

# Uwchlan Community Day 2023 Planning Committee

January 10, 2023

## In attendance:

Joanna Benton, Kate Carpenter, Joanne Ganski, John Ganski, Gretchen Grant, Tim Grant, Suzanne Mead, Karen Momot, Barb Phillips  
Representing the township: Scott Greenly, Katie Churchill

Diane Welsh has expressed interest in serving on the committee but came down with Covid this week and could not attend.

## Contact Info Update:

Katie circulated a paper copy for the committee to update their contact information. The updated information was emailed out by Katie in the following week.

<b>Who</b>	<b>email</b>	<b>Phone (mobile)</b>
Karen Momot, Chair	kaz.creations@yahoo.com	610-766-2527
Barbara Phillips, Vice Chair	happymom462000@yahoo.com	610-986-4287
Gretchen Grant, Secretary	gretchen.h.grant@gmail.com	484-319-1434
JoAnna Benton	joannabenton@comcast.net	484-288-0781
Kate Carpenter	katecarpenter25@gmail.com	610-724-1166
Joanne Ganski	jganski@msn.com	610-764-8519
John Ganski	ganskijc@msn.com	610-850-4570
Tim Grant	tim@timgrant.net	610-425-7251
Suzanne Mead	suzanne.h.mead@gmail.com	484-888-3502
Diane Welsh	dianeconcord@gmail.com	484-571-7893

The committee currently has one more vacancy for a voting member. All Board vacancies can be seen here on the township's website:

<https://www.uwchlan.com/312/Board-Committee-and-Council-Vacancies>

## Leadership Elections:

Chair: Karen was nominated by Barbara and seconded by Joanna. Tim was nominated by Kate and seconded by Gretchen. Karen was elected chair by a vote of 4 to 3, with Karen and Tim abstaining.

Vice Chair: Barbara was nominated for Vice Chair by John and seconded by Kate. Barbara was elected unanimously.

Secretary: Gretchen was nominated by Karen, seconded by Kate. Gretchen was elected unanimously.

## Meeting Dates:

Previously, monthly meetings were held on the third Tuesday of the month. For the 2023 event, the committee will meet on the 2nd Tuesday of the month at 7 p.m.

Upcoming meeting dates:

- February 14
- March 14
- April 11
- May 16
- June 13
- July 11
- August 8

## Event Planning:

Of note: This is the 25th event, worth highlighting in our marketing.

Location: Facepainting and balloon artists will remain under the pavilion.

Sponsorship levels:

It was agreed that we create a \$2500 sponsorship level, "Anniversary Sponsor".

It was agreed that "Founder" level then be changed from \$1712 to \$1500, to create a slightly wider gap between "Founder" and "Anniversary".

Spirited discussion ensued on the \$750 level being prohibitively high for most small businesses.

Suzanne Mead, a small business owner herself, suggested \$200 or \$300 as an entry for

exhibiting - which is still substantially higher than the “table” fee for most of our neighbor events. Downingtown Fall Fest is \$25. Upper Uwchlan Township Day is \$75. The Ganskis felt that \$300 was far too low to bring in funding. Getting nowhere in the discussion, the subject was dropped.

## 2022 Sponsorship levels:

\$125 - Donor - no table, just a thank-you on Facebook.

\$750 - Patron - option for a 10x10 exhibition space at the event, Facebook promotion, T-shirt mention

\$1712 - Founder: option for a 10x10 exhibition space at the event, Facebook promotion, T-shirt mention with logo

\$3000 - Gold: PA mentions, 10x10 space, banner posted at event, Facebook promotion, T-shirt with logo

\$5000 - Title: all the other benefits plus VIP parking, t-shirts, announcements, signage, certificate

## T-Shirts:

Proposed to make a few hundred T-shirts and hand them out for free to the first attendees, one per family. The purpose of the T-shirts is to get the sponsor information into the wild - not to make money by selling T-shirts.

## Glow Sticks:

Distribution of glow sticks was chaotic at the 2022 event. Need: multiple distribution points, more volunteers to assist in distribution, planning on how and who and when to distribute.

## Volunteers:

The 2022 event had few volunteers and what volunteers showed up we had little guidance or planning about how to use them effectively.

## Fundraising:

Township to provide letters on letterhead to introduce ourselves at local businesses.

## Music:

Barb will reach out to Chico's Vibe once date is approved by supervisors.

## Rides:

Kate to reach out to One Stop Party Shop once date is approved by supervisors.

## Food:

Ganskis to reach out to food vendors, once date is approved by supervisors.

## Raffle & Door Prizes:

The distribution of door prizes and 50/50 prize needs to be planned - what to say, when to distribute, how to distribute, whether people have to be present to win. This was chaotic and difficult at last year's event. Some prizes went unclaimed.

## Marketing:

Yard signs were successful - we should do a larger order this year and have a cleaner design. Start earlier!

## Tents:

Investigate the sizes of tents available from 82Rents. Additional tent for cornhole? Larger tent for community tent?

## Day-of items:

Staff shirts, tables/tents/chairs, lights, glow sticks, trash, port-a-potties coordinated by Katie C.

## Logistics:

Township to provide access to Google shared drive to serve as a document hub.

## Ideas:

A business directory handout, like a program?

## Date:

The proposed date was Saturday, August 19 - which coincides with "college dropoff" date for many local colleges. The committee proposed the following dates for the supervisors to consider: July 8 or August 12. Katie C. will bring our suggestions to the supervisors.

## Questions:

Are small businesses like Pampered Chef or Lularoe considered “crafters” or “vendors”? Are they welcome?

## Action items:

Suzanne: contacting the planners of Fall Fest; it was such a successful event.  
executivedirector@dtownchamber.org

Gretchen: mapping the park so that we know how much space we have for each category.

Katie: updated contact list, access to township Google Drive.

(Notes on civil twilight to follow once date is determined by supervisors.)

Corrections / additions to the minutes:

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