

**Burlington Chamber of Commerce  
Tavern Day Planning Meeting  
Burlington Town Hall  
Thursday, July 23, 2015**

- I. Call to order – 7:06 PM
- II. Attendance
  - a. See Attendance Sheet with Peter Bevivino
- III. Continued Discussion of Planning from July 9<sup>th</sup> Meeting
  - a. “Clothesline Art” from Tod K. of EDC
    - i. Put 700 Linear Feet on new sidewalk is the hope
    - ii. Tod K. reached out to Collinsville contact on publicity for such events
    - iii. Idea: Do a cutest dog or pet picture contest to get some stuff put up on the clothesline. Do a vote and award small prizes.
    - iv. Weather still the main fear for this.
    - v. Tavern Barn will not be usable by TD, but maybe utilize the 2<sup>nd</sup> floor of the Tavern if needed.
    - vi. Should leverage a Valley Press article to put a call out to artists for this exhibit.
  - b. Peter B. will give up the Burlington Insurance spot in the Burlington Merchant Mailer for TD “Save the Date” promotion.
    - i. Further discussion on deadline for nailing down TD Events for promotions to the Valley Press, any printing, etc.
  - c. Touch-a-Truck – Tom Martin is heading this event up.
    - i. BVFD is offering a tanker and an ambulance as well as doing an extrication demo.
    - ii. Town will bring a truck
    - iii. Police said they could have a cruiser present and that the Explorers could man the exhibit.
    - iv. Ben Dunning shared that an Ident-a-Kid program would be great in this area and could dovetail with the Town Safety Director and a CERT team. This will be explored.
    - v. Discussion for next year, should we move this event to the Firehouse? Not much traffic that way in recent years so not sure need to.
    - vi. It was suggested to have small giveaways for kids such as bubbles, plastic hard hats, candy, lollipops, etc.
    - vii. Businesses will man their vehicles and can set up a table and/or tent to help promote their business.
    - viii. Ben D. said that that all air tanks should be drained to avoid any issues with a truck lurching or an air horn going off.
  - d. Car show layout – Mike Scheidel will get the cars needed and it will remain in the same area as past TD events.
  - e. Parking discussions
    - i. No one feels it will be an issue, but it was unanimous that a parking crew should be used to avoid chaos.

- ii. Mills Club representative said they will do the parking and the hope is to get 4 shifts of 15 members for 90 minutes each (10 am until 4 pm)
    - 1. It was noted that safety vests and red safety flags need to be available.
- f. LSM Crew & Football – Peter B. asked if one could do setup and the other help with tear down?
  - i. Need help Saturday PM after Bank closes, Sunday 7 am until 9 am and Sunday at TD close
  - ii. Football representative said they would do the Saturday PM shift
  - iii. Crew said they would do the Sunday PM tear down
  - iv. Lions Club said they would have 4 volunteers for the Sunday AM and Sunday PM needs.
  - v. Peter B. offered the Football team the opportunity for a promotional effort (or the Booster Club). They will get back to Peter.
- g. Same band as last year, but believe it would be a great draw having Cajun Ray for 2016 and possibly save on expenses.
- h. Food Court Planning
  - i. It will remain in the same area for 2015
  - ii. Possible to move to CCB parking lot with band OR have two different locations for traffic flow.
  - iii. Lions Club will do ice cream this year
  - iv. Most of the other vendors will be doing again with just a few RSVPs outstanding.
- i. Sgt. Bob Russell was present and said the Police would prefer everything on one side, but they will have Route 4 ready and he believes the sidewalk will help with pedestrian traffic.
- j. Chamber will once again rent the tables for the Food Court and Business expo
  - i. It was asked if Taylor Rental could drop them off at the Town Garage to make easier for the employees
  - ii. Ben Dunning offered a flatbed truck to go to Taylor Rental in Plainville and drop them off for TD. All Taylor would need to do is pick up post-event.
- k. Beer Garden Planning
  - i. Sgt. Russell would prefer no beer, but liked the idea of a wrist band system that allows for only 2 beers (two holes, done) and that it would be fenced in.
  - ii. Much discussion on the permitting cost to KC Dubliner which is expensive.
  - iii. Could a non-profit be the “sponsor” and get a smaller permit fee?
  - iv. Need to nail this down ASAP as Peter B. said this would be a big publicity item. He is willing to sit with Chris Burke, KC Dubliner owner, to hammer out the details.
- l. Burlington Bell is doing the TD Scavenger hunt and it will be TD contained for the answers.

- m. Discussion on communication through email channels which includes the Lions Club Basketball League parents/kids, the church monthly newsletter at beginning of September (including a post to their FB page), Region 10 communications to parents the first two weeks of September via email and/or FB page. Other email options like Little League, Library, etc. are possible as well.
- n. The Library will be doing two programs at TD:
  - i. Story telling at the Old Schoolhouse
  - ii. Magician at Gazebo
  - iii. The thought was to do the Story at 12 noon and the magician at 2 pm to space them out. Perhaps start BVFD extrication at 11:30 am which leads into story telling.
  - iv. Chamber Sponsors are needed for these.
- o. Town Crier – Still need as no response from the LSM Drama Club and through discussion, many felt that Bruce Flax would be a great town representative. Peter B. will bring it up with Bruce.
  - i. Need to get a period costume
  - ii. If not Bruce F., anyone from the Mills Club willing?
- p. Peter B. feels there will not be a banner, but will bring it up with Scott Tharau
- q. Opening will be Band march, speeches and Streetscape ribbon cutting
- r. Fees – Lions Club shared that going to a donation model for their events has worked wonderfully; People seem to be more generous if there is not “demand” for a fee.
  - i. Ted S. said that it’s great as people are greeted, small handouts like a lollipop are given and the people seem to like that and donate.
- s. 50/50 Raffle – Jerry B. brought up the idea of doing this for TD and will check with the State of CT to find out what is needed and what costs there are. The general feel is we will do this as it will help defray TD costs for the Chamber.

#### IV. Town Highway Department Task List

- a. Will need to ask Scott Tharau about the following:
  - i. Fencing along sidewalks and town green
  - ii. Table drop-off
  - iii. Ability to create temporary crosswalks
  - iv. Town Truck for the Touch-a-Truck
  - v. Streetscape signs – How can we utilize these? Probably for 2016.
  - vi. Help with hanging the TD banner so people can see as they drive through the center.

V. Next Meeting – August 6, 2015 at 7 pm at the Center Firehouse

VI. Meeting adjourned – 8:36 PM