

**Burlington Chamber of Commerce
Tavern Day Planning Meeting
Elton Tavern
Wednesday, July 20, 2016**

- I. Call to order – 7:03 PM
 - a. Secretary Note – **Items in Yellow Highlight** are items needing decisions and/or To-Do items.
- II. Attendance
 - a. Not formally taken
- III. Discussion
 - a. Peter Bevivino, President, opened with the good news that Confederate Civil War re-enactors from Harwinton will do an encampment.
 - i. They have nostalgic equipment and flags, discussion about the Confederate Rebel Flag and sensitivities towards using it in this environment.
 - ii. Consensus was to not allow the display or use of that flag, but okay to use other flags of the era.
 - iii. **Discussion** on where to locate them – Green, Tavern, other?
 - b. Sarah M. from Historical Society shared via email to Peter B. that the Big E will have many crafters missing Tavern Day on the 18th. We hope to have more info at our next meeting.
 - i. **Discussion** about putting all the crafters in the Tavern to utilize the space and draw people in.
 - ii. Goal is still to attract a “Historical Crafter” where it’s demonstration first, sales second.
 - c. **Discussion** on the Marketing Flyer distribution
 - i. Create updated flyer
 - ii. Post to current Burlington Chamber Website Event Page
 - iii. Burlington Membership Letter, ask to share various social media to their followers
 - iv. Post flyers in local businesses
 - v. Push to Northwest and Central Chamber members
 - vi. LCD signage at LSM and Town Hall
 - vii. Chamber Sign
 - viii. Town Website
 - ix. Burlington Facebook pages – there are many, but also the Tavern Day FB page created last year
 1. Ask membership to share on their business and personal Facebook pages
 - x. Any Tavern related photos have copyright permission from the Historical Society
 - d. Tom Martin, Chamber Vice-President, mapped out the Touch-a-Truck (TaT) at the Firehouse.

- i. Peter B. stressed it's really important the TaT participants man their vehicles so the kids can explore them and to have some kind of small handouts (candy, balloons, etc.)
- e. The BVFD will do another extraction demo and Ironclad K9 Group, LLC will be doing another dog demonstration near TaT.
- f. **Discussion** on how to handle traffic that day. Jerry B. threw out having 1 lane up from Belden Road then forcing right turn onto Covey Road. No traffic from Route 4 onto Covey, 1 lane only during Tavern Day through clean up.
 - i. Ted Shafer was present and thought that may be a good compromise to keep traffic flowing and to meet emergency needs.
 - ii. **Need to discuss** with the Burlington PD, Ted S., Scott Tharau, Peter B.
- g. Peter B. shared that Firefly, operated by Burlington Resident Rich Loomis, has expressed interest to do the Beer Garden.
 - i. Rich L. wasn't present as planned, but discussion was had about doing some donation back to the Historical Society with Rich as cannot discount the beer per state law, although there may be an option for a 501(c)(3)(b) to get the beer donated. Checking into this since we believe the Historical Society is one and they are the permit holders for this event.
 - ii. Insurance and Permit are all set per Ted S. and John P.
 - iii. **To do:** Talk with Chris Birk of KC Dubliners about setup needs the day of
 - iv. Wine was asked about and **John P. was directed to contact Kerry Brash** as she has done this for the Chamber before and has several in the works with other Chamber members.
 - v. No matter the offerings, the permit from the State requires that all alcoholic beverages be consumed on the property of the permit holder, which is the Tavern for this event.
- h. Discussion about a M*A*S*H style sign-post near the Green entrance and down by the Firehouse showing the direction to the Beer Garden, Food, Magician, Touch-a-Truck, etc.
 - i. John P. showed a past example from another event and **consensus was to do this for our event.**
- i. Ben Dunning said he was good to run the Amber Alert table again
- j. The Library has confirmed that a Magician (**\$450**) with a very interactive show has been secured as well as another storyteller (**\$250**).
 - i. Peter B. said the Chamber will ask for **business sponsors** like last year
- k. **Need to confirm** from YMCA Camp Chase that they will indeed donate their bounce house.
 - i. **Discussion on where to locate**, alternative spot may be better from an insurance perspective as well as crowd flow back & forth from TaT.
 - 1. On grass between Thompson & BVFD Parking lot is alternative location
 - ii. Need to ensure we can get a **Certificate of Insurance** and who will get it in any event.
- l. Discussion on Business Expo

- m. John Deeb said the LSM Marching Band is all set for that day
- n. Discussion on Tavern Day fee or donation
 - i. Reviewed last year's tally with donations and 50/50 raffle which was about the same as the year before with lousy weather.
 - 1. Consensus to not do the raffle again this year, too confusing with donation boxes
 - ii. Feel should put donation boxes at entrances like last year and maybe near the Beer Garden.
 - iii. Most in attendance seemed to feel donation boxes was best approach since Farmington Bank will be manning the entrances like always.
- o. Need to get call for Crafters out.
 - i. Discussion to get something to Franci Tartaglino at Healing Trails for her newsletter
 - 1. Peter B. will see if Sarah M. can get something written up.
- p. Sasquatch Rescue Unit has confirmed they will play Tavern Day
 - i. Need to find a stage setup with tent to cover them in case of rain.
 - ii. Looking at tents in the 16' x 24' size; Peter B. had some pricing for this with setup and without ranging from \$240 to \$420
- q. Food Update – Phyllis of Bristol Burlington Health District said our proposed mats for the food prep areas are perfect.
 - i. Ben D. said his company is now a distributor of these mats for the new playground business line, so can get at cost.
 - ii. Discussion on how much mat should be ordered
 - 1. Can order individual 3' x 5' mats that are ¾" thick (\$25 per) OR a roll of 4' x 25' that is ¼" thick (\$5 linear square foot) that can be cut to length.
 - iii. Ask Tom M. to map out the music staging, food court and beer garden around the Tavern.
- r. The new Food Court flooring and Music Stage will require additional Saturday setup. Need to figure out who can help, when and create the setup plan.
- s. NOT DISCUSSED, from PRIOR Meeting: Should we do Face Painting by Mills Club and Library?

IV. Meeting adjourned – 8:33 PM