

The Factoryville Borough Christmas Market Committee held their regular planning meeting on January 28, 2025 at the Borough Hall. Mayor Evans called the meeting to order at 6:18 p.m.

**PRESENT**

Mayor Gary Evans  
Rebecca Nelson  
Patti McGonagle  
Carleen Sawkulich  
Beth O'Malley  
Steve O'Malley  
Eleanor Kane  
Leslie Litwin  
Mieke Hunting  
Nancy Walters  
Mark Walters  
Missy Bower  
Erika Winklebleck

*Patti McGonagle was nominated as Chair of the Christmas Market Committee and accepted.*

*Carleen Sawkulich was nominated as Vice-Chair of the Christmas Market Committee and accepted.*

*Mieke Hunting was nominated as Secretary of the Christmas Market Committee and accepted.*

**Committee Appointments:**

- a. Parking Committee: Beth O'Malley
- b. Entertainment Committee: Erika Winklebleck
- c. Decorating Committee: Paulette Johnson
- d. Vendor Committee: Patti McGonagle
- e. Volunteer Committee: Mieke Hunting
- f. Finance Committee: Leslie Litwin
- g. Advertising Committee: Michelle (pending her approval)

**2024 COMMITTEE REPORTS –**

- a. Finances: Rough estimates of amounts were provided. The financial report was not yet completed, however rough estimates were provided. A total of \$6878 came in from sponsors. The in-kind amount was calculated at \$3665. Vendor fees were approximately \$4280. Expenditures totaled \$9263.79. Totals will need to be confirmed by the Borough Manager. Outstanding bills include the electric bill. Additional income includes donations, merchandise sales, and other payments made the weekend of the Christmas Market.
- b. Parking: The parking problems from the previous year were alleviated. The busses were almost not needed because parking was available on the lawn of the Elementary Center. The Parking Committee leader would like to work out a plan to use a deposit system for buses as they may be unnecessary when parking is available. Grounds paperwork can be filed

immediately for the 2025 school year, and requests will be made to disallow activities at the school for the weekend of the Christmas Market.

- c. Decorations: Decorations were a huge hit this past year and went up smoothly. Memorial wreaths were popular. For next year, wreaths should be advertised sooner and more broadly with additional information on pick-up.
- d. Food/Beverages: There were several cancelations with food vendors. Discussion about whether food trucks should be charged a flat fee/deposit to hold them accountable to showing for the market. Additional food trucks would be a good idea. Certificate of insurance is necessary for alcohol vendors. These must be on file.
- e. Santa: The paid Santa was a hit. Discussion about needing a possible new location for Santa and/or signage to let everyone know where Santa is. Mrs. Claus was popular, and in the future, the committee would like to continue to use Josette Smith if she is willing. Discussion regarding whether Santa should move back into the Elf School tent.
- f. Music/Entertainment: There was discussion regarding having music heard throughout the entire park. Also, live music was not heard well and may need a new location. The issue was the cold and needing to enclose the band area to keep it warmer. The committee will look into other possible solutions and locations. The Children's choir was a big hit. A PA system would be useful.
- g. Set up/Tear down: For lighting on the facades, it may be easier to add hooks rather than use staples. More volunteers and organizations are needed. When the Market ends, all should stay to take everything down.
- h. Elf School: The craft was quick and easy. It was also well-liked. The supplies and decorations were organized and very little was needed. Request for new banners was made.
- i. Volunteers: Thank you to all of the volunteers. Additionally, we need to have more volunteers and make a point of reaching out to several community groups. There are willing and able people who are just not being contacted.
- j. Welcome Booth: This should be combined with merchandise for better sales. Counting people needs to be as accurate as possible.
- k. Merchandise: Sales were made both during the market and after. Bags did not sell well and should either be \$1 or free in the following years. Mugs were popular. A count will need to take place to know how many of each item has sold. This will help committees make purchases.
- l. Community Tent: All sales went well and community members were happy with their time slots. One group did show up at the wrong day/time.
- m. Advertising: Stayed within budget and everything went smoothly with Michelle. We need individuals to put the banners and signs up much earlier for 2025. All should be up by Thanksgiving to ensure it is seen during high traffic times.

**NEEDS FOR NEXT YEAR** – Gate for the backside of the pickleball court. Port-a-potties at least one week prior to the Market so that volunteers can use the restroom. Possible purchases include a 10x10 tent, lighting, electrical capacity check, more signage for things like the Elf School, and some thank you's to Kevin Davis as well as a donation to Factoryville Fire Co.

*B. O'Malley made a motion to adjourn the Factoryville Borough Christmas Market Planning Meeting. P. McGonagle seconded the motion. All yea.*

The regular meeting of the Factoryville Borough Christmas Market Meeting adjourned at 8:03 pm. The next regular meeting will be held February 25, 2025 at 6:15pm in the Borough Hall.

Respectfully submitted,



Rebecca Nelson  
Borough Assistant