1000 youth served in 2010, and the high level of participation in our community-based programs. Overall, the budget will enable the Department to continue to provide a high level of services to meet the growing parks and recreation needs of our residents.

6. Old Business: None Reported

7. New Business:

- Wendel** **Waltersdorff Subdivision Plan:** The Board agreed to accept the fee in lieu of land in the amount of \$1,977.33 (\$1,977.33 per lot/dwelling unit). Since the proposed plan consisted of less than (3) acres of dedicated land for recreation purposes, a recommendation of land dedication was not considered.
- Wendel** **York County Convention & Visitors:** Ms. Diane Yocum was scheduled to present information at the meeting but had to cancel. She plans on attending our March meeting.
- Wendel** **Meeting Schedule:** With less than a full complement of Board members present it was recommended that this matter be tabled until our March meeting.

Wendel

Natural Playgrounds: This topic for discussion was tabled until Ms. Nichol's is available to present.

8. Announcements: Next meeting Monday, March 21, 2011 at 6 pm

9. Adjournment: Mr. Seiler adjourned the meeting at 8:15 pm.