

Newberry Township Events Committee

Meeting Minutes

December 1, 2025

CALL TO ORDER AT 4:00 PM

Sue Ostrander called the Newberry Township Events Committee meeting to order at 4:00 PM on Monday, December 1, 2025. Committee members in attendance included Sue Ostrander, Diane Shellenhamer, Dominish Miller, and Norman Sietz.

Pledge of Allegiance

Sue Ostrander led those present in the Pledge of Allegiance.

PUBLIC COMMENTS

No members of the public were present to offer comments.

APPROVAL OF THE MINUTES

Motion by Diane Shellenhamer, to approve the minutes from the November 3, 2025, meeting, seconded by Dominish Miller. The motion carried unanimously.

OLD BUSINESS

None

NEW BUSINESS

Discuss and review the Tree Lighting event

The committee discussed the recent Tree Lighting event, which was deemed highly successful. Diane Shellenhamer reported that they had run out of parking space, suggesting it was time to move to a larger location. Jennifer (Sue's daughter) had relayed positive feedback from attendees, with one comment being that it was "the best thing I've ever seen, even better than last year, and so much more than I ever expected from Newberry Township."

Committee members noted that the DJ's music was too loud at times but attributed this partly to the confined space. Dominish Miller explained there had been some issues with the igloo attraction when the generator ran out of gas twice. The committee agreed that the Santa Igloo was popular with children and provided a good background for photos.

Norman Sietz reported that the church was pleased with the event, though he mentioned they might have had more attendance the previous year. He identified advertising and signage in the community as their biggest issue for improvement.

Move the event to Shelley Park

The committee extensively discussed relocating future events to Shelley Park due to space limitations at the current location. Norman Sietz described Shelley Park as "a gem" they had uncovered, noting the current

parking lot wouldn't support increasing attendance. Dominish Miller pointed out that Shelley Park offered several advantages including a playground, pavilion, fireplaces, and a concession stand.

Motion by Diane Shellenhamer that all events for the future be moved to Shelley Park, except for the Veterans Memorial and the Liberty Tree Ceremony for the 250th celebration, seconded by Norman Sietz. The motion carried unanimously.

Any changes that need to be made

The committee discussed timing adjustments for next year's Tree Lighting event. Jennifer had suggested delaying Santa's arrival by at least 15 minutes to accommodate people coming directly from work, as many families were arriving late and missing opportunities with Santa.

Any additions that are needed

No specific additions were proposed for the Tree Lighting event beyond what would naturally come with the venue change.

Adjust our spending on events with the \$7,500 budget for the year

Sue Ostrander and Diane Shellenhamer reported they had spoken with Treasurer Jane Deamer about the budget. Beginning January 1, Jane Deamer will create a new spreadsheet to track the committee's budget more effectively. The committee currently has approximately \$5,500, with some of that allocated specifically for Music in the Park events.

Establish spending per event

The committee discussed how to allocate their \$7,500 budget across events. Diane Shellenhamer suggested that Music in the Park events might cost around \$1,000 each, while larger events like Harvest Moon and Spring Festival would require more substantial funding.

The committee deliberated on fundraising through vendor fees. They noted that for the previous event, 92 vendors had paid approximately \$10 each, generating \$920. The committee calculated that if they charged \$25 per vendor for 90 vendors, they could generate \$2,250.

Discussion also covered concession stand operations, with Norman Sietz suggesting they could find volunteers with ServSafe certification to run it. The committee agreed they needed to explore what was required for food service certification.

Discuss sponsorship needed

The committee discussed the need for sponsorship, particularly for high-cost events like the July 4th celebration. Diane Shellenhamer reported she had reserved four balloons for a July 4th night glow event at a cost of \$250 per balloon. She mentioned she was working to get the entire event fully sponsored.

Norman Sietz suggested they might consider parking fees for large events (\$5-10 per carload), though this had previously been discouraged by others.

Discuss creating sponsorship letters

The committee reviewed a draft sponsorship letter prepared by Diane Shellenhamer. They discussed creating a dedicated list of businesses to contact, including local businesses in Newberry Township and neighboring communities like Fairview, Lewisberry, and Manchester.

Sue Ostrander suggested they should mail the sponsorship letter with event information to local businesses. Dominish Miller mentioned that Codie Culley had previously created a spreadsheet with 60 local businesses including contact information.

Diane Shellenhamer suggested approaching organizations like Rotary Club, Lions Club, and other local service organizations for sponsorships. Sue Ostrander and Dominish Miller offered to reach out to Rotary Club connections.

Motion to approve a recommendation to the Board of Supervisors for the 2026 meeting dates calendar

Motion by Diane Shellenhamer to approve the Events Committee meeting dates for 2026, scheduling meetings at 4:00 PM on the first Monday of each month, with noted exceptions, seconded by Dominish Miller. The motion carried unanimously.

Review pricing of vendor rental – typical area events cost \$30-\$75

The committee discussed raising vendor fees for upcoming events. Diane Shellenhamer noted that other local events charge between \$50-\$75 per booth and suggested that \$25 should be their minimum. The committee agreed this would help cover event costs and might attract more professional vendors rather than garage sale sellers.

Motion by Sue Ostrander to raise the vendor fee for the Spring Festival to \$25, seconded by Diane Shellenhamer. The motion carried unanimously.

The committee discussed potentially raising fees further for subsequent events if the Spring Festival is successful.

Vendors invited – Spring, Harvest Moon and Tree Lighting – any others

The committee decided to add July 4th to the list of events that would include vendors. Norman Sietz suggested that vendors should be invited to any event that requires significant funding.

The committee also discussed continuing the Thursday market events, possibly combining them with food trucks. Norman Sietz expressed interest in continuing these events but suggested they remain free for vendors this year to build attendance.

Mailings – What should be included in the annual mailer

The committee discussed creating an annual mailer to township residents. Sue Ostrander suggested they could mail to all registered voters in the township. Diane Shellenhamer proposed including vendor applications, brick order forms, an events calendar, and possibly a map showing how to get to Shelley Park.

The committee also discussed the need for signage. They identified several types of signs needed: event parking, entrance, food, vendors, and directional signs to Shelley Park. Sue Ostrander volunteered to research A-frame signs that could have interchangeable inserts for different events.

Discuss fund raising activities

The committee discussed various fundraising ideas, including selling tote bags with their logo for \$2-5. They also talked about finding more attractions like the goat snuggling and kettle corn vendors who would give a percentage of sales back to the committee rather than requiring upfront payment.

For the July 4th event, they discussed having music on July 3rd followed by the balloon festival on July 4th. Diane Shellenhamer mentioned potentially having open mic performances as a free entertainment option on July 4th.

ADJOURNMENT

Motion by Diane Shellenhamer to adjourn the meeting, seconded by Norman Sietz. The motion carried unanimously.

The meeting was adjourned.

Respectfully Submitted,


Sue Ostrander, Committee Lead
Aaron Schwartz Manager

