

Lower Paxton Township Community Engagement Committee

Meeting Notes
April 21, 2021

Members in Attendance

Jim Seidler
Denise Hussar
Pat Crawford
Bob MacIntyre

Members Absent

Stan Smith

Also in Attendance

Rachelle Scott, Staff Liaison
Cindy Kirkpatrick (Clark)

CALL TO ORDER

Mr. Seidler 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

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

PUBLIC COMMENT

There was no public comment.

INTERVIEW

Ms. Kirkpatrick introduced herself and explained what interested her about the Community Engagement Committee. She explained she has been involved with fundraising for many years with non-profit organizations. She is currently a coach for college cheerleading and sees a need for college students to participate in their community. She is interested in serving the community herself, and she has connections with youth with disabilities. At Penn State, there are over 100 clubs and sports that have participants that each need community service hours.

Ms. Scott explained that Ms. Kirkpatrick needs to be on another committee in order to participate with the CEC, so she will also be applying for the Greenway Committee.

KITE FESTIVAL

Ms. Scott stated that there are 85 participants registered for the event, and registration isn't required. Kiwanis, LP Foundation, Members 1st, and Nationwide Insurance will be at the event. The event is an opportunity to fly kites along with a picnic lunch in the park, with some small contests and passive activities. CEC members will be at the Kite Festival as well, and they will give out more of the slap bracelets. Ms. Hussar will decorate a table space for the CEC to promote the race. Ms. Scott asked the CEC members to come around 11:30 am to set up.

ARBOR DAY / EARTH DAY

Ms. Hussar asked for some sort of tag that we can attach to the glow sticks to give out at this event.

Ms. Scott asked the CEC members to come around 8:30 am to set up and act as greeters to welcome people to the event. The Board of Supervisors, Shade Tree Commission, and representatives from the Penn State Extension Office, PEQUA, Master Gardners, Girl Scouts, and Cub Scouts will all be at the event.

FINANCIAL ASSISTANCE PROGRAM

Ms. Scott explained that the Friendship Center used to run a successful financial assistance program, and there was money in the account when the FC closed.

That money has been transferred to the Parks & Recreation Department, by setting up a new Financial Assistance Program available for residents to participate in programs based on financial or other criteria. Prior to the transfer, all donors were contacted and agreed to allow their donation to be transferred to Parks & Recreation Financial Assistance Fund. There is also a small income stream from the donations from Community Aid for the use of the parking lot for the location of a donation bin.

Programs that residents could use the financial assistance money for include basketball (\$81), summer camp (\$35/week), fitness classes (\$20-50). At this time, the program is targeted for individuals not groups. The application will be available online, but it is not there yet as the program is still being rebuilt to accommodate the outdoor and parks programs. It will also be available to residents only.

Applications will be made to the Parks & Rec director who can approve based on specific parameters, and if there are other requests they may need to be approved by the Parks & Recreation Board.

CEC members expressed their appreciation for the reinstatement of the program.

5K RACE

Sponsors

Members reviewed the sponsor flyer which has been sent to potential sponsors. Mellon and Bortek asked that their 2020 donation be transferred to the 2021 race.

Ms. Crawford will call Comcast.

Awards and Engraving should be included at the \$500 level for recognition, based on his support the previous year.

Highway Equipment responded and is happy to be the title sponsor again.

Ms. Hussar suggested to make it easier to give money. Possibly a tear-off or pre-addressed envelope that they can drop a check into and return without having to put out a lot of work.

Ms. Hussar suggested removing the frog and FC-related pictures from the advertisements.

Mr. MacIntyre suggested contacting Dick's Sporting Goods for sponsorship. Mr. Seidler will make contact with them.

Mr. MacIntyre suggested asking Kessler's for Red Hot Saugages as a donation.

Emcee

Valerie Pritchett has done it the past few years, so Ms. Scott will reach out to her or others if she isn't interested.

Promotion of the Race

Using the LP events is going very well. Ms. Hussar stated that there were a couple races similar to ours that were promoted for free on channel 27 at the end of the news reports. It was a very nice segment, but they need to be prepared well in advance of the event to be spotlighted.

Registration Flyer

Mr. Seidler suggested updating the flyer or creating a postcard for this year. Ms. Scott agreed that would be good so they are pushed to register online. A QR code and basic info can be sent on the postcard to past participants. The postcard can also be used to hand out, put at local restaurants, and in other race goodie bags.

Virtual Option

Ms. Scott stated that the virtual option is in place and they can do the virtual run anytime between July 11th-18th. The race timer representative suggested allowing the virtual option to remain open all weekend, stating we will get a better turnout. Shirts are an option to purchase for virtual runners, however they will need to pick them up in the office.

Price

Ms. Hussar asked if our race is comparable to others in the area, and Mr. Seidler stated it is actually cheaper than most.

T-Shirts

Ms. Hussar asked if there will be extra shirts available the day of the race in case anyone wants to buy one. Ms. Crawford noted that in the past the t-shirt order was pretty tight to the number of registrants. Ms. Scott offered to get extra if the CEC wants them.

Red Hot Theme

Ms. Scott added a note for participants to wear red to the race. CEC members liked the idea.

Covid Compliance

Mr. Seidler suggested preparing something so that participants know what to expect the day of the event.

OTHER BUSINESS

Volunteers

Ms. Scott shared the new t-shirts that will be given to volunteers. They can earn the shirt after 20 hours of service. She is also working on other ways to drive volunteerism in the community. Ms. Kirkpatrick suggested reaching out to the schools' athletic departments because most or all sports want their players to get out in the community.

Mr. MacIntyre suggested a lanyard with a volunteer ID tag that volunteers can wear and turn in at the end of the day they can turn in to the park ranger or staff person, and once they have met their 20 hours they earn the shirt. The lanyard would need to be the safety kind that break away if necessary.

Mr. Seidler asked if the CEC could wear name badges when they are out in the community or at events.

Ms. Hussar asked to circulate the members' contact info so they can communicate better.

ADJOURNMENT

The meeting ended at 5:15 pm. The next meeting of the Community Engagement Committee is scheduled for Wednesday, April 17, 2021, at 4:00 pm in Room 174 of the Municipal Center.

Respectfully Submitted,

Michelle Hiner
Recording Secretary