

**Fund Development Committee  
Meeting Notes  
April 11, 2012**

**In Attendance:** Board of Supervisors Chairman, Barbara Lyons; Board of Supervisors Member, Shawn Touhill; Ways and Means Committee Members: Ed Denton, Ed Ebenbach and Lee Schwartz; Director of Operations, Richard John; Township Manager, Stephanie Mason; Finance Director, Ken Wallace; Director of Code Enforcement, Sinclair Salisbury; Director of Parks & Recreation, Karen Sweeney and Assistant Township Manager, Sandra Zadell.

The Committee reviewed the spreadsheet that Mr. Schwartz had put together in advance of the meeting and utilized it to help them go through each idea that was discussed at the previous meeting.

**Sponsorships on DTV:** Mr. Ebenbach reported that he checked several local channels to see how they handle fundraising and sponsorship opportunities. He looked at WHYY and a local channel in Allentown. He stated that these channels have a comprehensive approach to marketing. They sell their Web advertising, TV advertising and everything else together. They also furnish information about how many households they reach. The Allentown channel refers to their sponsors as their partners.

Mrs. Lyons asked if this type of sponsorship can be used to raise General Funds. Mr. Ebenbach stated that he thought that it could and so did Mrs. Zadell, she stated that money raised could be used to offset the TAB costs which are a part of the General Fund. That would leave more funding available in other areas of the General Fund.

Mr. Schwartz asked is if this funding would be additional funding for the TAB Board to spend or if it would be utilized to offset their current costs. It was decided again that this committee is focusing on fundraising for current expenses, not adding any expenses due to fund raised monies.

Mrs. Zadell estimated DTV sponsorships would raise approximately \$5,000.

**Naming Rights in the Parks:**

Ms. Sweeney reported that a comprehensive marketing package is the way to begin selling sponsorships and naming rights in the parks. We need to indicate which items we are going to be able to sell, i.e. tables in the game grove. She stated that we also have to

refine the Naming Policy so that it includes people who are alive, currently our Naming Policy is only applicable to people who have been passed away for a year. She stated the new naming policy could have provisions to protect the Township if the sponsor needed to be removed, etc.

Ms. Sweeney stated that we could start small in the parks with ads utilizing the kiosks we already have, they can be measured and see what size ad we could sell and come up with a pricing scheme. She also stated that the Naming Policy will be going to the Board of Supervisors for review at their next meeting.

Ms. Sweeney stated that she thought that naming rights and ads in the parks could bring in approximately \$5,000.

**Energy Options:** Mr. Touhill mentioned that Solar and other energy efficiency options are something he, Mrs. Zadell and the staff have reviewed. He stated that Mrs. Zadell, Mr. Salisbury and other staff have been investigating solar power purchase agreements and solar lease agreements which would reduce the cost of our energy prices. Mrs. Zadell will continue to follow up on those options.

The committee also discussed a professional grant writer. They discussed that a professional grant writer has opportunities to connect with resources that we don't currently have. The committee had some questions about how grant writers are paid and the staff reported that most often grant writers are paid on a performance based model.

Mrs. Lyons did point out that most grants are capital specific and really do not help with general fundraising.

**Bingo:** Ms. Sweeney stated that she thinks Bingo is a viable option that would require a one-time investment of software and hardware for running the games. It is legal; we can receive a Bingo Permit from the County for \$100 per year. She thinks it would take 3 to 5 staff members to staff the event.

The committee decided to speak with some of the staff members who play bingo often and decide on what the best way to set up our bingo program would be.

Ms. Mason and Mrs. Zadell both felt that the staff requirements might be higher than 3 to 5 staff members; the committee decided that this item still needs more research in order to make a decision on it.

The committee discussed the Marketing Guide option that Ms. Sweeney had suggested and refereed it back to staff to work on; they think it is a good idea.

**The Beer & Wine Permit:** Ms. Sweeney stated that she had done extensive research on this topic. Permits can run anywhere from \$10 per event to \$250 per event with the \$250 permit being very common. She stated that there is not much liability for the Township, the Township does get a certificate of insurance as a requirement as part of the permit. Ms. Sweeney stated that she feels that we lose rental revenue due to the lack of the ability for people to have beer and wine at events in our pavilion or activity center. She feels that it would be a great idea to pilot this sort of permit for a year or two and see how it goes. She feels this type of permit could generate \$5,000 in revenue.

The committee discussed the Bucks/Mont Run which was an idea presented by Ms. Sweeney. It would be an exclusively permitted event. The committee decided that that would have to be a 2013 item anyway and tabled it from the discussion for now.

**Park & Recreation Resident Extension:** Ms. Lyons stated that she did not think this was a good idea. She wants to increase collaboration with our neighbors not charge them to collaborate.

The committee discussed the topic and decided that this idea is not something they want to move forward with.

**Code Enforcement:** The committee reviewed Mr. Salisbury's suggested resale inspections and fire inspections. Mrs. Lyons stated that charging for annual fire inspections could be seen as a hidden tax.

Mr. Schwartz commented that the fire safety inspections are very common in other municipalities and it seems like something we are doing and not recouping revenue for.

Ms. Mason stated that the ways these types of inspections fees would be determined by the square feet or the size of a business, if it is a smaller business they would be charged less and a larger business would be charged more.

Mrs. Lyons mentioned that she and her husband do own a large amount of commercial property, and as she has a personal interest in this she should abstain from the discussion.

Mrs. Zadell stated that she felt that if the price of the inspection was minimal enough it could be a way to bring in additional funding for the township without being a huge burden on local businesses.

**Trash Hauler:** Mrs. Zadell answered some of Mr. Schwartz's questions regarding trash collection, he had asked how we could generate revenue from having a signal hauler trash system. Mrs. Zadell stated that it is not that we get funding directly from the trash hauler for having a single system but it is really just through increasing the number of households that are connected to trash service and that are collecting recyclables.

Currently in the private subscription trash system, approximately 10 – 15 percent of residents don't even have trash or recycling services. If we had a single hauler that 10 – 15 percent would be forced to recycle or at least have recycling services and we would increase our recycling performance, thus increasing the amount we could get in our recycling performance grant. Mrs. Zadell estimated that this could bring in an additional \$5,000 of revenue.

Mr. John stated that he feels that the township should be worrying about protecting businesses; he doesn't think we should burden them or take their revenue through bingo and additional fees. He feels that this is a bedroom community and when we discuss a new revenue source we should balance it versus the quality of life of our residents. The committee then discussed community revitalization and attracting new businesses. They discussed what the Borough has done in the past.

Ms. Mason mentioned that we did do a Rt. 611 Corridor Study and plan that the Planning Commission put together.

Mr. Schwartz and Mr. Ebenbach both stated that they felt that we should encourage people to come and do business here.

Mr. John stated that he doesn't feel that our residents actually want more commercial development in the township and that we need to recognize that we are a residential community and make sure that we are supporting the residents who want to have a bedroom community.

Respectfully Submitted,

Sandra B. Zadell, Assistant Township Manager

### **Fund Development Subcommittee Ideas Worksheet**

| <b>Source</b> | <b>Idea</b>  | <b>Extra staff needed?</b> | <b>Comments</b>  | <b>Estimated Revenue produced</b> |
|---------------|--|----------------------------|--|-----------------------------------|
| Barb Lyons    | 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.   | No                         | Mark G: likes but wonders about the appetite for ads. Lee S likes if done tastefully.                                |                                   |
| Ed Ebenbach   | sponsorships on DTV  | No                         |  |                                   |
| Sandra Zadell | 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. | No                         | Ms. Mason mentioned that PennDot already had a program that did something similar and it hasn't been 100% successful |                                   |
| Sandra Zadell | a lot of revenue to be had in fine enforcement out in the parks.   | Maybe                      | Mark S- if important enough to impose fines do we lack appetite to enforce?  |                                   |
| Sandra Zadell | Mrs. Zadell at the end of the meeting also stated she had a couple more items such as solar lease agreements   | No                         | Lee S: deserves investigation with contract scrutiny and results verification  |                                   |

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| Chief Logan   | finding a consultant, a grant writer, to hire to look at grants for the Township.   | Outsource | Lee S: Should take advantage of any grant that's like found money- but need to understand the true cost of the grant i.e. evaluate any long term encumbrance it puts on the township. |
| Dave Bauer    | cost reduction rather than a revenue generator. 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.   | No        | Lee S says deserves review as part of budget process  |
| Karen Sweeney | Bingo, it is popular, it could us 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.   | Maybe     | Liked by: Mark G  |
| Karen Sweeney | Create 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.   | Maybe     | Liked by: Lee S   |
| Karen Sweeney | 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 delaminated (??)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. | Maybe     | Liked by: Mark G, Lee S<br>Disliked by:   |

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| Karen Sweeney      | 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.   | No    | Lee S says great idea to promote the area, raise money and enjoy some of the few side benefits of this highway  |
| Karen Sweeney      | 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 | No    | Lee S wonders if there will simply be a reciprocal request from those townships essentially negating the benefit. But if Karen thinks we can gain an edge that way, I support it. |
| Sinclair Salisbury | 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.   | N/A   |   |
| Sinclair Salisbury | 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.  | Maybe | Mark G: should be pursued as normal course of business outside the "special" committee.   |

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| Sinclair<br>Salisbury | <p>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.</p> | Maybe   | <p>Mark G: should be pursued as normal course of business outside the "special" committee.</p>   |
| Sinclair<br>Salisbury | <p>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.</p>   | No  | <p>Lee S: how does the township make money here? Do we become a middleman by negotiating a price for the service and then add in a fee for doing so?</p> |
| Sinclair<br>Salisbury | <p>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</p>   | <p>No-<br/>receive<br/>fees for<br/>work<br/>already<br/>being<br/>done</p> | <p>Mark G: should be pursued as normal course of business outside the "special" committee.</p>   |

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| Sinclair<br>Salisbury          | 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. | Maybe | Lee S: is there enough revenue potential to make this worthwhile? |
| Dick John                      | 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.   | N/A   |   |
| Mark<br>Glassmann via<br>email | special events idea is plausible. Building on the Park event angle, perhaps a "Super Sunday" or "Doylestown Day" (corny, I know) would work whereby merchants of all types come to Central Park to show off their wares, food, etc.   | N/A   |   |