



**Town of Townsend Community Engagement  
Committee Meeting  
July 2<sup>nd</sup>, 2025 @ 3:00pm  
VIA Conference Call & Town Hall  
141 Main St. Townsend, DE 19734**

**3:00pm Community Engagement Committee Meeting**

- I. Call to Order:
- II. Opening Ceremonies
  - a. Roll Call:
  - b. Pledge of Allegiance:
  - c. Recognition of Visitors:
  - d. Announcements:
- III. Citizens Comments & Participation.
- IV. Adoption of Agenda.
- V. Approval / Rejection of Minutes:
  - a. **ACTION ITEM:** Approval/ Rejection of Community Engagement Committee Minutes from May 9<sup>th</sup>, 2025, meeting.
- VI. **ACTION ITEM-** Review feedback from Annual Town Fair.
- VII. **ACTION ITEM-** Review and Discuss future plans for the next annual Town Fair.
- VIII. **ACTION ITEM-** Discussion and review of other Town Events such as a Fall Festival.
- IX. Ongoing Business Updates.
- X. New Business.
- XI. Discussion regarding next meeting date.
- XII. Adjourn.

Committee Meetings will be held both in person and in a virtual format.

Those wishing to attend virtually may dial **1(301)715-8592**. When directed, provide following meeting ID **827-6421-7575#** and then the following password **361631#** to enter the meeting. If you choose to access the meeting online click the following link:  
<https://us02web.zoom.us/j/82764217575?pwd=aHI4RDhTZ0xjME1HV0ZOcHRxSHZ3QT09>

Residents will be able to view documents posted to the meeting tab on the Town website at <https://townsend.delaware.gov> or by joining the meeting via computer.

**Townsend Fair & Jazz Festival Feedback:**

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 3

# of Vendors: 3

Food Selections: N/A

Comments: Did not like the split Vendor Spaces. Miss the parade. Last year it was more crowded w/ the parade

Name: Sharon Giles

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 5

# of Vendors: 5

Food Selections: 2 more food truck variety

Comments: Looking for Strawberry Joes + A Festival Hat!  
(Can I buy a 2021 Hat?)

Name: Wayne Elvin

Phone: 302-547-3779

Email: WAYNEELVIN@AOL.COM

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 5

# of Vendors: 5

Food Selections: 5

Comments: We were pleased with our site and will likely return next year

Name: Blackbird Comm. Ctr

Phone: 302-545-6208

Email: dillmucky@aol.com

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 5

# of Vendors: 5

Food Selections: 5

Comments: Thought it was a wonderful event. Sorry the weather wasn't the best!

Name: Adam Holubinka

Phone: 302-373-8406

Email: \_\_\_\_\_

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 4

# of Vendors: 5

Food Selections: \_\_\_\_\_

Comments: more marketing for event may be needed

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 4

# of Vendors: 4

Food Selections: 2 (Gluten sensitive - I was stuck with pop corn)

Comments: NOT ENOUGH OF A TURN-OUT. NEAR ZERO CUSTOMER ENGAGEMENT. ZERO SALES. MAYBE ADVERTISE THE EVENT MORE BEFORE HAND?

Name: KATHY BIEN

Phone: (302) 300-0646

Email: KATBIEN@THATGIRLWHOPAINTS.COM

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 4

# of Vendors: 3

Food Selections: 5

Comments: Sad that more people didn't show up... I guess due to weather!

Name: Val Hailey

Phone: 302-465-70993

Email: Kathhailey@hotmail.com

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 5

# of Vendors: 5

Food Selections: 5

Comments: Great event! Banner that attendance was low due to the weather but you all did great!

Name: Malcolm Van Atta

Phone: 856-371-6163

Email: MalcolmVanAtta@gmail.com

### Townsend Fair & jazz Festival Feedback:

Please score the following areas between 1-5, with 5 being completely satisfied and 1 being not satisfied

Variety of Vendors: 5

# of Vendors: 5

Food Selections: 5

Comments: We'd like to be next to the playground next year because we're a K-8 school, (if possible.)

Name: Beth Williams

Phone: 443-477-4184

Email: ewilliams@radcliffecreek.schoo.org



### Townsend Fair & Jazz Festival Feedback:

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Email: KATBIEN@THATGIRLWHOPAINTS.COM

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Phone: 302 465-70993

Email: Kalhailey@hotmail.com

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Comments: Great event! Bummer that attendance was low due to the weather but you all did great!

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Phone: 856-371-6163

Email: MalcolmVanatta@gmail.com

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Name: Beth Williams

Phone: 443-477-4184

Email: e.williams@radcliffecreekschool.org

How did you hear about the Town Fair?	How would you rate your overall experience at the Fair?	What were your favorite parts of the Fair? (Select all that apply)	Was there anything you felt was missing or could be improved?	How Likely are you to attend the fair again next year?	Do you have any suggestions or ideas for next year's fair?	If you would like to be contacted about volunteering or supporting future events, please leave your name and email:
All of the above	1	Didn't attend this year due to lack of parade ;	The parade was the drawing card for my family. We were very disappointed to hear there was no parade this year. My children didn't want to go as a result. Additionally, jazz isn't a draw to young children	Somewhat Likely	Bring the parade back!	Miller.rebecca92@gmail.com
Facebook	1	I was a vendor for event;	Last yr I was in main area I did ok.This yr I was in area behind the handstand & did horrible.I feel you need to limit amount of vendors to where everyone is in same area or do more to attract people to the other side.	Not Sure	See #4.	Pizza9669@yahoo.com. ken eanes
Facebook	1		Yes the whole set up was very unorganized, I was a vendor this year and I was the only one that didn't get a full spot that I paid for. I have picture of the other vendors and I was the only one that was put half in the mulch and half on the parking lot. After I asked about this I was told just to set up and after we are started I could move if no one showed up. Most of the volunteers were extremely rude. If I paid for the same size vendor spot as everyone else why did I get less? The mulch was kicked into my belongings all day due to this it compromised my tent as well. Then the traffic was being directed my a 14 and 15 year old that don't know about traffic and cars and almost caused an accident. I was told by one of the organizers I would receive my vendor fee back which I have yet too I'm sure it was to just shut me up. So definitely won't recommend this to anyone in the future due to the poor planning and not working or understanding of the vendor	Not Likely	Organization!	
email invite	1	Community Groups/ Non-Profits;	Our table had very few attendees.	Not Likely	Your organization does an outstanding job in organizing and communicating the event. It was just disappointing that our organization did not really feel it was worth our time.	
Facebook	2		Why was it the same day as the event in Smyrna?	Not Sure	The air quality wasn't great- perhaps have a delay date in case of inclement weather.	
Facebook	2	Live Entertainment;	More parking and seating needed, with optional shelter from the rain. Advertising with signs needed as it was very difficult to find: GPS took us to a person's house and there were no signs at all on the main road. When you closed the parking area, you needed signs for that, too. I suggest a different location to accommodate more vehicles, especially if it's raining.	Not Sure	I love jazz and was excited to attend but horribly disappointed. More food/beverage options; more bands/artists performing with a place to sit to watch/listen/eat. Selling jazz related items (music and jazz themed merchandise).	
Friend	2	Live Entertainment;	I was in the pink area. And very few people came there. I think all vendors should be in the same place.	Somewhat Likely	Have all vendors in the same location even if you have to limit the number of vendors.First applications first serve.	Floretta.white@gmail.com
Facebook	2	Volunteers were great ;	Too many vendors and not enough customers. The majority of people there were vendors and volunteers.	Not Likely	Have it in spring, encourage people to bring bankets and chairs and hang out longer to list to music and make purchases and let their kids play.	
Driving home	3	Live Entertainment;Kids Activities;Community Groups/ Non-Profits;	We were glad to attend the fair and appreciated the effort that went into organizing it. We only found out about the event by driving past on Saturday, so improving advertising—through community pages, local signs, or flyers—could help boost awareness. While the park was a great setting, the band was enjoyable, and the kids' activities were well done, the overall atmosphere still felt a bit low-energy. Adding some casual backyard games like cornhole, ladder ball, or giant Jenga might encourage more interaction and help create a more festive, inviting vibe for all ages.	Somewhat Likely	We recently moved into the community and this was the first time we attended.	
Facebook	3	Food Vendors;	I didn't hear any jazz music.	Not Likely	More food vendors and some rides for kids.	
Facebook	3	Kids Activities;Selection of Vendors;	The parade	Very likely	Would love the parade to return	
Facebook	3	Selection of Vendors;Kids Activities;	Something was off this year. Traffic around the vendor booths was minimal. It could have been the weather or the smoke, but we didn't see the traffic we've seen in the past.	Somewhat Likely	Was the parade prior the fair worth it? Maybe billing it as a fair and jazz fest, didn't resonate? More kids activities, wider variety of food truck choices. There were two Italian water ice vendors.	Happy to support in the future.
			it was very confusing the way the vendor spaces were numbered		don't have it on Father's Day weekend	
			should not have duplicates of vendors - not fair to them. i.e. two ice vendors, two kettle corn vendors, two mary kay vendors		bring back the parade	
Been participating for years	3	Selection of Vendors;Food Vendors;Live Entertainment;	a HUGE thank you for having plenty of trash cans placed everywhere!	Very likely	have all the vendors in one spot - even if some are on the grass	
Facebook	3	Selection of Vendors;	I think the kids activities could have been where the food was, they were almost hidden. I think the "Jazz Festival" advertising was a huge mistake. I think the strawberry festival etc is more family friendly and drove way more traffic then this years. I also think the parade helped drive traffic for us vendors and taking that away was also a mistake.	Very likely	More food options, there was several pop corn, but really only two food vendors. Move the kids activities into a more visible spot.	
Facebook	3	Live Entertainment;	You had 2 kettle corn vendors 2 Italian ice vendors and Kona ice Maybe limit it to one of each type of vendor.	Somewhat Likely	Do not have duplicate vendors.	

Word of Mouth	3	We didn't attend. Yall said we needed to pay. And we did months ago. Then someone emailed a couple days before the event saying they found it. ;	Yes, we dropped off our check .and someone there misplaced it . It was found a couple days before the event. And we had booked with someone else. Was our check cashed?	Somewhat Likely	Do better communicating
Facebook	3	Selection of Vendors;	Advertising of event. No one knew about it	Not Likely	ADVERTISE and Put up signs so people know where to go
Facebook	3	I met several very nice customers, and the other vendors and volunteers were awesome. ;	I was a vendor. I was moved to the side and missed a lot of the foot traffic because of the change. Although the people that did venture over were lovely and I enjoyed meeting them.	Not Sure	
Facebook	3	Food Vendors;	One major concern was the lack of visible signage and communication to direct shoppers to where vendors were located, especially considering that vendors were placed in two separate spaces. Unfortunately, many shoppers were unaware that there was a second vendor area, which significantly impacted visibility and traffic for those of us placed away from the main flow.  This lack of clear direction and signage not only created an imbalance for vendors — who all paid the same participation fee — but also compromised the attendee experience. Guests came expecting to explore and support the full market, and without clear guidance, many missed out on connecting with every vendor.	Not Likely	To ensure a better experience moving forward, I would suggest:  Large, visible signage at entrances and throughout the space clearly indicating “More Vendors This Way” or a map-style layout.  More verbal announcements during the event reminding guests of both vendor areas.  Pre-event communication, like emails and social media posts, explaining the event layout to attendees in advance.
Facebook	3	Live Entertainment;	Next time make more announcements. Say what food trucks are there, say where things are located (was there a beer garden?), where the bathrooms are, etc.	Somewhat Likely	I know having vendors is a guaranteed source of revenue, but having too many vendors is not good for the actual vendors that participate. I suggest reducing the number of vendors for the next event.
Returning vendor	3			Somewhat Likely	
Facebook	3	Live Entertainment;Community Groups/ Non-Profits;Kids Activities;	the weather	Somewhat Likely	
Facebook	4	Selection of Vendors;	More food options	Somewhat Likely	
Word of Mouth	4	Selection of Vendors;	The parade	Very likely	
Facebook	4	Selection of Vendors;Kids Activities;	There should be more activities for younger kids and even so, just a kids zone area. I know that you guys had inflatables and some animals, those weren't near each other, but they could be as a part of a kids zone. Also, change the time of the fair to accommodate to those who might be working in the morning and won't have time to attend. Doing 12-5 instead of 11-3.	Very likely	
Flyers/Signs	4	Kids Activities;Live Entertainment;	Backdrops for pictures	Somewhat Likely	
Facebook	4	Live Entertainment;	More food trucks for more of a selection.	Very likely	Possibly have it later in the year, September or so. Less competition for vendors and food trucks. Smyrna at night was the same day as the fair.
Spring Expo	4	Community Groups/ Non-Profits;	You can't control the weather or the smoke.	Very likely	Please increase the volume of the National Anthem, music and MC.
The Town Office	4	Organization and Security;	Place vendors of similar type together (ie. non-profits/family focus near the bounce houses instead of spread out).	Very likely	Ourdailybread.2016@gmail.com Katryna Cera-Proulx katryna.cera-proulx@lib.de.us
Facebook	4	Live Entertainment;	I wasn't happy where I was placed. I wish that all of the vendors were together.	Not Sure	Put the food vendors in the small area to the right. That's where I was.
Facebook	4	Selection of Vendors;	More food vendors,better music	Somewhat Likely	The music was good, but it wasn't all jazz. Plus, there was another event in Smyrna and Dover. That was a lot of competition.
Flyers/Signs	4	Live Entertainment;Food Vendors;Selection of Vendors;Kids Activities;Community Groups/ Non-Profits;		Very likely	Maureen Taylor Mt22072@gmail.com
Been going for years	4	Live Entertainment;		Very likely	Maybe to give the vendors a little more room Darlene Collins
Word of Mouth	4		This was my first time at this event. I was really looking forward to it because of the other people I spoke too said it was a great event. The other vendors that were there did state it was a lot slower than historically. However, you had the poor weather, the smoke working against you. That you cannot control. For food vendors there were 2. It took 45 minutes to get food from Blue Hen BBQ. This was not cool. There were 3 water ice vendors. Now maybe if you had your usual turn out that would have been fine. One left early. As far as vendors, there were a lot of jewelry vendors, 2 Marykay vendors and lots of tumbler vendors. But I have never been a fan of events that limit, as we all may have different items. But I will say I love how coordinated set up and take down was. We as vendors had plenty of space and were not crammed in. The staff were easy to recognize and friendly. I did love that there were trash cans everywhere. Believe it or not a lot of events do not have trash cans and if they do it is one of the first things they pick up while you are cleaning up.	Somewhat Likely	People need to remember to unload and go park before setting up
Facebook	4	Live Entertainment;Food Vendors;Selection of Vendors;Kids Activities;	Marketing of event times.... Wasn't sure when it ended.	Very likely	NO PARADE. Thank you
Facebook	4	Food Vendors;Kids Activities;	Parade and don't call it a jazz festival. That probably just kept people away, I don't know anyone who would seek out a jazz festival.	Very likely	If you could control the weather and as for no smoke that would be great :) maybe another food truck Maybe port pots a little closer to the event.
Town Website	4	Community Groups/ Non-Profits;Live Entertainment;	We are a K-8 school. Our table was between a clothing boutique and a concealed carry certification program. It would be nice next year to be by the playground or with other non-profits.	Very likely	More food vendors
Facebook	4	Live Entertainment;Selection of Vendors;Kids Activities;Food Vendors;		Somewhat Likely	Bring back parade don't call it a jazz festival.  Would it work to have vendors on the lawn? If it weren't for the cloud cover, it could've gotten pretty hot on the blacktop.

					<p>It would be great to get the officers involved in some games or activities such as dancing, sack races, 3 leg races, tug a war between officers and fire department, relay races, obstacle course races between the different departments.....</p> <p>Also have the different departments interact and walk around handing out, books, literature, candy or small trinkets to the kids....</p> <p>Balloon artists or twister.</p> <p>Magicians</p> <p>Mascots such as Blue hen, Baby blue, Mr. Celery.... High School mascots....</p> <p>Drawings for gift baskets, gift cards, gift certificates....</p> <p>Invite more companies to do demonstration such as dance studios, cheerleaders, marching bands...</p> <p>I probably can keep going with a lot more ideas.</p>
					<p>Thank you all for your hard work. It was a great afternoon!!!!</p>
Flyers/Signs	5	Live Entertainment;Food Vendors;Selection of Vendors;Kids Activities;Community Groups/ Non-Profits;	More of a verity of Food vendors. Such as funnel cakes, hotdogs, chicken nuggets, ice-cream, cotton candy, more kid friendly food trucks.	Very likely	Just a side note, the signs are great idea, they just need to be a little bigger for us older folks to see ☹☹
Facebook	5	Food Vendors;Live Entertainment;Selection of Vendors;		Very likely	
Facebook	5	Selection of Vendors;	I think the weather and the smoke from the fire in NJ kept a lot of people away. As a vendor I didn't even make back my vendor fee and that is disappointing.	Somewhat Likely	
Facebook	5	Selection of Vendors;	Food vendors (other than sweets)	Very likely	Sara Heinicke handsanctuary@gmail.com
Facebook	5	Selection of Vendors;	I think it should've been held on a day when there was not another big event like there was a Smyrna. The weather had something to do with it, but you're not able to control the weather. I think you did a great job.	Very likely	Ruby Dillmore Blackbird community center 302-545-6208
The Town Manager Reached out to us	5	Live Entertainment;Food Vendors;Selection of Vendors;Kids Activities;Community Groups/ Non-Profits;	Maybe more variety live entertainment. Make the stage more of a concert series.	Very likely	We would love to be apart of any other fairs, festivals as a vendor. My name is Angela White with Philly Pretzel Factory and my email is Pretzelplug@gmail.com
Email from Julie	5	Selection of Vendors;	The turnout! Lol. I think that weather played a part and apparently there were other local events the same day. Otherwise, it was a well-organized event across the board. As a first-time participant, I was very impressed.	Very likely	
Word of Mouth	5	Community Groups/ Non-Profits;	As a vendor, the organization, from correspondence to arrival and departure, was well planned. I felt very informed and prepared.	Very likely	I was disappointed in the number of people who attended our "booth". I am not sure if the weather played a part in the low attendance, or if it is becaue the fair is still gaining traction and awareness. I did enjoy walking around and meeting the other vendors and learning about how they serve the Townsend area.
I did not find out until I got the survey. Disappointed. I get text messages about a found bicycle but not about a local fair.			Communication.		Utilize the text messages as advertisement for the fair.  Sararenee28@gmail.com



## Kelsey Gallagher

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**From:** Cherrie Felisbret <cfelisbret@gmail.com>  
**Sent:** Saturday, June 14, 2025 5:10 PM  
**To:** Julie Goodyear  
**Cc:** Kelsey Gallagher; Jennifer Helms; Julie Abrams  
**Subject:** Re: Thank You for Volunteering – Townsend Annual Fair Details

### Wagamon Technology Group LLC

**Warning:** Sender cfelisbret@gmail.com is not yet trusted by your organization.  
Please be careful before replying or clicking on the URLs.

[Report Phishing](#) [Remove Banner](#)

powered by Graphus®

This message originated from outside the organization

Hello All,

I really enjoyed working with you all today. I hope you are all enjoying a well earned rest and a fabulous Father's Day with your family.

I look forward to volunteering with you all again.

Kind regards,

Cherrie Felisbret

(A photo so you can remember me)



On Tue, Jun 3, 2025 at 12:05 PM Julie Goodyear <[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)> wrote:

Good Afternoon Volunteers,

Thank you for signing up to volunteer at this year's **Townsend Annual Fair**! We're thrilled to have your support and look forward to a great day together.

### **Volunteer Arrival & Check-In**

Please arrive between **8:30 AM and 8:45 AM** at **Community Park ([O Edgar Road](#))**.

Check in at the **Townsend Booth**, located near the large gazebo. At check-in, you'll receive your assignment and be introduced to the staff member you'll be assisting.

### **Meals & Refreshments**

- A **continental breakfast** will be available at the Townsend Booth.
- **Pizza lunch** will be provided for all volunteers.

### **End of Shift**

Before leaving, please return to the Townsend Booth to collect your **Volunteer Certificate** as a token of our appreciation.

### **What to Bring/Wear**

- Dress for the weather in **comfortable clothing** and **supportive footwear**.
- **Sunscreen** is encouraged—some will also be available at the booth.

### **Transportation & Parking**

If possible, we kindly ask that you **walk or get dropped off** at the park, as parking is very limited.

Thank you again for your time and enthusiasm—we couldn't do this without you! If you have any questions before the event, feel free to reach out.

Best Regards,

Julie M. Goodyear

Town Manager

Phone: 302-378-8082

Fax: 1-302-378-7099

[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



P.O Box 223 | [141 Main Street | Townsend, Delaware 19734](#) | [www.Townsend.Delaware.Gov](http://www.Townsend.Delaware.Gov)

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## Kelsey Gallagher

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**From:** Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>  
**Sent:** Tuesday, June 17, 2025 11:38 AM  
**To:** Julie Goodyear  
**Subject:** Re: Timecards due Monday!

This message originated from outside the organization

I did see something on Facebook from the same guy who claimed he was on hold for 30 minutes when he called the pd. BUT HE NEVER CALLED LOL he was sarcastic in his post. shocking..... Not If I find it I will send you his name.

Only things I would alter are

- I would make sure if we call it a Jazz Fest, Rock Fest ect. We need to make sure we have more than one band. I will admit the band was fabulous but I think the title was misleading. If we go with Fair I would include rides.
- Possible make a rain date for the following Saturday I felt bad that some venders didn't show up and the number was less than expected on visitors because of weather.
- Possibly a couple more food trucks of different variety
- If possible put venders in one side of the park leave parking lot open to our families, assisting PD's and volunteers.

Overall I think the teamwork was excellent, the interaction with the community was fantastic.

Many people whom I never met before mentioned to me they thought it was "Lovely" "Wonderful" "Great Event".

You should be proud of the work you did. We cant control the weather.

Sincerely

Robert J. Longo  
Chief of Police  
Townsend Police Department  
661 South Street, PO Box 223  
Townsend, DE 19734



302-464-1262 Phone  
302-378-7099 Fax  
**302-739-4865 DISPATCH**



"Blessed are the Peacemakers"

---

**From:** Julie Goodyear <jgoodyear@townsend.delaware.gov>  
**Sent:** Tuesday, June 17, 2025 11:23 AM  
**To:** Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>  
**Subject:** RE: Timecards due Monday!

Received, thank you Chief.

If you want to send over some feedback, I can share it at the next Community Engagement meeting.

All feedback is welcomed!

Best Regards,

Julie M. Goodyear  
Town Manager  
Phone: 302-378-8082  
Fax: 1-302-378-7099  
[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



P.O Box 223 | 141 Main Street | Townsend, Delaware 19734 | [www.Townsend.Delaware.Gov](http://www.Townsend.Delaware.Gov)

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**From:** Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>  
**Sent:** Monday, June 16, 2025 9:07 AM  
**To:** Julie Goodyear <jgoodyear@townsend.delaware.gov>  
**Subject:** Re: Timecards due Monday!

This message originated from outside the organization

Good morning

Let me start by saying great teamwork on Saturday! We tweak a couple things and I think it will become greater next year. Please see the attached as requested. As always I hope it's correctly done.

Bob

Sincerely

Robert J. Longo  
Chief of Police  
Townsend Police Department  
661 South Street, PO Box 223  
Townsend, DE 19734  
302-464-1262 Phone  
302-378-7099 Fax  
**302-739-4865 DISPATCH**



"Blessed are the Peacemakers"

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**From:** Julie Goodyear <[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)>

**Sent:** Friday, June 13, 2025 2:03 PM

**To:** Peters Brendin (Townsend PD) <[Brendin.Peters@CJ.State.de.us](mailto:Brendin.Peters@CJ.State.de.us)>; Hart Dwayne (Townsend PD) <[Dwayne.Hart@CJ.State.de.us](mailto:Dwayne.Hart@CJ.State.de.us)>; McCloskey Earl M (Elsmere PD/Townsend PD) <[Earl.McCloskey@cj.state.de.us](mailto:Earl.McCloskey@cj.state.de.us)>; George Hargrove <[ghargrove@townsend.delaware.gov](mailto:ghargrove@townsend.delaware.gov)>; Julie Abrams <[jabrams@townsend.delaware.gov](mailto:jabrams@townsend.delaware.gov)>; Jennifer Helms <[JHelms@townsend.delaware.gov](mailto:JHelms@townsend.delaware.gov)>; Kelsey Gallagher <[KGallagher@townsend.delaware.gov](mailto:KGallagher@townsend.delaware.gov)>; Longo Robert (Townsend PD) <[Robert.Longo@CJ.State.de.us](mailto:Robert.Longo@CJ.State.de.us)>; Richard Boyer <[rboyer@townsend.delaware.gov](mailto:rboyer@townsend.delaware.gov)>

**Subject:** Timecards due Monday!

Dear Team,

This is a friendly reminder that all timecards must be submitted no later than **Monday at 12:00 PM.**

Please ensure your timecards are complete and accurate before submitting them. Timely submissions are crucial to ensure smooth payroll processing.

If you have any questions or encounter any issues, don't hesitate to reach out to me for assistance.

Best Regards,

Julie M. Goodyear  
Town Manager  
Phone: 302-378-8082  
Fax: 1-302-378-7099  
[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



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## Kelsey Gallagher

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**From:** Dino Thompson <dinosicecreamtruck@gmail.com>  
**Sent:** Tuesday, June 17, 2025 10:15 AM  
**To:** Julie Goodyear  
**Subject:** FEEDBACK FOR THE TOWNSEND FESTIVAL JUNE 14

This message originated from outside the organization

Hello,

This is Dino from Dino's Ice Cream and Water Ice company.

I'm writing you this letter to share some feedback and other concerns about your festival on Saturday, June 14.

This letter or email is not intended to be rude or nasty, and I don't want anyone to take it personally. I just wanted to share this experience with you, so you can correct it, so it doesn't happen in the future to any other vendors.

**I think you should share this letter with everyone on your festival committee!**

You were seeking vendors for your festival, and you put out the word over social media. When I applied and paid the \$100 vending fee, I was under the impression that I would be the only frozen dessert vendor. However, when I arrived, I saw that I would have to compete with Kona Ice who serves a similar apply product.

But then, at 11:00 AM, here comes another Italian Water Ice vendor! Which was really a kick in the groin to me.

Now we have 3 frozen dessert vendors, selling the same thing, battling for customers.

**What hurt me the most was the fact that you specified in your set up guidelines, that all vendors were to be set up by 9:30!**

**And you also put in the "set up notes", that this curfew would be strictly enforced.**

**Yet this local Italian ice vendor shows up an hour and a half past the curfew, and you let them in with no problem.**

**What happened to enforcing lateness?**

**I came a long way, but yet I was on time, and this other vendor, who was supposedly from Townsend, showed up an hour and a half late.**

**This was not fair to me and the other vendors that showed up on time!**

Also, it wasn't fair to me and other vendors that you would book people who sell the same product together.

**The popcorn man was also upset because he came all the way from Hartly Delaware only to find out there was another popcorn vendor from Bel-Air Maryland, who he had to compete against.**

**I'm sure he struggled to make any money just like I did.**

I was fed up so I left at 1:30pm!

I was there for four hours, starting at 9:30 AM, and I made less than \$50 because I had to compete with Kona Ice and then the other vendor that came late.

**I think I deserve at least half of my money back because you were not transparent or truthful enough to tell the vendors that they would be competing against people selling the same product. We should've been notified, and then that way, they can decide whether or not we wanted to be there or not.**

**The festival was not big enough to have multiple vendors of the same product!**

Anyway, what's done is done.

I'm sure you'll never have me for another event because I am voicing my opinion, but I just wanted to let you know how I felt.

**Other vendors felt the same way, including the popcorn man and Kona Ice who was also disappointed., but they were probably afraid to speak up.**

I'm writing this letter so you can make corrections, so that if you decide to do this festival again, you don't make the same mistake.

**Vendors are upset about losing their vending fee and not making any money.**

**It's a long day to be at your festival.**

**People have to get up early and then leave their homes by 830am, in order to get to the festival by 9:30.**

**And then they have to sit there until the festival is over at 3 or 4 PM.**

**That's a long day, especially if you're not making money, because you have to compete with other vendors selling the same product.**

**Anyway, I still think I should get half my vendor's fee back.**

But I wish you the best with future events, and I am still interested in being there if you will allow me. But I think next time you should be upfront and tell people who the other vendors are, and if there are multiple vendors of the same thing.

Thank you for having me and I wish you and the town much success with future events.

Sincerely,

Dino's ice cream truck



## Kelsey Gallagher

---

**From:** Julie Goodyear  
**Sent:** Monday, June 23, 2025 8:38 AM  
**To:** Jessica Downes  
**Subject:** RE: Feedback for the Townsend fair 2025

Good Morning Jessica,

Thank you for your feedback regarding the 2025 Townsend Fair. I want to first extend our sincere apologies for your experience and any inconvenience caused during the event. As we mentioned to you at the fair, we will be refunding your vendor fee. I also apologize for the delay in processing this refund—post-event work has kept us just as busy as the preparations leading up to the event.

To issue your refund, please kindly reply with the best mailing address for us to send your check.

Despite this year's challenges, we truly hope you'll consider participating in next year's fair. We are always striving to improve the experience for our vendors and guests alike, and your feedback helps us do just that. One piece of feedback that is concerning to me, is the \$20.00 to not relocate the vendor setup. I am not aware of this and can confirm the Town did not receive this payment. Can you share more details on this so I can be fully informed to address?

Thank you again for your patience and for giving us the opportunity to make things right.

Best Regards,

Julie M. Goodyear  
Town Manager  
Phone: 302-378-8082  
Fax: 1-302-378-7099  
[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



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---

**From:** Jessica Downes <pawsometreatsde@gmail.com>  
**Sent:** Sunday, June 22, 2025 7:20 PM

**To:** Julie Goodyear <jgoodyear@townsend.delaware.gov>

**Subject:** Feedback for the Townsend fair 2025

**Wagamon Technology Group LLC**

**Warning:** Sender @pawsometreatsde@gmail.com has never sent any emails to your organization. Please be careful before replying or clicking/downloading the attachment.

[Report Phishing](#) [Remove Banner](#)

powered by Graphus®

This message originated from outside the organization

I am writing to express my dissatisfaction with my experience as a vendor at the fair this year. Despite having signed the contract for a 10x10 space and paying the associated fee, my arrival on the scheduled day was met with significant challenges.

Upon my arrival, I was directed by inexperienced individuals who nearly caused several accidents in the parking area. They were 14 and 15 and clearly don't know traffic laws. When I finally received directions to my assigned space, the guidance provided was vague and unhelpful. I encountered another vehicle blocking my assigned spot, and although I hadn't reached it yet, I was told I was holding up traffic and needed to move.

Instead of being allowed to unload at my space like other vendors, I was forced to carry my tent, table, and products across the field. Upon arriving at the designated area, I discovered that the space was not the promised 10x10 dimension, as my tent could not fit. An employee suggested I set up on the mulched area, which compromised my tent's stability due to the uneven ground.

I spoke with a lady who seemed to be in charge, and while she suggested that I could move if someone didn't show up, she clearly underestimated the complexity of setting up for an event. Additionally, I witnessed a troubling incident where a nearby vendor was able to avoid moving their setup after paying \$20, which raises questions about equitable treatment among vendors.

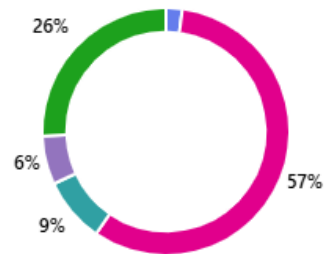
Despite assurances from an employee that I would receive a refund for my registration fee, I have yet to hear any follow-up after almost a week. The lack of communication regarding my concerns and unresolved issues is disappointing.

I appreciate your attention to this matter and hope for a prompt resolution. I have also included pictures of my area and the other vendors. In those included pictures you will see the difference in the space.

1. How did you hear about the Town Fair?

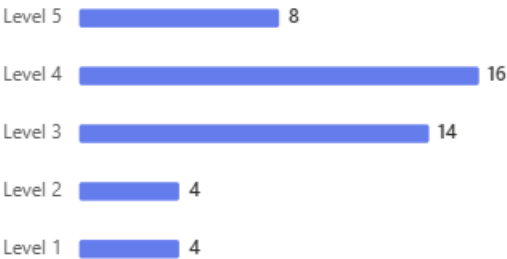
[More details](#)

Town Website	1
Facebook	27
Word of Mouth	4
Flyers/Signs	3
Other	12



2. How would you rate your overall experience at the Fair?

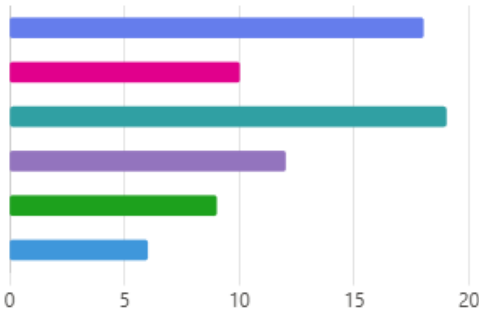
[More details](#)



3. What were your favorite parts of the Fair? (Select all that apply)

[More details](#)

Live Entertainment	18
Food Vendors	10
Selection of Vendors	19
Kids Activities	12
Community Groups/ Non-Profits	9
Other	6



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**Re: Help Us Brainstorm for the Town Fall Festival!**

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**From** Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>

**Date** Thu 3/13/2025 8:48 AM

**To** Julie Goodyear <jgoodyear@townsend.delaware.gov>

This message originated from outside the organization

Good morning Julie,

Here is a list of idea's. Sorry for spelling stated it after DSP woke me up at 0137 this morning for a complaint and I couldn't fall back asleep. 😊

Hayrides

Self-service s'mores bar

Bobbing for apples

Pumpkin-decorating station

Kid-friendly crafts

Various food trucks

Live Jazz band or DJ

Produce sales

Petting Zoo

Beer Garden

Bob

Sincerely

Robert J. Longo  
Chief of Police  
Townsend Police Department  
661 South Street, PO Box 223  
Townsend, DE 19734  
302-464-1262 Phone  
302-378-7099 Fax

**302-739-4865 DISPATCH**



"Blessed are the Peacemakers"

---

**From:** Julie Goodyear <jgoodyear@townsend.delaware.gov>

**Sent:** Tuesday, March 11, 2025 12:20 PM

**To:** Jennifer Helms <JHelms@townsend.delaware.gov>; Julie Abrams <jabrams@townsend.delaware.gov>; Kelsey Gallagher <KGallagher@townsend.delaware.gov>; Richard Boyer <rboyer@townsend.delaware.gov>; George Hargrove <ghargrove@townsend.delaware.gov>; Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>; McCloskey Earl M (Elsmere PD/Townsend PD) <Earl.McCloskey@cj.state.de.us>; Peters Brendin (Townsend PD) <Brendin.Peters@CJ.State.de.us>; Hart Dwayne (Townsend PD) <Dwayne.Hart@CJ.State.de.us>

**Cc:** Dylan Wiggins <dwiggins@townsend.delaware.gov>; Scott Lobdell <SLobdell@townsend.delaware.gov>

**Subject:** Help Us Brainstorm for the Town Fall Festival!

Good Afternoon Everyone!

Exciting news, our Town will be hosting its first-ever "Fall Festival" this year!

Since this is a brand-new event, we want to hear from everyone to get a wide range of ideas and ensure it's a fun and engaging experience for the whole community. Our goal is to make this a fantastic community event, and your input will help shape the festival experience.

Please take some time to brainstorm and send me your ideas by **March 31, 2025**. Your submission should include:

- A theme for the festival
- Activities and entertainment options
- Potential vendors or local businesses to invite
- Any other creative touches that would make this event special!

If you'd like to go the extra mile, you're welcome to design a flyer to help bring your vision to life! Otherwise, an email with your ideas will be sufficient.

All ideas will be shared with our Community Engagement Committee as we move forward with planning. I encourage everyone to participate, this is a team effort, and your input is valued!

Best Regards,

Julie M. Goodyear

Town Manager

Phone: 302-378-8082

Fax: 1-302-378-7099

[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



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## IDEA FOR YOU

---

**From** Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>

**Date** Tue 6/10/2025 12:10 PM

**To** Julie Goodyear <jgoodyear@townsend.delaware.gov>

This message originated from outside the organization

Good afternoon Julie

When I was in Milton we had a couple events that brought the town together that would be good for Townsend I believe.

1. Concerts in the Park - Due to the budget we might have to wait on this to pay good bands to come. Not ZZ Top or JZ but local bands.
2. Trucking Tuesday or Thursday. The Food Trucks pay to participate each week maybe add 10 dollars to the permit fee. bring in revenue

These events were very popular I cant speak on their status now but I was thinking how to expand the town outreach after the Jazz Fest.

Feel free to take this and run with it if you want.

Bob

Sincerely

Robert J. Longo  
Chief of Police  
Townsend Police Department  
661 South Street, PO Box 223  
Townsend, DE 19734  
302-464-1262 Phone  
302-378-7099 Fax

**302-739-4865 DISPATCH**



"Blessed are the Peacemakers"

## Kelsey Gallagher

---

**From:** Julie Abrams  
**Sent:** Monday, March 31, 2025 3:33 PM  
**To:** Julie Goodyear  
**Subject:** Re: Help Us Brainstorm for the Town Fall Festival!

Hi Julie!

While I can't suggest much in terms of local vendors, I can certainly help with theming and activities.

### **Themes:**

- Fall In Love with Townsend

### **Activities:**

#### *Low effort and/or cheap*

- Yard/Field Day games (cornhole, giant Connect 4 & Jenga, three-legged race, Tug-of-War, pumpkin shotput, flag football, etc)
- Bobbing for apples
- Pumpkin decorating
- Hayrides / hay maze
- Scavenger hunt
- Bubble station / party (Kids love bubbles. They lose their minds when we do it at library storytimes.)

#### *Higher effort and/or more expensive*

- Baking contest (a pie or pumpkin theme would be fitting, winners voted on by attendees or Town Council)
- Movie night (could also include a pillow fort contest and/or food trucks)
- Carnival games
- Petting zoo / pony rides

#### *Halloween Slant*

- Costume contest, pageant, or parade
- Trick-or-treating
- "Scary" storytelling

- Spooky dance party

### **Foods:**

- S'mores bar
- Caramel apple bar
- Trail Mix bar
- Popcorn

### **Other Touches:**

- It'd be awesome if each family's "ticket" for entry was to bring an item for the Blessings Box. (This could even just be a donation drive or "challenge" that we do at the fair.)
- I think fall is a prime "Instagrammable" time, so I think we'd get a lot of engagement with DIY photo spots (I can send over some pictures if I'm not articulating this well).

I'm sure if I thought longer on it, I could come up with more, but the deadline is here, so this is all you get 😊. Let me know if you have any questions or need any clarifications on what I have.

Julie Abrams

Administrative Assistant

Phone: 302-378-8082

Fax: 1-302-378-7099

[jabrams@townsend.delaware.gov](mailto:jabrams@townsend.delaware.gov)



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**From:** Julie Goodyear <jgoodyear@townsend.delaware.gov>

**Sent:** Tuesday, March 11, 2025 12:20 PM

**To:** Jennifer Helms <JHelms@townsend.delaware.gov>; Julie Abrams <jabrams@townsend.delaware.gov>; Kelsey Gallagher <KGallagher@townsend.delaware.gov>; Richard Boyer <rboyer@townsend.delaware.gov>; George Hargrove <ghargrove@townsend.delaware.gov>; Longo Robert (Townsend PD) <Robert.Longo@CJ.State.de.us>; earl.mccloskey@cj.state.de.us <earl.mccloskey@cj.state.de.us>; brendin.peters@cj.state.de.us <brendin.peters@cj.state.de.us>; dwayne.hart@cj.state.de.us <dwayne.hart@cj.state.de.us>

**Cc:** Dylan Wiggins <dwiggins@townsend.delaware.gov>; Scott Lobdell <SLobdell@townsend.delaware.gov>

**Subject:** Help Us Brainstorm for the Town Fall Festival!

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All ideas will be shared with our Community Engagement Committee as we move forward with planning. I encourage everyone to participate, this is a team effort, and your input is valued!

Best Regards,

Julie M. Goodyear

Town Manager

Phone: 302-378-8082

Fax: 1-302-378-7099

[jgoodyear@townsend.delaware.gov](mailto:jgoodyear@townsend.delaware.gov)



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## Kelsey Gallagher

---

**From:** Kelsey Gallagher  
**Sent:** Tuesday, April 1, 2025 3:29 PM  
**To:** Julie Goodyear  
**Subject:** Fall Festival Ideas: 2025 Fall Festival

Hi Julie,

I know Fall Festival ideas are due.

I do have a few ideas that would be not too costly. I will list them below:

- **Entry Requirements**- Free with ONE nonperishable item per person.
- **Family/ Kid Photos**- Have a startup photographer (I.E Chelsea Pierce who used to work here does photography) who would like to get their business out there to enlist. We can create a small backdrop with a few haybales, pumpkins, decorations, and somewhere to sit. After the photographer takes a photo, they will then get a volunteer to get the person's name and email and record the picture numbers next to the person's info so they can be emailed.
- **Pumkin Picking**- Using pumpkins provided by Casella to set up a small patch where kids can pick a pumpkin.
- **Pumpkin Painting**- Possibly using the help of a local High School art club to create a pumpkin painting station.
- **Inflatable**- Looking like a rental for the day would cost about \$315.00.
- **Food Trucks**- We can have a few food trucks (Pay a vendor fee) come to the event for hot food and coffee.
- **DIY carnival games**- Carnival games are easy to create or buy on amazon (and can be used for future events). As prizes we can have some Oriental Trading "Tchotchkes" and maybe some candy to hand out.

Thank you!

Kelsey Gallagher  
Town Clerk  
Phone: 302-378-8082  
Fax: 1-302-378-7099  
[Kgallagher@townsend.delaware.gov](mailto:Kgallagher@townsend.delaware.gov)



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