



DOYLESTOWN TOWNSHIP PARK AND RECREATION BOARD

Meeting Notes: Tuesday, March 9, 2021

A meeting of the Doylestown Township Park and Recreation Board was called to order at 5:35 p.m. on Tuesday, March 9, 2021 at the Doylestown Township Building.

- In attendance: Kathy Brown, Kellie McGowan, Mary Ann Bowman, Blythe Kelly, Paul DiNella; Kevin Kane; Bob Shaffer
- Absent: None
- Guests: None
- Township representatives: Karen Sweeney-Director of Parks and Recreation, Ryan Manion BOS Liaison

No public comment.

Meeting Notes: February _____, 2021

The meeting notes were unanimously approved on a motion by Paul and a second by Blthe. Kellie abstained; was not in attendance.

Discussion: None.

Plans: None

Community Center Committee Report Update:

Karen provided an update that the feasibility process continues with focus groups. The Building committee meeting was held, and there was discussion that all focus groups and discussions are standard. Kathy discussed having more participation by the P&R Board at future meetings.

Park and Rec Priority List:

The P&R Board reviewed a completed priority list of items for improvement of the park and rec system. Kevin advised that the lower the score, the most important the task for the Township park and rec.

Ryan Manion stated that this is a good approach; great system to work from moving forward

Kathy – as we prioritize, we need to work toward action items; start a discussion of cost, and fundraising.

Paul – this is not weighted toward difficulty or cost. We may consider immediate action on low hanging fruit to accomplish some of the small items.

When the Board finalizes what items to prioritize, Karen suggested that the board meet with Dave to cross reference the maintenance schedule and the budget.

Upcoming Events:

Kathy started a discussion of events and fundraising

Paul – go back to historic fundraising discussions with reference to Karen's events. Discussion of Octoberfest and funds that go into the capital fund.

Karen – Observed that Pavilion II, game grove and fitness equipment all came from capital fundraising. She noted that the Park and Rec Board has not, in the past 15 years, been focused on fundraising

Paul – there are activities we can do to encourage raising of funds electronically and on a more micro level. Also start efforts in connection with activities already ongoing at the Township level.

Kevin – limitation in the number of meetings makes large event planning difficult

Blythe suggested that the P&R Board consider a Fall event given the success of last fall events.

Karen – capital fundraising events begin with a zero budget; Oktoberfest was an exception with start up money. Costs driven by staff, rentals, overtime, supplies and equipment and all driven by fundraising. Not a good example of a “good” fundraiser. Equaled out.

Kellie – can we start with a small scale event in the summer

Paul – food truck and beer event with live entertainment

Ryan – try the concept this year and ramp up potentially next year if that works.

Karen – Board wants people to know who we are; supplement the concerts with a fundraiser event in connection with the concert

Karen - July 22 Soulcruisers event and Big Chill is August 26. Upper Merion is already doing it. Consider a food truck festival.

Paul – Kevin’s idea of subcommittee good idea

Kathy – start with two events with a brewery

Bob – how to get the start-up money; need to request from Township

The Board will prepare an outline of the event with a description of what this looks like and what we need. The concept will be presented to the Board of Supervisors.

Potential sponsorships (no car dealers or banks) were also discussed.

The Board identified a subcommittee for purposes of planning the initial event: Blythe, Bob and Kathy volunteered.

The Board discussed other potential events for fundraising, with potential for a fall event, car show, clothing drive. Many of these events will require effort on a sub-committee level.

New Business: None

The group had discussion of an event or events centered on “meet” the Park and Rec Board.

Director’s Report:

Karen Sweeney provide a general update on where the park and rec department is going for 2021. They have interviewed and selected a program manager, with a starting date of 3/10/21. The summer concert series is moving forward for 2021. The park and rec department is in process of branding the Township park and rec department, which will include image and signage. This is part of a larger marketing effort that will be tied to the new park and rec building. The department I also working on a volunteer handbook.

***Adjournment:** Being no further business the meeting was adjourned on a motion by Kellie and a second by Kevin, with all in favor.

Respectfully submitted by:
Kellie McGowan
Doylestown Park and Recreation Board

Approved: _____