

FRIENDS OF MARSHALL SQUARE PARK

Minutes of Meeting on April 13, 2017

The meeting was called to order by Jeff Beitel at 7:06 p.m. In attendance were Linda Scott, Jim Salvas, Lane Randall, Holly Brown, Eric Miller, Chantelle Fieldhouse and Veronica Balassone.

--Minutes of the last meeting were approved.

--Linda Scott gave the Treasurer's report. The total for checking and savings on the balance sheet was \$34,957. Of that, \$17,919 is earmarked for the Fountain funds. Accounts receivable of \$3,185 includes \$100 from Paypal and the balance due from the Friends of West Chester Parks and Recreation. At this time there are no liabilities.

On the Receipts and Disbursements statement fundraising expenses to date are about the same as last year at a little over \$1,600. However, fundraising income is trending downward. It was also noted that the amount of dues collected at the time of the Progressive Dinner in February had decreased from last year.

--Jeff reported that safety mulch was scheduled to be installed at the new playground the week of April 17th. Following that, the surrounding area will be raked and seeded.

--Although repair of the brick sidewalks on North Matlack and Biddle Streets, as well as repairs of the restroom, have been included in the borough's current budget, no work has begun and no word from the borough has been received by our group as to when they plan to begin the projects.

--Our annual park clean-up is scheduled for Saturday, April 22nd. Since the borough has already cleaned up the leaves, what is remaining is picking up branches and sticks and spreading mulch only if enough people are available to spread the mulch. It is planned to order half as much as last year, and spread it near the playground area and on the Matlack side of the park.

--Pat Loew has generously offered the services of her solicitor to prepare the documents required to apply for FMSP's 501c3 status.

--Jeff reported that Phase 2 of the Fountain Restoration will require all the remaining funds for the project that we have at this time.

--The Swiss cottage roof remains with temporary repairs from several years ago, and the final repairs will have to wait until next year when funds are available. Jeff wants to be sure that we partner with the borough to complete the repairs as we would like.

--Eric Miller reported on the Membership Committee. Due to numerous circumstances, he is now the only remaining member on the committee. Jen Long will devote her time to the Little Buddies program, which has been spun off from the Membership Committee. The goal of that program is to bring young families to the park group. It is hoped that the program will be launched at the Summer Concert series. At this time they are suggesting a \$5.00 donation per child if the family does not have an FMSP membership. Ideas for events for children include Treehouse Yoga and scavenger hunts.

The new membership brochure aimed at bringing in a younger group is still being worked on. Jim Salvas will assist in choosing photos of children at the Summer Concerts to include in the brochure.

It was discussed again that offering free introductory memberships to new neighbors either in single family homes or the nearby apartment complexes by placing brochures in their leasing offices may be one way to increase membership.

Once again the inability to use Wild Apricot efficiently for membership billing purposes was discussed. Lane and Eric will meet to try to sort out lists in order to insure that people in the contacts file receive membership dues reminders. Linda noted that the invitation to the annual Progressive Dinner was always the method to generate dues, as the dinner was a benefit restricted to members. When FMSP becomes a non-profit, tax deductability may encourage more people to pay dues. Chantelle mentioned that the Mom's Club sends dues bills through Paypal.

--Jeff reported on the Fountain Restoration. Phase II, the completion of the brick hardscape, is scheduled to start in August. FMSP has committed to a formal bid. The project requires 4000 bricks. The Hickman has donated approximately 2000 bricks but likely cannot donate the remaining bricks required. If we need to purchase additional bricks, they will cost \$4 apiece.

Jeff asked that he be given the go ahead to purchase six bollards for the site at \$1000 each. Jim moved to order the bollards and the motion was unanimously approved. The cost for Phase II at this time, including the bollards, is approximately \$30,000.

Phase III, the landscaping plantings around the fountain, was discussed. Anne Walters and Jeff have informed the Tree Commission that they would like to remove some trees around the fountain, especially the beech which will encroach upon the fountain as it matures. Additional trees would be planted as part of the landscape plan designed by Anne.

--Jim Salvas reported on the Summer Concert series. Chestnut Square will be the major sponsor. The three bands have been scheduled for the concerts and a picnic will be organized as in the past. There is no sponsor secured yet for the third concert. This year differs in that the responsibility for the concerts lies with FMSP. Jeff and Jim have taken up the task. FMSP will get 85% of the proceeds and FWCP&R will receive 15%.

--Chester County Day, Saturday, October 7th, will take place around the park. Pat Loew's home will be on the tour and require a VIP ticket. Lunch will be served in a tent in the park, and the park will be a scheduled stop on the tour. FMSP will set up an information table for the event. The Humphrey Marshall Trust will sponsor a lecturer who will describe the history of the park area as it was a part of the Hoopes Nursery which covered 410 acres.

The meeting was adjourned at 8:22 p.m.

Respectfully submitted,

Veronica Balassone

