

## **Borough of West Reading Recreation Commission Meeting**

Tuesday, November 7, 2023

Meeting called to order at 6:01pm

Members present: Bethany Bower, Taryn Duncan, Colleen English, John Harvey, Kristin Hawley (until 6:15pm), Heather Jagielski, Jen Sabol

Members not present: Denise Drobnick, Rafael Torres

Borough Staff present: Mike Esterly, Recreation Director

### Public Comment:

None

**Motion to accept the minutes from the October Meeting made by Heather Jagielski. Seconded by Taryn Duncan. Motion carried (7-0).**

### Event Recaps

#### Haunted House & Hayride

- Total revenue: \$8,000 (gross)
- Event well-received
- Discussed future of event, including ways to enhance the hayride
  - Improve hayride, add more decorations, utilize more space near pool
  - Discussed timing of the event. Suggestion of one weekend with rain date
  - Plan to keep hayride family friendly, but discussed options for scares
  - Need to make a decision about dates in January/February

#### Pet Parade

- Few people showed up
- Discussed whether to keep event or change it

### Upcoming Events

#### Christmas Tree Lighting

- December 1, 2023, 6pm
- Volunteers needed throughout the day for set up, working event
- Most entertainment secured, including DJ, show-mobile
- Decorations: in discussion for Wyomissing school art department to make backdrop, reduce need for Recreation Committee to decorate day-of
- Donations from Palmer's
- La Abuela serving hot chocolate
- Reading City Church for cookies and hot chocolate afterwards
- Gifts for performers

## Holiday House Decorating Contest

- Created online form (Google Forms) for residents to fill out
- Form deadline: Dec. 9
- Judging to take place on Dec. 15, 16, 17, starting at 5:30pm
- Email Kristin top 3 after judging
- Prizes delivered week of Dec. 18 by Mike and Kristin
- Flyer still needs to be made
- Prizes: pool passes; gift cards (?); WR t-shirts

Discussion about increasing sponsorship and funding opportunities for events commenced.

Discussion also included a conversation about the Recreation budget.

## Recreation Director Update

Discussed exercise equipment at the playground: discard existing equipment currently at playground and purchase new equipment to disperse around the park and near the walking path.

Wyomissing Baseball will play 9 games at the West Reading Park in April and May. An opportunity to have a concession stand during games to add Recreation revenue.

## Future Events for 2024

### Preliminary draft of 2024 Schedule of Events

January – none planned

February – Karaoke (2/18/24)

March – Easter Egg Hunt (3/23/24)

April – Fishing Rodeo; start Rides N' Vibes; tentative Candyland Dance (4/20/23)

- Discussed Candyland Dance; John to plan the big picture of the event.

May – Vines N' Vibes (May 19)

June – Vines N' Vibes (raindate)

July – possible 4<sup>th</sup> of July (support role only)

August – none planned

September – Karaoke Competition (Labor Day weekend)

October – Haunted House and Hayride

November – Pet Parade (tentative)

December – Tree Lighting

Clean up and organization of closets at Pavilion discussed, tentative for early 2024.

**Motion to adjourn the meeting made by Heather Jagielski. Seconded by Taryn Duncan.  
Motion carried (6-0).**

Next meeting: Tuesday, December 5, 2023 at 6pm.

Respectfully submitted,  
Colleen English  
Recreation Commission Secretary