

Lansdowne Borough Council

BUSINESS MEETING

March 4, 2020

APPROVED MINUTES

The Lansdowne Borough Council Business Meeting was held on Wednesday, March 4, 2020, 7:00 p.m. in Borough hall. Members present: President Hover, Ms. Byrne, Ms. English, Mr. Holt, Mr. Schleigh and Ms. Taylor. Excused: Councilwoman James, Solicitor Scott. Absent: Fire Company representative. Also in attendance: Mayor Campuzano, Borough Secretary Henry, Borough Manager Totaro and Police Chief Donegan. John Lichtenstein, Esq. sat in for Mr. Scott.

President Hover opened the meeting with the Pledge of Allegiance, led by Mayor Campuzano.

Agenda: Mr. Holt moved to approve the agenda with the following amendments: (1) Add approval of minutes for the Mayor’s Town Forum on February 13, 2020; and (2) discuss banner request for Complete Count Subcommittee under New Business. Ms. Byrne seconded. Vote: unanimous.

Minutes: Ms. Byrne moved to approve the minutes of the February 5, 2020 business meeting of Borough Council. Mr. Holt seconded. Vote: unanimous.

Mr. Holt moved to approve the minutes of the February 13, 2020 Mayor’s Town Forum. Ms. Byrne seconded. The motion carried. Mr. Schleigh abstained from the vote, saying he “was not present” at the forum.

Reports:

Solicitor’s Report: Mr. Lichtenstein had no formal report.

Borough Manager’s Report: Mr. Totaro provided updates as follows:

- Interviews for the new borough engineer will be held tomorrow.
- Auditors are at borough hall all week.
- The Street sweeper is currently inoperable but expected to be running tomorrow.
- The borough flag poles are installed.
- TCDI resolution will be an action item to authorize application for a sewer grant.

- Real estate tax bills were sent out this week.

Police Chief’s Report – Chief Donegan reported that masks and respirators have been provided to the police in handling the Corona virus. The new procedure will call for police to wait outside and speak with a resident if resident presents with mild flu like symptoms.

Fire Company Report – No report.

Mayor's Report – Mayor Campuzano reported as follows:

- May 2 – Town cleanup and Comcast Cares Day. The downtown business district, parks and parking lots will be cleaned and more volunteers are needed.
- May 9 – Town wide yard sale.
- Corona Virus – provide sanitary wipes to employees and encourage them to stay home if feeling ill. The Library Board is already doing something along these lines.
- Signs on utility and borough owned poles (mainly on Marshall Road) continue to be a problem as they are not being removed. The Mayor asked if there was an ordinance for fining offenders. Mr. Holt asked what the process is for creating an ordinance. Mr. Lichtenstein indicated there would be a public notice, one or two readings and passage at a public meeting. Mr. Totaro noted there was an expense incurred with this process. President Hover indicated that PECO poles are not the borough's responsibility. Ms. Taylor asked if the ordinance could be modified instead of replaced. Mr. Schleigh commented it would still need to go through the same process for approval.

President's Report: President Hover provided improvement updates as follows:

- The borough flag poles are now up and he would like the Park and Rec Committee to order a PA state flag as well.
- Information has been sent to Council about putting Lansdowne's recent notification of becoming a SolSmart community on the web site.
- March 24 – The Environment Advisory Council ("EAC") will be holding a rain garden construction workshop at borough hall, 7- 8:30 p.m.
- April 4 – Spring Easter Egg Hunt in Hoffman Park, 1:00 p.m.

Communications:

1. Event sponsored by Senator Williams' office on March 31. President Hover is unable to attend but Mayor Campuzano will attend.

OLD BUSINESS:

1. **Engineering** – previously discussed under Mr. Totaro's report.
2. **Media Proposal** – President Hover indicated this was previously discussed in the Economic Development Committee and pertains to a marketing and economic development proposal with DandeLions Digital. This proposal will provide more insight as to what the borough can offer and provide transparency to the community with newsletters, email strategies and working with the web site. Linda Rooney, President of DandeLions and her daughter Molly Rooney were present to give the proposal overview. Their client base is primarily municipalities and non-profits. Ms. Rooney explained that her company generates contact creation for various municipalities in the area, including Media Borough, whose newsletter won an award at the National Association of Government Communicators last summer. The company also provides digital communication, marketing strategies and PDF newsletters. The newsletters provide a forum for pressing issues and are produced monthly. They also do web site posting, social media posting and give priority to posting governmental information "above the fold". E-newsletters are usually ready in three weeks after receiving approval and input. Content is developed by assigned writers in the team but the borough could also provide content.

One advantage is the creation of an e-mail list every month that can help with web site enhancements and social media reports. This information can also be viewed on certain phones if a computer is not available. Ms. Rooney recommended the e-newsletter provide an opt in process for those

wanting the paper version. Mayor Campuzano clarified that this doesn't happen automatically, a resident would have to request it through this electronic newsletter. Also, the cost for printing and delivery of the printed version would be above and beyond the proposal cost. Mr. Schleigh asked if there was an option to deliver the newsletter in a different language. Ms. Rooney noted that the Mail Chip software program can convert it to another language while reading the file. Civic Plus also provides accessibility programming with options for the blind and hearing impaired. Google Analytics is used as a social media report that tracks who visits the sites and how to improve links for that traffic. Mr. Holt asked if color blindness would present a problem when using the multi colored links. DandLions uses "read more here" and the Mail Chip emails are condensed while providing links to the entire article. Mr. Schleigh asked how they engage new residents after the initial run. DandLions will put an ad on Facebook with the last borough digital newsletter to target a specific audience. Ms. Byrne asked if any measureable improvement in the community was apparent in the municipalities that Ms. Rooney services. Ms. Rooney noted they do see improvements via the web traffic spikes. They also see a difference in increased event attendance and administration receives fewer calls and complaints. Ms. Byrne asked how consistency is achieved on all the social media channels due to Lansdowne Boards and Commissions having separate Facebook pages. DandLions would request a distribution list and who is to be included on the list with the draft outline. Mr. Hover asked who maintains the borough calendar. DandLions prefer the borough to post the calendar but they can assist if time is of the essence.

NEW BUSINESS:

- 1. Committee reappointment guidance memo** – Mr. Totaro indicated this memo clarifies where Committee authority begins and ends regarding reappointments and provides a reminder to Committee Chairs to verify who is staying or leaving a particular Board or Committee. It also provides guidance on sending letters with pertinent language for resignations.
- 2. Complete Count Subcommittee for Census Banners** – Ms. Byrne mentioned the request is for one banner to be placed at Borough Green and one at the First Presbyterian Church. The banners are \$64 apiece with a request for payment by the borough. They would like them hung from the last week in March to mid-April. President Hover and the Mayor felt this was important and alternative spots should be investigated if the Borough Green is not available during that time.

Public Comment – Mr. Holt moved to Suspend Roberts Rules of Order. Ms. Byrne seconded. Vote: unanimous.

Visitors:

1. James Jackson – resident. Mr. Jackson asked if there would be any commercial ads in the electronic newsletter and how large is DandLions in personnel. President Hover commented there will be no commercial ads and the company is smaller, about 10 employees. The borough will also clarify what is and is not a borough event. Mr. Jackson asked what the newer version will replace. President Hover indicated it replaces the printed newsletter with Social media posting and web site enhancements and will monitor issues that can be responded to quickly.
2. Karen Smith – borough property owner. Ms. Smith asked the status of the grant applications regarding the flooding issue at Union and Bartram. The Mayor mentioned he had met with former Mayor Micozzie and the Yeadon mayor and the expense would be large. The Lansdowne Infrastructure Committee followed up with grant applications but has not yet met with the Upper Darby Mayor. Mr.

Holt indicated his committee is still looking into appropriate grants but exact grant opportunities were not easily identifiable from previous research. The Mayor is waiting to see if the zoning for the storage facility would help with the flooding issue. Mrs. Smith felt the new storage facility would compound the flooding problem. The Mayor noted the owners are putting in a retention pit with landscaping in the front and runoff in the back of the facility. Expected completion date for this project is the end of summer. Mr. Schleigh suggested contacting Vince Rongione, Upper Darby Township Manager.

Ms. Byrne moved to Reinstate Roberts Rules of Order. Ms. English seconded. Vote: unanimous.

Action Items:

1. Ms. English moved to authorize payment of the bills for the period. Ms. Byrne seconded. Vote: unanimous.
2. This item to reappoint Marie-Luise Faber to Planning Commission was tabled.
3. Mr. Hover moved to adopt Resolution 2020-06 authorizing application to DVRPC for a TCDI grant. Ms. Byrne seconded. Vote: unanimous.
4. Ms. Taylor moved to reappoint Marla McLaughlin to the Health Board for a term expiring 3/4/2025. Ms. English seconded. Vote: unanimous.
5. Ms. Taylor moved to accept letter of resignation, with regrets, from Susan Corbin from the Health Board. Ms. English seconded. Vote: unanimous.
6. Mr. Hover moved to accept letter of resignation from Mr. Bill Smith from the Planning Commission. Ms. English seconded. President Hover expressed regret and Mayor Campuzano thanked Mr. Smith for his 20 years of service on the Planning Commission. Vote: unanimous.
7. Mr. Hover moved to accept the proposal and enter into a contract for marketing and advertising with Dandelions, LLC. Ms. Byrne seconded. Vote: unanimous.
7. Ms. Byrne moved to approve purchase of two banners advertising census awareness. Ms. English seconded. Vote: unanimous.

Executive Session – No items for executive session.

Adjourn – Ms. Byrne moved to adjourn the meeting. Mr. Holt seconded. Vote: unanimous. The meeting adjourned at 8:17 p.m.

Respectfully submitted,

Barbara Ann Henry
Borough Secretary