

***Board of Directors***  
***Hershey's Mill Homeowners Association***

**1389 East Boot Road \* West Chester, Pennsylvania 19380 - 5988**

Minutes of Monthly Meeting

January 26, 2012

The Board of Directors met at the Wooldridge office in the shopping center. Attending were Board members Harry Staller, Carolyn Eagan, Bob Greco, Joe Bové and Boyd Mackleer. Also present was managing agent Ed McFalls, and for the first portion of the meeting, East Goshen Township Supervisors Chairperson Senya Isayeff and Prudential Fox Roach Realtor® Kit Anstey. The meeting was called to order at 2:00 by the president, Harry Staller.

Harry thanked Senya and Kit for attending the meeting for the purpose of hearing their thoughts of how to best represent Hershey's Mill in the marketplace. Senya provided many favorable statistics of comparison about East Goshen in Chester County and Chester County in Pennsylvania and the United States. He reported on proactive steps East Goshen is taking to promote business occupancy and success, and improve overall property values in the Township, including the recent formation of a Community Development Commission. He and the other supervisors view Hershey's Mill as a jewel in the Township and hope to help maximize its potential and value.

Kit Anstey then shared some statistics from 2011 that indicate that Hershey's Mill is doing relatively well in the area real estate market place. His research indicated that there were 70 home sales closed at Hershey's Mill out of a total of 298 closings of condo's, flats, townhomes and carriage homes in the WCASD in 2011. If an outside Realtor is inexperienced in selling Hershey's Mill homes, the quarterly assessments can dampen initial interest in Hershey's Mill. The BOD discussed the merits of developing an 'educational flyer' for outside Realtors to list all that is included in the quarterly assessments, and some of the savings enjoyed by HM residents over their surrounding community neighbors. HM is the only gated, country club community in the Chester County market with 24/7 security, and that is a huge attraction to many potential home buyers.

After Senya's and Kit's departure, the BOD discussed the various marketing initiatives underway or presently being considered. There have been only a few very modest costs to date, but there may obviously be more as the Master Association members consider present and future initiatives. Harry Staller and Joe Bové presented the recommendation of the Finance Committee that the Contingent Reserve from 2010 (\$32,082.93 in excess revenue over expense for that period) be reclassified as a Reserve for Marketing Fund that could potentially support MA marketing efforts for 2012 and 2013 to permit the MA members to consider the value of a future line item in the operational budget for marketing. After significant discussion, on motion made and seconded, the BOD voted to endorse the Finance Committee's recommendation for the consideration of the MA membership at its February meeting. The BOD also voted to join the Suburban West Realtors Association as an "affiliate" member to gain access to the broader real estate community and its resources. Harry Staller reviewed on-going consideration of

appointing a marketing group utilizing volunteers from among residents and the broader community with professional expertise to advise the BOD and MA on marketing strategies.

Joe Bové then reviewed the experience of the interviews the full BOD had conducted with the four website development firms during the preceding week. Individual BOD members shared their reactions and opinions of the various presentations and interview meetings. It was the unanimous vote of the BOD to recommend to the MA members contracting with Rhoads Creative because of the firm's extensive experience in developing and supporting websites for communities and developers of 55 and over communities. Joe will make a presentation at next week's MA meeting.

Carolyn Eagan reviewed the discussions conducted earlier that day at the Community Center involving the architect, Tom Daley, owner's rep Norm Ricker and the contractors working on the CC. She updated the BOD on the very positive progress being made on the project. She reviewed a number of changes which had been necessary/desired including the new concrete at the entrance, the removal of the closet near the new ramp, moving the windows in the new billiards/meeting room, new plumbing fixtures in the upper level restrooms, etc. Carolyn will schedule an opportunity for the CC Task Force members, and later the MA members, to take a brief tour of the work in progress.

Joe Bové reported on the minutes from the meeting of the sports group on taking a longer term planning look at our recreation/sports facilities. The group will be invited to the February BOD meeting to discuss ideas that they are considering at this early juncture.

In other business, the Board:

- Reviewed a concept of utilizing reinforced silt fencing to retain soil and the base of walking trails to avoid the erosion and sinking of walkways occurring at a number of culverts over streams and wetlands.
- Reviewed the PUC notice on the Aqua rate increase request
- Heard Ed McFalls report on his efforts to utilize the collective advantage of power use by MA facilities, golf club, sewer plant, shopping center, etc. to negotiate a favorable fixed rate for electricity for the next 12 months
- Reviewed the options for addressing the need for a new water service with backflow prevention at the Wood Shop
- Discussed a number of issues of relevance from CAI's PA Legislative Action Committee (LAC) relating to association oversight in Pennsylvania
- Reviewed the Annual Fund Drive solicitation from the Westtown/East Goshen Police Association and voted to make a donation of \$250 on behalf of the Master Association

The monthly FYI reports were reviewed.  
The meeting adjourned at 5:15 pm.

Respectfully Submitted  
Ed McFalls