

The special meeting of the Middle Smithfield Township Board of Supervisors was held on Tuesday, June 23, 2009 at 9:00 am at the Schoonover Municipal Building. Scott Schaller presiding.

Members present: Scott Schaller, Robert (Bob) Spano, Sr. and Ronald (Ron) L. Clewell. Also present were Attorney Jennifer Ann Wise, R. Douglas (Doug) Olmstead, P.E., Michele Clewell, Jim Della Croce of The Press Office, Gina Bertucci of the Bushkill Group, Pat LaPeter; Chairman of the Middle Smithfield Park and Recreation Board, John Ronaldo of Med-Mobile and several interested parties.

Scott Schaller introduced Jim Della Croce of The Press Office/Pathfinder. Mr. Schaller explained that Mr. Croce was contacted to discuss the possibilities of Middle Smithfield Township hosting a Folk Festival at Echo Lake Park on August 15, 2009.

Mr. Croce stated that he is an entertainment publicist and his business is based in Nashville Tennessee with an office in Pennsylvania. He stated that he felt the Pocono region has been overlooked in concert promotions on a family level and we have the opportunity to work with individuals that performed at the original Woodstock.

The highlighted performers for the 2009 Folk Festival at Echo Lake Park are Arlo Guthrie, John Sebastian, Richie Havens, Leon Redbone and Professor Louie & The Crowmatix.

Tour pressing begins six to eight weeks prior to the show and it will no doubt be a PR grand slam.

Country Joe MacDonald will fly down if a helicopter can be provided.

The Folk Festival will begin at 3:00 pm with local acts on a separate stage that could begin at 1:00 pm.

Scott Schaller asked Mr. Croce to explain the promotion and financing aspect of this proposal.

Mr. Croce explained that the estimated talent budget is \$50,000 - \$60,000 and production costs are estimated to \$50,000.

Joe Mattiola III was contacted and agreed to work towards acquiring sponsorship to help meet the goals of the event.

The revenue will be generated from ticket sales, merchandising and concession sales. The goal is to sell 4,100 tickets. Although ticket prices were discussed to be priced somewhere between \$20.00 and \$25.00, a final decision has not been made.

Mr. Schaller stated that the Township would be responsible to mow the grass at the park, install the fencing, and provide port-a-john, security, EMS and cleanup. He also stated that additional insurance has been discussed for the event.

Mr. Croce stated that if it is raining and no thunder or lightening the artist will play in the rain. If the event is cancelled payment is still required to be made to the artists, production and PR staff. He also stated that if the show is cancelled ticket prices will not be refunded.

Pat LaPeter stated that the parks are for family use and should be used. Mr. LaPeter discussed selling t-shirts for the event.

Scott Schaller stated that the estimated price for everything, which includes the artists, public relations, production, security, insurance, fencing, EMS and cleanup, is \$150,000.

Attorney Wise stated the hope is that the Township puts the right team together to make the concert a success and, if possible, to have sponsorships alone offset the cost of the concert.

Attorney Wise also stated that there are a lot of logistical concerns with traffic, parking and so forth. Ticket sales will have to be monitored and if the concert is sold out there are ways to plan for it. Signs could be posted at the toll bridge and out on Route 80 that the concert is sold out.

Ms. Gina Bertucci of the Bushkill Group stated that they are committed to helping out and will work things out with rooms for the artists. Attorney Wise thanked Ms. Bertucci for her help.

Scott Schaller discussed parking at the local churches, Foxmoor Village, the Municipal Lot and wherever people can park.

Ron Clewell stated that we need to discuss this with the PA State Police.

Mr. Clewell asked why not work with Shawnee Ski Area as it could be a joint venture with them. Mr. Schaller stated that he wants to get people in the area to our park and if successful we can do more concerts next year.

There was discussion if alcohol would be allowed. The general consensus was that coolers would be checked and alcohol would not be permitted to be brought into the concert but possibly a VIP tent be set up that would serve alcohol. No decision was made regarding the alcohol.

Holding the concert at the Mt. Laurel Center in Bushkill was discussed. Mr. Croce stated that past history shows that they elevate the prices so much that you just cannot afford it.

Ron Clewell stated that he is very concerned with the location and that it is such short notice.

There being no further questions from the public, Scott Schaller made a motion to approve the festival and directed the Solicitor to work on the agreements and authorized the funding for the festival up to \$150,000. Bob Spano seconded the motion due to the fact the Chairman of the Park and Recreation Board is in favor of this Motion carried 3-0.

Scott Schaller made a motion to amend the budget if the agreements are finalized. Bob Spano seconded the motion. Motion carried 3-0.

Scott Schaller made a motion authorizing and directing Michele Clewell to send a letter to the Fire Companies, Ambulance Companies and PA State Police to meet with the Board of Supervisors to discuss the logistics of the event and to send a letter to PA Department of Transportation advising them of the Folk Festival at Echo Lake Park. Bob Spano seconded the motion. Motion carried 3-0.

John Ronaldo asked if the Emergency Operations Coordinator is involved in the planning process. Attorney Wise stated that Jim Della Croce is coordinating the event.

Scott Schaller stated that Mr. Croce and Attorney Wise should set a time to discuss the list of people working on the event and to work on the agreements.

There being no further business the meeting adjourned in regular order at 10:35 a.m.

Respectfully submitted,

Michele L. Clewell  
Township Secretary