

**Burlington Chamber of Commerce
Tavern Day Planning Meeting
Burlington Town Hall
Thursday, August 6, 2015**

- I. Call to order – 7:04 PM
- II. Attendance
 - a. See Attendance Sheet with Peter Bevivino
- III. Continued Discussion of Planning from July 23rd Meeting
 - a. “Clothesline Art”
 - i. No go from the LSM Art contact, not enough time to pull together
 - ii. No other tangible update at this time
 - b. Peter B. confirmed he will give up the Burlington Insurance spot in the Burlington Merchant Mailer for TD “Save the Date” promotion.
 - c. 50/50 Raffle – Discussion on how to sell tickets, where to sell; Thought at entrance gates and have Town Crier and others sell throughout the day
 - d. Touch-a-Truck
 - i. Tom Martin gave update on a good variety of trucks expected and that he will open up to non-Chamber members if we don’t get enough from members
 - ii. **TO-DO:** Remember to remind folks with a truck to have giveaways for the kids like candy, bubbles, etc.
 - iii. Dwight Harris was asked for permission to use his field for this attraction and he formally gave his approval.
 - iv. BVFD said to put their extrication demo in the center of the exhibit with all the other trucks all around it.
 - e. Car show layout – Mike Scheidel said it will be ready to go. Expecting 40 to 50 cars.
 - f. Parking discussions
 - i. Discussion led to consensus that nobody is keen on having the Mills Club teens doing the parking.
 - ii. It was determined that it would be best to take advantage of the Police Explorers as they need community service hours, are trained for such matters.
 - iii. **TO-DO:** Sgt. Bob Russell will be contacted to coordinate this.
 - g. Town Crier – Still looking for a volunteer, but there is an outfit that the Historical Society has available.
 - i. If nobody steps up, the Chamber can do a “group effort” to make it happen.
 - h. TD Setup and Take Down
 - i. Peter B. confirmed LSM Football will help Setup Saturday afternoon.
 - ii. The Lions Club will have 4 volunteers to help setup at 7 am Sunday and 4 volunteers to Take Down after TD closes.
 - iii. LSM Crew will also help with the Take Down.

- iv. Table drop-off will remain the Farmington Bank and Town Highway Dept. will come and get per Scott Tharau.
 - v. Town HD will bring tables to Town Garage after the event, as they have in year's past, for pickup.
- i. LSM Marching Band role has been confirmed with John Deeb, LSM Band Director.
- j. Discussion on the Beer Permit Findings
 - i. Peter B. and John P. met with Chris Burke of KC Dubliner to discuss viability of getting a beer permit for TD.
 - ii. A permit by a business like KC Dubliner would be \$1,200 and that is cost prohibitive, but a permit pulled by a non-profit organization is \$50 for a one-time event.
 - iii. John P. researched the insurance, possible Tavern locations and electrical needs.
 - iv. The plan is to have the permit pulled by the Historical Society for the Tavern location
 - v. There will be a roped off area where beer must be consumed and a 2 beer limit will be maintained through the use of wrist bands.
 - vi. Some discussion on moving food court to Tavern area as KC Dubliner will supply hardware for the 3 kegs of beer planned and they would like to do wings, soup in bread bowl and, possibly, shrimp cocktail.
 - 1. Concerns about dust/Health Department requirements and electricity made it clear all food must remain at the bank parking lot for this year.
 - a. **2016 TO-DO:** Explore moving Food Court, band and beer garden to the Church paved parking lot. Jerry B. volunteered to help on this matter.
 - vii. Discussion on creating commemorative TD Beer Cups that have logos.
 - 1. Offer them at higher price, but can bring back for a discounted beer was one idea.
 - 2. Contact Kelly Fectau to generate a quote for these cups.
 - viii. **TO-DO:** Ask Chris Burke if a TIPS compliant bartender is needed and, if so, how can we meet this requirement.
 - ix. John P. said the wrist bands are already acquired
 - x. Picnic tables can be put in the Beer Garden area. Contact BVFD or Scott Tharau with how many would be needed.
- k. Discussion circled back to the Art Exhibit needs
 - i. The Historical Society is saving 2 rooms set aside for the professional art exhibit.
 - ii. Paul ? of Land Trust will ask an art gallery owner he knows about exhibiting at TD
 - iii. **TO-DO:** Can Tod K. talk to Mark W. of LSM about this exhibit
- l. Music is the same band as last year

- i. **2016 TO-DO:** Kelly Fectau offered to help with a similar band strategy as she does for the Johnnycake Music Fest
- m. The Burlington Bell will be doing the Scavenger Hunt
- n. Discussion turned to signage, advertising and publicity
 - i. Peter B. envisions Sponsorship signage that is reusable year-to-year by utilizing a sticker system.
 - ii. Lions Club has several signs available if needed. One is the rolling sign and they have a 4x4 signs as well.
 - iii. Mike S. believes the Chamber has a 4x6 sign as well.
 - iv. **TO-DO:** The Advertising plan to date includes:
 - 1. Asking Alan Beitman, Region 10 Superintendent, to use the Region 10 email, phone and sign to promote TD.
 - 2. Get a message on the Town Hall electronic sign.
 - 3. Get info to Valley Press Upcoming Events as well as seeing if Sloane Brewster would write up an article.
 - 4. **TO-DO:** Create a Facebook page for Tavern Day. Paul of Land Trust said he would be able to put up pictures of past TDs and we can “Boost” page posts for a small fee.
- o. **TO-DO:** For the day of TD, can we have photographers taking photos throughout the day so we can use for all our future TD communications. Perhaps the LSM photo club could help.
- p. Business Booth Discussion
 - i. Tom M. will ask businesses about having a booth when he calls for Touch-a-Truck volunteers.
 - ii. Town Hall is contacting all municipal not-for-profits to see what the table needs are.
 - iii. Mike S. said to make sure Bristol Hospital is offered a booth/table as well as others on his list of past attendees.
 - 1. Rich B. said all a go this year from list except for the Girl Scouts.
 - iv. Ted S. mentioned that Parks & Rec would like to do games & contests for kids in booths. Discussion settled in on no more than 2 tables needed.
 - 1. It was discussed that having the Bounce House, Amber Alert ID and Park & Rec tables all together.
 - 2. While that is ideal, space requirements for beer garden and ground conditions may not make this possible in 2015. **TO-DO:** Find best locations for all.
- q. The portable bathrooms are all set.
- r. Food Court Planning
 - i. **TO-DO:** Notice to all food vendors about getting Health District permits to Phyllis Amodio about 2 weeks prior to event.
 - ii. Vendors committed to TD Food Court:
 - 1. KC Dubliner – Wings, Soup and possibly shrimp cocktail
 - 2. Sabrina’s – Pizza

3. Congregational Church of Burlington – Hot Dogs, Hamburgers, Apple Crisp, Loaded Potatoes
 4. Lions Club – Ice Cream
 5. BVFD – Soda and Water
 6. Boy Scouts – Fried Dough
- iii. **TO-DO:** Check on these vendors:
 1. Bee's Knees – Will they be doing Mac & Cheese or other items this year?
 2. Emergency Management – Will they be doing the Hot Chocolate and Coffee again.
 - s. Discussion on Programs showing schedule and map only, not taking ads this year.
 - t. Dwight H. not sure if SafeHarbor will be open during TD, maybe Make-a-Mark?
 - u. Reviewed Mills Club needs:
 - i. Bounce House – 2 people per shift
 - ii. Look for TD Photographer at LSM
 - iii. Get up to 15 volunteers to do Setup Sunday at 7 am.
 - v. Discussion on TD event layout for booths, events, vendors, food court, Touch-a-Truck, etc.
 - i. Mike S. shared past TD layouts with group.
 - ii. No snow-fencing on new sidewalks per Public Works. Police stated in earlier meeting that the new sidewalks should help keep people safe.
 - iii. Can use a bright white duct tape for a temporary crosswalk.
 - iv. **TO-DO:** Tom M. will lead the project to determine table counts, layout based on actual physical space, Touch-a-Truck layout and finalize sign orders for sponsorships.
 1. **TO-DO:** Sponsors needed for Library's Magician and Storyteller. Peter B. will ask Chamber members to sponsor events as things firm up.
 - w. Fees will be collected at past locations manned by Farmington Bank staff.
 - i. It was determined that a "Suggested Donation of \$1" be asked for with an explanation that any funds donated will be used to offset 2015 TD expenses. If there is a surplus, then the Chamber will apply that towards 2016 TD expenses (i.e. light pole banner flags, etc.).

IV. Next Meeting – August 20, 2015 at 7 pm at the Center Firehouse

V. Meeting adjourned – 9:06 PM