

Montgomery Township
Community & Recreation Center Advisory Committee
Meeting Minutes
January 11, 2017

The 2017 Reorganizational meeting and regular monthly meeting of the Montgomery Township Community & Recreation Center (Mont CRC) Advisory Committee were held Wednesday, January 11, 2017 at the Montgomery Township Community and Recreation Center. The members of the Mont CRC Advisory Committee in attendance included: Tony Ruggieri, Christine Wassel, Ally Gaylord, 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.

Reorganization Meeting for 2017

Call to Order: The 2017 Reorganizational meeting of the Mont CRC Advisory Committee was called to order by outgoing Chair Ruggieri at 6:32pm.

A motion to open the floor to hear nominations for 2017 Committee Chair was made by Mr. Alesi and seconded by My. Gaylord. There was no opposition.

Mr. Gaylord nominated Christine Wassel for Committee Chair. Mr. Ruggeri seconded. The vote was unanimous. Christine Wassel was elected 2017 Chairperson of the Mont CRC Advisory Committee.

On a motion by Mr. Alesi, and a second by Mr. Gaylord, Audrey Schrader was nominated as Vice Chair of the Advisory Committee. The vote electing Ms. Schrader Vice Chair was unanimous.

There being no further business the reorganization meeting was adjourned at 6:38pm.

Regular Meeting

Call to Order: Committee Chair Wassel called the meeting to order at 6:39pm

Approval of Minutes:

On a motion by Mr. Ruggeri and a second by Mr. Alesi the minutes of the December 14, 2016 monthly meeting were unanimously approved.

Public Comment: There was no public comment.

Old Business/New Business

Kelsey McMeans, Public Information Officer for Montgomery Township was introduced. She made a power point presentation detailing the early results from the "Get Fit for Free" marketing campaign that has been ongoing during the month of January at the Mont CRC.

The campaign involved the utilization of several new advertising methods for Montgomery Township as well as the existing publicity methods. The campaign included the following online marketing tools:

- 1) Philly.com
- 2) Montgomery Township E-News
- 3) Facebook – Page Boosts

The efforts coordinated by Ms. McMeans generated 205 new visits to the facility from January 1, 2017 to January 7, 2017. Early indications are that the campaign was a marked success in bringing new potential members to the Mont CRC. Kelsey is planning on attending the February meeting to give the Advisory Committee a complete final report.

Spray Park 2017

A discussion, took place regarding the operation during the 2017 summer season of the splash pad and handicap accessible playground area at the Mont CRC. The main points of the conversation were:

- 1) Concept of charging for the use of the amenity (Splash pad)
- 2) Resident vs. Non-Resident use
- 3) Hours of Operation
- 4) How to administer and oversee the space during daily operation
- 5) Impact on indoor portions of the Community Recreation Center

At the conclusion of the of the conversation, it was decided that Mr. Shaffer will put together several scenarios of possible ways to operate the splash pad/playground area during the Memorial Day to Labor Day season.

There being no further business, on a motion by Mr. Gaylord and a second by Mr. Ruggeri the meeting was adjourned at 7:28pm.

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

Submitted by:

Floyd S. Shaffer

Community & Recreation Center Director