

Friends of Kids Castle Committee
Meeting Minutes: February 23, 2015 at 12:30 p.m.

Board Members:

Present: Joe Salvati, Jon Biedermann, Kevin Harrigan

Absent: None

Quorum: Yes

Others Present:

Supervisor, Chairman: Barbara Lyons

Township Manager: Stephanie Mason

Director of Operations: Richard John

Director, Parks & Rec: Karen Sweeny

Proceedings:

- **Call to Order:** Meeting called to order at 12:30 p.m. by Vice Chairman, Joe Salvati. Mr. Salvati requested approval from the committee members and all present to record each monthly meeting as an assistance mechanism to produce the monthly written minutes. The written minutes continue to be the only public source of the minutes. **All Approved.**
- **Minutes Approval:** Approval of last month's meeting minutes for January 15, 2015 were **Tabled.**
- **Welcome:** All welcomed the new member to the committee - Mr. Harrigan.
- **Grants:**
 - **DCNR** fifty-percent matching grant: A general discussion about the grant and its particulars occurred.
 1. **Prevailing Wages:** Mr. Salvati noted that the DCNR grant requires the use of Prevailing Wages. The project budget for the grant application will be adjusted to include that projected cost.
 2. **Targeted Grant Area:** The area of the playground targeted for the DCNR grant is named Kingdom 4, which is the largest of the four Kingdoms and it contains a majority of inclusive play equipment. Ms. Sweeny suggested to the committee that we might consider including the NEOS 360 play piece as part of the grant application, because it is also an inclusive play piece and it is adjacent to Kingdom 4.
 3. **In-Kind service:** The Grant regulations permit the estimated costs of in-kind services to be added to the overall amount requested in the grant application. Mr. John will help estimated a dollar value to attribute to work that the Township will perform during the normal course of its day as part of this Township Park project. This dollar amount will be added to the grant application as part of the total grant requested.

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- 4. Donated Funds:** There was discussion about an option to use donations from the Township's Capital Fundraising account to help supplement this project with these funds which were donated by patrons for Township projects of this type. It was also noted that funds raised from 2015 Annual Golf outing could potentially go directly to this Kids Castle project.
- 5. Grant Application:** Ms. Mason noted that Sam Bryant, Doylestown Township's Special Projects Coordinator is working on the Grant application which is due by April 15, 2015.
 - **Other Grants:** Mr. Salvati informed the committee that Amy Price, an ongoing Kids Castle volunteer identified a new grant source. An application was submitted to the Rotary Club of Doylestown for their Community Grant in the amount of three-thousand dollars for Kids Castle. Notification of this grant award will be received by March 31, 2015.
 - **Other Funding sources:** A general discussion about other possible funding sources occurred. There was a brief discussion about GoFundMe as another source to raise funds. The committee decided not to pursue that resource at this time. Mr. Harrigan said that he would look into identifying other potential grant opportunities for Kids Castle and bring them to the committee's attention.
- **Kingdom 2:** The plans for Kingdom 2 include making more ground space available to add new play equipment for children ages 2 to 5 years – this is a new age group that will be served at Kids Castle. To recapture the space needed for these play pieces, the amphitheater seating area will be redesigned to include new multi-leveled seating on each side of the front entrance – this will replace the present amphitheater seating structure.
 - 1. Architectural plans:** Kelly DeJong, an ongoing Kids Castle volunteer who is also an Architect will be designing the new seating so that it is ADA compliant and accommodating for the community. Ms. DeJong has committee to having a design for review by the Township before our next Kids Castle meeting.
 - 2. Castle closure:** The front entrance to the playground will be closed during the construction. If this construction area can be sectioned off for the safety of the community, then a temporary accessible entrance could be created on the Brick Walkway fence line so that the playground could remain open. Details of these options during construction still need to be determined.
 - 3. Timeline:** The targeted goal is to have the construction finished with the newly created space ready to receive the new play equipment so that it is installed and useable within the summer of 2015. There are many factors that can extend this timeline beyond the targeted date.

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- **Sponsorship Folder:** Mr. Salvati previously emailed copies of the work completed on the proposed Kids Castle sponsorship folder, the inserts and a proposed tri-fold brochure to the committee members for their input. A general discussion of all the pieces occurred during the meeting and the overall feedback was positive. Mr. Salvati said that more work is needed on the text and requested emailed input if there are any suggested edits.
 1. **Printing – Folder:** During the January 2015 meeting, a run of 250 was voting on an approved for the folders themselves, but the quantity was discussed again at this meeting. It was decided to get estimates for a run of 50. Mr. Biedermann will forward contact info of a printer he uses to Mr. Salvati. Ms. Sweeny and Ms. Lyons also offered contact info for another printer. Mr. Salvati will get additional quotes from these printers.
 2. **Printing – Inserts:** Ms. Mason suggested having the inserts printed on the Township copier with nice paper stock to help keep down the overall cost. All agreed.
 3. **Printing – Tri-fold:** A run of approximately one to two-thousand was discussed. It was agreed that a printer should be used to produce these pieces. Mr. Salvati will get quotes.
- **Advisor Report:** Mr. Biedermann provided an update on the following three projects that he has been working on.
 1. **Tot Structure sponsorship:** Mr. Biedermann previous identified an executive at his work place that he will approach for the thirty-five thousand dollar sponsorship of the Tot Structure. He feels confident that a sponsorship can be acquired, but that the donor may want to apply the money to another play piece or present other options to us. Mr. Biedermann will request the sponsorship at an annual company party this upcoming weekend of February 28 and will have a status report this week. Everyone wished him well.
 2. **Prospect Research Service:** Mr. Biedermann previously identified a service that his company will provide at no cost to Kids Castle. This service assesses our database of donors to determine their capacity to give, based on certain markers. This topic was brought up among the list of agenda items, but no discussion occurred.
 3. **Monthly Giving Program:** Over the years, the committee has discussed a preauthorized perpetual monthly giving program. These are pledges for which the donor has authorized Kids Castle to automatically collect at a specific amount each month.

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- a) Mr. Biedermann said that his company can now provide the automated billing and collection software side of this service so that donors can sign up for it through our Save Kids Castle website.
 - b) He also provided a written overview about marketing the Program, some projections of potential revenue, examples of value added giveaways that the donor might receive for joining the Monthly Giving Program and other helpful information. There was a positive discussion and the committee recognized that further development needs to occur on the marketing and giveaway side of this Program and its infrastructure.
 - c) **Next Steps:** Mr. Biedermann said that he will get the software side of the Program up and running in two weeks so that the Save Kids Castle website can connect to it. Mr. Salvati said that prior to an approved marketing plan, we can add the Monthly Giving Program on the website as one of the 'Donate Your Way' options, once the giveaway part of the Program is determined.
- **Advisor Update:** Mr. Harrigan said that he will look into other potential grant sources for Kids Castle and report back to the committee. Ms. Lyons suggested that when he also looks into potential sponsors of play pieces, that he target within his own network of contacts to help extend our reach into the community and so there is no overlap with other committee members. Mr. Salvati said that he is available to help him in any way he can.
 - **Adjournment:** On a motion made by Mr. Biedermann and seconded by Mr. Harrigan, the committee adjourned at 1:45 p.m.

Minutes respectfully submitted by Joe Salvati