

Hershey's Mill Homeowners Association

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DRAFT MINUTES OF THE MONTHLY MEETING OF THE HERSHEY'S MILL HOMEOWNERS ASSOCIATION

February 2, 2012

Attendees: N. McAdams (A), B. Mangos (B), Emily Fonda (C), P. Burt (D), L. Chessock (E), J. Keeley (F), J. McCombs (G), B. Mackleer (I), Dutch VanSchooneveld (J), B. Kelly (M), B. Grace (O), C. Eagan (P), J. Bové (Q), H. Staller (R), Carl O'Fria (S), P. Erickson (T), B. Greco (U), J. Hughes (V), B. Pfister (W), J. Ciasullo (Y), Ted Sikorski (Z) and Ed McFalls.

The President, Harry Staller, called the meeting to order at 3:00 PM.

Harry initially commented on the recent news developments surrounding the discovery of a small quantity of Radium-226 from an antique medical kit in a roll off construction dumpster which had been used in Yardley Village. He thanked Joe Ciasullo for his prompt notification and distribution of a PA DEP prepared flyer on the topic. Joe commented that there was little danger from the Radium unless handled directly. The state's main goal is to insure disposal of any Radium remaining, if any, and to urge anyone who may have been exposed to the Radium to be checked by medical professionals.

The minutes of the January 5, 2012 Meeting were then reviewed and approved as submitted.

Carolyn Eagan then provided a status report on the Community Center: raised floor poured in Paoli Room; new restrooms framed; new concrete pads at main entrance; old plumbing fixtures removed; new plumbing lines and electric lines run; installing R-30 insulation in ceilings; exterior walls being packed out with new insulation in advance of new siding. A wider staircase from the lobby to the main hall is being developed after eliminating the now free standing closet. Our owner's rep, Norm Ricker reports the project is on time and on budget so far. While this is so, Carolyn advised that villages should not start planning meeting dates in the renovated Community Center until late May or early June.

In light of that admonition, Ed McFalls was asked to comment on Primary Election voting on April 24th. Ed has met with reps of Chester County Voter Services who toured the Sullivan House as well as the Hershey's Mill Golf Club as alternatives to the Community Center for voting on the Primary day. The HMGC clubhouse is the preferred location for voting - not just for this Primary Election, but for future elections as well because it affords better parking, is more accessible than either SH or even the renovated CC, provides a single access point for ease of communication from political campaigners and provides ample interior waiting area for two separate lines for the two precincts. After discussion, on motion made and seconded, the MA members voted unanimously to authorize the use of the HMGC clubhouse as the voting place for both HM precincts going forward.

Joe Bové then discussed marketing issues by first reviewing the "Marketing Hershey's Mill" document previously distributed in October and January. HM is in a competitive marketplace, and the document described an initial three pronged approach. A marketing brochure was completed last summer, a DVD video tour of the Mill was distributed to 43 local Realtors in January and the third need is a new website. A recent Inquirer article noted that 89% of home buyers initially search for housing info on the web with

40% indicating that they found the home of their choice on the internet. Joe reported that the BOD had issued an RFP to four website vendors and received proposals from all four ranging in prices from about \$3,500 to \$9,700. The BOD is recommending Rhoads Creative to be the designer/developer of the new HM website. The initial cost of this website will be \$4,800 which the Wooldridge Organization has agreed to fund. In order for the new site to be successful and for the MA to know its successful, we have to employ search engine optimization (SEO) and Google Analytics to ensure that our new website ultimately migrates to the first page of any search engine inquiry through the use of the appropriate keywords, web tags and routine content changes. The MA must commit to at least a year's worth of SEO through Rhoads at a cost of \$350 a month in order to ensure this early success.

MA members raised a series of questions about how HM will be presented on the website, requiring the need to present the diversity of housing types and values, but emphasizing the lifestyle of living at HM. In addition to showing amenities and features of the overall community, there will be links to realty sites to show the homes, hersheysmill.org for info on villages and activities as well as HMGC for info on the golf club. Joe Ciasullo noted that the website was just one more step in what must be an on-going program to promote HM in the real estate marketplace, not just for the benefit of current home sellers, but all residents who will ultimately have to sell their homes.

Joe Bové continued that there are in fact other facets to an on-going program that must be developed. We will also have to consider ways to provide potential home buyers with the opportunity to actually gain access and see HM for themselves under some controlled, organized plan for "open houses." Toward that end, the BOD is recommending the formation of a "Marketing Advisory Group" to initially include Jack Keeley, Barb Mangos, Lynne Carter and Joe Bové from HM, and Senya Isayeff from the East Goshen Township Board of Supervisors. In order to provide a source for funding of these initial efforts without any additional assessment of residents, the HM Finance Committee has recommended the reclassification of the contingent reserve from 2010 (\$32,082.93) as a Reserve for Marketing Fund. Harry Staller emphasized that such an effort was just as important a responsibility of the Master Association as maintaining Sullivan House, the Community Center, Pool, the Security Department and all the other features of HM. On motion made and seconded, the MA members voted unanimously to authorize the Reserve for Marketing Fund and the engagement of Rhoads Creative to develop the new HM website.

Ed McFalls reported on a number of issues of interest to community associations in Pennsylvania through his involvement in the Community Association Institute's PA Legislative Action Committee (CAI PA LAC). A two year study by a State Joint Committee on planned communities reveals that no agency at any level of government has any handle on the number of community associations or any details about them throughout the Commonwealth. The LAC will be lobbying PA legislators in Harrisburg on April 3rd to increase awareness of community association issues.

Harry Staller then briefly listed and discussed each of the usual monthly FYI reports for the Bus, Finance Committee and the Maintenance Log.

There being no additional business the meeting was adjourned at 4:20 PM.

Respectfully Submitted,
Ed McFalls
Secretary Pro Tem