

Newberry Township Events Committee Meeting Minutes

February 2, 2026

ATTENDANCE:

Aaron Schwartz, Manager
Codie Culley, Chairman
Dominish Miller
Norman Seitz
Sharon Borger
Kelly Veres
Heather Barnhart
Diane Shellenhamer, Board Liaison (BY PHONE)

CALL TO ORDER AT 4:00 PM

The February 2, 2026, Newberry Township Events Committee meeting was called to order at 4:00 PM. The Pledge of Allegiance was recited by all attendees.

PUBLIC COMMENTS

Two individuals provided public comments. Tony Miller thanked the events committee members for their service and expressed his desire to continue volunteering to help at events, particularly in coordinating concession stand operations at Shelley Park. Mr. Miller noted that the concession stand serves as a revenue maker and offered his continued assistance despite no longer being officially on the committee. He also inquired about whether the Spring Festival had established a rain date, to which Chairman Culley responded that it was scheduled for the day after the main event and listed on the calendar.

A second individual was present but indicated they were only there to provide support and had no specific comments.

APPROVAL OF THE MINUTES

Motion by Chairman Culley to approve the minutes from December 1, 2025, seconded by Dominish Miller. The motion carried unanimously.

OLD BUSINESS

No old business was discussed.

NEW BUSINESS

Spring Festival

Review of event plans

Chairman Culley provided an overview of the Spring Festival planning status. He noted that while the event dates had been approved by the Supervisors, the committee was still in the beginning stages of detailed planning due to limited meetings since the New Year. The location was confirmed to be at Shelley Park, with permission secured from York Haven Elementary School for adjacent parking due to limited parking at the park itself.

Chairman Culley emphasized that approximately 95 businesses had participated in the previous year's event, encouraging interactive activities with guests and children. He indicated that the committee had access to the vendor list from the previous year but acknowledged that significant outreach to businesses would be needed.

Manager Schwartz distributed copies of items for discussion at the next meeting, breaking down different categories for the Spring Festival planning. He also provided standard operating procedures for new members, explaining what could and could not be discussed outside of meetings to comply with Sunshine laws.

New committee member Kelly Veres requested access to the business and vendor lists, which Dominish Miller confirmed would be shared through the email chain to ensure all committee members had access.

Dave Lash volunteered to continue serving as MC for the event, offering to handle announcements, vendor advertising, and door prize distributions. He indicated he had equipment available but was flexible about using the event's sound system. The committee discussed coordination with Connor Harkins, who might provide music, and determined that equipment sharing could be arranged.

Discussion of logistics and coordination

Norm Sietz raised important logistical considerations, noting that some vendors who paid fees last year before the event's cancellation might expect complimentary spots this year. He explained that those who donated their refunds would not be eligible for free spots, and some had already used their credits at the Harvest Moon Festival.

The committee extensively discussed vendor fees, with last year's structure being \$10 for township residents and \$20 for non-residents. Norm Sietz recommended increasing fees to \$15-20 for residents and \$20-30 for non-residents to generate more revenue, given the committee's limited income opportunities due to gaming regulations. After discussion, Chairman Culley suggested simplifying the structure to a flat \$25 fee regardless of residency status to reduce administrative complexity. The committee agreed that nonprofits, churches, Boy Scouts, and senior centers should continue to receive free vendor spots.

Heather Barnhart, drawing from her experience with similar events, supported the proposed fee structure as reasonable. The committee agreed to continue reaching out to Boy Scouts and other organizations that had provided valuable volunteer assistance in previous years.

Extensive discussion occurred regarding the concession stand operations. Tony Miller detailed his previous work in cleaning and preparing the facility, which had been left in poor condition by a previous athletic association. The stand currently has commercial sinks, hand washing facilities, and soap/paper towel dispensers, with plans for the Parks and Recreation Board to budget for refrigerator/freezer units and food warmers. Mr. Miller offered his food service experience and willingness to obtain SERV Safe certification to support operations.

Kelly Veres volunteered to help coordinate the concession stand operations, noting her cooking experience and previous SERV Safe certification. The committee discussed menu options, with

Mr. Miller explaining that the previous year's limited menu of pulled pork, hot dogs, nachos, chips, soda, and water had generated several hundred dollars in profit from just one event.

The discussion covered coordination with food trucks to avoid direct competition with concession stand offerings. Mr. Miller suggested allowing specialized food trucks like Kona Ice for ice cream or Brickers for pizza and french fries, while the concession stand would focus on different menu items. Tony Miller noted that concession stand prices would generally be more affordable for residents than food truck offerings.

Layout and logistics planning was discussed with the committee needing to assess the flat space available at Shelley Park for vendor placement. Options included lining vendors along existing paved walkways or arranging them in rows throughout the field area. Chairman Culley emphasized the need to visit the site and create a draft layout plan.

The committee addressed potential conflicts with baseball field usage on the event date, noting the need to coordinate with the Administrative Assistant regarding field reservations. Mr. Miller indicated that Saturdays typically weren't heavily scheduled for games, though practice might still occur.

Parking arrangements were confirmed with York Haven Elementary School, though Chairman Culley noted a potential morning conflict that appeared to be resolved. Additional overflow parking at the York Haven ballpark was identified as available under the existing permission arrangement.

Dave Lash suggested providing golf cart transportation from the elementary school parking to the event area. The committee discussed insurance implications and the need for donated or rented golf carts, with the Chairman Culley indicating this would be investigated.

Entertainment planning included discussion of multiple musical acts for the six-hour event, with the committee having previously arranged for several bands. Connor Harkins was mentioned as a potential solo performer, and the committee noted the need to confirm entertainment arrangements.

The committee discussed bounce house arrangements, noting the cost considerations and availability of two existing playgrounds at the park that might reduce the need for multiple bounce houses. Sponsorship opportunities were identified to offset the expense of children's activities.

Revenue generation strategies were reviewed, including the 30% commission arrangement with food trucks, cornhole tournament entry fees with prizes previously donated by EK Services, and potential all-day jump passes for bounce house activities at \$5-10 per child.

Advertising and promotion plans included reaching out to various media outlets, with Dave Lash noting that PSA opportunities were available through television and radio stations. He specifically mentioned his connections with WHIP radio and his role as a photographer. Committee members discussed utilizing business networks, pizza delivery flyers, warehouse advertising, Facebook pages, and senior center newsletters for promotion.

The committee addressed the need for signage, noting the township's digital sign and mobile billboard capabilities used for previous events like Music in the Park. Tony Miller mentioned successful use of inexpensive yard signs at strategic intersections, suggesting reusable signage with blank date fields.

Kelly Veres suggested creating a community cookbook as a fundraising opportunity, which Dominish Miller noted she had previously done for the township on a non-fundraising basis, indicating potential for future implementation.

Discussion of Events Committee calendar of events for 2026

Manager Schwartz presented a preliminary list of events for the 2026 calendar and encouraged committee members to review the list between meetings to determine what events the committee could realistically handle. He emphasized that the committee was new as of last year with additional new members this year, and the complexity involved in events like the Spring Festival demonstrated the significant coordination required.

Manager Schwartz highlighted that certain events had proven popular, including the Christmas festival, Spring Festival (based on last year's signup numbers), Veterans Day commemoration, and Music in the Park, which had grown in attendance.

Dominish Miller noted that the Liberty Tree and statue dedication was part of the America 250 celebration sponsored by Rotary and would likely be non-negotiable, though it could be a simple ceremony rather than a large event. She indicated she had scheduling information that would be shared with the committee.

Norm Sietz addressed the open market events, stating he was not committing to coordinate all of them again this year but would like to see the program continue. He noted that last year's attendance was limited and he had difficulty securing consistent local vendors for produce. Norm Sietz indicated he had started commitments with a church that would limit his availability but expressed willingness to help if other committee members could rotate responsibilities.

The committee discussed adding food trucks to the open market concept and noted that June 6th was scheduled for Music in the Park with no musical act yet secured. Norm Sietz recommended Corina Rose, who had received positive community response previously. The discussion included payment structures for musical acts, with Dominish Miller noting that Diane Shellenhamer had successfully secured WellSpan sponsorship to cover Music in the Park expenses in the previous year.

Entertainment suggestions included Jake Owens and an open mic night concept, which Kelly Veres proposed based on successful programs at Blue Sky Tavern. Heather Barnhart offered to recommend entertainers from her work at senior centers, emphasizing she would only suggest quality performers.

Additional band recommendations included the "All You Can Eat Lobster" band, which Tony Miller noted consisted of township residents who performed at the VFW and consistently drew large crowds.

The committee agreed to compile master lists of businesses, talent, and resources for the next meeting to create a comprehensive reference guide for future event planning.

ADJOURNMENT

Motion by Chairman Culley to adjourn the meeting, seconded by Norm Seitz. The motion carried unanimously.

Respectfully Submitted,



Aaron Schwartz, Township Manager

