

**Burlington Chamber of Commerce
Tavern Day Planning Meeting
Burlington Town Hall
Thursday, July 9, 2015**

- I. Call to order – 7:06 PM
- II. Attendance
 - a. See Attendance Sheet with Peter Bevivino
- III. Overview of Peter B's role as new Chamber President for first time meeting attendees
- IV. Discussion of Ideas from June 25th Planning Meeting including updates from those not able to attend tonight
 - a. "Clothesline Art" from Tod K. of EDC
 - i. Ted Shafer suggested talking to Mark S., LSM Art Department Chair
 - ii. Discussion on where to put professional artist display for sales and donation to the cause; Possible options include inside Tavern or in Tavern Barn
 - iii. Jodi K. suggested having people/kids do drawings at TD and hang on the Clothesline
 - iv. Discussion on how to pre-populate so not just empty ropes at beginning of TD as well as how to add/remove art as needed during event.
 - b. BVFD and Peter B. talked about ideas on how to do Touch-a-Truck
 - i. Need 2 volunteers to help people in and out of vehicles; Ideas included Mills Club, vehicle owners and other ideas
 - ii. Ideas on type of vehicles, including a possible Lifestar landing
 - iii. Tom M. will help plan activity with the hopes of using Dwight H.'s property next to Library Lane for the event
 1. Anne W. mentioned that the Library will be doing the same type of activity in early August with Lifestar, ambulances and firetrucks
 - c. Discussion on Car Show layout
 - d. It was noted by Jerry B. that there will be parking issues if more activities/events are moved to the CCB property; Peter B. will reach out to Jim Prior who owns the China Garden complex for parking permission; CCB will once again offer as much parking as possible on the paved and dirt lot area
 - e. The band that performed last year will be the same for this year (Conn Doty??)
 - f. Discussion about moving the Food Court from Farmington Bank parking lot to grass area behind new sidewalk on CCB property; Not sure there will be enough electrical outlets and there is a planned major renovation/paint project at CCB from end of August through end of September
 - i. Idea from last meeting also included moving to Tavern lot which may make sense if beer garden introduced
 - g. Historical Society member John S. shared that KC Dubliner is willing to sponsor a beer garden, but it will have to be on a truck or trailer for permitting purposes.
 - i. Plan is to keep is separate and designate a beer area via ropes
 - ii. Burlington PD likes the idea of putting their tent nearby to do the IDs so they have greater visibility and attendance on TD

- iii. Profit plan is KD Dubliner takes their share and the rest to Historical Society
- h. Much discussion on past TD events and ideas for this and future TDs
 - i. John S. explained how they had historical entertainment and charged \$3 for adults and \$1 for children in 1995, but they could as there was much more entertainment
 - 1. Idea for a storyteller at the Tavern or Schoolhouse
 - 2. John S. said performers were paid and volunteers given a food court voucher for a grill item and drink in the past
 - ii. Peter B. said to keep a lookout for this type of entertainers as we visit fairs and pick up contact info
 - iii. The Scarecrow contest has to be tabled for 2015, but want for 2016
 - 1. Hope is to have them be themed and sponsored by local businesses
 - iv. Idea to approach Lamothe's to see if they are able to do some kind of demonstration for TD this year or next
 - v. Peter B. said the Chamber will find a business sponsor to pay for the entertainers or events like Touch a Truck
 - 1. Chainsaw carving with a raffle for the finished product
 - 2. Setup trucks a week early to generate buzz
 - vi. Jerry B. suggested we have a Town Crier do announcements throughout the event; For example, announce a historical fact that happened in the past, promote events, entertainers, food court, etc.; Perhaps someone for the LSM Theater Club would be interested in playing the part
 - vii. Discussed optimal time for TD in the past and John S. said it seemed to be the 3rd Sunday in September in the past although may be tough with sports and school back in session
- i. Janet S. discussed a Scavenger Hunt that is not geared towards children only; A sponsor would be needed from Chamber to do drawings for restaurant gift certificates for those that complete the form
- j. Banner to promote TD, is it still in the Chamber building? Peter B. said he did not see it when he was in the building, but others are sure it's there
- k. Discussion about entry points to collect fees for TD
- l. Ted S. asked about a non-Burlington and non-Chamber business being at TD; This particular example is unique and makes sense to allow per discussion
- m. Central CT Chamber is willing to help with the marketing such as signage, Valley Press
 - i. Jerry B. asked Ted S. about using the new streetscape light poles as they have a banner holder built into them
- n. School begins September 1st and we should ask Region 10 to leverage their communications the first few weeks to promote TD to the community
- o. Discussion on setting up digital marketing like a TD Facebook page
- p. Ted S. mentioned a Save the Date postcard campaign idea
- q. Safe Harbor will be open TD and the Mills Club will volunteer to help

- r. No response from LSM Crew and Football about helping with TD setup and breakdown
 - i. Need more volunteers than a handful of Chamber members as it's not hard and will be done fast the more we have
 - s. Ted S. said he will get the municipal groups to put info together to be shared at TD
 - t. Peter B. said there will be a bounce house again and asked if it could be setup early on CCB property to generate buzz; Will ask at August 5th church meeting if still desired
 - u. Discussion what Lions Club could do for Food Court; Several ideas shared
- V. Next Meeting – July 23, 2015 at 7 pm in the Town Hall Conference Room
- VI. Meeting adjourned – 9:03 PM