Reading Recreation Commission
7:00PM
Reading School District Administration Building

Minutes of the September 11, 2012 Meeting

The Reading Recreation Commission was called to order on Tuesday, September 11, 2012, at 7:00PM by Eddie Moran.

The Board performed a Roll Call of members and then the Pledge of the Allegiance.
There were 9 of 10 Board Members present and they included: Carl Geffken, Marcia Goodman-Hinnershitz, Eddie Moran, John Santoro, Otis Smith and Marisol Torres. Donald Taddei, Jr., was absent. Staff in attendance: Daphne Klahr, Executive Director and Rebecca Swoyer, Business Manager (acting secretary). Francis Acosta entered the meeting at 7:15PM. Robert Heebner, Jr., & James Washington entered the meeting at 7:30PM.

Minutes
Minutes were reviewed.
John Santoro made a motion to approve the minutes of August 14, 2012 meeting. The motion was seconded by Carl Geffken. The motion was approved unanimously.

Old Business

A. **Board Training**

The first board training will be held Thursday, October 11, 2012. It will be three hour training with a break and food provided. The time will be either 5:30PM or 6:00PM till 8:30PM or 9:00PM. The training will inform the Board the proper manner for conducting the commission meetings. It will provide a refresher course on following By-Laws and gives the Board members a chance to ask questions. The second meeting will be held Thursday, October 18, 2012.

B. **Logo**

Daphne met with Berks Digital and finalized the Reading Recreation Commission Logo. Six examples were presented and reviewed. The overwhelming favorite was logo number four. Carl Geffken made a motion to accept logo number four. The motion was seconded by Eddie Moran. The motion was unanimously approved. A discussion followed regarding the logo policy and controlling the use of it. Daphne will make contact with Bret Fegley, legal representative from Hartman Shurr, to determine the next step. The Board wants to make sure the logo is owned by the Reading Recreation Commission. Daphne will speak with him about trademarking the logo. There was also a discussion on how the logo should be presented to the public. A suggestion was made to have Dave Mekeel, The Reading Eagle, write an article introducing the logo. An idea was to make a banner and hang it at the Halloween Hayride which is being held at Schlegel Playground on Friday, October 19, 2012 and Saturday, October 20, 2012.

Executive Director's Report
Daphne gave a verbal report this month
Highlights:

The Lantern Parade held Thursday, August 16, 2012 was a success and a feel good event. It received great publicity from The Reading Eagle. Many seemed very happy to have it back! Marcia Goodman-Hinnershitz discussed potential from the Blue Mountain Racing Club to combine the hill climb event and a city park festival. Marisol had many ideas to incorporate. Francis Acosta entered the meeting at 7:15PM. Daphne reviewed with him what he missed regarding the Board training and logo approval.

The Alvernia Freshman Cleanup Project that took place on August 22, 2012 and August 24, 2012 was a huge success. Pavilion roofs were repaired, doors were painted, weeding and gardening was completed, lines were painted on the basketball courts, trash was removed as well as various other tasks. The parks look soo much better! Steve Tablone, City's Playground Maintenance Supervisor, fixed the tire swing and hung a new tire at EJ Dives. There were tweets from the Alvernia students stating how wonderful it was to be a part of this. Daphne received calls from College Professors wanting to volunteer at 3rd and Spring and many students want to come back and volunteer more. Alvernia's hockey team offered to pick up trash at 3rd and Spruce. This project was a great success!

Met with the America Tutoring Service who is affiliated with the Reading School District. This tutoring service is targeted to the school districts that did not meet their benchmarks. Children must be receiving the free or reduced fee lunch assistance. The tutoring service reached out to the Recreation Commission because the school district is funding this service. However, the school district will not allow them to use their facilities. The Recreation Commission offered for the tutoring service to use four of our locations (3rd and Spruce, 11th and Pike, Keiffer & Pendora). This service will start in November and be held through March. It will be held two or three days a week for two hours a day. The Recreation Commission will receive 6% of the total billed to the Reading School District for the use of our locations.

3rd and Spruce and 11th and Pike recreation centers are open as of Monday, September 10, 2012. 3rd & Spruce recreation center looks amazing. Everything was painted, the floors were stripped and waxed and new carpet was laid in the computer room. An invitation was extended to all the Board members to stop down and check out the renovations.

Daphne attended a Mayoral conference with Mayor McMahon and Frank Denbowski which discussed the importance of after school programs.

The Reading Recreation Commission will be holding a Fall Festival on Friday, October 19, 2012 & Saturday, October 20, 2012 from 6:00PM – 10:00PM at Schlegel Park. There will be a traditional hayride with s'mores by the campfire for $3.00; fall crafts, face painting and assorted games (bean bag toss and duck pond) will be held in the field house for $1.00. There will be a Fall scenery on display in the field house for picture taking. Light refreshments will be for sale. The Recreation staff will be volunteering as well as 22 volunteers (split between the nights) from the Alvernia Baseball team! Over 9,000 flyers will be distributed throughout the Reading Elementary Schools.

Discussion followed regarding advertising. Eddie Moran stated there is a free community calendar. Robert Heeber, Jr. and James Washington stated that they can distribute flyers through the school district. Marisol Torres advised to call the Mayor's office and they can post information of the City Light Board.

James Washington and Robert Heebner, Jr. entered the meeting at 7:30PM.

The Recreation Commission received an offer from a resident to donate land which is across from Northmont playground. Otis Smith had concern about the land stating it would need to be zoned and not open space that could be given away to anyone. Daphne and Matt had a discussion regarding the land. Matt's suggestion was to plant grass and make it a soccer field. Marcia Goodman-Hinnershitz suggested that the information be sent to the Mayor's office. Francis Acosta could then include it as part of the agenda at the Public Works meeting. John Santoro stated he felt the commission was jumping ahead and really didn't have any information on the land or the person wanting to donate it. James Washington stated he felt that there was no point in the Recreation Commission getting involved at this point. Northmont playground belongs to the City of Reading. The suggestion was for Daphne to e-mail Community Development telling them to present it to the City of Reading.

The retirement paperwork was finalized. Todd Graham met with all eligible employees interested. Everything has been established and will start with the September 28, 2012 paycheck. Robert Heeber, Jr. made a motion to accept the Executive Director's report. The motion was seconded by Marisol Torres. The motion was approved unanimously.

Subcommittee Reports

C. **Finance** – Carl Geffken reported that the finance subcommittee has not met. He referenced the company snap shot report and the year to date profit and loss budget. To date we achieved 97% of our revenue. The budget still reflects many negative numbers. We should be about 66% of expenditures. However, if you look at specific numbers we are doing well. He stated to make note that DCNR line item#3.5110 is still negative $65,000.00. Once this money is received it will put us over target. Daphne stated we still do not have her employment agreement which was submitted over 2 months ago. DCNR has the $65,000.00 check ready. However, because the city applied for the grant they are listed as the guarantee and have to sign off. Otis Smith pointed out that when the commission went into the Executive Session that it this was addressed and Tayna Butler was going to take care of everything. Daphne stated that she gave Francis Acosta all the information. At the beginning of this meeting Marisol Torres gave Daphne the documents that legal provided. The board asked to make a special notation *that what is missing is what Daphne provided to the city over 2 month ago*. The job description was already given. It is the employment agreement describing the content of the contract that is missing. Condition of employment and job description will be in one package. This should be given at next month's meeting. Carl spoke about the maintenance position that is pending. Looking over net income to current performance the 1st recreation year has been successful. He stated the financial condition will only approve. Based on that information Carl made his recommendation that the maintenance position be added and the person be hired. Daphne stated that the person is John O'Mara. John is taking the extra steps and putting in the time. He is working weekends and works well with the Public Works Department. Marcia added that she has taken notice that the park conditions are improving and it is very important for the public to see that.

Marcia Goodman-Hinnershitz made a comment that she felt the commission should get rid of the treasurer's report and Carl would present it.

James Washington stated that the Reading School District has placed 3rd quarter funds.

Tennis fund raising was discussed. Tennis fund raising was given a goal of $25,000. Fromuth said they would guarantee $75,000.00 but tennis would have to fundraise the remaining $25,000. The board questioned what fundraising was done. Matt and Larry were unsure what they could do without having the 501C3. Marisol Torres asked if the program runs all year round. The program does run year round going into schools in the gym as part of psychical education. It was questioned if Larry submits a report to Matt? Larry only works part-time but is paid full-time. Larry's salary was discussed. It was approved by the City and driven by Fromuth. Going into next year Daphne can ask Larry and have more authority. What is our expectation for next year? Susan at Lancaster Recreation has employees generate revenue to report their salary. You are looking to generate revenue to fund yourself! Daphne asked Matt and Heather to report events that will generate revenue and coordinate their efforts. Carl stated that fundraising is a broader subject and hopefully will be discussed in the board training. He suggested fundraising become an agenda item under new business. Carl asked for the finance report to be approved. John Santoro made a motion to approve the finance report. Francis Acosta seconded the motion. The motion was approved unanimously.

Recommendation was made to hire the maintenance position. Finance made a motion to hire the maintenance position through the end of the year (Sept. 30th – Dec. 31st) and then full time next year. Eddie Moran made the motion to approve this position. Francis Acosta seconded the motion. Otis Smith stated he is not comfortable hiring for this position at this time. It was suggested that he stay as a hired seasonal worker Sept. – Dec. and continue at his current rate of $11.00 an hour till the end of the year. The Board can then revisit the maintenance position at the end of the year. The motion was approved, no opposed.

D. **Personnel** – Eddie Moran stated he has no report. He was not aware he was a part of this committee. This committee was charged with working on the employee handbook. He stated he will pull everyone together and work on the handbook. There was an issue with his e-mail. He asked everyone to e-mail him at EMoran@gatewayhealthplan.com. Daphne stated that Larry Thren, Human Resource Expert, offered his experience for free to assist with the handbook. Daphne will have Larry get in contact with Eddie. No motion needed since there was no report.

E. **Facilities/Programs** – John Santoro stated he has no report. He sent out e-mails and got responses but it was too late. He feels there are too many playgrounds and they need to be broken down further into quadrants. We need to work from the center out and determine what playground will generate the most revenue and be most beneficial to address as far as upkeep. He feels each quadrant should do fundraising, reaching out to businesses that live in that area. John scheduled the first facilities/program subcommittee meeting for Tuesday, October 2, 2012 at 7:00PM at 3rd and Spruce. Eddie Moran asked for a copy of the regions. Daphne will e-mail it to Jim and Eddie. Francis stated his concern is that all this money will be spent and if the upkeep is not done the parks will go back to the same conditions. Marisol Torres made a motion which was seconded by Carl Geffken. The motion was approved unanimously.

New Business

Marcia Goodman-Hinnershitz stated that she felt the Treasurer's report should be done before Finance report. She would like to incorporate an income and expense report. She will use this report during her Treasurer's report. She made a motion to dispense the Treasurer's report till next month. John seconded the motion. The motion was approved unanimously.

Otis Smith had ideas on fundraising and getting community association back in the parks. He suggested power cards and reaching out to Temple and Muhlenberg and sharing the cost. They could be sold for $10.00 and good for one year. He said a little table could be displayed at the Latin Festival and the Recreation Commission could sell the power cards. He also discussed parades and having a banner with the commission logo at the parades. The children can throw candy. It would be an excellent opportunity to get out in the community. He also discussed paint your town or playground programs which Glidden paint sponsors. Otis stated that he is going to talk to the principal of Glenside school and offer suggestions.

Daphne stated that we need to be careful of losing our focus. She just coordinated three cleanups in one week and it was massive. The parades, power cards are a great idea! Marcia stated that we should rally the troops and make our presence at the holiday parade. Definitely have the banner for the holiday parade. Otis stated that the banner will be less than $200.00.

Marcia Goodman-Hinnershitz stated that she did have a piece of new business. Rick Rock from Blue Mountain wants to make a donation to the Reading Recreation Commission. He would like to be made visible to the public. John Santoro stated that it could be given at the City Council meeting which is televised and picked up by the paper. The comment was made that we should get a big eraseable check board with our logo for when donations are made. Daphne stated that she will get prices for that. We have our logo template already. We would just need to get it matted on a foam board.

Daphne would like to do a youth scholarship fund and target car dealerships for fundraising. That money would go into a fund and then give out to the youth for a scholarship. It was stated that most organizations only ask for the 501C3 so they can use it as a deduction at the end of the year.

Adjournment

There being no further business to be brought before the Board the meeting was adjourned at 9:15PM.

Respectfully submitted,

Rebecca Swoyer

Acting Secretary

Upcoming meetings: Facilities/Program Subcommittee – October 2, 2012 at the 3rd and Spruce Recreation Center; Reading Recreation Commission – October 9, 2012 at the 3rd and Spruce Recreation Center; Board Training – October 11, 2012 or October 18, 2012, TBD.