

Montgomery 300th Anniversary Committee Meeting Minutes

Date: November 17, 2011

Location: Twp. Building

Present: Ginny Bailey, Larry Gregan, Janet McCrossen, Sue Ann Miller, Richard Roller, JeriBeth Subers, Maureen Waddington, Roy Rodriguez, Gordon Simes

Not Present: Andrea Duffy, Dennis Gillen, Joe Walsh, Dennis Cooney

Guest: Peter Kraynak, WebGuy724

Old Business

❖ Organization

- Andrea Duffy and Joe Walsh will work on the by-laws for the committee.
- JeriBeth will work on a budget package for our endeavors.
- Maureen agreed to follow up with Joe Walsh on the nonprofit filing.

❖ Slogan/Logo Contest

- Sue Ann reported she has reached out to the various Home and School associations to get the flyers in the hands of the students.
- Roy Rodriguez contacted the local colleges about the contests as well.
- Regarding prizes, Sue Ann advised that Barnes and Noble will donate a basket of books and she suggested that she could donate Barnes and Noble gift cards as well.
- Peter Kraynak suggested reaching out to TD Bank on potential donations for bonds, or potential donations.
- The Committee discussed forming a subcommittee to finalize this decision. Sue Ann and Janet agreed to work on this subcommittee and report back to the Board with a decision at the December meeting.

❖ Website

- Peter provided an overview of his history within the area and his connections with local businesses. He also shared a suggested execution plan for the website.
- The Committee discussed the use of the current page on the Township page and moving forward with a first release of the new site.
- Release 1 – awareness
- Release 2 - fundraising
- Release 3 – promote events (residents and participants)

- The Committee discussed next steps for the website decision and agreed to review the mission for the website and develop a plan. Larry suggested that the Committee needs to develop a budget in order to ask the township for seed money.
- Peter advised that he would suggest pricing at:
 - \$1,500 approximately for a two – three page interim site
 - Release 1 - \$4,000 - \$5,000 site (with content assistance from the Committee)
 - Release 2 – dependent on information below:
 - Content management tools
 - Ability to change the content by the appointed Committee members
 - Static site with need for someone with technical knowledge to make changes could reduce cost slightly.
- Peter advised that the website would be flexible enough to make changes as the needs become more robust. He also advised that he would suggest a national host firm to host the site as hosting is not necessarily their core strength.
- The Committee agreed to notify WebGuy724 within two weeks.
- The Committee agreed to share budgetary requests for 2012 with the Board.
- The Committee agreed to request a proposal from WebGuy724 in order to vote on the final proposal at the December meeting.

New Business

- Richard brought up the idea of publishing an Arcadia book with the Historical Society and the society was agreeable.
- Robert advised that the Shade Tree Commission is going to declare a legacy tree. Their goal is to document all of the trees in the township.
- Richard suggested that the Souderton bike race is looking for a title sponsor.

Next Meeting

- Tuesday, December 13th @ 7 p.m. – Village Tavern