

Monthly Regular Meeting

Attendance: Steve Threefoot, Walter Borders, Terri Hanson, Beverley Fleming, Toby Ridings, Randy Hoopes and David Claney, John Martin, Pam Politis, Patrick Barry, Pete Compo.

AGENDA

Public Notice – BWVC Regular Meeting

7:30 PM at BWVC

Monday, June 15, 2015

AGENDA

PUBLIC SESSION

Acceptance of March Minutes

REPORTS

Manager's Report (Beverley)

Programming Report

Submissions / Requests (Toby)

PPP Planning

Financial

Monthly usage report (Steven)

Monthly financial report (Steven)

Renewal of AIFSC contract

Building manager contract discussion

Town Meeting Motion – Request for capital allocation funds (Steven)

Building

Build maintenance (Randy)

Roofing and chimney work (Steven)

Programming

ACRA

Building use during ACRA

Friday Programming Schedule

Food serving at the Buzz – Subcommittee Status Report

Communications & Publicity

Communication – Town Meeting Report (Steven)

Discussion – Who owns it?

Old Business

Additional

New Business

Additional

Adjournment

PUBLIC SESSION

Meeting Commenced at 7:35 P. M.

Minutes: BWVC May 2015 Monthly Minutes prepared by Toby Ridings were approved after noting correct spelling of last name Borders.

REPORTS

Managers: (Beverley)

Rentals - . Taking rentals for August through June 2016

Fashion Camp Status - At this date, there has not been any registration activity for our site. Dee communicated that if no one had registered by June 30th, they would have to cancel their plans at the Buzz.

Speaking for the Coffee House Organizers, I continue to have a difficult time with getting bartenders. I have requested in advance certified persons to attend bar, but on a couple times, they have had to back out at the last moment. Things do come up and they are volunteers. I will work from the existing list again for the Fall, but we do need to add more certified bartenders.

The popular opinion is to have BYOB, with us selling non alcoholic beverage, especially since the bar closes at 11 and we do a large part of clean up with volunteers.

The Coffee House continues to be a very popular and well attended event. We do receive frequent renters and renter requests because of the Coffee House.

I have not received as many requests on the website per usual, but on a whole the percentage received on the website and the voice mails on the Buzz phone are about equal. Other requests are word of mouth, and direct contact to me. There has not been a decline in rental interest.

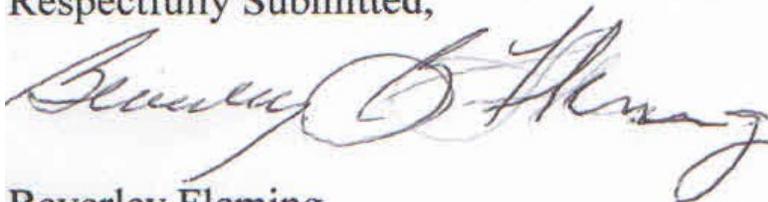
Egalitarian Egalitatian has requested to hold a fund raiser in October for the Gambia Children. They are requested room 1 and 2. They are on a tight budget and have asked to rent for \$300. Proceed of bar are the Buzz'. The proceeds of the event will go to the SOS Children Village of the Gambia. Egali is the Good Will Ambassador the that Orphanage in the Gambia.

Refrigerator in room 4 is gone, taken out by Randy and sent to recycle. The floor where is was for so many years is in need of intense cleaning which I have asked Patrick and David to do before ACRA Camp begins. Set up is Saturday the 20th at

8:30 a.m. There are many volunteers. I will be away but the custodians will assist. During the program I liaison with the Summer Camp Committee per usual. Cabinets in room 2 will be cleaned and stored by Terri and me. Buzz supplies will be placed in Buzz locked storage.

The wooden hutch is ready to take out and we have prepared space where it was for Awakened Heart to store supplies. They have a table as well.

Respectfully Submitted,



Beverley Fleming

Manager's Report Discussion

Scheduling bartenders is difficult because they cancel at the last minute. Recommendation: If they are scheduled and they cancel, they are responsible to find replacement.

Egalitarian Fund Raiser: Beverley will find out if they are nonprofit organization. Block out whole building because of the live music.

ACRA will cover cost of custodial support.

Mail chimp will be used to announce coffee house events.

Keep all alcohol in cupboard till October.

Programming (Toby)**Friday night Programming:****Art on the Town-** (6/5/15)

Featured artist was Elisabeth Bard, photographer, well attended no official count of Visitors. Sales were excellent approx. \$1000.00 in sales, Donations ?

- The receipts submitted for food/drink ?

Currently working on December group show. Will there be a booth fee?

Coffee House – (5/12/15). Great line-up of performances for the final coffee house of the season. Many guests attended. Snack table was light on food donations. Last minute bartender needed to be replaced. Donations ?

On going monthly programming:

Mobility Class – Cecilia Vore, organizer, Tuesdays and Thursdays 2-3 PM. Still going strong. Will continue at Ivy Gables during the 5 week ACRA program.

Art studio at the Buzz – Jeanne Orr, organizer. Monday nights 6:30- 9:00.

Fiber arts – Denise Norheimer, organizer. Third Tuesday's of the month.

Yoga – with Barb McAnany, the mobility teacher, started on May 9th. Average participation from the villages. Good well-rounded class for all levels will continue at the Buzz during ACRA.

Megan King – Group motion. Megan has 6 Ardenites interested in the group motion and 2 musicians. Suggested meeting day Sunday afternoons.

PPP – This year will be the 10th annual Holistic Expo. The committee's help is needed to make this the most successful holistic market place yet. Volunteers are needed for pre-planning. Meetings will begin in April to include brainstorming for fresh ideas and advertising.

Met with Randy on 5/27/15 – discussed wholistic living guide demise, website enhancement, ACRA participation, Tents, signage. Met with Dave Jones 6/11/15 about mail chimp. Emailed Walter about mail chimp news letter and website contact information not working.

Currently about half of the expo is filled with paid vendors. ACRA will manage the coffee booth again this year.

Preparing ad for Living well magazine and article.

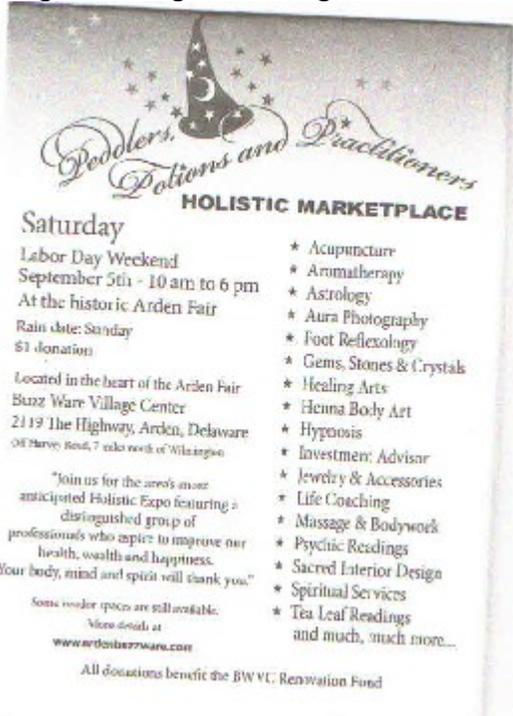
Painters estimate**Programming Discussion:**

Artists fee for show? Do they promote their shows independently or pool their money? They can organize how they want to do that. Toby will research this.

Music dance group motion event. This event has been approved for a trial run. Megan needs to work out details of Sunday afternoon and the frequency (weekly or monthly). No set up required, just room cleared out.

PPP: Mail chimp needs to be tested. It is not consistent.

Living Well magazine charges \$360 for a quarter page advertisement.



Need to record all signatures of those requesting mail chimp email advertisement.

Financial Report (Steven)
Renovation Fund Report:

8:57 PM
06/13/15
Accrual Basis

Village of Arden *RENOVATION FUND*

Profit & Loss Prev Year Comparison
April through May 2015

Buzzware Renovation Fund

	Apr - May 15	Apr - May 14	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 - Donations	250.00	139.00	111.00	79.86%
4400 - Rentals	0.00	2,205.00	-2,205.00	-100.0%
Total Income	250.00	2,344.00	-2,094.00	-89.33%
Net Ordinary Income	250.00	2,344.00	-2,094.00	-89.33%
Net Income	250.00	2,344.00	-2,094.00	-89.33%

8:56 PM
06/13/15
Accrual Basis

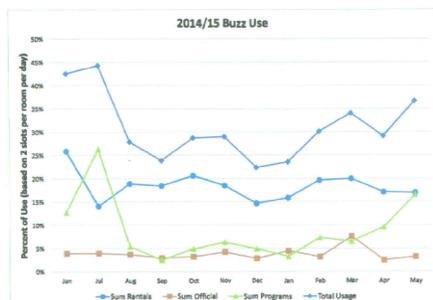
Village of Arden *OPERATING*
Profit & Loss Prev Year Comparison
April through May 2015

Buzzware Operations

	Apr - May 15	Apr - May 14	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · Donations	2,738.25	0.00	2,738.25	100.0%
4100 · Program Revenue	803.48	0.00	803.48	100.0%
4400 · Rentals	5,058.50	3,990.00	1,068.50	26.78%
Total Income	8,400.23	3,980.00	4,420.23	110.53%
Expense				
6000 · Payroll	2,562.00	2,433.00	129.00	5.3%
6010 · Payroll Taxes	249.80	246.94	2.86	1.16%
6310 · Janitorial Supplies	74.56	33.25	41.31	124.24%
6900 · Audit,Bkping,PR Expenses	0.00	16.00	-16.00	-100.0%
6920 · Professional Fees - Other	650.00	650.00	0.00	0.0%
7020 · Telephone	0.00	190.57	-190.57	-100.0%
7030 · Electricity	132.17	76.60	55.57	72.55%
7036 · Gas	355.15	582.36	-227.21	-39.02%
7050 · Water	74.18	72.64	1.54	2.12%
7070 · Alarm Monitoring	195.45	263.00	-67.55	-25.68%
7500 · Renovations	0.00	257.00	-257.00	-100.0%
7600 · Repairs & Maintenance	112.78	268.00	-155.22	-57.92%
8000 · Program Expenses	919.76	18.34	901.42	4,915.05%
Total Expense	5,325.85	5,106.70	219.15	4.29%
Net Ordinary Income	3,074.38	-1,116.70	4,191.08	375.31%
Net Income	3,074.38	-1,116.70	4,191.08	375.31%

Financial Report Discussion: Operating Income (account 4110 Donation, 4100 Program Revenues) appears to be understated. Need to check if receipts are being posted to another account.

Usage Report (Steven)



Usage Report Discussion:

Awakening Heart renewal contract is coming up. Steven will talk to David about verifying usage rate. Steven is in discussion with town officers to define building manager's contract that makes it simple and fair. Discussing employee vs contract status, Possibly an increase in manager's pay to make it more in line with minimum wage.

Suggestions for usage of Buzz on Fridays: game night, happy hour, root beer floats social (could be an extension of ACRA).

Building Maintenance (Randy)

No Report

Building Maintenance Discussion*Town Meeting Motion*

Motion will be two step processes:

Step 1 - June Town Assembly presents condition of building along with recommendations and costs.

Step 2 – September Town Assembly will make a request for a motion to access \$20,000 - \$50,000 dependent on valuation. (Toby will let him know). Detailed report presented.

Encapsulation could be a solution. Three quotes provided at the end of minutes.

Will also reach out to state senator to see if there any remedial programs for old buildings, but would have to prove lead paint. It appears we cannot do a simple paint job. Seal through encapsulating paint stucco is a possibility. Is this an option or is this something that must be done? At this point it is unknown. This Saturday Sherwin Williams performed a professional paint test.

Doors - replace outside of town office

Window - A window located in room 1 falls out. There is a sign for safety. Randy will fix it.

Painting Interior - Randy has been painting interior of BWVC.

Hutch - it will be hauled away.

Chimney- removes and caps it.

Roof - Roof was repaired for approx. \$1,200. It rained hard since repair and no leaks.

Lights – Installed in the 50s and it is a single component all the way up to the ceiling. In August we will take a look at it.

Web site Report (Walter)

June 15th, meeting of the Appliance sub-committee.

The sub-committee did not meet.

Google Analytics for the last month

Synopsis: Lots of traffic from Russia that does not stay very long overlays the traffic from the US, hence the rising line. The Return Visitors stay on the page longer and the 10.7% is comparable to last month's 10.3%.



Acquisition Overview

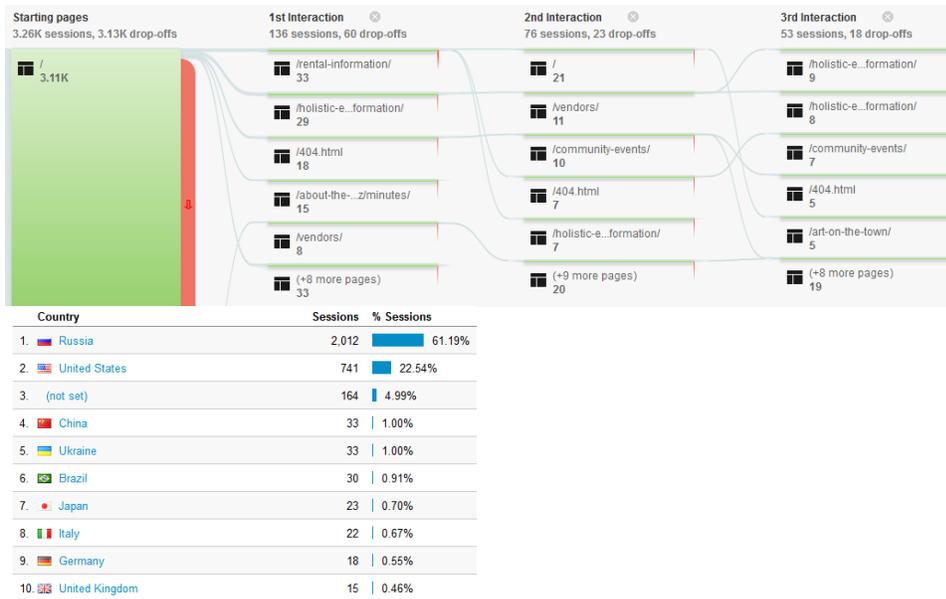
	Acquisition			Behavior
	Sessions	% New Sessions	New Users	Bounce Rate
	3,288	89.14%	2,931	88.02%
1 Referral	2,472			88.96%
2 Direct	695			89.93%
3 Organic Search	90			44.44%
4 Social	31			96.77%

Acquisition/Source/Medium

	3,288
	% of Total: 100.00% (3,288)
1. 4webmasters.org / referral	1,338 (40.69%)
2. trafficmonetize.org / referral	752 (22.87%)
3. (direct) / (none)	695 (21.14%)
4. arden.delaware.gov / referral	108 (3.28%)
5. google / organic	84 (2.55%)
6. best-seo-offer.com / referral	31 (0.94%)
7. bodymindspiritdirectory.org / referral	27 (0.82%)
8. guardlink.org / referral	26 (0.79%)
9. www.event-tracking.com / referral	25 (0.76%)
10. 100dollars-seo.com / referral	20 (0.61%)

Popular Pages

Page	Pageviews	% Pageviews
1. /	3,488	84.76%
2. /holistic-expo-information/	128	3.11%
3. /rental-information/	80	1.94%
4. /holistic-expo-vendor-information/	62	1.51%
5. /special-announcements/	56	1.36%
6. /contact-us/	43	1.04%
7. /vendors/	32	0.78%
8. /community-events/	31	0.75%
9. /about-the-buzz/minutes/	27	0.66%
10. /404.html?page=eventscaledari&from=http://www.ardenbuzz.com/	26	0.63%



New vs. Returning Visitor



User Type	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	3,288 <small>% of Total: 100.00% (2,268)</small>	89.26% <small>Avg for View: 89.14% (0.14%)</small>	2,935 <small>% of Total: 100.14% (2,931)</small>	88.02% <small>Avg for View: 88.02% (0.00%)</small>	1.25 <small>Avg for View: 1.25 (0.00%)</small>	00:00:29 <small>Avg for View: 00:00:29 (0.00%)</small>
1. New Visitor	2,935 (89.26%)	100.00%	2,935 (100.00%)	89.44%	1.19	00:00:25
2. Returning Visitor	353 (10.74%)	0.00%	0 (0.00%)	76.20%	1.80	00:01:05

Website Report Discussion: Graphs reflect a steady following.

Communications/Advertising: This division of responsibilities would address communications and advertising to the community (meaning broadly around the BWVC facility). Steve is looking for someone to assume responsibility.

ITEMS

Old Business

New Business

Adjournment Meeting adjourned at 9:45 P.M.

Respectfully submitted,
Elizabeth Resko
Village Secretary

ATTACHMENTS: Three Building Proposals next page

Gary Rullo
 900 Port Penn Road
 Middletown, De 19709
 Ph. (302) 838-7000 FAX (302) 832-8813
Brick Pointing & Chimney Repair Specialists
 Stone Pointing * Steps * Patio Repairs
 Flagstone & All General Masonry Repairs
 Power Washing & Waterproofing
 50 Years Experience Licensed & Insured
 * No Money is Paid Until Job is Done

January 27, 2014

Attn: Clay Riding
 Re: Buzz Ware Village Center, 2119 The Highway

Re: Masonry Repaire

- A) Re-stuccoing The Building (Front and Two sides)
- 1) Take off loose and cracked stucco on front and sides of building.
 - 2) Apply a coat of "cement bonding adhesive" over these areas.
 - 3) Attach galvanized stucco wire mesh over these areas.
 - 4) Apply one coat of heavily bonded stucco over wire mesh.
 - 5) Apply a second coat of bonded stucco over first coat and apply a "Skip trowel texture" or a "sponge floated" flat style to wall.
- Note:** If a custom color is used to stucco building it can be made somewhat smooth and brushed but not sponge floated smooth.

The cost of labor and materials to perform this work is \$23, 500.00

The cost to re-stucco the rear of building would be \$8, 500.00

Gary Rullo sr. appreciates the opportunity to submit this proposal to you. If you have any questions please call.

Singerely,

 Gary Rullo Sr. Cell 893-1552

Erin Construction, Inc.
 Plastering & Stucco Contractor
 1633 Schwenksville Road
 Schwenksville, PA 19473
 (610)287-0109

Proposal

Estimate #	Date
1511	11/8/2013

Name / Address
Clay Ridings Preferred Home Inspections

Description	Project
	Arden Township Building
	Total
SUPPLY LABOR AND MATERIALS/ Exterior Stucco Work Front, Left Side and Right Side	
1. Three Coat Stucco System Over Existing Stucco <ul style="list-style-type: none"> a. Install 2.5 self-finishing wire lath over existing stucco b. Install expansion bead c. Install kick-out flashings d. Apply scratch coat e. Apply brown coat f. Apply smooth finish coat g. Comprehensive caulking of stucco areas 	12,000.00

Thank you for the opportunity to price your work.
 Pennsylvania Registered Contractor No. - PA048281

Total	\$12,000.00
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