

Borough of West Reading Recreation Commission Meeting

Tuesday, March 7, 2023

Meeting called to order at 7:01pm.

Members present: Bethany Bower, Colleen English, Heather Jagielski, Jen Sabol, Rafael Torres

Members not present: Kristin Hawley, Troy Hassler, Chalain Mocerri

Borough Council Members Present: Denise Drobnick (Chair)

Borough Staff Present: Mike Esterly, Recreation Director

Public Comment

None.

Motion to accept the amended minutes from the February meeting made by Jen Sabol. Seconded by Heather Jagielski. Motion carried (6-0).

Event Recaps

- Battle of the West Reading Karaoke Stars
 - Raised \$1800 (Third and Spruce paid for DJ)
 - Successful event
 - Discussion of the future of the event, where to hold it, how to keep it fresh

Upcoming Events

- Rides 'N Vibes
 - First date of the year: Saturday, March 11 (weather permitting)
 - Potential for bad weather: revisit later in the week; minimal promotion for this month due to potential for bad weather
- Egg Hunt updates
 - April 1
 - Bethany Lutheran Church selling ice cream, peanut butter eggs (Recreation will receive some of the money made from sales)
 - Concessions: hot dogs, sodas
 - Tom Sturgis donating pretzels; Clover Farms donating drinks; Palmers donated candy for eggs and large chocolate bunnies; waiting on Walmart for potential donation; Wawa donating eggs with candy
 - Ordered things from Oriental Trading (small trinkets/toys)
 - Will have Easter Bunny
 - Volunteers needed for: prepping eggs; decorating, and on the day of.
- Fishing Rodeo
 - April 15, 9am
 - Ages: 4-12
 - Have about 15 registrants

- Has been advertised on Voices and the West Reading Recreation FB pages
- Could open to Wyomissing School District, but Wyomissing already has their own Fishing Rodeo in May
- Rods will be available
- Two more sponsors: Dicks Sporting Goods donated \$50 gift certificate and discount books; Brewers Bar and Grill donated for advertisement of the shirts
- Raffle Tickets: 4 rods, 4 tackle boxes, gift certificates.
- Need volunteers to sell concessions, run raffles, etc. on the day of
- Vines 'N Vibes
 - Two new food/drink vendors
 - Vendors and educational experiences added
 - Non-profit and education vendors (will waive vendor fees)
- Father Daughter Dance
 - Renaming event to be more inclusive
 - May 5 (first Friday)
 - Dazzling Daughter Dance
 - Alice in Wonderland theme
 - Need decorations
 - Potential separate meeting to discuss
- Steal the Glass
 - Make glasses made with our logo
 - Every pour West Reading Rec would get a \$1
 - A Sunday afternoon; look into weekends in summer (maybe June or July)
- Nest Cooperative will do free yoga all summer – probably Saturday morning (details still working out)

Rec Director Updates

- Pool & Playground: some interviews conducted with returning workers; much of staff is returning. Lifeguards are needed (need at least 20, have about 15 currently)
 - Highest priority for pool: hiring guards
 - New ways to be cost effective: streamline concessions; have payment plans for memberships (to make it more accessible)
 - Conversation about selling advertisements on fencing at pool
- Playground: Google doc to get feedback on the program
 - Nine responses: negative feedback
 - Negative reviews of staff, organization, and of lack of attention to kids
 - Only positives were pool days
 - Options: return to half day program (was successful in past)
 - Field trips already planned
- Commission member resigning due to moving out of the borough (have interested community member who previously submitted letter of interest)
- Need to secure beer and food for April 23 Disc Golf Tournament

Motion to adjourn the meeting made by Jen Sabol. Seconded by Heather Jagielski. Motion carried (6-0).

Next meeting April 4, 2023 at 7pm.

Respectfully submitted,
Colleen English
Recreation Commission Secretary