



WILLISTOWN TOWNSHIP PARKS AND RECREATION

MINUTES 9-19-2023 7:00 PM

MEETING LOCATION: COXE MEMORIAL CAMPUS, 688 SUGARTOWN ROAD, MALVERN, PA 19355

Members present: Brad DeHart (via Zoom), Bob Kacergis, Bill Unrath, Bernadette Downey

Also present: Shanna Lodge, Township Manager

Staff Liaison: Jenifer Jacobs, Assistant to the Township Manager

Administration

New Business

- May 16, 2023 Minutes for Approval: Bernadette motioned to approve as submitted; Bob seconded. All in favor.
- Parks and Rec Board Liaison – Shanna announced Jennifer Jacobs has taken over the Parks and Rec events and programming for 2023 and will move into an outreach and programming role in the Township later this year. She will be the staff liaison to the Parks and Rec Board. A new position will be hired in 2024 to handle the land management and land conservation portion of the Parks and Recreation Director role.
- Announcement: Brad announced Denise is resigning from the Board after many years of service. Jennifer will promote the vacancies on social media and an email blast.

Old Business: None

Planning

Old Business

- Open Space Review Board – Bob commented that the Parks and Rec Board has walked several properties and will be walking one more later this week. The biggest challenge facing the OSRB and BOS is deciding where to allocate limited funds while keeping in mind there may be more properties in the future. The Board went into Executive Session to discuss real estate matters.

New Business: None

Program Management

Old Business

2023 Event Calendar & Programming Recap

- Jennifer commented that the events went well. There were a few hiccups regarding the fires in late June causing one event to be moved. The summer events when school is out are the best-attended events. The Board may want to consider moving the September event or trying another type of event.
- Summer Camp– The eight weeks of camp were sold out and ran well through Jump Start Sports. The Township plans to continue the partnership next year.
- Go WilMa – Jennifer thanked both Paoli and Malvern Library for all their help in running Go WilMa. There were 312 participants which is higher than in the past few pandemic years but not as high as pre-pandemic. Jennifer

reported there were no issues with the stations or station hosts and felt like the program ran smoothly this year. She will look at ways to better market the program in the schools.

New Business:

- Bernadette commented she would love to see fall events like informational walks and hikes led by Historic Sugartown, and Willistown Conservation Trust on topics such as area history and birding. Brad commented that the walks are easy to pull off and it's nice to offer adult programming.

Park Management

Old Business

- Signage – Brad announced Mary designed and ordered “Dogs must be leashed” signs for Okehocking. Currently, there are signs at the two parking lots. The signs are in and public works needs input on where to place them. Brad and Jennifer will work with public works on placement. Bernadette commented boulders or signage needs to be placed along Delchester Road now that overflow parking allowed during the pandemic is over. Jennifer will discuss this with Bill Hagan, the Public Works Director.

New Business: None

Communications

New Business

- Memo Boards – Jennifer reported in 2024 she'd like to give the memo boards a refresh – new paint, new cork backing, and streamline the keys and combo lock system in place. She will start a quarterly “campaign” of seasonal information to be placed in the memo boards by the park stewards. Bernadette suggested doing an inventory of the memo boards and then reassigning the park stewards since the Board is gaining a new member. She'd also like to see a memo board installed at Duffryn Trail since it's a very popular community trail between Willistown and Malvern. She also suggested using QR codes in the messaging so trail users could get more information on Willistown, trails, etc. Brad also commented he would like to continue the park steward assignments because it's an additional way to have eyes and ears in the parks and preserves.
- Newsletters - Breaking Good News – Jennifer will continue Mary's e-newsletter with over 2,000 subscribers. The paper version of the WillisTowne Crier is back and will include 3 issues: Spring, Summer, and Fall, and is mailed to every parcel in the Township.
- Greentree Park signage replacement was approved and should be updated in the next few weeks.

Old Business:

- The Comprehensive Plan was formally adopted by the Board of Supervisors at their 6/19/23 BOS meeting. Interested residents can [download a copy for free](#) and hard copies will be available for purchase soon.

Public Comment: None

Adjournment: Bob motioned; Bernadette seconded; all in favor.

Next Meeting: The third Tuesday of the month at 7 PM at the Coxe Memorial Campus, 688 Sugartown Road, Malvern. Please enter through the back door. All meetings are open to the public.