

ARCH Community Meeting Notes
January 12, 2005
8:30 – 10:00 AM

The meeting was held in the ESC Building. Bonnie Lyon opened the meeting and introductions were made around the table. In attendance: B. Wills (VFMS), D. Kramer (parent), P. Littlewood (TESD), P. Clark (parent), J. Lemco (parent), S. Karger (Paoli Hospital), J. Hilly (parent), B. Zerr (UMLY), L. Lenker (parent), B. Lyon (Chair, parent), J. Videlock (TESD), L. Boyle (parent), N. Adams (TESD, CHS), L. Koropey (Treasurer, parent), Jane Hagy (parent), T. Kenworthy (The Coad Group), and Ellen Moeller (Co-Chair, Secretary, parent).

The first topic for discussion was the **Youth Committee update** on the plans for “Midterm Madness.” Pat Clark gave the report. The event is being called Midterm Madness Garage Band Jam and will take place on Saturday, January 29, 2005 from 7:30 – 10:30 PM, at the Upper Main Line YMCA Carriage House. Students have been planning this event with the support of the ARCH Youth Committee. The following student groups have participated in the planning: REACH, SADD, TATU, Shine, and Fellowship of Christian Athletes. Two bands have been selected so far. The students are looking for other bands to participate in the event. The admission charge will be \$5 per student. Tickets will be sold at school during the week before the event. Parents will be solicited for refreshment donations. The students will be driving the announcements and looking for the bands. The Easttown Police Department has been approached and asked to provide coverage during the event. This is not considered a fundraising event. Ideally the money from admissions will go toward the costs of putting on the event. Brad Zerr told the group that the UMLY has held similar “band jams” in the past. He said that typically students attend and follow a particular band. Then the next band sets up and a new group of kids comes to hear that band. And so forth. Brad also said he would make contact with Police Chief Tom Armstrong and communicate about the police coverage needs for that night. ARCH is planning to have 6-7 adult chaperones (men and women). Brad and one other man will be at the front door monitoring the students as they come in. The event is open to Conestoga High School students and each can bring one guest.

Jane Hagy gave the **Marketing and Publicity Committee** report. They have made contact with the Starbucks regional marketing director about nonprofit donations and fundraising events that Starbucks does. They have also made contact with a website builder and have initiated a conversation about consultation to maximize the website as a marketing tool for ARCH. The proposal was given to E. Moeller to pass on the D. Moeller, the present web master. The contact is Brian Antzak from Intuit Solutions.

The committee has also been given a portable display booth, which it has accepted on behalf of ARCH. The donation comes from Beth Cochran of Journey Communications. She is also looking for a used printer for ARCH.

Lisa Lenker gave the **Community/School Committee** report. The committee has not met since the last community ARCH meeting. She is exploring whether ARCH might have an information table at the March 5 Learning Fair at Conestoga High School.

L. Lenker also made note of the Barnes and Noble Gift Wrap Table (during the holiday season) as a potential fundraising source, for future reference.

The Community/ School Committee focus will be 1) to provide information, and support to coaches, athletes, booster clubs, and families, and 2) set up resource centers at perhaps the YMCA, hospitals and libraries in Tredyffrin and Easttown.

The next topic for discussion was to **review the 1982 ARCH Bylaws** and discuss possible revisions. Ellen Moeller facilitated the discussion by going through the current bylaws, as well as to present the proposed revisions to the bylaws that have been written by Doug Moeller, who has offered to consult with ARCH, on the bylaw revision process. See attached documents.

The following points were discussed:

- Officers: serve 1 year term or longer? Pros and cons
- Alternating terms of service so that some members are coming on to the board when others are continuing to serve, so that some continuity will occur from one year to the next.
- Coalition building – ARCH will continue to try to attract and utilize as many community resources as possible.
- Make up of Board of Directors – who comes to the table? ARCH strives to be broader in our reach. We desire that the operating Board be more diverse than simply parents.
- T. Kenworthy will send selected bylaws samples from other organizations for us to look at and learn from.

It was decided that E. Moeller, B. Lyon, D. Moeller, and any other interested member will work on the bylaws “work group” to revise the bylaws according to the group discussion with the goal to have a final product ready for a vote at the March meeting.

Proposed Strategic Plan Terry Kenworthy presented a draft proposal. She directed each sub-committee to look at the draft to determine if the goals for each committee have been adequately represented in the draft. The strategic plan that ARCH adopts should be a 3 – 5 year plan of what we hope to accomplish. As your committee looks at the plan, please send email responses to Bonnie and Ellen for discussion at our next meeting. Ellen will send the draft electronically to each committee chair so that they can distribute it to their committee members.

The next community ARCH meeting will be held on Wednesday, February 2, 2005 from 8:30 – 10:00 AM, at the ESC Building.

Respectfully Submitted,
Ellen Moeller, Secretary