UPPER FREDERICK TOWNSHIP Parks & Rec
May 19, 2026 - 7:00 PM

Minutes

Executive Summary:
The meeting focused primarily on planning Upper Frederick Community Day, including sponsor tracking, vendor recruitment, entertainment/attractions, volunteer support, and publicity. The group also discussed upcoming seasonal events such as trunk-or-treat and tree lighting, plus a brief update on the church thrift store initiative and yoga in the park.

- 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 April 21, 2026, Meeting Minutes -*Prior meeting minutes were approved with a 4-0 vote.*

BUSINESS BEFORE THE BOARD

- New Business
    - None

- Old Business

1.) Community day status reports and preparations
    a. Inventory of supplies in basement
    b. Sponsor donations and expenditures update – will email most current spreadsheet

c. Discuss provision of food vouchers (or cash?) to volunteers to dine during the event
d. Vendor commitment updates (including A'Dello)
e. Confirm Bake-off theme as gluten-free (not vegan) dessert bars

General Review

- *The board reviewed Community Day supplies and agreed to donate unused craft supplies, especially older markers and craft items that are unlikely to be used by the board. A few items needed specifically for Community Day were set aside.*
- *Sponsorship donations were confirmed to be up to date.*
- *The treasurer and Aaron discussed creating a direct Community Day line item in the budget so both revenue and expenses are tracked more clearly; currently, these amounts appear under miscellaneous park revenue in reporting.*
- *Frederick Living confirmed it will provide its sponsorship/logos in July, and the existing sponsor list was considered accurate and current.*
- *Saks and Sons had expressed initial interest but had not yet submitted anything despite multiple follow-ups; the sponsor deadline for inclusion on the thank-you banner had passed.*

Vendor and Attraction Recruitment

- *The group emphasized the need for more vendors and crafters, while also noting that the event can still succeed if some categories remain unfilled.*
- *Confirmed or likely food/drink vendors included Mocha's, Bruster's, beer, and wine; Bruster's had agreed to participate, and the wine vendor option was being actively followed up.*
- *There was discussion about attracting a coffee vendor, but no one had confirmed yet.*
- *Several potential vendor types were discussed as possible draws:*
    - *4-H, including the possibility of pony rides*
    - *a baby goat petting attraction*
    - *a mobile gaming / virtual reality racing setup ("racing excitement" / simulated tractor-trailer or racing experience)*
    - *pet-related crafters and 3D printing vendors*
    - *bakery vendors, though several had not responded*
    - *produce vendors, though the existing contact had not returned calls and had not appeared last year as expected*
- *The group noted that some vendors may not respond because they are not making enough money at similar events, and that the event should be designed around what attendees actually enjoy rather than simply preserving tradition.*
- *The "axe throwing" and other previous attractions were referenced as examples of costly items that should be evaluated based on attendance and value.*

Volunteer Support and Food Vouchers

- *The group discussed using part of the remaining Community Day budget to feed volunteers.*
- *One idea was to give volunteers food vouchers redeemable at Moccia's rather than cash, so volunteers can get meals while the township can track and reimburse the total cleanly.*
- *The suggested voucher amount was $10 per volunteer.*
- *The plan was to ask Moccia's whether they would accept township-issued vouchers and whether they would prefer to be paid in advance or after the event based on the number redeemed.*

Entertainment, Publicity, and Budget

- *The board discussed putting up "vendors wanted" signage and continuing to use social media and printed advertising to attract participants.*
- *Two ads were planned with Town & Country.*
- *The event would also be promoted through the Boyertown School District community events calendar and other local calendars closer to the event date.*
- *Printed signs were already in hand and would be distributed closer to the event date; Public Works would still help place them at parks and other appropriate locations.*
- *Since the event still has a budget surplus after current commitments, the group discussed the possibility of adding an additional attraction if a worthwhile option is found.*
- *The event runs from 11:00 a.m. to 4:00 p.m.*

Community Day Themes and Program Design

- *The bake-off concept evolved into a gluten-free dessert bar competition.*
- *The board agreed the gluten-free category should stay, partly because it can be framed as a fun challenge and partly because many desserts do not naturally require wheat.*
- *Participants would need to taste at least four entries in order to vote.*
- *The group discussed whether to add multiple subcategories, but concluded that there likely would not be enough entries to support that level of division.*
- *The discussion also reflected that Community Day should not depend solely on vendor count; food, drink, music, inflatables, and family attractions can carry the event even if some vendor slots remain open.*

2.) Status of other events
    - Yoga in the Park
    - Walking group

Yoga in the Park Update

- *Carolyn reported that Yoga in the Park had its first class and drew nine people.*
- *The class was described as gentle, relaxing, and appropriate for all levels, with modifications offered for different ages and abilities.*
- *The group expected attendance to grow as more people notice the program.*

Advertising Visibility and Sign Placement

- *The group discussed flyer/sign placement and how to make event advertising more visible.*
- *One flyer appeared to be removed repeatedly from the Zieglerville Post Office, leading to some frustration.*
- *The team compared flyer placement to other local advertising methods, including A-frame signs and township newsletters.*
- *They noted that sign placement is most effective where traffic slows down, but less effective on faster roadways like Route 73.*

Future Events: Trunk-or-Treat and Tree Lighting

- *The group discussed future seasonal programming beyond Community Day.*
- *Trunk-or-treat was identified as the next event to coordinate, likely in partnership with the St. Luke's.*
- *The board would wait for the church to finalize its role before taking on planning responsibilities.*
- *Tree lighting planning also came up, with ideas including a fire pit, marshmallows, cookies, cocoa, and a possible Charlie Brown-style tree.*

- *It was noted that Public Works usually handles the tree setup and the fire company hosts Santa, so the board's role would likely be limited to adding small event elements.*

Church Thrift Store Initiative (aside conversation)

- *A representative from St. Luke's shared plans for a new thrift store using unused church rooms.*
- *The store is still being organized, but the hope is to have it ready around Community Day so the event can help promote it.*
- *The group discussed making the store's mission more focused on household goods, small furniture, and similar items rather than clothing.*
- *They also discussed the idea of voucher-based assistance, similar to how some charities allow people to "shop" with dignity rather than simply receive donated items.*
- *Potential partner organizations mentioned included shelters and local charitable networks in Pottstown, Norristown, Montgomery County, and Boyertown.*

3.) Parks improvement and grants status -*The grant is still in review and there was no update.*

Other Notes and Action Items

- *Jen will contact Moccia's about the voucher idea.*
- *One person will contact 4-H about participation and possible pony rides.*
- *The racing/virtual reality vendor will be followed up on as a possible new attraction.*
- *The wine vendor contact will be followed up after Memorial Day.*
- *The team will continue checking for additional crafters, bakery vendors, and produce vendors.*
- *The next meeting is scheduled for June 16, and one participant will be absent due to a church consistory meeting.*
- *The meeting adjourned after the action items were reviewed.*

UPCOMING MEETINGS

Planning Commission Board – 5/21/2026 at 7:00PM
Parks & Rec Board – 6/16/2026 at 7:00 pm
Open Space – 05/21/2026 at 7:00PM
BOS Workshop Meeting – 6/03/2026 at 7:00pm
BOS Business Meeting – 6/10/2026 at 7:00pm

ANNOUNCEMENTS

-None

Adjournment -*Meeting adjourned at 7:52pm*