

## **Apple Harvest Festival Supervisory Committee Meeting**

**December 16, 2010**

**Lower Level, Town Hall 5:30 PM**

**In Attendance: Chris Palmieri, Mark Sciota, Judy Miceli, Bill Masci, Steve Pestillo, Chief Jack Daly, Jim Champagne, Melissa Ericksen**

### **Summary Minutes**

**Meeting called to order by Chairperson Chris Palmieri at 5:30 PM.**

- **Motion to approve minutes of November 18, 2010 meeting made by Mark Sciota, seconded by Bill Masci, motion passes.**
- **Communications from Committee members: Responding to a local merchants complaints regarding the 2010 Harvest The Arts program, Judy Miceli will chair a subcommittee to meet with downtown Merchants after the Holidays to establish lines of communication between the Supervisory Committee and downtown merchants to help in the staging and planning of the 2011 Harvest The Arts events. Chris Palmieri indicated that he left a Voice Mail message with Pam DePaolo, a downtown merchant regarding the Harvest the Arts event.**
- **No Public communication**
- **Coordinators Report was presented along with an updated Financial Report. A meeting will be scheduled by the Town Attorney's office with members of the Town Finance Department to help establish budget criteria for the 2011 Apple Harvest Festival. The overtime costs for the Southington Police Department will be added to the expense portion of the 2011 budget. Preliminary estimates for the Police Dept overtime for the 2011 Festival is approximately \$47,000. Motion by Mark Sciota to accept both the Coordinators monthly report and the monthly Finance report. Seconded by Judy Miceli, motion passes.**
- **Melissa Ericksen presented a new announcement page to be used in the solicitation of Sponsorship Funds. There are some minor changes in the awarding of specific events by a Sponsor. Some of the Sponsorship levels have been more clearly defined and selection of booth space and event sponsorships has been improved upon. It was suggested that the**

**T-Shirts presented to volunteers should carry the sponsors logo's on the back of the garment. A motion was made by Steve Pestillo to accept the Marketing Plan for 2011 with the noted changes. The motion was seconded by Judy Micelli. Motion passes.**

- **Under Old Business, the Harvest the Arts planning and production will be contingent upon the actions of the Merchant/Supervisory Committee subcommittee which is being formed.**
- **The dates for the 2011 Apple Harvest Festival will be September 30, 2011, Oct 1-2 and October 7, 8 9, 2011. Motion to accept made by Judy Miceli, seconded by Bill Masci, Motion passes.**
- **The Carnival RFP for 2011 will be out to the Carnival Vendors the first week of January, 2011 with a cutoff date of January 20, 2011. Additionally, the Print Media RFP will be sent out in February and the Fireworks RFP will be distributed in March. Motion to accept those dates made by Bill Masci, seconded by Judy Miceli. Motion passes.**
- **Motion to adjourn made by Mark Sciota, seconded by Steve Pestillo. Meeting closed at 6:35 PM. Next meeting January 20, 2011.**