

WARRINGTON TOWNSHIP OPEN SPACE TASK FORCE MEETING MINUTES

June 10, 2015

7:30 pm

Attendance:

Name	Board/Committee
Ruth Schemm	Open Space – Parks & Rec
Kathy Newcomb	Open Space – Historic Commission
Fran McKee	Open Space
Sharon Kaszan	Bike and Hike
Ivy Ross	Open Space - EAC
Shirley Yannich	Board of Supervisors
Roy Rieder	Director of Planning

1. **Call to Order:** 7:42 PM

2. **Pledge of Allegiance**

3. **Public Comment**

a. There was no public comment.

4. **New Business:** Randy Levine was in attendance to speak to the group about Social Media. He has worked with both Profit and Non-Profit organizations. Social Media is a new frontier with information being assessable at any time replacing the traditional ways of getting information. ie., Newspapers or hardcopies

a. **Some Social Media Vocabulary** – Profile/Page/Handle, Followers/Friends, #Twitter, Brand Advocates (people talking about your brand-working without pay to get your message out), MEME program that will allow the user to write captions on pictures and post with their followers/friends

Traditional methods – Monarchy (work from the top down). Newspaper control what information is shared with limited options to allow feedback.

Social Media – Democracy – anyone can comment or provide feedback. Results are immediate and direct.

Benefits of Social Media – Content creation is open to all. With Social Media anyone could comment on this information at any time of the day forward it...etc. You can opt in or opt out. There is the power of brevity.

Dark side of Social Media – Negativity goes both ways.

Best Practices – Should have Smart Goals: Specific, Measurable, attainable, Realistic, Time Bound. Think about the content you put out there. Be brief/be clear – should be visually oriented.

How you communicate needs to be the right choice for the organization.

Ruth commented that social media would allow us to reach people that have been unreachable. (use Brand Advocates to share content). Township has Facebook Page. Shirley stated that Adel and Nick post to the township's Website and Facebook Page. Tim is working on getting the Webpage updated.

Ivy said the EAC would like to have a link from the Township's Webpage to their Facebook page. Shirley said that many people say they don't know, but everything they asked about was on the Web. Sharon said that Bike & Hike has a Facebook page, but the person who set it up is gone now. They need to get admin rights.

Ivy and Shirley mentioned that all Committees should make a 10 minute video that could be shown at Warrington Day or played on the TV in the Township Foyer that would describe what each Committee does and how it affects the residents.

Some ideas were to offer kids during their summer break a Contest to make a short video of themselves and friends enjoying some of the open space, trails or community parks.

Shirley said that Kristen Jones and Jackie Miller were revamping the township's website. They were modeling it after the Horsham Township Website.

Ruth motioned to engage the Supervisors to provide resources to make the Website more assessable. It should be consistent with all committees. Ivy second – Passed 4-0. Ruth will type up a report and sent to Tim. Possibly attend a BOS meeting and submit during Public Comment.

5. **Minutes** – Minutes of May 13tg were approved without comments.

6. **Old Business**

- a. **Comprehensive Plan:** Ruth advised that Park & Rec was on the Agenda at the last BOS meeting. They asked to have Ann Toole, CPRP of Toole Recreation Planning prepare Township Park and Recreation Plan. Peter Williamson from Natural Lands Trust recommended the Toole. The Township Park and Rec plan has not been updated since 1992. There is some concern that fees and other requirements are not up to date. The BOS voted to approve the expert Ann Tolle, Planning Consultants. 1 year to produce the plan. \$59,995 paid through Open Space money received from developers.
- b. **Trail Update Questionnaire** – need to tally up the feedback received. The responses were received from a biased group. People are interested. Many people hike and exercise. Few knew about John Paul Park. Perception of Trail System was good or excellent. All but 1 would use the trails. Ruth to ask permission to send out to broader group of people – send to Tim.

c. **Update on Properties/Meetings and Grants**

Tim and Peter talked to Art Haynes. Considering possible scenarios.

Subdivide – buy a small portion “fee simple”

Possible leasing an area

Appraisal due back soon. Property is located in the Flood Plain. It is undevelopable which may drive the price down.

Meridian – Suggestions: 5 year lease to install trail and fence to be sure the township lives up to the township’s bargain. If it works, they could make it permanent. Need to determine the value of a 5 year lease considering costs to install the trail and fence.

Quarry – Steve Harris. Setting up a meeting. Expect favorable reaction from quarry. The quarry prefers the east side of Lower State & Pickertown Roads to the ball field.

Geerlings – revised to preserve more space. Increase from last submission. Developer meeting with local groups. Possible formal meeting scheduled July 21st at 6:30. Shirley said there will be public notice of zoning change from RA2.

Grants

- a. Carrol Engineers to consider Growing Greener Grant. Stream between Pinto & Palamino Farms. Ivy said the Palamino basin needs more work.

7. **Other Business:**

- a. **Link Article** – Due by July 10th.
- b. **Target – Nation Night Out** – asked the township to have committees set up booths to provide information to the community.
- c. **Twin Oaks – Kids in the Wild** –Sharon found a link from Briar Bush in Abington which has a natural play area for Task Force Members to tour. Ruth will contact facility and talk to Mark Fallon to get dates and information.

8. **Adjournment** – the meeting adjourned at 9:10 p.m.

9. Next Meeting: July 8th, 2015 at 7:30pm.