

**Apple Harvest Festival Supervisory Committee Meeting, Aug 20, 2009
Coordinator's Report**

- **Attached please find a copy of our Aug, 2009 Profit/Loss report. The numbers show actual expenses and revenue.**
- **Melissa is moving forward with the "Southington Icon" and we anticipate a good showing.**
- **The YMCA has announced that they will not be taking a "booth" at this year's festival, citing economic reasons. We would like to keep the children's area intact, so perhaps we can make some sort of concession with the "Y". Please advise.**
- **Our web site at Southington.org is in our total control and we make changes as they happen.**
- **Apple Harvest Festival Gala will be held on Sept 24, 2009. Please make an attempt to be at the 6-9PM affair at The Milldale Manor Restaurant.**
- **The Health Dept has relented on their demand for full screens on all side of the Apple Fritter booth. Compromises have been reached and the Church has also secured a 12-foot by 6 foot refrigerated trailer. Rather than put it on the grass between the fritter booth and the sidewalk we will place it next on the eastern side of the booth. We have room to move all the tents up accordingly. We will be charging Zion Lutheran Church an additional \$400.00 for electrical hookup.**
- **I spoke today with representatives of two new "tent rental" companies and we are close to getting price proposals from both of them. Our incumbent provider "Events" does not want to loose the account so it is our plan to leverage the two outside sources to reduce the cost from Events. One of the new companies is from Stamford and the other from Woodbury. I will discuss the primary differences.**
- **Soliciting electrical bids from any source has proven to be an uphill battle. Electrical companies want more than an excel spreadsheet showing our voltage and amperage requirements. Getting parties to the site would require more time than is reasonable to walk and talk the electrical requirements. Asking Bussett to participate might be a hard sell. The number is currently under 10K.**
- **The Chamber of Commerce was sent an up to date billing which showed the additional charge for 'advertising' at \$150.00 per tent.**
- **We have three divisions in our parade and we are busy soliciting other groups including High School Bands. Dr. Erardi is responding to a request of mine to contact area Superintendent's of Schools and see if their respective High School Marching Bands will be in the Parade. Our invitation to the Lt. Governor has not yet been acknowledged. The US Navy Marching Band from Newport RI will reply to us within 30 days of the Festival.**
- **Hawk's Landing is looking for a discount on a booth rental as they are providing us with Golf Carts to be used during the Festival. Please advise.**
- **Melissa Ericksen is requesting a booth for Cox Communications, as they are an in-kind sponsor of the Southington Icon segment. Please advise.**

- **The Elks are very grateful for the participation by our Hostesses in the Elks Wednesday night dinners. The girls work as wait-staff and clearly have been a big help during the dinner offering.**
- **Our brochure is near ready to go to print. I sent the latest version to The Observer and they are going to test print a few to see what the finished product will look like. There were not outside costs to create this brochure, Lori Depathy who serves as our administrative assistant showed her great skills in putting this and many other documents together.**
- **Target has generously supplied us with a check for \$1865.00 payable to the Apple Harvest Festival, which we have deposited, and had a check remade payable to Target so that we can go to the Southington store and purchase our “gift cards” which will serve as contest payments. We applied for and have been accepted as a Trust Partner with Target, which means we are automatically considered when we make a request to them for donations or sponsorship.**
- **Our booth revenue is strong and we have a few new participants. Due to lack of volunteers, Engine Co. #2 will not be participating in this year’s event. We will not be erecting the “Southington Village’ display so we have room for a couple of additional booths on the green. We have a number of vendors who are bringing their trailers so there is not need for a tent which will make the area around the green more “parking friendly” during the off days.**