

Lower Paxton Township Community Engagement Committee

Meeting Minutes

May 17, 2023

Members in Attendance

Jim Seidler

Stan Smith

Pat Crawford

Denise Hussar

Members Absent

Bob MacIntyre

Also in Attendance

Rachelle Scott, Staff Liaison

Michelle Thompson, PES

via phone

CALL TO ORDER

Mr. Seidler called the meeting to order at 4:08 pm on the above date in Room 174 of the Lower Paxton Township Municipal Center, 425 Prince Street, Harrisburg.

MINUTES

The minutes of the March 22, 2023 meeting were approved with a motion by Ms. Crawford, a second from Ms. Hussar, and a unanimous vote.

PUBLIC COMMENT

There was no public comment.

MICHELLE THOMPSON PUBLIC ENGAGEMENT SPECIALIST

Ms. Scott stated that Michelle Thompson will begin attending the CEC meetings in the future. She has been on staff for less than a month and she is taking initiative and making a nice impact already. As her role is to connect the community, she will work very closely with the CEC. She may be able to help promote the race and work on some other ways this Committee can build connections. Mr. Seidler was glad to hear she could help with promotion because there are always good ideas but implementing them is where we always struggled.

9th ANNUAL ARTS & PARKS 5K 2023

2023 Sponsor Solicitation

Ms. Scott stated that Highway has committed, and their check has been received. HRG has also been secured for \$500. Mr. Seidler would like Awards and Engraving on the t-shirt in recognition of their work on the trophies. Ms. Hussar noticed the change to the sponsorship levels and agreed that was a nicer structure. Ms. Thompson stated that she is also creating a Township-wide sponsorship package so she will want to make them more consistent and easier to use for potential sponsors.

Mr. Smith noted that donations can be accepted on the Run-Sign-Up site, but we should find out how to let it reflect any donations that have been received in house.

Flyer and Brochure

Ms. Thompson stated that the flyer and brochure have been updated to reflect the sponsors. Ms. Hussar suggested including the CEC in the thank you line, just before Arts. The benefit line is good to say Arts, Greenway and Parks & Rec, but CEC is the organizer.

Ms. Thompson stated that she has gotten a QR code subscription, which allows for tracking of the metrics and can provide information and feedback.

Mr. Smith suggested another way to market the race besides the flyers. Ms. Thompson stated that she has prepared a list of online and digital connections. She would also like to do a few short video clips, and they can be shared by email and social media and our website. These are the highest consumed media at this time.

Participants

There are currently five people registered, so Ms. Thompson is working on ways to get more participants for the race. Ms. Thompson is going to add the race on community calendars, local tv stations, and other places that publish local events. She is hoping to increase the participation. Mr. Seidler added that the new location may also help increase runners.

Mr. Smith commented that when he goes to the run-sign-up website, he puts arts and parks into the search feature and our race doesn't come up. Using "and" doesn't seem to be recognized, but the "&" does, and if you just put arts parks, that will bring our race up too. Ms. Thompson will look into expanding the search. The search results don't seem to be alphabetical, chronological, or by location. Consistency across platforms might help. (Print flyers, website, registration site, etc.)

Emcee

Ms. Thompson was able to secure Valerie Pritchett to MC the event.

Volunteers

Mr. Seidler will work off the previous list of volunteers, and they will be the race marshals located at each turn, and they can monitor the parking lot. He will prepare the map to show where each volunteer will be stationed.

Pace Car

Ms. Hussar has secured Holly Evans to run the pace car. The car can easily drive the first loop and the line through the parking lot. The connection to Lamplight is steep if you follow it straight. Ms. Scott stated the path to the left is a better grade for the car and has a ramp to the street. The path that goes past the courts is steeper, especially with a lower-sitting vehicle. Mr. Smith suggested leading the way to the end of the George Park parking lot. Ms. Hussar stated it could pick up the runners in the neighborhood. Mr. Seidler suggested asking Ms. Evans to test drive the route and offered to meet her on-site. The front runners will have a pace of about 15 mph, so we should make sure the car can do the terrain at 15-20 mph.

UPCOMING EVENTS

Concerts

The summer concert series is a good place to connect with people as well. Ms. Scott stated there is a concession stand building, but the details of who will run it, what will be sold or provided, have not been worked out yet. It is however imperative to have free water available to attendees.

Members reviewed the dates and selected dates they can volunteer to hand out flyers and waters. Denise-June 23rd and July 7th; Jim-June 9th; Stan-June 23rd, July 21st.

Ms. Scott will share with the other boards since the race benefits them.

The 5K flyers will be available to hand out during the concerts. Historically, outside groups were not permitted to advertise at the concerts. The Community Foundation was told no in the past, but it can be revisited.

Ms. Thompson asked if the sponsors could have a table if they donate \$500 or above; Members 1st was interested in doing that and offering a raffle or something to gather email addresses.

General Event Info

The Township Supervisors will participate in the Memorial Day Parade, and the CEC participated last year. It may be approaching too quickly to have treats and flyers ready. The July 2nd event and the July 3rd fireworks would be two potential events to share information on the race. There is also a Senior Day event held at the Friendship Y and the Township will have a table there.

OTHER BUSINESS

There was no other business to discuss.

ADJOURNMENT

The meeting ended at 5:15 pm. The next meeting of the Community Engagement Committee is scheduled for Wednesday, June 14, 2023, at 4:00 pm in Room 174 of the Municipal Center.

Respectfully Submitted,

Michelle Hiner,
Recording Secretary