UPPER FREDERICK TOWNSHIP Parks & Rec
April 21, 2026 - 7:00 PM

Minutes

Executive Summary:
The Parks and Rec board focused on preparations for Community Day, including sponsorships, vendors, entertainment, advertising, and site logistics. They also discussed a few recurring park programs and outreach ideas, including Yoga in the Park, a new Facebook-based event strategy, and a low-key walking meetup before meetings.

Attendance: Chair Tracy Harper, Member Jen Christman, Member Carolyn Coleman, Township Manager Aaron Walizer

- Call to Order -*The meeting was called to order at 7:00pm*
- Pledge to the Flag

REGULAR MONTHLY MEETING

- Public Comment Period -*There were no public comments*

MEETING MINUTES

- Approval of March 17, 2026, Meeting Minutes -*Minutes were approved with a vote of 3-0*

BUSINESS BEFORE THE BOARD

- New Business

    - Movie on the Mountain with Lower Frederick Parks & Rec
        i. Is anyone able to represent us as part of their working group?

- *Lower Frederick asked whether Upper Frederick would join a small working group for its "Movie on the Mountain" event.*
- *The board agreed not to commit to the planning group because the current board is small and already busy.*
- *They were open to helping on the night of the event, especially with the popcorn station, as they have done in the past.*

- *The event is typically held in early September, with a rain date the following weekend.*
- *Lower Frederick has historically supplied the popcorn materials, while Upper Frederick has helped run the station and sometimes with parking support.*
- *The board noted that a standard donation of **$250** is usually given for the event and that this comes from the general/bubble budget.*

- Yoga in the Park
    i. Updates?
    ii. Facebook ad, flyers to distribute?
- Feasibility of constructing a weather-proof event sign/kiosk at Friendship Park
    i. Whose budget?
    ii. How soon could this be accomplished?

- *Carolyn and others raised the idea of a permanent or semi-permanent kiosk/event sign at Friendship Park for community announcements.*
- *Aaron said this would be feasible and would come from the parks capital improvement budget.*
- *He estimated the park projects budget at about $22,000.*
- *The group agreed the idea is worthwhile, but not urgent because they want to see how the grant application for the sports courts develops first.*
- *They noted that future changes to the park layout could affect where such signage should be placed.*

- Other programming ideas for the near future:
    i. Some type of low-key monthly event at 6 or 6:15pm prior to P&R and BoS meeting?
    ii. Walk and talk?
    iii. Sip and stroll?
    iv. How to publicize
    v. Start in May? June?

- *The board discussed a low-key meetup group held at 6:15 p.m**.** before Park and Rec meetings.*
- *The concept is a "walk and talk" group with one, two, or three laps, open to all ages, and intended to be simple and informal.*
- *It was suggested that dogs should not be included, to avoid conflicts and because the event is meant to stay simple.*
- *The group agreed Aaron could advertise it on Facebook if provided with the content.*
- *Possible names discussed included "walk and talk," "sip and stroll," and "walkie-talkie."*
- *The board decided to gather name suggestions by email before Monday, then use the chosen name in the Facebook post.*

- Old Business
- Status reports for CD 2026
    - Sponsors
        i. Amount collected (or promised) and from whom
            - Did JS Beer and Sacks &Sons send money as promised?
        ii. Bake-Off gift cards
    - Amusements (obstacle course inflatable, rock wall, bungee/trampoline)
        i. Which are confirmed?
    - Hayride
    - Craft vendors
        i. Which are confirmed?
    - Food & drink vendors
        i. Ice cream vendor?
        ii. Coffee vendors?
        iii. Wine vendor (A'Dello)?
        iv. Food trucks?
        v. Did PVB send application?
    - Advertising
        i. Yard signs – see sample
        ii. Community and school events calendars
        iii. Flyers for distribution – see sample
        iv. Aaron – template for previous ads for newspapers or otherwise?
        v. When to advertise on Facebook
    - Band
        i. Communicating with PW about their needs
    - Money spent or allocated thus far

Sponsorships and donation tracking

- *Logos are being collected from sponsors to create a thank-you banner in Canva.*
- *Aaron said he had not yet seen payment from JS Beer or Saxon & Sons, though Saxon & Sons usually contributes later in the year.*
- *The board planned to send a reminder to JS Beer.*
- *Frederick's sponsorship is expected later, likely in July.*
- *Aaron had previously kept the board informed about incoming sponsorship money.*

Bake-off prizes and gift cards

- *The board confirmed receipt of a $50 Wegmans gift card for first place in the bake-off.*
- *Redner's reissued gift cards after saying the originals had been sent but not received; the board obtained three $10 gift cards.*
- *The group discussed using the cards as follows: $50 for first place, $30 for second place, and $10 for third place.*
- *Another $10 Freed's gift card was planned to round out the prize pool.*

- *The board was comfortable with additional small purchases for prize support and supplies as needed*

Amusements

- *The proposed amusement lineup includes a rock wall, trampoline/bungee attraction, and one or two inflatables.*
- *Aaron asked for confirmation before booking, and the board agreed to proceed.*
- *He estimated the total cost at roughly $2,800.*
- *The board emphasized the need to keep records clean for future planning because prior records had been inconsistent.*

Hayride

- *Bob Marriott, who previously provided the hay wagon, said he would make sure it was ready even though he would not be present.*
- *Coordination would still be needed with Public Works / Steve, and likely with Jay or Chris as drivers.*

Craft vendors

- *The craft vendor list has grown to about four confirmed vendors, including a crochet vendor.*
- *One vendor requested the application by mail instead of electronically.*
- *Aaron had some email issues with a couple of contacts but corrected them.*
- *He also posted the vendor call on a Facebook group called "PA Vendors and Crafters That Need Events."*
- *The board discussed attending local craft fairs in April and May to recruit vendors in person.*
- *Heidi had previously suggested charging vendors a small fee, but the board preferred to keep things simple this year and revisit the idea for next year.*
- *The board also noted that a few vendors usually show up without applications, and that this should be expected again.*

Balloon animals

- *A balloon animal entertainer was offered for 11 a.m. to 4 p.m. at a discounted rate of $125.*
- *Aaron confirmed the price was very low compared with prior years, and the board agreed to book him.*
- *They also decided he should fill out a vendor application and provide a certificate of insurance (COI).*

Food and drink vendors

- *Brewster's confirmed interest in returning, but asked for a different setup, likely because of a prior generator issue.*
- *The board discussed using extension cords and the house power rather than relying on a generator, and considered placing the vendor farther away from the DJ area if needed.*
- *Moccia's confirmed participation.*

- *Coffee vendors had not yet responded; attempts were made via email, Facebook, and other contacts.*
- *The board clarified that they are looking for actual vendors, not catering-style arrangements where the township would guarantee a minimum payment.*
- *One food truck had a $1,500 minimum, which the board declined.*
- *The group acknowledged that it would be nice to have one barbecue or rib vendor next year, even though it did not work out this year.*

Wine and brewery vendors

- *Carolyn said she would contact Adela about possibly serving as a wine vendor.*
- *Aaron noted that Perkiomen Valley Brewery had verbally agreed but had not yet submitted the vendor application, so he planned to remind them.*
- *The board agreed that any vendor who wants to participate must complete the application.*

Signage and printed materials for Community Day

- *The board discussed ordering printed signs and flyers from a local printer in East Greenville or Pennsburg.*
- *Aaron said the printer normally invoices after the fact.*
- *The preferred contact email for invoicing is info@upperfrederick.org.*
- *Carolyn prepared a flyer and planned to email it to Aaron so he could use it in outreach to vendors.*
- *The flyer included the major attractions, including the band, but kept the design simple and uncluttered.*
- *The board felt the flyer could also be reused in future years.*

Band and event layout

- *The band, Mighty Manatees, is already booked and aware of the event.*
- *Aaron said he has been in contact with them and that they are comfortable playing outdoor festivals.*
- *Steve had already been informed that the tent setup is changing and that political materials will not be used this year.*
- *The board discussed building a box stage or simple raised structure under a tent to keep the band off the grass and protect electrical equipment.*
- *Aaron indicated the setup would likely be constructed in-house, possibly using two-by stock.*
- *The band size may vary from six to eight members, so the setup should accommodate flexibility.*
- *The board also discussed seating and agreed to borrow chairs from the fire company, as in past years.*
- *The fire company is expected to provide a large number of chairs, likely enough for the tent area.*
- *Cornhole boards will also be available as a family-friendly activity.*

Advertising and Outreach Strategy

- *The board agreed that Facebook will become a primary way to post events and announcements.*
- *A notice may also be included in an upcoming Board of Supervisors meeting agenda to explain that Park and Rec events will increasingly be posted on Facebook.*
- *Aaron said the township website gets minimal traffic, so Facebook will likely be more effective.*
- *They also discussed newspaper advertising, and Aaron planned to send the previous year's ad template to help with the new version.*
- *The newspaper ad was previously run as an eighth-page ad on the two Fridays before the event.*
- *School calendar advertising was deemed too early to do now and should be revisited around the start of the school year.*
- *Carolyn planned to explore additional vendor recruitment through local art-related venues and community pages.*

Future Planning and Timing

- *Aaron said he expects to hear from the county on the grant application in the June or July timeframe, based on the county's stated three- to four-month review window.*
- *The board noted that the grant could affect future park layout decisions, including where signage and facilities should be placed.*
- *A newsletter is scheduled for May, and the township plans to publish two newsletters annually, not just one.*
- *The board agreed that the May/June newsletter could include Yoga in the Park and other non-election-related content, since the timing will be after the election.*
- *Kate and the lead organizer for the bake-off planned to meet at the end of May to coordinate advertising, logistics, and layout for that portion of Community Day.*

- Timeline overview for remaining CD 2026 preparations
    - May/June
        - Establish Bake-off theme, rules, entrance forms, advertising and other needs (ribbons, gift cards)
        - Confirm staging of band with Steve from PW
    - July/Aug
        - Contact previous bakers and prompt them to enter
        - Reminders to Preston's Pantry, PVB, UFFC (parking), PW (set up)
        - Gather logos for sponsors, create a banner via Canva, send to printer
        - Round up volunteers and decide upon a duty list
        - Advertise (various methods to be discussed)
        - Arrange hay wagon presence if not already
        - Bill L.: Rita's? Someone to serve? Family involvement? Face painting?
        - Assess table needs
        - Map of space to decide vendor set up locations
        - Arrange for port-a-potties and sink
        - What to give volunteers as a thank you gesture?
    - Early September

- Plan what snacks to get for volunteers (popcorn, bars, ?)
- Place yard signs
- Purchase water for volunteers (need 2 more coolers)
- Finalize "day of" assignments
- Finalize layout of event with PW
- More advertising?
    - Email schools about adding us to their calendars
- Purchase supplies for Bake-off (including gift cards, if needed)
- Print out Bake-off entrance forms that include ingredients, name of dessert, and entrance number (for voting purposes)
- Establish and communicate to everyone day before and day of tasks

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UPCOMING MEETINGS

Planning Commission Board – 5/21/2026 at 7:00PM
Parks & Rec Board – 5/19/2026 at 7:00 pm
Open Space – 05/21/2026 at 7:00PM
BOS Workshop Meeting – 5/06/2026 at 7:00pm
BOS Business Meeting – 5/13/2026 at 7:00pm

ANNOUNCEMENTS

-None

Adjournment -*The Meeting was adjourned at 7:59pm*