



Yardley Village News

March 2012

Message from the President

The continued lack of snow, while, I'm sure, a major disappointment to our grandchildren, is likely to enable a major reduction to our spending projection for snow removal in 2012. Although, we still have March and the end of the year to get through, our spending to date for snow removal is less than \$10,000 compared to a budget of \$60,000. Just to put this into perspective, every \$552 below budget that we achieve represents, approximately, one dollar of your quarterly fee. This could be considered one of the benefits of a little global warming.

I recently had the opportunity, with a few of the other village presidents, to tour the Community Center under the supervision of Norm Ricker, our owner's rep on the project. Things continue to move along nicely as work replacing the roof progresses. Exterior walls have been packed out with new insulation and new siding and double paned windows are being installed. Inside new R-30 insulation has been installed in ceilings and drywalls are in place and new light fixtures are installed; new acoustic ceiling tiles are in place and the new floor has been laid in the A&M rooms upstairs. Most importantly, the project is reported to be on time and on budget. Although the projected completion date for the building continues to be late April, the plan is not to schedule the use of the facility until late May. This will allow sufficient time for furniture and fixture return and/or replacement as well as other internal requirements before utilization.

With the timing of the availability of the Community Center, Chester County Voter Services has informed us that the Hershey's Mill Golf Club would be the preferred alternative location, for both of the Hershey's Mill precincts, for voting for the Primary Election on April 24th. You will be advised, in the near future, as to the directions for voting for our

precinct. The Master Association agreed with this approach and also agreed to pursue the use of this facility for both Hershey's Mill precincts for all future voting requirements.

The group formed to review possible marketing activities for Hershey's Mill and the costs associated with these activities, was formally approved by the Master Association and named the "Marketing Advisory Group" to be headed by Joe Bove. Among others, this group includes Senya Isayeff, Chairman of the East Goshen Township Board of Supervisors. The Board of Directors and the Finance Committee recommended that the Master Association Contingent Reserve from 2010 be reclassified as a Reserve for Marketing Fund in order to provide a source of funds for initial efforts during 2012. After meeting with the four companies submitting proposals, the Board of Directors recommended Rhoads Creative to be the designer/developer of the new Hershey's Mill website. The initial cost of the website will be \$4,800 which the Wooldridge Organization has agreed to fund. Continuing effort by Rhoads Creative for a year of Search Engine Optimization, in order to ensure early success will also be required, at a cost of \$350 per month. Both of these recommendations were approved by the Master Association.

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Additional facets to an on-going program and costs involved will be developed by the Marketing Advisory Group including possible ways to provide potential home buyers with the opportunity to gain access to see Hershey's Mill under some controlled, organized plan for "open house". While an abundance of ideas have been identified including newspaper inserts for 55+ communities, all of these ideas will be addressed, evaluated, priced and presented to the Master Association for approval over the next year. The immediate objective is to have the website up and running by mid to late April.

The latest information, regarding the radioactive material discovered in the roll-off dumpster located in Yardley Village, is that there has been no identification as to the source of this material. The PA D.E.P. received no input from anyone and the only calls that I received were from those asking if they were in any danger of radiation poisoning. My answer, according to the D.E.P., was no danger, unless they were in close proximity for an extended period of time (like having it under the bed for over a year) or in direct contact with the material for any period of time. I doubt that there will be any new information uncovered relative to this incident in the future so that this can now be noted in the village archives as an unsolved mystery titled "Who Dumped the Radium in the Yardley Dumpster?" or alternatively titled "How Did That Get in There?"

*Joe Ciasullo
Council President*

Architecture Committee

No report this month.

Tony Bruno, Chairman

Decoration Committee

No report this month.

Katie Worchaz, Chairperson

Landscape Committee

No report this month.

Mary Ellen Marra, Landscape Chair

Maintenance Committee

No report this month.

Ed Sweeney & Jim DiCarlo

Social Committee

No report this month.

Joane McNamara, Social Committee Co-Chair

Yardley Activity Corner

Yardley Village Romeo Club

Our next scheduled meeting falls on **Monday**, March 5th. Look forward to seeing you all. Same place-Nudy's...9:00 a.m. See you then.

Gordon Davis and Jim Swalm

Yardley and Zephyr Ladies Luncheon

Flyers will be sent out for April luncheon. Contact Doris at 610-918-9235 if you want to be added to luncheon email or phone call list.

Doris Mortimer

Neighborhood News

Welcome!

New neighbors Dan, Brigitte, and Eric Feinberg, 1635 Yardley.

Lee Gamma

Village Telephone List

Delivery of the new telephone lists is finished. If you were gone, I have extra colored, double-sided copies.

Lee Gamma

Letters to the Editor

Please submit questions or comments to
Lgamma1937@aol.com.

Yardley Village Web Site

Send your data and suggestions in an e-mail to
webmaster@yardleyvillage.com

Yardley Village Council and Committee Members

Yardley Village Council

Joe Ciasullo, President
Joane McNamara, Vice President
Al Zuccarello, Secretary
Art DiGiuseppe, Treasurer
Dick Mortimer, Member at Large

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Jim Alexander
Connie Campbell
Annette Coleman
Katie Worhacz

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Katie Worhacz, Chair
Nancy Hansen
Sandra Loose
Judy Molt
Marian Sweeney
Edward Sweeney
Lucy Watt
Tom Watt

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Dave Woodley
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Susan Bronner
Joyce Cassel
Barbara Clancy
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Nancy Hansen
Bob Moyer
Barbara Reeves-Cohen
Lynn Trump
Val Woodley

Web Manager

Roger Fleming