

Montgomery Township
Community & Recreation Center Advisory Committee
Meeting Minutes
February 8, 2017

The regular monthly meeting of the Montgomery Township Community & Recreation Center (Mont CRC) Advisory Committee was held on Wednesday, February 8, 2017 at the Montgomery Township Community and Recreation Center. The members of the Mont CRC Advisory Committee in attendance included: Christine Wassel, Ally Gaylord, Audrey Schrader, Jim Kelly, and Thomas Alesi. Also present were: Robert Birch Board Liaison, Michael Fox Board Liaison, Stacy Crandell Assistant to the Township Manager, Matt Reimel Mont CRC Program Director, Kelsey McMeans Township Public Information Officer, and Floyd S. Shaffer Community & Recreation Center Director.

Call to Order: Committee Chair Wassel called the meeting to order at 6:38pm.

New CRC Advisory Committee member, Jim Kelly, was introduced and welcomed by Chairperson Wassel.

Approval of Minutes:

On a motion by Mr. Gaylord and a second by Ms. Schrader, the minutes of the January 11, 2017 monthly meeting were unanimously approved.

Public Comment: There was no public comment.

Old Business/New Business

Kelsey McMeans, Montgomery Township Public Information officer presented a final overview of the recently completed “Get Fit for Free” Week and the membership promotion that was held during the month of January. The recapped to the Committee included the following information:

- 1) Membership Registrations during the January promotion period were 387
- 2) Township e-news promotions were well received
- 3) Facebook posts, especially “boosts” were very effective in reaching social media participants with Facebook accounts.
- 4) Philly.com, with a larger audience, did not perform as well as Township generated emails and Facebook.
- 5) Social media usage has become an instrumental tool in the marketing efforts of the Mont CRC.

Mr. Shaffer thanked Ms. McMeans for a job well done. Her marketing efforts have proven to be very helpful in generating increased “traffic” at the Mont CRC throughout the first six weeks of 2017.

Mr. Shaffer initiated a discussion regarding the operation of the 2017 Splash pad and Handicap Accessible Playground at the Mont CRC. The discussion entailed the description of possibilities of how to operate the splash pad differently during the upcoming summer season.

Mr. Shaffer described several scenarios for the operation of the area during summer 2017:

- 1) Establish a fee for use of the spray pad by all patrons that would include all residents, non-residents, members, and non-members
- 2) Establish a fee structure for non-residents that are not residents of the Mont CRC.
- 3) Continue to again operate the amenity as a free feature of the community center during the 2017 season. The area would be staffed by budgeted part-time personnel during peak hours of utilization, open periods of operation may be “tweaked” for maintenance procedures during the day, and the tremendous social media publicity of the spray pad during 2016 would be curtailed.

A brief discussion followed regarding various ways to generate revenue from the splash pad area ensued. Incorporating the area as part of our children birthday party package was mentioned as a possible income producer. Defraying some of the operational costs of the system was favored by the Committee during the conversation. The concept will be discussed at future meetings.

There being no further business, on a motion by Ms. Schrader and a second by Mr. Gaylord the meeting was adjourned at 7:29pm.

The next meeting of CRC Advisory Committee will take place on Wednesday, March 8, 2017 at 6:30PM.

Submitted by:

Floyd S. Shaffer

Community & Recreation Center Director