

**Montgomery Township
Community & Recreation Center Advisory Committee
Meeting Minutes
August 17, 2016**

The regular monthly meeting of the Montgomery Township Community & Recreation Center (Mont CRC) Advisory Committee was held Wednesday, August 17, 2016 at the Montgomery Township Community and Recreation Center. The members of the Mont CRC Advisory Committee in attendance included Anthony Ruggieri, Karin Bayer, Ally Gaylord, Audrey Schrader, Thomas Alesi, and Christine Wassel. Also present: Robert J. Birch, BOS Liaison, Larry Gregan, Township Manager, Stacy Crandell, Assistant to the Township Manager, Tom Gailey of Gailey Murray Communications and Floyd S. Shaffer, Community Center & Recreation Director

Regular Meeting

Call to Order: Chairman Anthony Ruggieri called the meeting to order at 6:30pm

Approval of Minutes: On a motion by Mr. Gaylord and a second by Ms. Wassel the minutes of July 13, 2016 were unanimously approved.

Public Comment: There was no public comment.

New Business:

Tom Gailey of Gailey/Murray Communications was introduced to the committee. He has been retained by the Township to facilitate a series of Focus Groups over the next few weeks that will by talking to individuals regarding the Montgomery Township Community Recreation Center (MontCRC). Mr. Gailey provided an overview of the process that will take place. The Focus Groups will consist of various segments of MontCRC constituency. The hope is to reach a wide range of the community with varied views and perceptions of the community center and it role in Montgomery Township. The Focus Groups will include current members and non-members of the facility. Examples of some of the recommended groups for the focus groups are:

- 1) Seniors (55+)
- 2) Families
- 3) Single men and women
- 4) Teens
- 5) Spray Park users
- 6) Local small business owners/operators

Mr. Gailey informed the committee that recruitment for the Focus groups is ongoing and he would welcome any contact that the committee could provide.

Old Business

Status of Facebook page for MontCRC – Mr. Gregan, Township Manager provide an update on the creation of the dedicated MontCRC within the Township:

- 1) Department Operational Procedures are currently being created for all Facebook pages in the Township. Administration will be finalizing the document over the next few weeks.
- 2) The Solicitor is working on the legal aspects of the page with regards to records retention and procedures necessary to operate a Facebook page in the municipal government.
- 3) The Township must acquire the proper credentials through Facebook to become the Official Facebook page of the MontCRC.
- 4) Hootsuite was discussed and described. It is a software package that integrates all social media outlets utilized to reach the public into one site that can manage content effectively and efficiently.
- 5) Facebook solely is intended to be a factual information/positive publicity tool for the MontCRC which will our exposure to citizens in our service area.

Mr. Ruggieri requested that the committee send him a priority list of Topics for Advisory Committee to address at upcoming meetings.

A general discussion ensued regarding MontCRC Programs, Special Events, and facility signage:

- 1) Christine Wassel provided an update on the First Foundation Zumba Thon scheduled for Saturday, September 24, 2016 at the community center
- 2) A Christmas tree lighting ceremony at the MontCRC for the 2016 Holiday season was discussed.
- 3) Facility signage at the Stump Road was also mentioned during this period.

Adjournment:

There being no further business, Ms. Schrader made a motion and Ms. Wassel seconded, the meeting was adjourned at 7:35 pm. **The next meeting of CRC Advisory Committee will take place on Wednesday, September 14th, 2016 at 6:30PM.**

Submitted by:

Floyd S. Shaffer

Recreation & Community Center Director