

TOWNSHIP OF LOWER MAKEFIELD
PARK & RECREATION BOARD
SPECIAL MEETING MINUTES – FEBRUARY 3, 2025

The Park & Recreation Board of Lower Makefield Township held a special meeting on February 3, 2025, to discuss Community Day. Led by Mr. Krauss, the meeting focused on reviewing the 2022 and 2023 events, analyzing costs and revenue, considering feedback, discussing the 2025 Community Survey results, and identifying future objectives for the event.

Those present:

Park & Recreation Board: Douglas Krauss, Chair
 Kim Rock, Secretary
 Rob LaBar, Member
 Mike Blundi, Member

Others: Monica Tierney, Park & Recreation Director
 Cynthia Borda, Special Events Committee

Absent: Michael Brody, Park & Recreation Board Vice Chair
 James McCartney, Supervisor Liaison

1. Review of 2022 and 2023 Community Day Events

The 2022 Community Day event incurred a total cost of \$70,000, with \$23,000 recouped through sponsorships and other revenues, leaving the Township to cover \$47,000, including labor expenses. Specific costs included approximately \$8,649 for police, \$9,000 for Public Works, and \$5,000 for Parks & Recreation. The event was not held in 2024 due to budget constraints, and the 2025 budget allocates only \$15,000 for all community events, including Veterans Day. Given that the event has not occurred since 2023, costs are expected to rise should it be reinstated.

Fireworks and games/rides were among the most expensive elements of past events. Stage costs ranged from \$30,000 to \$40,000, typically covered by sponsorships, along with additional costs for bands and entertainment.

2. Preliminary 2025 Survey Results

A survey was conducted with approximately 250 responses. Given the short survey period, some Board members questioned whether there was strong community demand for Community Day. The responses were evenly split (50/50) between those in favor and those against the event. Issues were noted with the Zen City bar graph, which some found confusing.

3. Defining Community Day Objectives and Mission

Discussions centered on potential modifications to the event, including alternative formats and funding strategies. Proposed elements included:

- A morning 5K race and 3v3 basketball tournament
- Food trucks, rides (with wristbands for paid access), and fireworks
- Hosting the event on a non-Labor Day weekend in September
- Increasing vendor and food truck fees to generate more revenue

The need for sponsorships was emphasized, with recognition that securing sponsors within Lower Makefield Township may be difficult due to the limited number of businesses. The possibility of reaching out to local service providers and forming a Sponsorship Committee was discussed.

Alternative event structures were considered, such as spreading activities over multiple days to manage labor costs. One suggestion was to hold fireworks on a Friday night and the main event on Saturday to reduce expenses. A proposal to hold only fireworks in 2025 was also discussed, as sponsorships might fully cover the estimated \$15,000 cost for fireworks and \$5,000 in labor.

The Special Events Committee currently has only two members, and restructuring the committee to focus on Community Day planning was suggested. Park & Recreation Board members could also join this effort.

4. Next Steps and Responsibilities

The Park & Recreation Board will further discuss the proposal at its next meeting, with a focus on moving forward with fireworks for 2025 funded through sponsorships. Ms. Tierney will provide a finalized quote for the fireworks costs. If approved by the Board, the proposal will be presented to the Board of Supervisors.

Additionally, efforts will commence to reorganize the Special Events Committee and establish one or two Park & Recreation Board liaisons to explore a full-scale Community Day event for 2026. If the Board of Supervisors supports this initiative, it will be included in the 2026 budget planning process.

There being no further business, the meeting was adjourned.

Respectfully Submitted,

Kim Rock, Secretary