



**Business Meeting
MINUTES
Wednesday, January 13, 2016
Business Meeting, 7:30 p.m. – 8:30 p.m. at Bean Road Nursery**

1. Agenda preview

2. Review meeting minutes of November 11, 2015. Meeting minutes were approved as written.

3. 2016 Budget – Barb McMonagle provided overview of the end of year financials and going into 2016.

4. Executive Committee – Kim

- Kim thanked Rob and Wini Hayes for hosting the annual FOW Potluck, Jim Phelan and his wife for hosting FOW Trail Exploration Walk and snacks, and Michelle Greenawalt for all of her hard work in 2015.
- Annual goals for 2016 - The group reviewed the goals and discussed the various standing committees. We discussed further defining goals to make a bit more measureable. Reviewed the standing committees for 2016 and we made some updates based on recommendations from FOW members. We are adding a sub-committee to review township property: Rob Hayes, Greg Gogates, Michelle. Greg Gogates was also added to the land preservation and trails project. There was a motion to approve, a second, and the motion passed on FOW Goals for 2016.
- A review and comments were made on the Friends of Worcester's (FOW) 5 year strategic plan draft, dated 11/11/15. There were a few minor edits with an updated Vision and Mission Statement. There was a motion to approve, a second, and the motion passed on FOW 5 year strategic plan.
- Review of meeting with new Township Manager and Township Parks and Recreation Director-We were pleased to engage with the new Township Manager and the Parks and Recreation Director and discuss things such as a possible Worcester Day to further engage with the community. This day can also benefit other partners in our community for their outreach efforts, as well as FOW's. We look forward to such an event happening.

5. Current Issues

- Printing and Mailing Vendor – Review and discuss all bids and next steps. Bulk mail permit will come up for review in February. Executive Board Members have been presented the quotes will accept the most fiscally responsible quote. All bids were reviewed and it has been decided by the Board to try a new vendor for these services to take all 3 yearly jobs from the beginning to the end.
- Center Point Plan – Friends of Worcester's position. We will get an updated presentation from one of our members on the current plan at February's meeting. The "vision" plan was adopted/accepted by the Worcester Board of Supervisors. However, the plan needs some revisions at this point, based on what Friends of Worcester has seen of the current draft. We would prefer the less dense plans that have been presented vs. the higher density plans.
- Business Sponsorship Program-Stuart provided an updated business sponsorship program. The biggest challenge right now is the advertising piece and the pricing. The "vision" of the plan has been approved, with a few modifications to be made. Overall, it is a great way to partner with our current and future business sponsors and advertisers.

6. Education & Outreach – Wini Hayes

- Trail Map – the group discussed the trail map that Jim sent out along with the investigational trail walk that happened in early December. Fun was had by all on the investigational trail walk. The current challenge is getting some of these trails linked together, so they go further to connect to our neighboring trails in Skippack and even with in Worcester. Several of our members are working to advance this initiative via different avenues with local and county government officials.
- Arbor Day and Arbor Day Bag Sponsors – will be in April, but bag sponsors need to start being decided. Logos and all. Michelle provided an update that we need to start deciding and obtaining bag sponsors. She also explained that there are updated/stricter state volunteer policies in place for all schools, including the Methacton School District. The forms and requirements can be found on the Methacton School District website for anyone who wishes to participate with the event.
- Newsletter Ideas – *added to Agenda.*

Ideas for newsletter: Statistics on open space value, both the FOW and WARG postcards were of tremendous value in receiving open space support and feedback from residents-as in emails we all received, What Has Changed over the **20 years** in FOW's History, What Issues FOW rallied around (ALL of THEM) Enhanced Tax Initiatives, ROI on Open Space, over the past 20 years.

7. Worcester Land Preservation Fund – Wini Hayes – No current updates.

8. Social Media Updates – Lisa Kantrowitz (absent due to illness)

9. Township Reports – Rob Hayes

The Board of Supervisors are going to be having both the work session and the general meetings on the same nights. The work Session will start at 6:00 p.m. on the 3rd Wednesday of the month and the general meeting will start after that at 7:30 p.m. the 3rd Wednesday of the month.

10. Open floor – (New Business) – Stuart mentioned re-doing a logo, an updated logo, with “Est. 1996”image. Michelle to provide current image logo to Stuart. Stuart will circulate the some drafts for review to the group.

Future Meetings and Events:

February 10th at 7:30 p.m.

March 9th at 7:30 p.m.

April 13th at 7:30 p.m.

May 11th at 7:30 p.m.

June 4th – Farmers' Union Horse Show