

Newberry Township Events Committee Meeting Minutes

October 6, 2025

Call to Order at 4:00 PM

Sue Ostrander called the Newberry Township Events Committee meeting to order. Diane Shellenhamer led the Pledge of Allegiance.

Committee Members in attendance were Sue Ostrander, Diane Shellenhamer, Dominish Miller, Norman Sietz, Codie Culley, Tony Miller and Aaron Schwartz. Also present were Terry Von Neida and Sharon Borger.

Public Comments

Terry Von Neida addressed the committee regarding communication issues with the last event. He explained that people were asking questions, but he and other vendors at the Shoppes of Newberrytown (Angie) had no information to share. Mr. Von Neida also mentioned that he had previously offered to donate hot dogs, buns, rolls, condiments, sodas, and potato chips for the committee to sell as a fundraiser but was told just a week and a half before the event that it couldn't happen. He came to donate money to the Events Committee fund.

Diane Shellenhamer acknowledged there had been communication issues, explaining that they initially planned to host the event at Shelley Park but had promised Angie that it would be held at the Shoppes of Newberrytown, causing some transition difficulties. She stated that they had met with Angie three times, but since we were not familiar with their facility, we were not aware of their information process.

Approval of the Minutes

Sue Ostrander asked the committee to review the minutes of September 22, 2025, special meeting provided in their packets. Tony Miller asked that an amendment be made to the minutes that only the concession stand is "Cash Only".

Motion by Codie Culley to approve the minutes of September 22, 2025, special meeting as amended, Tony Miller seconded the motion. Motion carried unanimously.

Old Business

There was no old business to discuss.

New Business

Discuss plans for the Friday, November 21st Christmas Tree Lighting event

Diane Shellenhamer reported that Dominish Miller is taking the lead on the Christmas event. She has contacted people to serve as Mr. and Mrs. Claus, though they had not yet heard back from Mrs. Claus.

Sue Ostrander presented a contract for an igloo rental at a cost of \$375, with a \$75 deposit required. The committee confirmed this was the same vendor from last year who did a good job. The committee agreed to have the deposit sent to secure the rental.

Diane Shellenhamer confirmed that the fire police will be present at the event, and Santa will arrive on a fire truck, which has been confirmed to have better routing than last year. The Susquehanna Fire Department will be providing chicken corn soup, and they were waiting to hear from the Newberry Township Fire Department about what food they would provide.

Dominish Miller shared several recommendations for the event:

- Replace the DJ with Christmas carolers who could wander through the event
- Have the library provide a volunteer elf for designated story times instead of having Santa read "The Night Before Christmas" since parents were reluctant to leave their place in line last year
- Improve lighting, especially for areas away from food vendors (like the library area which was in the dark last year)

The committee discussed logistics including:

- Tony Miller and Dominish Miller will handle the hot chocolate.
- Nadine, Members 1st Branch Manager, will be attending and handing out cookies.
- The VFW will provide patio heaters (they have two, Diane Shellenhamer has one)
- The committee decided not to do "Stuff a Trunk" (toys for children and animals) this year as it wasn't very successful
- Public Works Director Scott Getgen will set up the Christmas tree
- Tables and chairs will be needed (possibly from the VFW or fire department)
- The committee will set up one or two Solo fire pits for s'mores, which The Warehouse will sponsor
- Two volunteers will be needed to supervise the s'mores station for safety
- Codie Culley will arrange for light towers to provide better illumination
- Codie Culley will contact Walter's regarding bathrooms and parking

Sue Ostrander requested that everyone involved with the Christmas Tree Lighting event provide their information in writing for the next meeting or email it to her so she could make copies for everyone.

The event will be held at the MESB building parking lot this year, but the committee anticipates moving it to Shelley Park next year.

Discuss and finalize the Events Committee 2026 budget for the Board of Supervisors approval

Sue Ostrander explained that they needed to present to the Board of Supervisors a list of expected income and expenses for 2026. The committee discussed and finalized the following budget items:

Income:

- Brick sales: \$1,200 (estimating one brick per month)
- Music in the Park sponsors: \$6,000 (for six events)
- T-shirt sales: \$1,000 (expecting to sell about 100 shirts at \$10 each)

Expenses:

- Music in the Park: \$6,000
- Refrigerator/Freezer combo: \$750
- Replenishing concession stand food: \$600
- Meeting ads (for special meetings): \$208
- Insurance: \$500
- Legal fees: \$700
- Office supplies: \$150

- Promotional tent: \$900
- Food warmers: \$210
- Marketing: \$5,000

The committee extensively discussed marketing needs, with most members agreeing that this was the area where they needed the most investment to improve event attendance. They also debated various fundraising methods including seeking business sponsorships versus charging attendees, with most members preferring to keep events free and focus on business sponsorships.

Terry Von Neida suggested approaching local businesses for event-specific sponsorships rather than charging residents to attend events. Tony Miller provided detailed cost breakdowns for items like the refrigerator/freezer unit and concession stand supplies.

The total budget request came to approximately \$15,000.

Discuss how many events will be held in 2026 and the dates for these events

The committee focused on setting the date for the Spring Festival 2026:

- Date: May 2, 2026
- Rain date: May 3, 2026
- Time: 12:00 PM to 5:00 PM
- Location: Shelley Park

Codie Culley mentioned that the previous Spring Festival had 97 vendors signed up before it was cancelled due to rain, including about 5 food trucks and a cornhole setup. The committee agreed to discuss the details of the event, such as whether to include bounce houses (which had high insurance costs), at a future meeting.

The committee briefly touched on Music in the Park events, suggesting they should be held during summer months (June, July, August), but decided to discuss the full event calendar at the next meeting. They agreed events should generally be limited to once per month to avoid oversaturation.

Adjournment

Motion to adjourn made by Codie Culley, seconded by Tony Miller. Motion carried unanimously.

The meeting was adjourned.

Respectfully Submitted,


Sue Ostrander, Committee Lead

