

Minutes of Friends of Matthias Baldwin Park Meeting: 4/6/2017 7:00 – 7:55 PM at the Tivoli Community Room

Attendees: Stan Ordo, Jan Roberts, Joan Markoe, Bob Strunk, Dorothy Gray, Sandra Owens, Frank Feingold, Joe Walsh, Jim Fennell, and Grace Hanrahan.

Because of another appointment, Jim Fennell moderated the start of the meeting. Sandy Owens moderated the second half.

Calendar of Events:

Philadelphia Spring Cleanup: Saturday April 8th. In addition to the park, we will clean-up the park's perimeter.

Next Meeting: Thursday May 4th, 2017

Park Cleanup: Saturday May 13th, 2017 (Love Your Park Day)

Jim Fennell announced the breaking news that Baldwin Park had been selected for "Parks on Tap" from Thursday June 7th through Sunday June 11th. The food and bar trucks will be set up on the 18th Street side of the park. (Note: This was "unofficial" at the time of the meeting but has since been publicly announced.) Baldwin Park will receive funds from the event. Last year, Aviator Park received about \$4,000 from the event. Here's the link:

https://myphillypark.org/what-we-do/programs/parksontap/?mc_cid=10c9629829&mc_eid=15dddce237

The plan is to have the annual "Picnic in the Park" on Saturday June 10th. Frank Feingold's proposal to have Dooley's group play at the picnic was approved.

Minutes of the 3/2/2017 meeting were approved.

Doggie Bag Dispenser:

Jan Roberts has ordered one Doggie Bag Dispenser with 400 pull-type bags. The cost is \$218 and is scheduled to arrive April 11th. Parks and Recreation will help with the installation. Note: Although we had approved purchase of two dispensers at the previous meeting, at a subsequent discussion at a clean-up, it was decided to start with one as a trial.

Reports:

Sandy Owens attended the March 22nd Parks Network Meeting. Parks and Recreation emphasized the importance of registering for a permit for public events.

Joan Markoe reported that we currently have \$6,174.94 in the bank account. We have started receiving annual donations from supporters.

Sandie Owens reported on the 2/4/17 Parks Friends Network Meeting's Communications Session which focused on three parks: Vernon (Germantown), Kahn (Center City) and Powers Park (Part Richmond) and their methods of communicating with the public.

Vernon Park has a professionally printed Annual Report like a business financial report which they provide to their main supporters. They also send out Holiday Cards at Christmas to thank their members and to ask for donations.

The Kahn Park produces a quarterly printed newsletter, KahnVersations, which is sent via snail mail to supporters.

Powers Park utilizes Facebook, email, and church bulletins to inform the public. They also have established a good relationship with police.

Other suggestions included: publicizing the park with photographs; keeping minutes of meetings; acknowledging donors in newsletters/minutes; having annual public meetings; setting up a Facebook page; monthly treasury report; and placing brochures/postcards about the joining the group in local businesses or at park events.

Parks & Recreation warned that we be cautious when dealing with the press and suggested referring reporters to Parks & Recreation. We should have no "off the record" conversations.

Joan Markoe suggested that we might consider setting up a box with postcard/brochures about the group in the park to publicize membership.

Other Neighborhood News:

Jan Roberts said that the dog park at 19th & Greene was delayed until May for fencing issues. It is possible that dog owners south of Spring Garden may be able to join at a higher fee. LSNA was meeting to discuss a dog park at 22nd & Vine Streets in front of the old Board of Ed building.

The meeting adjourned at 7:55 PM.

Submitted by Grace Hanrahan