

**Summary Minutes of the Apple Harvest Festival Supervisory Committee Meeting held  
Feb 17, 2011  
Town Hall Lower Level Conference Room**

- Meeting called to order by Chairman Palmieri at 6:03 PM
- Motion to approve previous meeting minutes (1-27-2011) made by Mark Sciota, seconded by Judy Miceli. Motion passes.
- No committee member communications
- Public communications: Mr. A. Cyr asked about monies sent from the Apple Harvest Festival back to the General Fund and how they can be identified.
- Motion to accept the Coordinators Report made by Bill Masci, seconded by Steve Pestillo. Motion passes
- Motion to accept the financial report made by Judy Miceli, seconded by Mark Sciota. Motion passes.
- Melisa Ericksen presented an oral report on the progress of the sponsorship activities. One Sponsor has agreed at the \$1000.00 level. A list of the vendors that provide goods to the Town of Southington is being used for solicitation. Melissa indicated that 20 mailings have been sent out based on that list. A total of 46 prospective sponsors are currently being targeted.
- Judy Miceli met with an individual who represents the Downtown Merchants and a number of questions, concerns and ideas were shared. Major concerns were marketing of the Festival, parking issues, road closings and parking passes. The Supervisory Committee will help prepare a response regarding these issues and that information will be passed on to the Downtown Merchants. The Committee agrees that it is a good start to a cooperative effort to keep the merchants involved. We need to better share the pertinent Festival schedules with the merchants and we will do so with emails blasts, newspaper advertising and written communication
- A meeting will be scheduled with the Finance Department regarding consolidation of Expense and Revenue accounts
- Rockwell Industries was chosen as the 2011 Carnival vendor and the contract will be co-signed by Chris Palmieri (Chairperson) and Mark Sciota (Town Attorney). Vote took place during the Jan 27, 2011 meeting. Item was tabled for clarification.
- A motion was made by Mark Sciota to award to The StepSaver/Observer the exclusive media sponsorship for the 2011 Apple Harvest Festival. Motion was seconded by Judy Miceli. Motion passes.
- A motion was made by Steve Pestillo to award the “bussing” contract to New Britain Transportation. Motion was seconded by Bill Masci. Motion passes
- The Fireworks RFP will be based on the 2008 Fireworks RFP with a new stipulation on “shell” size. A list of potential bidders will be provided by Neil Cassarella of the SFD. That RFP information will go to newspapers within a few days.
- Motion to adjourn meeting made by Judy Miceli, Seconded by Mark Sciota. Motion passes. Meeting adjourned at 7:10. Next meeting March 17, 2011.