



DOYLESTOWN TOWNSHIP PARK AND RECREATION BOARD

Meeting Notes: Tuesday, October 13, 2020

A meeting of the Doylestown Township Park and Recreation Board was called to order at 5:30 p.m. on Tuesday, **October 13** at the Doylestown Township Administrative Building

- In attendance: Mary Ann Bowman, John Bray, Paul DiNella, Kevin Kane, Kathy Brown, Karen Sweeney, Stephanie Mason, Ryan Manion
- Absent: Blythe Kelly, Kellie McGowan
- Guests: Joe Salvati, Ben Goldthorp, Via Zoom: Joe Delikat, Andrea Susten, Township Special Projects Coordinator and Palmer Brown of Franklin and Penn,

Meeting Notes September 8, 2020

The meeting notes were unanimously approved on a motion by Mary Ann and a second by Paul

Correspondence: N/A

Plan Review: Ben Goldthorp, Pennington Property Group, presented plans for a development off of Shady Retreat Rd with a small area of land available for potential Township use. It was the consensus of the board that the size and location of the property was not conducive for use.

Old Business:

Social Media:

Palmer Brown presented his recommendations (as a favor to the P&R Board) for developing a social media campaign for Park & Rec. Andrea Susten provided insight on what our Township currently provides and can provide in utilizing social media. Palmer's presentation was followed by much conversation and questions.

Points of discussion:

Use of content calendar

Match content and platform with target audience

Develop a content team with marketing professionals, Township staff and volunteers

Township potentially moving away from printed material to digital info - stats show printed material still works well

Look into using part of budget for printed material for social media campaign

Paul DeNella and Kevin Kane will move forward as our Social Media Sub-Committee.

They will reach out to the TAB Committee as a step moving forward.

Adjournment: With the social media discussion occupying the majority of meeting time no further business was discussed and the meeting was adjourned at **6:55** on a motion by Paul and a second by Kevin with all in favor.

Respectfully submitted by:

Kathy Brown

Doylestown Park and Recreation Board

Approved: _____