

FRIENDS OF MARSHALL SQUARE PARK

Minutes of Meeting on October 18, 2017

The meeting was called to order 7:05 p.m. by Jeff Beitel. In attendance were Jim Salvas, Linda Scott, Lane Randall, Eric Miller, Betsy Woodrow, Jenn Long and Veronica Balassone.

-The minutes of the last meeting were approved as amended with changes requested by email from Eric Miller, prior to the meeting.

-Linda Scott gave the Treasurer's Report. The balance in the checking account is \$16,859. Accounts receivable of \$3,598 includes \$3,000 for a coping stone and a little over \$300 from Friends of West Chester Parks and Recreation for an item related to the summer concerts. The balance is a Paypal receivable. There are no outstanding bills at this time. The Receipts and Disbursements statement shows total fundraising income this year to date of \$31,521. Fountain expenses total \$33,035. FMSP received a \$1,000 donation from the Chester County Hospital Foundation in recognition of the park's participation in this year's Chester County Day. The Fall Party Receipts and Disbursements statement showed that, net of last year's Artnet receipts of \$2436, we did somewhat better this year raising funds from the event. Expenses were lower this year, and more membership dues were paid at the time of the event. Net income this year was \$3,695.82.

-Jeff discussed the brick sidewalk project, and explained that with the financial help of a benefactor, we will be paying for the removal and preservation and storage of the old bricks. The borough will hire the installer. The bricks will be stored in the park and enclosed with a locked fence. The new sidewalk will be 7 feet wide with a new base and edge restraint and laid with the salvaged old bricks. The project may begin at the end of October.

The stairs on Matlack will be repaired and the brick retaining walls painted. The stairs will be concrete with 3 inch thick stone treads. FMSP will pay for new decorative railings.

-Bill Scott is working on the restroom lock issue.

-Jeff will prepare architectural drawings for the Swiss Cottage roof repair. FMSP is asking Borough Council to approve a wood-shingled roof. Jeff wants to find the contractor and make sure that the roof structure is correctly done and then have the borough put the wood shingles on it. Funding for the project is expected to be in next year's budget.

-Linda hopes to have the 501c3 application to lawyers for review by the end of October. She has been in contact with Kristin Gerling of Barclay Park for guidance. She suggested that FMSP become an LLC not a C Corp. Jonathan Long has offered to review our by-laws for the process. Jeff would like to see the FMSP achieve non-profit status by Spring 2018. Until then, the Chester County Community Foundation is acting as our surrogate as a stopgap measure so that we may receive our benefactor's funds for projects.

-Linda referred us to an article in the Chester County Day paper about the park's history. The designer of the park looked at Washington Square Park in Philadelphia as a model for West Chester's Marshall Square Park.

-Linda and Betsy Woodrow reported for the Events Committee. The Fall Party was very successful. The Cornell's property made for a lovely setting for the event. At this time, the location for next fall's party is undetermined.

Linda is talking with some homeowners on Church Street regarding hosting the 2018 Progressive Dinner. The committee members working on this include Kathy Talley, Holly Brown, Lee Miller and Linda. There was some discussion as to whether we should skip a year for the dinner as it poses great difficulty finding hosts for the event. There is no question, however, that a significant amount of funds are raised by the event each year. Jeff suggested having a spring event if we don't hold the February dinner.

-Eric Miller reported for the Membership Committee. Further discussion took place with regard to the future of Wild Apricot. There is concern that Linda has to constantly reconcile her Quickbooks data with Wild Apricot. If we don't use Wild Apricot, we could use Constant Contact for emails for \$40 per month. Eventbrite's payments can be linked to Quickbooks. Or we can get a portal. We are paying for a portal with Wild Apricot which provides that plus billing, email and event platforms, all for a good price. Linda is already paying for Quickbooks. A "drop dead date" of December 1st was set to run a trial event file through Wild Apricot for review.

Jim Salvas asked that we no longer pursue 2017 dues and focus on billing for 2018 dues in December.

Linda has asked for a volunteer assistant treasurer. There was some discussion that funds for operations could be used to support a paid assistant. She will work with Lane to put an email out to the membership for a possible volunteer.

-Eric and Jen Long are planning a general membership meeting at Side Bar on Tuesday, December 5th, from 6 to 8 p.m. The Keynote speaker will be Eric Lorgus. The topic will be the Revitalization of the Borough and how it happened. A motion was made by Ronnie to approve a \$300 food budget for the meeting. It was seconded by Betsy and approved. Jenn Long will present some information about Little Buddies.

It is important to get a Save the Date out, and Jenn will draft one and send to Lane. Also the marketing emails for the event is to encourage members to bring neighbors or non-member guests to the meeting. Eric would like to include residents of Marshall Manor. He mentioned that Everhart Park has lawn signs encouraging membership in their park group, and that we should do the same. Jeff urged him to do that.

Chestnut Square and the Loft have received membership brochures. Linda suggested again that Sharpless Works be included in the distribution. Jeff asked that a paper membership form be produced as an insert for our trifold membership pamphlet.

About 80 logo bags are still available and may be used for a welcome package for new residents in our neighborhood.

-Jeff reported on the Fountain Restoration. Clogging of the mesh strainer basket is still a continuing problem. Until landscaping is done which may hold some of the leaves back, we may resort to putting a mesh cover around the lower part of the inside of the fence. Anne is anxious to get the landscaping done. Ronnie and others brought up their concern about planting trees that will block the long view of the fountain from the park and would like to see that part of the landscaping plan removed.

-Jeff discussed the need to get a committee together for next year's concerts in the park. It is hoped that Michael Civita will continue to be involved, as he is instrumental in securing the bands. The Music at Marshall netted \$4,480 for FMSP this year.

-Jenn Long reported on the first Little Buddies event in the park. Eighteen people registered for the September 16th Saturday morning gathering, which took place on the basketball court. She is planning a pine cone decorating project next.

-Luminaria in the Park is scheduled for Friday, December 1st, the day of the Old Fashioned Christmas Parade in the borough. It is hoped that Anne and Greg Walters will coordinate with the Boy Scouts again this year.

-The next meeting is scheduled for Thursday, November 16th.

The meeting was adjourned at 8:45 p.m.

Respectfully submitted,

Veronica Balassone, Recording Secretary