

# Lower Paxton Township Community Engagement Committee

Meeting Minutes  
February 16, 2022

Members in Attendance

Pat Crawford  
Stan Smith  
Denise Hussar  
Sandy

Members Absent

Jim Seidler  
Bob MacIntyre

Also in Attendance

Rachelle Scott, Staff Liaison

## CALL TO ORDER

Ms. Crawford called 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.

## MINUTES

Ms. Crawford made a motion to approve the minutes of the January 19, 2022 meeting. Mr. Smith seconded the motion, and the minutes were approved.

## PUBLIC COMMENT

There was no public comment.

## 9<sup>th</sup> ANNUAL ARTS & PARKS 5K "MUSIC IN THE PARK"

Ms. Scott noted the registration website is open and all prices have been updated.

Ms. Scott presented an updated copy of the race flyer for sponsors and the letter for sponsors. There had been two versions of the letter depending on if the business donated in the past, but Ms. Scott will use one version and add a personalized note to those that contributed previously.

The trifold brochure will be ready to distribute once we add the online payment details. The company that manufactures the play equipment will be sending photos that can be used in the brochure and online, and they will also be able to show a phasing plan that shows how many instruments, at what cost, and what can be done prior to receiving the grant funds.

Members will be able to take however many they need so they can use them to solicit donations and sponsorships.

There is an existing list the CEC has worked from for a few years, but members will look into updating it with new business or groups in the area. Ms. Crawford asked Ms. Scott to let the committee know when the letters are sent out so that members can follow up on them. Members can review the list to each choose some to follow up with. Ms. Sandy asked if the sponsors have to be in Lower Paxton.

They do tend to be located within Lower Paxton, however the title sponsor is in Swatara Township, so it isn't required.

Ms. Hussar asked about tax deduction status, and Ms. Scott explained that Lower Paxton isn't a 501(c)3 but it is a 170(c)(1) which means that contributions are tax deductible. That info is added to the sponsorship page online and it will be publicized to further encourage people to donate.

The sponsors will be able to sign up online and make their payment for the first time. Ms. Scott noted that the software we use can ask people as they register for things to donate towards the sound garden, so we are making it easier to donate in several ways.

Ms. Scott would like to see a big push for the \$100 sponsorships. There are usually two \$100-sponsors, and she felt that 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. Mr. Smith suggested sending an email asking for \$100-donations to businesses a few weeks after the letters are sent.

## UPCOMING EVENTS

Ms. Scott suggested the CEC members consider taking part in each event to promote the race. Mr. Smith added that they could also solicit for donations for the musical pieces since many people do not run, so they will not be interested in the enhancements planned. There needs to be some sort of goodies to give out with the information on it, potentially something music related.

### Easter EggStravaganza

The Easter EggStravaganza Hop Along is scheduled for April 9, 2022. Ms. Scott stated that staff is working on soliciting local groups and businesses to set up a station in the park. The \$50 reimbursement details are worked out. She also encouraged the CEC to consider manning a station again this year, since it was a nice way to market the race and to engage the public in general. Members should think about what to give out.

### Kite Festival

The kite festival is scheduled for April 24, 2022.

### Memorial Day Parade

The American Legion Post 272 Memorial Day Parade is scheduled for May 30, 2022. Ms. Scott suggested the CEC members take part in the parade, and they can talk about in what way at a future meeting. Float, car, golf cart, walk, etc.

### Summer Concerts

Ms. Hussar added that the concerts were a nice place to connect with the public. Ms. Scott will get dates and will note which ones are also movie nights. She listed the bands that will be performing this year. Ms. Hussar suggested the Hub Caps, noting they are very entertaining: dressing up and performing 50's 60's 70's music. Ms. Scott noted she was also looking for a spunky type jazz performer

as well. Mr. Smith noted that Mr. Milbrand has a jazz band. Ms. Jen suggested Rich Clair Pentagon Band commenting that they were a fun performance too.

### **FUNDING REQUESTS**

No funding requests were received.

### **OTHER BUSINESS**

Ms. Crawford asked for contact information for Janice Creason to get some history about Possibility Place. Ms. Scott will also look through the files in the office.

### **ADJOURNMENT**

The meeting ended at 4:48 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