

Lower Paxton Township Community Engagement Committee

Meeting Minutes

January 19, 2022

Members in Attendance

Jim Seidler
Pat Crawford
Stan Smith
Denise Hussar
Bob MacIntyre

Members Absent

Also in Attendance

Rachelle Scott, Staff Liaison
Ashley Williams, Special Events

REORGANIZATION

Ms. Scott called the reorganizational portion of the meeting to order at 4:00 pm on the above date in Room 174 of the Lower Paxton Township Municipal Center, 425 Prince Street, Harrisburg.

Mr. MacIntyre made a motion to continue with the current chairman and vice chairman assignments. The motion was seconded by Ms. Hussar and unanimously approved. (Mr. Seidler, Chairman, and Ms. Crawford, Vice-Chairman.)

Members discussed the time for meetings this year and agreed to continue to meet at 4:00 pm, on the third Wednesday of each month.

CALL TO ORDER

Mr. Seidler called the meeting to order at 4:03 pm on the above date in Room 174 of the Lower Paxton Township Municipal Center, 425 Prince Street, Harrisburg.

MINUTES

Mr. Smith made a motion to approve the minutes of the November 17, 2021 meeting, as corrected. Mr. MacIntyre seconded the motion, and the minutes were approved.

PUBLIC COMMENT

There was no public comment.

UPCOMING EVENTS

Ms. Ashley Williams is the Special Events Coordinator for Lower Paxton now, and she was in attendance to present information about the next few events that are scheduled in the Township. Ms. Scott explained that Ms. Williams came on board right before Fall Fest and was able to assume the lead for the Holiday Jam in December.

Easter EggStravaganza

Ms. Williams explained that this year's Spring event is the Easter EggStravaganza Hop Along and it will be held at Brightbill Park on April 9th from 11am-1pm. This year, vendors will have space in the grass to set up a tent rather than in the parking lot. That way the families can "hop" from tent to tent to gather goodies in their baskets. The organizations will be asked to decorate their tent and provide something to hand out while they interact with the families. The families will have an opportunity to vote for their favorite tent/booth, and the winner will receive free advertising Township publications and at several future events.

Ms. Scott added that last year if the child was on driver side of the vehicle they did not get to interact with the organizations, so the idea is to spread them around the park so the participants walk to each station at their own pace.

Ms. Williams noted that last year, a couple groups had asked if there were grants or reimbursements available for them since they were purchasing items with small or no budgets. The CEC did agree to help them with up to \$50 as long as they were a non-profit group. She would like to take a more proactive approach and offer them something ahead of time. Ms. Williams requested up to \$50 per non-profit group; she is hoping for 12 groups to set up booths/tents. Ms. Scott added that offering the incentive to the first 10-12 groups that register will encourage them to sign up early and commit to the event. The number could be whatever the CEC is comfortable with funding, but she would like to see it offered to the non-profit groups since the businesses typically hand out promotional items for their business. There were 12 last year including a couple businesses, some non-profits, and the CEC.

Mr. MacIntyre asked that we reach out to the schools (elementary/middle/high schools), fire companies, local businesses like day cares, and places that families frequent.

Members discussed options to offer CEC support to local organizations participating in the EggStravaganza.

Ms. Hussar made a motion to offer \$50 from the CEC to the first twenty non-profit organizations who register for the Easter EggStravaganza Hop Along. Ms. Crawford seconded the motion and the motion passed with a unanimous vote.

Kite Festival

The second annual Kite Festival will be April 24th from noon to 2pm this year at Lingle Park. Ms. Williams noted that the CEC was active at the event last year so she is inviting members back this year. Members acted as judges and provided information on the 5k. Mr. Seidler noted it was a successful event last year. Ms. Scott noted that there was a professional kite flyer there last year as a participant, so we invited him back this year and he agreed to do a demonstration. Ms. Williams added that there will be two food trucks there this year.

9th ANNUAL ARTS & PARKS 5K "MUSIC IN THE PARK"

Ms. Scott presented copies of the race flyer for sponsors and the two versions of the letters for sponsors. There were 54 participants in 2021.

Members discussed the rates and agreed on children 10 and under are free, \$20 for early birds and students older than 10, \$30 for adult runners, and \$15 for walkers including a t-shirt. Generally races that are similar to this would charge about \$30-\$35 for runners. The virtual option will be removed. Early bird cut off will be May 1.

Mr. Seidler suggested promoting the walking option a little more than in the past.

Mr. Smith suggested that a lot of runners get excited over the goodies in the bags. Ms. Williams added that her group of teammates and friends participated in a race because they knew there was a massage and food waiting for them at the end.

Ms. Scott noted that the big difference this year is the focus on the goal; we are able to tell people that the proceeds go to a specific project in Brightbill park. This will change the marketing and promotion. Ms. Scott would like to see a big push for the \$100 sponsorships. Businesses and even individuals would be very willing to donate \$100 if their name goes on the shirt, especially knowing it will go towards a musical piece in a park. Ms. Crawford will work on updating the language in the two letters.

FUNDING REQUESTS

No funding requests were received.

OTHER BUSINESS

Mr. MacIntyre suggested members of CEC participate in the parade. Ms. Scott stated that last year, members walked along the parade and gave out flyers. Mr. MacIntyre suggested a float or vehicle to participate in the parade and not just walk along it. Ms. Scott requested for the committee members to coordinate efforts if they prefer to register a float instead of walking the parade route to distribute race flyers.

ADJOURNMENT

The meeting ended at 5:15 pm. The next meeting of the Community Engagement Committee is scheduled for Wednesday, February 16, 2022, at 4:00 pm in Room 174 of the Municipal Center.

Respectfully Submitted,



Michelle Hiner
Recording Secretary