

Friends of Kids Castle Committee
Meeting Minutes: October 16, 2014 at 7:00 p.m.

Board Members:

Present: Joe Salvati and Jon Biedermann

Absent: Kevin Harrigan

Quorum: Yes

Others Present:

Township Manager: Stephanie Mason

Director of Operations: Richard John

Director, Parks & Rec: Karen Sweeny

Proceedings:

- Meeting called to order at 7:00 p.m. by Vice Chair, Joe Salvati
- **Minutes:** Meeting minutes for March 20, 2014 were submitted and accepted by Mr. Salvati. Mr. Biedermann abstained, because he was not present for that meeting and Mr. Harrigan wasn't a member of the committee at that time.
- **Reports:** Mr. Salvati gave a report on the following topics.
 - **Kids Castle bank account:** The October 10, 2014 bank balance was presented and represented funds raised less approved Kids Castle project expenses.
 - **Demolition and Constriction work:** The present Kids Castle playground seating area just left of the playground entrance interior will be removed to make room for new play equipment that will be purchased and installed for community use in time for summer 2015. Construction of new bleacher seating that will flank both sides of the entrance interior will provide ample seating while freeing up additional space for children to play. These plans adhere to the approved FKC project goals that were developed through community support and also approved by Township administration and the Board of Supervisors.
 - **New temporary entrance:** It was determined that a new temporary entrance to the Kids Castle playground for the community would be needed during this demo/construction phase. More discussion on the best location for this temporary entrance will occur.
 - **New play equipment for summer 2015:** In keeping with the FKC project plans, logistical requirements and playground fall-zone safety planning; it was determined that a minimum of four new play pieces for children ages 2 to 5 could be installed after the demo/construction work was completed. At present these four play pieces were identified as – a Tot Swing, Turtle Craw Tube, Boat Spring Rider and a Jet Spring Rider for children ages 2 to 5. It was noted that Kids Castle would now be able to provide play for children ages 2 to 12 with these new additions.

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- **Poured-in-Place surfacing:** Mr. Salvati suggested that we get another written estimate for the PIP surfacing so that it takes into account the new expansion of the play area that occurred when the fence line was moved and the additional play space that will be available once the old seating area is removed. All agreed. Mr. Salvati will contact the PIP contractor.
- **Sponsorship, Grants & Fundraising:** A general discussion of the capital campaign occurred - where we are, where we need to go and how to get there.

Sponsorships:

- Mr. Biedermann volunteered to contact a person he identified as a potential Kids Castle play equipment sponsor. Mr. Biedermann said that Lauren Sheehan will help him present to this contact the Tot Structure, which is a \$35k sponsorship. Mr. Biedermann said that he is planning to present this opportunity to his potential sponsor sometime in November 2014.
- There was discussion about a software tool that could provide analysis of the present Kids Castle donors in our database to help identify and qualified donors as potential Kids Castle play equipment sponsors. Mr. Salvati asked Mr. Biedermann if SofterWare could provide this additional tool as an in-kind donation to Kids Castle. Mr. Biedermann was happy to provide this in-kind service for Kids Castle from SofterWare. This analysis of Kids Castle donors will occur sometime within 2014.
- Mr. Salvati mentioned that he is meeting with Ryan Manion, the FKC Board of Supervisors liaison to help identify other qualified sponsors in the community that have the potential to fund new Kids Castle play equipment. This will also include working with Business Associations and various Chambers of Commerce organizations to help identify these potential sponsors.
- Mr. Salvati mentioned that he has had conversations with a local orthodontic specialist that has interests in a \$5,500 sponsorship. Talks are ongoing.

Grants: Mr. Salvati reported the following.

- Kids Castle was awarded a \$10,000 grant from the Timken Foundation to help fund our initiative. These funds have been received and deposited.
- We were able to submit an application within the deadline to apply for a \$25,000 grant from Visit Bucks County Tourism Grant Program. Our previously grant

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application with them was denied so this new applications was rewritten in hopes to better outline a targeted goal within the grant guidelines. Formal notification of the outcome of the application is generally given by November 15.

- The Township agreed to help identify other Kids Castle grant opportunities so that the committee would have ample time to apply.

Fundraising: While it was acknowledge that the approved fundraising plan for Phase 2 had always been to focus on a capital campaign for sponsorships of the new play pieces; it is also understood that offering other ongoing donor opportunities to the general community is important as well. Kids Castle Commemorative Bricks and Save the Children's Artwork are two such fundraising programs that offer other donation opportunities starting at \$125 and up. Mr. Salvati mentioned that given the present committee work load it would be advantageous if one committee member could take on the responsibility to organize a group of volunteers to promote these other two fundraising programs. More discussions on this topic will occur.

- **Sponsorship Signage:** Mr. Salvati reported that research into a durable and safe material for the sponsorship signage that would be place on the inside fence line of the Kids Castle playground had be found. A durable material with a 10 year warranty that would display a four-color image was located through Brauns Custom Signage – a company that the Township has used before. The signage material was approved by all.
- **New outdoor message board enclosure:** Mr. Salvati suggested a need for a new message board enclosure to be mounted on the parapet booth that is directly outside of the front entrance of the Kids Castle playground. He presented an example enclosure that was researched by Mr. Harrigan with an approximate cost of \$450. Everyone agreed to move forward on this new addition. Ms. Sweeny suggested that we select the more durable board backing option. A finalized proposal with pricing is needed for approval. Mr. Salvati will get word to Mr. Harrigan that finalized details are needed.
- A general discussion occurred about a need to protect the mural artwork that is attached all along the exterior fence line of the playground from accidental damage. One suggestion was an outdoor durable rope stanchion system that would keep a safe distance between the artwork and visitors. More discussion and research on a protection system will occur.
- **Adjournment:** On a motion made by Mr. Salvati and seconded by Mr. Biedermann the committee adjourned at 8:30 p.m.

Minutes respectfully submitted by Joe Salvati