

Apple Harvest '08 Supervisory Committee Meeting

March 20, 2008

Attending: Jim Champagne, Chris Palimeri, Judy Miceli, Mark Sciota, Chief Daly, Fire Marshall Neal Casarella, Ass't Fire Chief Russ Wisner, Steve from Atlas and Cheryl Lounsbury

Minutes

1. Meeting was called to order by Chris Palmieri at 6:02

2. Fireworks

The committee adjourned into executive session to review firework bids. The public meeting resumed at 7:55. A motion was made, seconded and unanimously passed that: the Firework Display be awarded to Berkshire Fireworks, Sandisfield, MA upon a favorable report from the State Fire Chief. If the report is not favorable, the award then goes to Pyro-Fx of Hamden, CT upon a favorable report of its operation.

3. Coordinator's Report

- Over 100 applications for the Commercial Food and Non Commercial Food as well as the Non Profit Food and Non Profit Exhibit have been mailed. Jim will put a message on Cox Chanel 14 regarding the web site and application availability for the AHF
- Jerry Krisopher of WDRC- FM has indicated that if his schedule allows, he will be a participant in the parade. Jim is working with the station to encourage his attendance.
- Dennis Conroy indicated that our letter of invitation to the Governor's Foot Guard was received. Kevin C McCrewell, Sr, Color Segeant already has the date in his calendar. Jim has a probable sponsor for the foot guard, should they confirm their appearance.
- Steve Zion , owner of Toyota of Wallingford, may provide his Toyota Tundra Monster Truck for the parade.
- The Festival website is 90% updated. Many of the daily activities for the Festival have not been determined, but most of the pertinent information regarding AHF is in it 2008 form and on the site.
- Jim continues with monthly committee chair meetings. He's been receiving a good cross section of ideas and suggestions and says it's comforting to have good people to work with.
- We've kept our paper costs to a minimum by doing most forms and applications "in house" rather than at Staples. As Jim copies and backs up these forms, he will file them by category so that next year a minimum of time will need to be spent updating them.
- Sponsorship recruitment is just getting up to speed. Jim will keep the committee updated on his progress.
- Jim would like the Committee's input in suggestions for the Parade Grand Marshall

- Jim would like to have a float dedicated to "Veterans" in the parade. A tractor and trailer have been donated. Jim will post an invitation to have Vet's join our parade on Cox Channel 14 and in the newspapers. He will also enlist the help of the American Legion and other Veteran's groups.
- The paperwork is prepared for a "zoning variance" for the Festival.
- Jim will be sending a letter to the State advising them of the dates and times for the proposed closing of Main St.
- The poster design contest was verified as:
 - a. First prize winner will receive \$150 and a ride in the parade
 - b. Categories include: SHS, Middle School and Adult.
 - c. Prizes for SHS and Middle School will be Lake Compounce passes

4. Old Business

- A motion was made and unanimously passed that Chris be granted an additional \$1,500 to be used to pay local school bands to participate in the parade. Suggested communities are New Britain, Cheshire, Plainville and Meriden.
- Media Sponsor – after a thorough review of all RFPs by Attorney Sciota to determine which media source more thoroughly covers our target audience, he recommended awarding the bid to The Record Journal. A motion was made, seconded and unanimously passed.
- Committee members had several questions regarding the beverage RFPs; therefore a motion was made to table this item until the next meeting. Jim will request that representatives from both firms attend our next meeting to discuss their proposals.

5. New Business - None

6. The meeting was adjourned at 8:30 p.m.

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By Ledie H. Cotton M
Town Clerk

Supervisory Committee Meeting
Coordinators Report
March 20, 2008

- Over 100 applications for the Commercial Food and Non Commercial Food as well as the Non Profit Food and Non Profit Exhibit have been mailed. I will put a message on Cox Channel 14 regarding the web site and application availability for the AHF.
- Jerry Krisopher of WDRC-FM has indicated that if his schedule allows then we will have him as a Parade participant. I am working with the stations liaison individual to have him attend. It looks very good.
- Our letter of initiation was part of the Governors Foot Guard February meeting. I spoke with Dennis Conroy and he indicated my letter did reach the Commandant. I literally ran into a gentleman named Kevin C. McCrewell Sr. (color sergeant) in Awards of Elegance today, 3/20 and he had our parade date listed in his planner. I was told that the Foot Guard costs around \$1800.00 (in appearance costs). I then called Dennis Conroy who is recovering from surgery, and he indicated that the last week in Sept is generally when the Foot Guard has it's annual dinner. I will wait for written confirmation from Mr. McCrewell. I do have a probable sponsor for the Foot Guard should they confirm their appearance. It would be the rifle group, the band and the horses.
- I have asked Steve Zion, the owner of Toyota of Wallingford to provide his Toyota Tundra Monster Truck for the parade. As you can imagine there are a number of logistical questions that need to be attended to but we should have a decision by the next Supervisory meeting.
- The Apple Harvest Festival website is 90% updated. Many of the daily activities for the upcoming Festival have not been determined but most of the pertinent information regarding the AHF is in its 2008 form on the website.
- We continue with our monthly Committee Chair meetings and I have found that it has been very helpful to me in order that I reach a comfort level in the planning stages. We get a good cross section of ideas and suggestions and it is comforting to have such good people to work with.
- We have kept our "paper cost" to a minimum by doing a lot of the forms and application "in house" rather than use someone like Staples. We have a two-color letterhead and we are able to use that in all of our mail out applications.
- The last two weeks have been dedicated to getting all of our applications up to date, including those that appear on the website. As I copy these files to back up I will have them listed by category so that next year a minimum of time will be spent bringing up to date for the 2009 AHF.
- Sponsorship recruitment is just getting up to full speed and I will keep the Committee posted as we get affirmative responses from our prospects.

- I haven't given a lot of time and effort in putting together a short list of people who would qualify for the Parade Grand Marshall just yet, but I do want the Committee's input.
- I would like to have a float dedicated to "Veterans". The tractor and trailer have been donated for the parade. I would like to have Veterans walking and those who are unable to walk can be transported on the truck. Maybe a "flag" decorating theme with bunting and flags on poles. I will post our intention to welcome Veterans to join the parade on Cox Channel 14, in the newspapers and I will also enlist the help of the folks at the American Legion as well as Veterans groups.
- I have the paperwork prepared for a "zoning variance" for the Festival.
- I will be sending the State of Ct. a letter indicated the dates and times for the proposed closing of Main St.
- I would like to be sure of our agreement regarding the Poster Design so that I might implement the start of this contest.

One First Prize winner \$150.00 plus a ride in the parade

Categories include: ~~Ata~~
 SHS
 Middle School
~~General Public~~

Runner up prizes of "Passes to Lake Compounce"

- Once the Beverage and Media providers are know we can move to plan our advertising strategy and our Beverage decisions.