

**UPPER MACUNGIE TOWNSHIP
RECREATION BOARD
January 17, 2019 – Agenda**

Attendance - Karla Trumbauer, Bret Spangler, Andrea Russell, April Navarra, Katie Shade, Matthew Bernard, Wes Schlauch. Also present at the meeting: Recreation and Events Coordinator, Lynn Pigliacampi-Matula, Jim Soltis, Deb Soltis, and Kal Sostarecz (township secretary). Dave Kentner and Gwen McCurdy were absent.

Katie called the meeting to order at 7:02 PM and asked everyone present to join her in the Pledge.

Bret motioned to approve Minutes from November meeting, Andrea seconded, all approved.

PUBLIC COMMENT: Curt Mosel and Jason Marola from ArtsQuest attended to discuss expanding ArtsQuest events broader throughout the Lehigh Valley. They came to discuss bringing Sangria Fest to Grange Park. Bret asked if we could incorporate Upper Mac/Grange Park into advertising both in print, online, and in radio spots. Wes asked if this was in conjunction with the Ballentine proposal. Curt indicated that this was a separate proposal, but Ballentine is a vendor in Sangria Fest. The festival would be targeted more west so it wouldn't conflict with the Bethlehem festival. Jim expressed concern around the timing being in June, as there are multiple athletic seasons that would potentially conflict. Bret also indicated that some parents would be concerned with having an alcohol-based event near kids' activities. Katie asked about potentially sourcing the wine from a local vineyard. Curt indicated that because of the existing partnership, that wouldn't be feasible. Curt indicated they would be looking for local sponsors as well. April asked if the area was fenced. Curt indicated that the first year it was not fenced but controlled by wrist bands. The second year they used a barrier, which they would likely do here as well. Andrea asked about price of tickets – ranges from \$40-\$80 (based on VIP/early purchase/AQ members). Jim asked what would be required from the township – police (at least appropriate contacts), permitting requirements, vendor inspection requirements. Matthew asked about vendors – would be multiple Sangria/garnish stations, food trucks, potentially other apparel/merchandise vendors. Matthew asked if it would be possible to have local vendors at a reduced rate. Curt said he would be willing to take a look at it, but these aren't usually vendor-intensive events, so we would want to make sure that the vendors made sense for the event. Wes asked about historical attendance – 3000 the first year, 2000 2nd year (rain), 2500 because of limiting sales to optimize experience. Curt said they would target 2000, cap at 3000. Karla asked about weather considerations – the event is rain or shine – Curt didn't have a concern about the grass. There might be a concern with parking on the grass if it rains. Lynn will check on number of spots available, and Curt can go with someone from the township to understand parking capabilities. Based on discussion, there doesn't seem to be an issue with available parking. ArtsQuest takes care of all trash and clean-up of grounds. There was discussion around the sporting event schedules. Bret indicated that it would be difficult to work around the larger events, but not impossible. Katie brought up the potential concern around vendors profiting in the park, but ArtsQuest is also a non-profit, so this likely wouldn't be an issue. Lynn also asked about insurance and permitting, and Curt indicated that they would have all necessary documents. Curt also asked about next steps – rec board would need to vote and get to board by Feb in order to make advertising schedule. Andrea asked about the rules with having alcohol in the parks. Lynn indicated the Board might need to include wording about finding a solution to the alcohol rule (maybe special permitting). Jim also asked what other events they would be thinking about. Curt indicated there may be other event opportunities as the park facilities develop – lifestyle/music events.

Discussion – Matthew asked about the driver/purpose for having Grange Park. Lynn indicated the township sees Grange as being a hub of community activity, with these events being offered in a way that is less "taxing." Bret indicated that this provides opportunity for residents to be closer to events and brings visibility to the township. Several people on the board

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feels the proposed fee of \$1,200.00 is too low given the time they would be using the park. Additionally, it may not be feasible to have sports in the park that day. Several people also expressed concern with having aggressive and non-applicable vendors.

Bret motioned to approve SangriaFest on June 8 at Grange Park and have the Board of Supervisors work with ArtsQuest and coordinate all appropriate details with township staff (including, but not limited to: liabilities, fees, special event permitting, facility use). Karla seconded. Votes: In Favor - Karla Trumbauer, Bret Spangler, Andrea Russell, April Navarra, Matthew Bernard, Wes Schlauch; Opposed – Katie Shade

BOARD RE-ORGANIZATION:

- Chairperson - April nominated Katie Shade. Andrea seconded. Katie accepted. Andrea called for a vote – UNANIMOUS approval by Karla Trumbauer, Bret Spangler, Andrea Russell, April Navarra, Matthew Bernard, Wes Schlauch.
- Vice Chairperson – Katie nominated Andrea Russell. Bret seconded. Andrea accepted. Katie called for a vote – UNANIMOUS approval by Karla Trumbauer, Bret Spangler, April Navarra, Katie Shade, Matthew Bernard, Wes Schlauch
- Secretary- Bret nominated Karla Trumbauer. Katie seconded. Katie called for a vote – UNANIMOUS approval by Bret Spangler, Andrea Russell, April Navarra, Katie Shade, Matthew Bernard, Wes Schlauch

Community Programs

- Events that were scheduled for Independent park in February will still be at Independent Park. Some events after Feb will be at the township building, but the winery will honor all events through July if needed.
- Lynn proposed dates for Movies in the Park. We will vote on movies later. Jim indicated that people have asked for an animated film at Grange due to the small kids in the neighborhood. We will review the movies in the list and provide our top 3 to vote on. Andrea asked about National Night Out, which is the first Tuesday in August – there might be some vendors who don't want to commit to both events since they are the same week.
- There are 70 people registered for Hunter/Trapper, which will be held at Independent Park.

UNFINISHED BUSINESS

- Farmers Market bid is being reviewed – expected to go before Board in Feb
- Capital Campaign was approved to be signed; still being reviewed, but expected to move forward
- DIY classes/Dog Training – Lynn is still in discussion with instructors to determine options
- Wetlands area at Rickey Park – Received grant, so this can move forward. Lynn will ask them to send final information. Rec Board feels they do not need to re-approve this.

NEW BUSINESS

- Art Class- Mary Rose Feldman- artist, instructor, and owner of The Sentimental Gift – Katie suggested this could be a good option for a class. Karla asked if it would be worth reaching out to the wineries to partner to do events. We would need to make sure they are cost effective.
- Giveaways – Lynn provided handouts for options. In an effort to get more visibility to Recreation, would like to get a "larger ticket" item – tote bag, draw string bag, water bottle. We would also get smaller items for other event giveaways. Bret motioned to establish an annual recurring Friends budget item for \$2000 for giveaways, subject to

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approval by Friends. Andrea seconded. All approved.

- Andrea brought up the need for Rec Board apparel and more professional supplies. Lynn and Bob have discussed this in the past, so Katie will reach out and ask if we can order at this point.

Other Business

Independent Park Community Rental Update

- Dec. 2018- 9 bookings, \$5,835.00
- Dec. 2018- 10 bookings, \$5435.00

Pavilion Rental Update

- Nov. 2018- 1, \$175
- Nov. 2017- None

UMT Recreation fund balance- \$993,316.81

Friends of Upper Macungie Parks and Recreation, Inc. fund balance- \$31,697.87

Recreation & Events Coordinator Updates

Officer Update- Katie

Matthew will have several absences that coincide with meetings due to firefighting duties in the township. Bret indicated that the attendance rules were put in place to ensure we have a quorum at meetings. All agreed that if the absences are in support of the township and we have adequate participation at the meeting, this will not be an issue.

Katie motioned to adjourn at 9:19, Andrea seconded.