

TOWNSHIP OF LOWER MAKEFIELD
BOARD OF SUPERVISORS
INTERVIEW CANDIDATES FOR BOARD VACANCIES
MINUTES – SEPTEMBER 19, 2007

A special meeting of the Board of Supervisors of the Township of Lower Makefield was held in the Municipal Building on September 19, 2007 for the purpose of conducting interviews for vacancies on the Special Events Committee. Mr. Smith called the meeting to order at 6:05 p.m.

Those present:

Board of Supervisors: Ron Smith, Chairman
 Greg Caiola, Vice Chairman
 Steve Santarsiero, Secretary/Treasurer
 Grace Godshalk, Supervisor
 Pete Stainthorpe, Supervisor

BECKY CECCHINE

Mr. Smith asked Ms. Cecchine why she was interested in serving on the Special Events Committee. Ms. Cecchine stated in her position as Tax Collector she is in her Township Office many hours during the day, evenings, and weekends; and she is often asked questions about events taking place in the Township. She stated she has worked on a number of events and is willing to work hard.

Mr. Stainthorpe asked what she felt was good about Community Pride Day and what she would do differently. Ms. Cecchine stated she liked the diversity of activities. She stated she worked at the Farmer's Market as she has been working with them on Thursday evenings; and this is what sparked her interest in serving on the Special Events Committee. She stated she liked the fact that the non-profit organizations were given an opportunity to get exposure at Community Pride Day. She also enjoyed the Battle of the Bands as her son was involved in such activities at Pennsbury in the past.

Mr. Caiola asked what kind of feedback she got about Community Pride Day. Ms. Cecchine stated many people know her and so she was approached often during that day to find out where they could sign up for certain activities, etc. She stated she was confused about the locations for food. Mr. Caiola stated possibly they could have a specific food court. Ms. Cecchine stated she has people calling her office all the time asking about various things having to do with the Township, and she felt that being on the Special Events Committee would help her provide even more information.

Mr. Smith asked if she had any ideas for other events the Township could do.

Ms. Cecchine stated she did attend the Snipes Pet Fair on Saturday where many people were in attendance, and the Township may want to consider something like this where vendors and rescue organizations are featured.

Mrs. Godshalk stated Ms. Cecchine has been a hard worker over the years and has helped them with a number of activities particularly at Elm Lowne.

Mr. Santarsiero stated he feels Ms. Cecchine would be a good asset and a good addition to the Special Events Committee.

Ms. Cecchine stated she likes to do research and she will get on the Internet and find out what other people are doing and make recommendations. She stated in her work with the Farmer's Market, she was able to get a specific vendor to come after a number of specific requests. Mr. Smith asked if she feels they should have the Farmer's Market again next year, and Ms. Cecchine stated they should. Mr. Santarsiero asked how the location is working, and Ms. Cecchine stated she does not feel there is a problem with it. She stated if they are going to change the location, they should do it soon as people are already accustomed to coming to this area. Mr. Smith stated he likes that they are using a piece of Township property that has not been used much in the past.

Mr. Caiola stated he feels that when they add new people to a Committee, it will help bring in new ideas.

Ms. Cecchine noted that when Ms. Liney is very busy she often has to be out of the office; and Ms. Cecchine stated since she is always in the Tax Office, people would be able to drop off things in her office for these special events if Donna were not available.

KIM DEZEUTEL

Ms. Dezeutel stated she would like to be on the Special Events Committee. She stated she likes being involved in the community, and she recently organized a block party on South Crescent Boulevard which was a great event. Ms. Smith asked what she liked about Community Pride Day and how could it be improved. Ms. Dezeutel stated she particularly liked the fact that they were able to get a lot of children involved. She also liked the Battle of the Bands. She stated possibly they could provide more seating. She stated she was present last year as well, and she felt it was even better this year. She stated the children particularly enjoyed the fire trucks, Army vehicles, and the pony rides. Mr. Smith asked if she had any ideas for more activities for adults. Ms. Dezeutel stated possibly more local business and other vendors could be present. Mr. Smith stated they were trying not to re-create Harvest Day with vendors from all over, but possibly they

could get more local businesses involved. Ms. Dezeutel stated many of her neighbors make items and possibly they could open it up to them.

Mr. Caiola stated if they expand, they do have to consider the logistics of moving people in and out by allowing more people to set up, etc.

Mr. Smith stated this year they had a 5K Run, and they had approximately 140 people involved in this. Mr. Smith stated people commented that there was too much of a gap between the Run and the other events.

Mr. Santarsiero asked Ms. Dezeutel if she took her children into the Pool Complex during Community Pride Day; and Ms. Dezeutel stated she did not, but they are already members of the Pool. She stated she was not aware that people were able to go to the Pool that day if they were not members. Mr. Caiola stated possibly they could advertise this more.

MARK ELLISON

Mr. Smith stated Mr. Ellison was instrumental in getting Hip Hop for Community Pride Day. Mr. Ellison stated he has lived in the Township for almost 30 years. He stated he currently works for the NBA and is a buyer of special events for the NBA. He stated he is in the Entertainment Division of the NBA which puts on All-Star Games, outdoor events, etc. He stated previous to his current job he worked for ten years for Foot Locker and was their Special Events person. He reviewed some of the events he put on for Foot Locker including participating in the NFL Experience, a 100,000 square foot event, outside of the Super Bowl. He stated he has also done marathons, golf events, tennis events and his primary experience is with logistics, costs, and anything that goes on with an event. Mr. Ellison stated he has wanted to get involved in the Township. He stated he has done a lot of community work in New York City where he works. He stated the NBA is interested in having their employees give back to the community; and he stated he would like to be able to do this in Lower Makefield.

Mr. Ellison stated he enjoyed working at Community Pride Day. Mr. Caiola asked how he feels they could make the Event even better. Mr. Smith noted Mr. Ellison did provide a critique to the Committee including some suggestions. Mr. Ellison stated he felt the Event was too spread out so that it did not give the impression as to how successful it was. He stated concentrating more people in a smaller area gives the impression that it is a special event. He stated he also feels that the Fire Department, Police Department, and EMTs should put something together educating the children and others as to what they do. He stated while the equipment was there, he feels they should make it more active for the children. Mrs. Godshalk stated years ago when they had the Township Picnic, the Police did do a demonstration using the Police dogs.

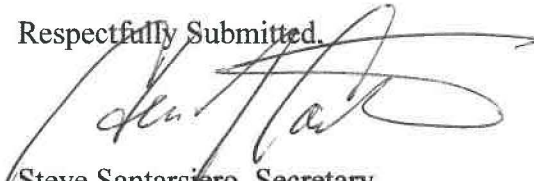
Mr. Ellison also suggested that they consider an Amish-type market and feels people from outside the area should be brought in to sell their wares. He feels there should be crafts and more farm-raised products. He stated there is a tremendous opportunity to sell space to vendors outside of the Township. He stated he also feels they could do more marketing for the Event.

Mr. Smith stated in Mr. Ellison's critique, he suggested they use a public address system. He stated Mr. Ellison was instrumental in getting Hip Hop and the Philly Phanatic to the Event. Mr. Ellison noted Hip Hop did do a show but it was back by the basketball courts, and he does not feel a lot of people were aware that it was going on. Mr. Caiola stated he feels there could be some kind of emcee who would recognize the sponsors and advise people of the upcoming events throughout the day.

Mr. Ellison stated he also feels there should be more ways to accommodate the seniors as there was limited seating for them or an area for them to cool off.

There being no further business, the meeting was adjourned at 6:40 p.m.

Respectfully Submitted,



Steve Santarsiero, Secretary