

FRIENDS OF MARSHALL SQUARE PARK

MINUTES OF MEETING ON November 20, 2013

The Meeting was called to order at 7:02 p.m. by Jeff Beitel. In attendance were Gordon Woodrow, Rose Stancato, Eric Miller, Linda Scott, Anne Walters, Chrissy and Jack Hinks, Mike South, Michael Civita, and Veronica Balassone.

---As Gordon Woodrow could not stay for the meeting, he gave his report on developments in fundraising efforts for the FOUNTAIN RESTORATION project. A primary candidate has been approached and is amenable to considering an extremely significant financial contribution to the project, pending consultation with an attorney regarding estate and tax issues. This will require several weeks. Gordon is optimistic and believes that with this contribution, and those of other promising donors on a list of about thirty prospects, the necessary funds to achieve the project's goals can be acquired.

---Eric Miller and Rose Stancato of the MEMBERSHIP COMMITTEE reported on their review with committee member Jason Brennan of software platforms that could be used for a membership database. The committee's goal is to expand efforts to grow and sustain membership in the park group, and to enhance the ongoing efforts of Linda Scott and Lane Randall.

They believe an important tool for membership development is a member database that firstly, can be accessed by the committee, and secondly, can then be used for event registration, coordination, online payments, etc. It would improve communication efforts, both internally and externally.

The committee is recommending Wild Apricot. Rose described this option as having the following attributes: it is a turnkey operation; inexpensive; Linda Scott and Lane Randall could easily integrate with it; levels of access to the information can be controlled by the administrator. Rose is a member of the Brandywine Valley Ski Association which successfully uses this program for its database. The cost is \$25 per month.

The presentation was followed by Eric Miller's desire for clarification as to the approval process in place for proposals from the Membership Committee. Meetings are difficult to schedule. Linda suggested sending drafts by email to the core group, i.e., the executive committee, for comments, etc. Following the discussion, a motion was made by Jeff Beitel, and seconded by Michael Civita, that the Membership Committee bring ideas, printed materials and such to the officers Jeff Beitel, Anne Walters, Linda Scott and Veronica Balassone, and to Lane Randall and Jim Salvas. If a quorum of this group is reached (4 out of 6) for approval, then the Membership Committee may move forward with its proposal. The motion was carried.

A motion was then made by Jeff, and seconded by Anne, to authorize the Membership Committee to move forward with using Wild Apricot as long as Lane and Jim were advised and included in the process. The motion was carried. Rose Stancato generously offered to donate the funds to cover the first year's

cost. Administrators are to include Linda Scott, Eric Miller, Lane Randall, Rose Stancato, Jason Brennan, Jeff Beitel, and Anne Walters.

---Pam Leland. Executive Director of the Hickman, addressed the group regarding the Sharpless-Hall Building Project on the corner of Marshall and Walnut Streets. It is likely this building will be replaced with one currently in a "conceptual design" phase. As a courtesy to our park group, Ms. Leland was advising us of this future development and of a meeting scheduled for December 10th which will include representatives from various stakeholder groups.

---MINUTES of the last meeting were approved with no corrections.

---Linda Scott gave the TREASURER'S REPORT. Current checking account balance is \$21,843. The Hickman has joined the park group. Total memberships number 99. At this time last year we had 82 family memberships; this year there are 79. Proceeds from the summer concerts was a little over \$2000, plus proceeds from the sale of water bottles.

The necessity of establishing a second account for all restricted fountain restoration funds was emphasized. It was strongly suggested to use Bryn Mawr Trust as they sponsor summer concerts in the park.

---Anne Walters gave an update on FOUNTAIN RESTORATION. They are working on drawings, talking to contractors and getting bids in order to hone in on a dollar figure.

---LUMINARIES in the park. This is the major fundraiser for Boy Scout Troop 14. Volunteers are needed to supervise and assist their placement in the park on December 5th at 3:00.

---The PROGRESSIVE PLATES fundraiser is scheduled for February 1st. The first plates will be served at the homes of Mike and Kathy Norris, and Lee and Eric Miller. The second plates will be at the homes of Sue and Charles Scott, and Wendy Wallace and Gary Varney. Coffee and Dessert will take place at Colleen and Jason Brennan's home. Cost will be \$75 per person and does not include membership fees. A Save the Date will accompany the December membership notices sent by the Membership Committee. The Plates party is limited to 100 people. A Limited Platinum Package will be offered this year. Ten packages available at \$500 per person/\$1000 per couple entitles those who purchase the package to the Progressive Plate events in 2014 and 2015, the Fall Garden Parties in 2014 and 2015, and a two year membership. There are plans to hold a 50/50 raffle at this year's Plates party.

---The FRANKLIN & BIDDLE STREETS entrance improvements project has brought unsatisfactory bids to date, so the project has been shelved for this year. Next year the funding will be increased from \$15,000 to \$20,000. The material specified for the project was difficult to find, but has finally been located at a quarry in Denver, PA.

---The FUNDRAISING COMMITTEE is planning on holding the 5K walk/run fundraiser in the Fall 2014 on the Saturday before the Restaurant Festival.

---Public Works is including the cost of 2 TRASH RECEPTACLES in their budget this year. The item is on the Parks and Recreation agenda.

NEW BUSINESS:

---Anne Walters reported that Scott Wade, a Longwood Gardens employee, provided a more in-depth identification of trees in the park. He discovered that one of the ash trees is a “champion tree” and one of only two existing in the state of Pennsylvania. He has recommended that the screws and springs on the tree labels be replaced.

A discussion ensued about the borough’s approach to tree planting, pruning, and removal in the public parks. It was suggested that FMSP express its concerns in this regard to the borough as there seem to be no particular guidelines in place for these activities.

Used bricks are available for free at Public Works. Michael Civita offered to arrange for their pickup and delivery to the park.

---Eric Miller has a friend knowledgeable about trees who would be willing to lead a “tree tour” in the park when the trees are in bloom in mid-May. It was mentioned that Humphrey Marshall Day takes place in mid-June and that might also be a great time to schedule tree tours.

---The meeting was adjourned at 9:10 p.m.

Respectfully submitted,

Veronica Balassone

