

## Pocono Township Bi-Centennial Celebration Committee

### Meetings Minutes of July 15, 2015

Present: Denise Herbert; Jennifer Fisher; Charlie Trapasso; Tony Farda; Maria Bonowitz; and on behalf of member Trip Ruvane; Stephanie.

Also Present: Pocono Township Manager Gregg Schuster; Pocono/Jackson Township Historical Society members; James Werkheiser, President; Dottie Telesky, Secretary/Treasurer; and members Kim Williams and Dr. Linford Werkheiser.

- i. Call to order at 5:05 p.m. by Temporary Chairperson; Charlie Trapasso.
- ii. II. Approval of June minutes: Not all members received the June minutes therefore this item was tabled until the August meeting. Charlie will re-send June minutes to members.
- iii. III. Amendments to add to today's agenda: None
- iv. Election of Officers: There was some debate about what the individuals facilitating the meetings should be called with Charlie proposing "President" and "Vice President." After some discussion, the titles of "Chairperson" and Co-Chair" were agreed to by the Committee.
- v. Gregg indicated that due to personal reasons, Chairperson Lonnie Moreno resigned resulting in a vacant Chairperson position. Charlie put her name forth and was nominated by Denise and seconded by Jen. Charlie nominated Maria as the Co-chair and although slightly reluctant because of a scheduling conflict, Maria accepted the position following Tony's call to second the motion.
- vi. **Presentations:**

a. *Event planner TJ Price* provided a biography of her personal and professional experiences. This included the *East Stroudsburg Freedom Festival* for the last two years. This event was attended by more than 10,000 people. Ms. Price stated she envisioned a patriotic theme for the Bi-Centennial events, with yesteryear activities like soap and ice cream making. She also provided a proposal for the Bi-Centennial event next year. However, this proposal did not have hours or fees indicated. Ms. Price stated that she would not be available for a series of events, but would in October 2016 when the largest of the Bi-Centennial events is planned. The Committee informed her that as of right now, the event was planned for October 2<sup>nd</sup>. Ms. Price stated she charged an hourly rate of \$65. When asked by Denise how many hours she thought this event would take, she replied that a theme and general activity/event would first need to be developed. The *Freedom Festival* took 350 hours. Ms. Price also mentioned having an organization like the *Quiet Valley Historical Society* participate. Charlie asked what the next step was. Ms. Price stated that a budget needed to be developed, a theme created, and a sponsorship drive initiated. Charlie informed her that the Committee would review the information presented and contact her. Gregg suggested that Ms. Price be contacted for a proposal that featured hours and cost. Charlie agreed to follow through with that request.

b. *Pocono Jackson Township Historical Society*: James was under the impression that history would be part of the whole theme for the celebration in 2016. *PJHS* can provide presentations on a number of the industries of Pocono Township, such as the old school buildings and tanneries. James stated that they would be willing to assist in the securing of a museum to house memorabilia. At this time, *PJHS* does not have a building of their own and they are anticipating a building they could share with Pocono. Jackson has been holding its meetings in various parts of the county. At one time, a

benefactor had left them a tract of land, but it was not fiscally possible to develop it. The PJHS had been created in 1997. *PJHS's* Board of Directors meeting is tonight and a general membership meeting will be held on 7/20. They will discuss the collaboration between their group and the Committee. Charlie mentioned that at his time the plan was to have a series of events from May or June 2016 to the culminating event on Oct 2. Dottie and the Committee discussed centering some activities on the *Mountain Laurel*, revitalizing what use to be the *Mountain Laurel Festival*. Marie asked when Jackson was founded; James indicated that it had been incorporated in 1842. Dr. Werkheiser mentioned that there could be self-activated audio and visual shows, collections, photos, etc. There was some discussion about different buildings in the area being used as part of the celebrations or even as the museum, such as the **Cattel Cabin** James asked where the October 2, 2016 event will be held; Charlie responded that this would be a matter of logistics and what the event entailed. Dr. Werkheiser suggested an art show by local artists, of which he is one. James mentioned the war memorial near *TLC* that does not have listed all the soldiers who fought in WWI. These men known as the "Swift water Valley Boys" were residents of Pocono Township. Another event or part of one could be to add the names and unveil it to the community. Charlie asked *PJHS* to come up with an outline of ideas and how they envision their participation. The Committee can then review. *PJHS* agreed. Charlie had asked *PJHS* if they would be willing to allow the Bicentennial Committee to use their 501c3 status. *PJHS* stated this might be possible. Gregg stated that there needed to be an agreement between the Township and *PJHS* as to how this would work. Charlie and Dottie would further discuss.

c. There was discussion about how events and personnel should be funded. Maria stated there needed to be a cost determination first. Denise mentioned that corporate sponsors and the Township were to be the payers. Charlie noted that there would be 5 smaller events leading up to the large one in October. She believed that marketing would be the biggest expense. Gregg suggested that a 501c3 may not be necessary and suggested that a bank account be set up under Pocono Township where donations could be made. However, some corporations may still want 501c3 status prior to donating. Charlie, Denise, and Jen noted that the community is unlikely to be willing to donate monies, as the community may feel the Township should shoulder the costs. Gregg suggested that the Committee contact local large businesses, explain what the Committee's intentions were, and see what they would be willing to do. Jen stated she would make such contacts.

#### **VI. New Business:**

a. Discussion ensued about the date of the large event. After debating, the Committee decided on Saturday, October 1, 2016.

b. Charlie shared her vision for the event; it would include vignettes of social history, craft and food vendors, a stage with performers, rides, and the unveiling of something that would memorialize the Township. Fireworks could be included as well. There would be a patriotic theme with dignitaries and State Representatives present. Banners all over the Township to advertise the festivities would be hung (prior to the Celebration). Denise agreed with this general theme, and Maria said that the 5 smaller events might in some way be tied into the *Mountain Laurels* that grow in the area. Jen's vision was to incorporate old world charm and activities, like tannery and skills of days gone past. Maria suggested an art show or gala, possibly called the *Mountain Laurel Bi-Centennial Art Exhibit or Gala*. Ideas discussed were whether to charge an admission fee, or have paintings for sale with proceeds going to the Bi-Centennial. There could be a cocktail hours; individuals could be given the key to the city and told to come to the Bicentennial for a larger prize. It could be held at *Pocono Manor* in June. Maria would contact the Manor and ask about room availability.

c. Stephanie indicated that Tripp's sister would design the website and logo. Tripp offered to sponsor the cost. The Committee reviewed the preliminary logo that Charlie presented and suggested changes in color, incorporation of local businesses, and adding the dates of the Township. Charlie will work with her IT person to make the changes and get it out to Committee for another review. All agreed that movement had to happen to get promotional items out so the Bi-Centennial could start to be advertised.

d. Gregg mentioned that the Township website could have a link to the Bi-Centennial. Gregg mentioned that he had asked NCC to develop a Township flag and logo and never heard back from them.

e. Jen showed a tee shirt developed by Stroudsburg for their 2015 Bi-Centennial which featured a logo on the front and business sponsorships on the back in bright varied colors. Charlie and Jen will pursue emulating this for the Pocono Bicentennial.

**VII. Committees:**

- a. Jen agreed to serve as Chair for the Donations/Sponsorship subcommittee.
- b. Maria and Denise agreed to serve as Co-Chairs for the HISTORICAL subcommittee.
- c. Tony and Trip serving Chairpersons for the Food subcommittee.
- d. Jen Charlie will contact BOC Jerry Lastowsky's wife Annabelle regarding crafts vendors.

It was agreed by the committee that TJ Price and Maria should coordinate the Mountain Laurel Art Show at the Manor. Maria will research availability and cost to host the event at Pocono Manor.

The committee agreed to begin monthly events in June of 2016 which will culminate in October, 2016. First event would be the art exhibit/gala and last would be the "festival/celebration." July-September could be held at different venues.

Committee reviewed the mission statements submitted by the members at a former meeting. Maria presented suggestions and a motion was made by Denise and seconded by Jen. The Bicentennial Mission statement is as follows:

*"To commemorate and celebrate the 200 year history of Pocono Township through events, exhibits, and memorabilia."*

Charlie confirmed the Bicentennial email address as [Pocono200@pa.gov](mailto:Pocono200@pa.gov). The user and password will have to be re-set by Gregg and sent to Committee members.

**VIII. Adjournment** at 7:26 by Charlie seconded by Denise

The next Bicentennial meeting is scheduled for 5:00 p.m. on Thursday, August 13, 2015 at the Pocono Township Municipal Building.