

Lower Paxton Township Community Engagement Committee

Meeting Notes
May 19, 2021

Members in Attendance

Jim Seidler
Denise Hussar
Pat Crawford
Stan Smith
Bob MacIntyre

Members Absent

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

No action was taken on minutes.

PUBLIC COMMENT

There was no public comment.

UPCOMING EVENTS

Memorial Day Parade, May 30 1pm

Ms. Scott stated that Ms. Hussar signed the CEC up to participate in the parade. Postcards can be passed out with race information. Mr. Seidler and Mr. Smith can participate.

Drive In Movie, June 11, 7pm

Ms. Scott stated information can be passed out as vehicles enter. There doesn't need to be a CEC presence since people do not leave their vehicle.

Smooth Like Clyde Concert, June 18, 7pm

This event would be a good one for CEC members to attend and mingle with people to talk about the race.

Fireworks and Food Trucks, July 3: 5-8pm

CEC members can attend and distribute information to the public.

5K RACE

Flyer

Ms. Scott will update the flyer with current sponsor names and logos.

Sponsors

Mr. Seidler noted he contacted with the DSG representative, but he was directed to a generic online form. Ms. Crawford is working on connecting with Comcast.

HRG, Mellon, Bortek, Highway, Awards & Engraving, and the Crissmans have contributed so far. Ms. Scott will incorporate their information into the flyer and the t-shirt. If there are to be other sponsors, they need to be in before too long so they can get into the promotional material. The website is updatable at anytime, so even if the later sponsors do not get in the other materials, they can have a significant presence online.

Flyers and postcards can be printed in-house, or DSW printing was suggested (Allentown Blvd.) Mr. MacIntyre suggested contacting Waste Management as a potential sponsor. S&T was a sponsor in the past, but has not responded this year, so another bank was suggested such as Members 1st. There are also a number of breweries and restaurants that may be interested.

In the past, CEC members used to select sponsors from the list to contact and try to get committed for the race.

Volunteer Registration

Ms. Seidler will contact volunteers about a month prior to the event. On the date of the race, he will meet with volunteers to check in and get them to their stations.

Registration – In Advance vs. the Morning of the Race

Ms. Crawford suggested setting up as they have in the past, with 2-3 people taking walk-ins, and 2-3 for pre-registered runners. The walk-in table can be located indoors with a staff person and a laptop, and the pre-registered can be taken care of outside. Mr. Seidler noted it used to be half and half for those that preregister and those that show up and pay that day, but the trend is that most pre-register now. There are zero registered at this time.

Banner

Mr. MacIntyre suggested a banner be made to put up at places like Ranger Fields, Koons, Brightbill.

Mr. MacIntyre made a motion to allow the spending of up to \$1000 for signage, preferably something that can be used again year after year. The old banners all incorporate the FC logo and design, so they need to be replaced. Mr. Smith stated the sponsors will want to be on the banner, but Mr. Macintyre stated it doesn't have to have a lot of things on it, but enough to draw attention to it. Ms. Crawford stated it is enticing to potential sponsors to have their logo advertised in public. Mr. Seidler stated the banners should hang for about a month in advance of the event. Mr. MacIntyre suggested a printer may sponsor the cost of the banner. The banners should match the postcard, so it becomes recognizable. Ms. Crawford stated she is ok with spending some money on publicity. Mr. Smith seconded the motion and a unanimous vote followed.

Goodie Bags

Members discussed what might be available, but nothing has been donated or bought yet. Ms. Scott suggested asking the sponsors for 100-150 promo items. Mr. Seidler noted that the bags are used for t-shirts and bibs besides the snacks or trinkets.

Other Race Items

Ms. Crawford suggested a breakfast food truck. One was scheduled for last year and they cancelled at the last minute due to the forecasted heat. Mr. MacIntyre noted that Rita's may be available, that his church has used them in the past. Bags are another item that can be donated.

Sidewalk Chalk Art

Ms. Scott stated that she is trying to incorporate art into the race and suggested the local girl scouts get involved and draw some inspirational or encouraging type of drawings. It would be best located in Heroes Grove, the parking lot of the Friendship YMCA and both entrances, some places in Brightbill, and maybe some places along the roadway. The art can be directional or be at the start/finish line. Ms. Crawford asked if the neighborhood residents would have any issue with the race going down the street or with sidewalk chalk.

Volunteers

Mr. Seidler asked if there would be something to give volunteers as a thank you since we cannot give out day passes like in the past. Ms. Scott stated the Friendship YMCA day passes might be available by then. Mr. MacIntyre suggested the Meadows might be a good one to ask for something.

Band

Jim Milbrand will not be available for the race. In his place, a DJ was suggested, or other bands or musical groups.

Fire Companies

Ms. Scott will request one of the fire companies to attend.

Awards

Mr. Seidler shared examples of the awards that runners can get.

OTHER BUSINESS

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.

ADJOURNMENT

The meeting ended at 5:01 pm. The next meeting of the Community Engagement Committee is scheduled for Wednesday, June 23, 2021, at 4:00 pm in Room 174 of the Municipal Center.

Respectfully Submitted,

Michelle Hiner
Recording Secretary