

Fund Development Committee
Meeting Notes
March 12, 2012

In Attendance: Board of Supervisors Chairman, Barbara Lyons; Board of Supervisors Members Rick Colello and Shawn Touhill; Ways and Means Committee Members Ed Ebenbach and Lee Schwartz; Resident Visitors David Bauer and Joe Salvati; Director of Operations, Richard John; Township Manager, Stephanie Mason; Finance Officer Ken Wallace; Road Superintendent Paul Garr; Chief Logan; Director of Code Enforcement, Sinclair Salisbury; Director of Parks & Recreation, Karen Sweeney; Water Superintendent, Scott Miele and Assistant Township Manager, Sandra Zadell.

Mr. Touhill opened the meeting by stating the purpose of the meeting is to find additional funding for existing expenditures.

Mrs. Lyons stated that we could sell naming rights in our parks. She brainstormed Name the Park, ads in the parks, possibly bringing trucks in for special events that are sponsored and potential program guide sponsorships similar to what we do in the Newsletter with Merchant Marketplace.

Mr. Ebenbach added that we can also do sponsorships on DTV; they are limited but definitely available.

Mrs. Zadell suggested entente road agreements. She stated we could make an agreement with PennDot where we would get credits for work we do for them and vice a versa. For example, if we are doing a road project and we help them out we could bank credits and sometime when they are paving a road near one of our township roads we could utilize the credits to extend the paving.

Ms. Mason mentioned that PennDot already had a program that did something similar and it hasn't been 100% successful.

Mrs. Zadell stated that she feels there are a lot of violations that happen in the park, on a daily basis you can find off leash dogs, cigarettes and littering violations. There probably a lot of revenue to be had in fine enforcement out in the parks.

Chief Logan suggested that looking at finding a consultant, a grant writer, to hire to look at grants for the Township.

Mr. Bauer brought up an idea that really is more of a cost reduction rather than a revenue generator. He feels the township should end dependent health care coverage for new hires and continue to pay for dependent health care coverage for current employees. He said you could see large savings over decades. As currently the Township pays \$475,000 a year in dependent coverage.

Ms. Sweeney suggested one option for more revenue in the parks would be Bingo, it is popular, it could use an existing facility of the Activity Center, but we would need to do a little investment for software. She thinks the initial investment could be \$3,000 to \$5,000.

She also suggested streamlining our marketing here at the Township; create continuity outlining what we have for sale. She suggested creating a marketing plan and a guide that people could look at to see what is available. She also suggested the creation of a Gift Catalogue or a Sponsorship Catalogue.

She suggested a Beer and Wine permit. She thinks that having a Beer and Wine Permit could bring in a potential of 20 to 40 events per year, such as weddings, bridal showers and family reunions. The liability is clearly delineated in these sorts of agreements. Other municipalities are doing this and it would allow us to open up maybe the Pavilion or possibly the Activity Center to these types of rental permits.

Ms. Sweeney also suggested a certified Bucks/Mont Run Route; it would be an 18 mile route utilizing the new Parkway path. This run would not be permitted out to anyone else so it could become a big event that is done each year; it could act as a multi municipal fund raiser.

Ms. Sweeney also suggested that there are several other municipalities around us who have Doylestown mailing addresses but are not Doylestown Township residents and when taking our programs have to pay the Non-resident fee. She suggested we could open it up resident status to other municipalities; they could pay the Township \$5,000 per municipality to have their residents count as township residents when they sign up for our programming. That could be a great additional source of revenue.

Mr. Salisbury reviewed his ideas for revenue generation in the Township; he stated that currently since the Township is built out, what we need to look to now is maintaining the standard of living in the Township and the standard of the property values.

His first suggestion is Residential Resale Inspections. Approximately 65% of other Bucks County municipalities are doing these inspections. When a resident sells their house they need to get a Use and Occupancy Permit that goes over basic safety inspections; the permit usually runs around \$75 to \$100. This permit helps to ensure that the homes that are being sold in the Township are up to par.

He suggested looking at a Tenant Registration Move in Permit. We need to create a registry of tenants living in the Township because their earned income tax revenue gets lost to other municipalities if they are registered incorrectly to the wrong municipality. Another benefit would be licensing tenant buildings, again keeping up the standards in the Township. We have issues with absentee landlords who do not keep a good eye on the properties they own. Mr. Salisbury could do a license and review the conditions in the tenant buildings.

He also suggested a single trash hauler would help to bring in additional revenue as well as cost savings. The many trash trucks on our roads contribute to the road wear and tear and we are not maximizing our potential on recycling revenue. In the current system there are no checks and balances to make sure that all residents are signed up for trash service, so we lose recycling revenue through people who are not recycling.

Mr. Salisbury brought up fire safety inspections, currently there are not any fees for fire safety inspections it is a free service we offer to commercial properties but many other municipalities pay for that type of inspection.

Lastly, he suggested monitoring/permitting the clothing recycling bins that we see located all over the Township; he would like to create a Zoning Permit for the bins. The bins are a commercial enterprise where the commercial business gets naming fees from nonprofits and once the clothing gets dumped into the bins it gets shipped out either to other countries or to be turned into rags. He thinks we should be generating some sort of permit revenue from that since the bins currently sit on Township property for free.

Mr. John brought up the point that there are a lot of ideas that we can have towards funding capital items but we still need to fund general fund items which are difficult to fundraise for. He stated that we shouldn't compete with private industry and that again repeated the idea that what we have to do here is to protect the quality of life in Doylestown Township and sometimes that means increased revenues.

Mr. Touhill stated that between now and the next meeting Mrs. Zadell will distribute the minutes from this meeting to all attendees and look forward at the next meeting to discuss which of these ideas should be implemented. He suggested department heads collect more information to back up all of the ideas discussed today to see how they would affect us and how much revenue they would bring in, etc.

Mrs. Zadell at the end of the meeting also stated she had a couple more items such as solar lease agreements. There will be more new ideas the next meeting as well.

Respectfully Submitted,

Sandra B. Zadell, Assistant Township Manager