

**Burlington Chamber of Commerce  
Tavern Day Planning Meeting  
Burlington Town Hall  
Thursday, June 25, 2015**

I. Call to order – 7:05 PM

II. Attendance

- a. Peter Bevivino (President), Tom Martin (Vice President), Rich Browning (Treasurer, acting Secretary), Mike Scheidel (Past President), Ted Shafer, Don Brunelle, Sarah McCusker, Jodi Kryzanski, Tod Kallenbach, Janet & Jon Schwartz, Jacky Quinn, Scott Tharau, Dwight Harris

III. Please share email addresses with Peter B. to help spread the word about Tavern Day.

- a. Tavern Day to be held on September 13, 2015.
- b. How do we appeal to a broader base including children and families?
- c. We have most of the vendors lined up for the foundation (i.e. tables, port o Johns, etc.)

IV. Ideas from guests:

- a. Bell is looking to do scavenger hunt, possibly leading up to TD. Could include school groups/clubs.
- b. Scarecrow contest with \$20 entry fee. Winner will receive prize TBD. Could sponsor a school group/club to make the scarecrow for your business.
- c. Tod EDC: clothesline art project along new sidewalk streetscape showcasing student or adult art. If school is to be involved, it may be too late since summer is already here. Could be a good idea for next year. Need more games, recreational activities, potential for farmers market, spelling bee, and geography contest. EDC could offer some pro bono marketing/flyers for these types of events.
- d. BHS: Story teller or magician. Could take place at the Tavern, but would cost money so they could seek sponsorship from local businesses such as daycares. Nonprofits aren't necessarily in it to raise money, but to get community outreach and exposure.
- e. Mike S: Reminder, if food is going to be served outside your normal premises, you need a permit and you cannot give away food for free. Health inspectors will be out.
- f. Peter: Possibility for a beer garden. Would need to be gated and wristbands would need to be given out. Multiple guests agreed, many people hear Tavern Day and they think, "where's the beer?"
- g. Peter: Fire department could host a touch a truck event. FD could bring their truck/equipment up closer to the Tavern.
- h. Dwight: What's the purpose of Tavern Day? How did it start and who ran the event? Peter: Some people feel it has become more of a business fair. My high level take on TD is that many organizations can be involved, should be involved, and would like to be. If 1,000 people show great, but if we can get broader appeal and 3,000 people show that's much better. The Historical Society used to run the event, but the Chamber took over along the way. The Chamber would

like to see it more as a town event that businesses show up to. Dwight: So it seems the more the Chamber saved the day, people perceived it to be more of a business fair.

- i. Mike S: Last year in 2014 the Chamber paid \$1,860.00 to put on Tavern Day.
  - j. Would it be better to move Tavern Day closer up the street or across the street toward the Church and Library Ln? If TD was moved in that direction, most things could be seen all at once. Dwight offered parking at his property. Could start at the bank parking lot and move up to Library Ln. Tom M: Police don't like crossing people on Rte 4 if they don't have to. What if car show was at the Church instead? Scott T: If traffic was detoured through town we would need permit from State. Ted S: If cars are detoured they may miss the memo about TD as they are driving by. Could miss out on potential attendees. Peter: if we move TD up toward the Church, could the food be relocated so the vendors aren't hurt by being separated from much of the activities? Sarah M: Historical Society has space available for food in the Tavern parking lot. Crafters could be relocated to bank parking lot. Tommy M: People like to listen to music while they eat. They should be together.
  - k. Dwight: Kids clubs such as Safe Harbor and school sports would help with set up if they were asked.
  - l. Don B: Would the ball field be a space for activities? Whiffle ball, kick ball, softball. Church owns the field, so we would have to seek approval from them and the Burlington Little League.
  - m. Jon S: Could do a live turkey auction. Dwight could butcher or you can take it home as a pet.
  - n. Jacky Q: Could the rec center get involved since it's summer. Maybe life size board games such as Candy Land.
  - o. Don B: We could take old pictures of town buildings and blow them up to make a contest. Who can guess which building it is? Jon & Janet: could be part of the scavenger hunt.
  - p. Tommy M: I know someone who does Civil War reenactment. Could that be attractive for TD?
  - q. Jody K: Could the TD trot possibly come back? This was a road race years ago.
  - r. What kind of music will we have? Con Doty has played the past few years. Could we add others such as Cajun Ray? Bell paid \$375 for Cajun Ray at their fundraiser. Janet S: Can we get the high school band involved for no cost? Don B: We could bring back Burlington Idol. Dwight: If you put kids on stage, the parents and families will come. Old time fiddlers, fife & drum is another option. Mike S: People mostly like to hear the music, don't necessarily care what type it is.
  - s. Follow up meeting scheduled in two weeks on Thursday 7/9. Come back with your ideas vetted out.
- V. Summary of ideas:
- a. EDC: Sidewalk art show. Please vet out the idea and come back next meeting.
  - b. Chamber will visit with the Church and Burlington Little League, to get approval for activities on their properties.

- c. BHS: Story teller/magician. Please vet out your idea and come back next meeting.
- d. Peter: Can we advertise TD on Town's electronic board? Ted: Yes.
- e. Food vendors need to start seeking permit for day of the event.
- f. Pursue additional music options: Bands, school band, etc.
- g. Chamber should speak with the Fair Committee.
- h. Chamber to speak with Fire Department to see how they can get involved.
- i. Lion's Club: Happy to help set up just not alone. Need support from Chamber and/or school clubs. Food TBD. Have contacts with Old Time Fiddlers.
- j. Get in contact with Jack Gedney and Principal of Harwinton Consolidated about possible school email blasts, etc.
- k. Bell: Please vet out idea for scavenger hunt and come back next meeting to discuss.
- l. Get in contact with Boy Scouts, Girl Scouts, Mills Club, and other sports teams that can help with support.
- m. Will there be a fee charged for Nonprofits that aren't Chamber members to sell food? Peter: Chamber will meet on this to discuss. How do we make it mutually beneficial to all organizations including Nonprofit and for profit?
- n. John S: Historically TD has worked best on 3<sup>rd</sup> Sunday of Sept. You don't compete with Harwinton and Goshen Fairs and kids and parents have time to adjust back into school routine.
- o. One of the most important pieces of TD is getting the man power together to help set up and tear down. Need support on Friday, Saturday, and Sunday. No one small group can do it themselves.

VI. Meeting adjourned – 8:51 PM