

Pocono Township Bi-Centennial Celebration Committee
Meetings Minutes of June 4, 2015

Present: Denise Herbert; Jennifer Fisher; Lonnie Moreno; Charlie Trapasso (telephone); Tony Farda

Also Present: Pocono Township Manager Gregg Schuster; David Hassney, Pocono/Jackson Historical Society (PJHS)

I. Call to order by Lonnie Moreno, 5:04pm

II. Announcements: Charlie and Tony will attend the 6/15 *Pocono Jackson Historical Society (PJHS)* meeting and provide details on Bi-Centennial Committee in an effort to collaborate efforts. Jennifer will attend the 6/15 BOC meeting to introduce the Committee and its mission to the Commissioners.

Lonnie indicated he will be out of town from 6/25-6/24, but is available via phone or email. However, he will not have cell coverage from 6/11-6/13.

III. Approval of May minutes: Jennifer made a motion to approve; it was seconded by Tony.

IV. Amendments to add to today's agenda: Charlie asked that Lonnie send out the Agenda several days prior to the meeting so all members could review. He was agreeable.

V. Public Comments made by David, *Pocono/Jackson Historical Society* indicating that he would speak with Jim Werkheiser about what is needed and available. He requested from Charlie that she inform *PJHS* of the Committee's purpose when she attends their next meeting in June. David asked if all had received the *PJHS* newsletter he had sent to Gregg. All had. He also offered to have the Committee use in whole or part, *PJHS's* mission statement for their own purposes. He suggested that an option for advertising the event(s) would be to use the original documentation from 1816 when Pocono Township separated from Northampton County.

VI. Old Business

a. Vacancies. The BOC officially removed Alysse Toyne from the Committee on 6/3. She had not been responsive to a number of emails and calls from Gregg inquiring as to her interest in serving. Tony stated that he had asked Tripp, proprietor of Barley Creek, to come to the meeting. Gregg stated that he had received an email from Tripp. If he was available, Tripp could be interviewed by the BOC on 6/15. Lonnie indicated that he had sent a message to a local realtor, Keith, about serving on the Committee. Charlie suggested that there be outreach to the *Lions Club* and *Knights of Columbus*. Denise asked her if she had contacts within these two organizations. She stated she had. She also recommended that someone who has an historical

perspective on the Township would be a good member to have. Charlie agreed to contact the Knights, while Tony contacts the *Lions*.

b. Social media. Gregg is in the process of setting up the Committee email, Pocono200@pa.gov. Gregg stated that there was no Township *Facebook* page. Any *Facebook* event posted would be for one event only, and there would have to be continuous editing of the Page to include other events. Gregg suggested that other Township businesses or organizations be accessed so that they could link to the Committee's events.

Lonnie requested that a *Facebook* page be set up (after the email is established) and that there be a link to *PJHS*. Any brochures that are printed will also feature the link. *Twitter*, *Instagram*, and *Google+* can also have links.

c. Event Planner. Charlie has confirmed with TJ Price her attending the July meeting. Lonnie stated he had contacted some other event planners, but without specific details on the event(s) planned, they could not provide too much information, especially about costs. Jennifer expressed concern that at the last meeting the outline for events became very confusing and it was not something that should be rushed through. Charlie suggested that each member be prepared with a list of ideas to present at the next meeting. The Committee can then discuss and merge ideas. Charlie asked for clarification on whether there was going to be just one big event in 2016 or a series of events. Gregg counted that the actual incorporation of the Township occurred in November 1816. Lonnie mentioned that we had agreed at the last meeting to start out this November with public awareness efforts, starting with the November election. Lonnie suggested that the event could be over the course of three days. It could include tours, information, and entertainment. Lonnie recommended September 30, October 1, and 2nd, 2016 as the days. Given the concerns over weather and holidays, the Committee believed that these days may be the best. Denise made a motion to tentatively use this timeline; Tony seconded.

d. Museum, best and worst case scenarios. Lonnie had asked David for some additional information on a museum to house Township artifacts. David stated he was to talk with Jim Werkheiser. He also was visiting other historical museums to gather ideas, and he had seen Berks County and Andover, NJ museums.

e. Mission Statement for Committee. Each member provided examples of a Statement. Lonnie read each. Denise suggested that all be collected and reviewed in-depth by the Committee. It was agreed that he would collect them all, send them in an email to all members, and they would be edited. The final result should be a concise and to-the-point Mission Statement.

VII. New Business

a. Information to be disseminated? The Committee agreed that for those attending other meetings, BOC and *PJHS*, there should be clear definition as to what is said to avoid any confusion over the Committee's purpose and efforts.

b. Budget. Lonnie had questions on how much an event planner would be and what would be allocated in the budget. Jennifer stated that it all depended on the size of the event.

Gregg suggested that there be a discussion with an event planner and then the Committee could proceed. Gregg informed the Committee that they could make any budget requests this year and it could be included in the 2015 budget. For 2016, he needed to submit a budget to the BOC by September 2015, so the Committee should forward any budget requests before this time frame. Also, whether sponsorships are obtained or not, the budget would include expenditures and revenues. Lastly, any checks should be payable to The Township and would be included as a line item. There was some discussion on advertising. Gregg stated that he had made an inquiry of *NCC* about their graphic design department creating various Township logos. The projects would be submitted at the end of the summer and one would be chosen. This logo could then be incorporated into the Committee's advertising. A printing company may be willing to donate their services for brochure and other materials.

VIII. Adjournment at 6:15, Lonnie; seconded by Charlie.

Next meeting @ Township Building, July 15, 5pm.