

FRIENDS OF MARSHALL SQUARE PARK  
MINUTES OF MEETING ON OCTOBER 21, 2014

The meeting was called to order at 7:06 p.m. by Jeff Beitel. In attendance were Anne Walters, Rose Stancato, Jennifer Seaver, Lee Miller, Eric Miller, Kathy Theilacker, Holly Brown, Lane Randall, Jim Salvas and Veronica Balassone.

--MINUTES of the last meeting were approved without correction. Lane was asked to post them on our website.

--TREASURER'S REPORT was not available as Linda Scott has been out of town for an extended period of time. In the interim, Jeff was responsible for paying any invoices related to the fall party. The caterer's invoice has not yet been received. Currently there is \$31,477.14 in the checking account. He has a check for \$150 yet to be deposited, and is holding checks for commemorative bench deposits.

--The 97<sup>th</sup> Pennsylvania Regiment Encampment Reenactment which took place in the park attracted about 150 visitors. Jim Salvas took photographs which are posted on Facebook, and not the website.

--The Hickman's community meeting on October 14<sup>th</sup> did not include new information regarding the proposed expansion project. The project is currently at a stalemate as it cannot expand the footprint without a zoning variance for a non-conforming use. They may not be able to meet a demolition permit deadline. Holly commented that the current plan now "works" financially but that the longer they wait, the more costs will go up. One difficulty mentioned was that the Hickman, by not allocating funds for architectural conceptual drawings of the proposed building, is unable to receive neighborhood approval and support for a zoning change at this time. The possibility exists that if the "functionally obsolete" building cannot be replaced, the Hickman may leave the site to achieve its goals.

--The FUNDRAISING COMMITTEE could not report results of the fall fundraising events – the first walk/run and the fall party – as the financial information had not yet been received from Linda. The group was planning a meeting on the 27<sup>th</sup> of October.

--The MEMBERSHIP COMMITTEE is not yet fully utilizing the Wild Apricot software. Outreach to increase membership is currently being done by Linda Scott in the "old" way by targeting an area and mailing or hand-delivering information about FMSP membership. Jeff gets notifications when someone "likes" FMSP on Facebook. However, there is no follow-up method in place.

Rose Stancato presented a "Welcome Mat" marketing piece created by Jim Salvas that she would like to see used when homes in the area sell. This could be done by creating a corporate FMSP membership category for realtors and mortgage professionals whereby the realtor "sponsors" a one-year free FMSP membership for the new homebuyer at no added cost to the realtor by virtue of the corporate membership status. A pamphlet having information regarding the annual events held by FMSP would be included in the "Welcome Pack" provided to the homebuyer at settlement. This could also include the fountain brochure and other relevant material. With the buyer's permission, their name and address would be sent to Rose and Eric to add their free membership to FMSP for future communications. Rose mentioned four realtors in particular who do most of the business in Ward 1 and might be interested in corporate membership.

Discussion took place as to the development of marketing pieces and it was agreed that Jim Salvas would be delegated to create the pieces with input from the Membership Committee. The digital version would be sent to the board members for comment, finalized and then presented at the next board meeting. A straight "Yes" or "No" vote would be taken. It was agreed that the layout and design would not be at issue and that those elements were to be left up to Jim.

Finally, it was recognized that the Membership Committee is in need of new members, as Rose and Eric are the only two at this time.

--The Fountain Restoration Project report was given by Anne Walters. The fundraiser planned for October 25<sup>th</sup> has been cancelled due to withdrawal of the major donor's pledge. The result is that Anne and Jeff will now "tighten up" the numbers to lay out the overall cost of the project by dividing the project into phases of installation, e.g., basin, iron, bollards, pump, electrical and so on. The project is still considered a first priority. Donations will be sought from a more focused, invested-locally group. Also funds will be sought elsewhere, e.g., through state grants. The committee is still intact and includes Jim Salvas, Jeff Beitel, Gordon Woodrow, Steve Gallo, Tony Stancato, Jerry Wisneski and Anne Walters.

--Jim Salvas has created a marketing piece for Commemorative Bench Sponsorship which requires funding for printing. Jim made a motion to go ahead with printing if the cost doesn't exceed \$200 for 500 copies. Rose seconded and the motion carried. Jim will approach the graphics department at West Chester University, since they have been very helpful, saving on our printing costs by supplying free printing.

--LUMINARIA IN THE PARK for Old Fashioned Christmas is scheduled for Friday, December 5<sup>th</sup>. The Walters are coordinating installation with the Boy Scouts of Troop 14. Bags are already folded and ready to be filled with sand and candles, as last year's setup was cancelled due to inclement weather. Helpers are needed to work with the Scouts!! 8-10 adults would be ideal. Setup begins at 3:30.

--The PROGRESSIVE PLATES fundraiser is scheduled for Saturday, February 7<sup>th</sup>. The same format as last year will be used, i.e., two houses for appetizers, two for entrees, one for dessert. The committee is working on securing the host houses now.

--Three COMMEMORATIVE BENCHES have been sponsored to date. As they are ordered in pairs, Jeff is holding off making the purchases until a fourth is sponsored. There are price breakpoints for the benches: cost is 3% less for \$7500, 5% less for \$10000. At this time the company is three months out on production. Jeff made a motion that a 50% (\$2500) deposit be made when a bench is ordered and that the balance of \$2500 is due upon delivery. The motion carried. FMSP will install the benches.

"Marshall Square 1848" can be cast into the side of the benches with a one-time setup charge of \$300. Jeff will approve a drawing of the design. A motion carried to move forward with this.

Jeff mentioned that at one time there were as many as 65 benches in Marshall Square Park.

--Development of FMSP BY-LAWS was discussed. Rose suggested using basic by-laws on a website she found as a template. She knows an attorney who would be willing to review these at no cost to FMSP. Approval would be the responsibility of the governing board.

--ELECTION OF OFFICERS is slated for the March General Membership Meeting. Jeff indicated that because some have served as officers for many years, it may be time to seek out members who may be

interested in serving. Nominations will be sought from the general membership. The process should be outlined in the new by-laws.

--The difficulty of getting members to attend meetings and get involved led some to propose providing a location that would promote a more social gathering. Rose has experience with member meet-and-greet-style meetings that are quite successful, at which a prepared presentation is given following an hour or so of food and drink. Holly Brown offered to approach the Side Bar Restaurant in West Chester to arrange use of the second floor for such a meeting on Tuesday, December 9th. It was agreed that a program will be planned, name tags would be provided, etc. to promote interaction amongst the members present and to encourage potential new members to attend future meetings.

--Use of the FMSP EMAIL LIST to inform members of borough events and meetings of interest was discussed. This is a controversial issue. An email sent to alert the membership to the presentation regarding Eli Kahn's major project in downtown West Chester was requested by Holly. Holly believes an informative call should have been requested by the Borough Council to residents with regard to this. Jeff believes that members should be informed of such meetings of importance.

A new request has been made by Save the Barclay Grounds to inform the membership of an event scheduled for Thanksgiving morning (a "Turkey Trot") that will include a stop in Marshall Square Park. They are proposing to let FMSP share in the funds raised if we are amenable to promoting the event by emailing our members. It was agreed that we did not want to take a share of the funds raised. It was also agreed that by issuing a disclaimer at the beginning of a general announcement to the membership of an event, and indicating "For Informational Purposes Only", Jeff can make judgment calls regarding such emails.

--A friend of Eric Miller's, an arborist by the name of Ken LeRoy, would like to invite a group from Tyler Arboretum to take a "tree walk" in MSP sometime in May 2015. Our members would be invited to join them from about 10 a.m. to 1 p.m. (lunch included). Eric was encouraged to move forward with this.

--Tree labels need to be replaced if missing or mislabeled. A tree plan has not been written yet. The long-term goal is to produce a tree assessment and care schedule.

--Jim reminded everyone of the upcoming Plein Aire charitable event which will include the park as one of the venues for artists, with the winning pieces painted and photographed in the park becoming the property of FMSP. These could then be used to raise funds perhaps through prints or greeting cards, etc.

The meeting was adjourned at 8:59 p.m.

Respectfully submitted,

Veronica Balassone

