Trumbull Day Commission Meeting
May 23, 2013
Town Hall
Long Hill Conference Room

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TOWN CLERK

I. Call to Order

II. Pledge of Allegiance

III. Review of Minutes

IV. Chairman's Report

V. Secretary's Report

VI. Report from PROMOTE – Barbara Whetstone & Trista Morin

VII. Subcommittee Reports

VIII. Old Business

IX. New Business

X. Adjournment

Trumbull Day Commission
Meeting Minutes
May 9, 2013

Commissioners Present: John Karpowich, Joanne Orenstein, Elizabeth Mastroianni, Anne Fers, Veronica Lenzen, Rosemarie Derrig
Others Present: Barbara Whetstone, Beth Gilman, Amy Lucas, Stephanie Peters, Frank DiMarco, Trista Morin

Chairman Karpowich called the meeting to order at 7:10 pm.

The Pledge of Allegiance was recited.

Karpowich opened a public section of the meeting. Beth Gilman, a member of the Ace Foundation Board was present to speak. Gilman stated that Dan Neumann spoke to the Board about being a non-alcoholic vendor. Ace needs clarification of a few things since the Trumbull Day commission is also selling non-alcoholic beverages. The first question asked was "Who is the vendor?" Rosemarie Derrig's answer was Pepsi. Gilman then asked "Cans or fountain?" Derrig answered cans and bottles, juice, gatorade, ocean spray juices, seltzer and fruit shots. Gilman questioned where the vendor space is going to be. Karpowich responded that this has not been ironed out yet, but would probably be located by the food area. Gilman asked where Aces location would be. This also hasn't been decided. Ace only wants one space. Trumbull Day Commission will have set prices, so Ace will need to be the same; however, the commission has not set prices yet. Gilman asked "What is Ace allowed to sell?" The commission has no firm decision on which non-alcoholic beverages Ace is permitted to sell. The group took a moment to look for the letter from Dan Neumann. According to the letter, Ace can sell carbonated/non-carbonated drinks, water and juices. Gilman questioned whether Aces would need to complete the paperwork for a non-profit food vendor. Derrig responded that this would be the case. Gilman further questioned this, since Ace will not be selling food . Trista Morin stated she will give Gilman this information. Gilman explained that Ace's connection is with Coke. Coke will not donate to Ace if they are working with Pepsi. Gilman asks why Ace should want to participate, if they will need a $300 license and have to sell the product (that will no longer be provided from Coke) at the set price that Trumbull will be setting. Ace is a non-profit organization and Gilman is unsure how money can be made for educational programs from this arrangement. Anne Fers asked Gilman what the commission can do to help. Veronica Lenzen reminded Gilman that the vendor application is $300 and the license is waived for non-profit vendors.

Joanne Orenstein arrived at 7:21 pm.

Gilman asks if there is any way the commission is going to work with the foundation. Ace can no longer use their contact with Coke due to Trumbull selling Pepsi. Karpowich told Gilman the commission will take everything under consideration. Gilman reminded the commission she needs to relay a decision back to Ace and to please let her know a decision.

Karpowich bypasses the Chairman's Report so Derrig can go first. Derrig brought the contracts

for Pepsi and the ice, but no purchase order. She asked where to get a purchase order. Barbara Whetstone explained the process. Derrig has talked to Chris at Pepsi, she has his purchase order form, and spoke with Larry. Derrig passed around the purchase orders. Whetstone explained the commission will be able to use the big freezer in the middle school. Derrig read the items that will be provided from Pepsi, at the event. Mastroianni asked what fruit shots are. Derrig described them as frozen push up pops. Mastroianni and Morin looked into the item further and explained it's a bottle of juice with a squirt top. Derrig said if we don't sell it then we will send it back to Pepsi. Whetstone asked if Derrig multiplied the number of cases times the units, because the number is very low. Morin asked about what would happen if we sell out. Whetstone suggested to Derrig that she take the time to multiply the number of cases and the units, to insure we have enough. Karpowich stated this would be a good time to bring up Ace. There was a general discussion on how many cases should be purchased. Morin reminded the commission that they are not allowing anyone to bring anything into the event. Derrig will find out how many cases a truck can hold. Mastroianni asked if volunteers are being provided with the drinks. Morin said they are working on it. There was more discussion on beverages and the size of the products.

Karpowich called an official recess at 7:54 pm.
The meeting was called back to order at 8:11 pm.
The minutes from April 11, 2013 and April 25, 2013 were reviewed. Karpowich made a motion to accept the two sets of minutes from April 11, 2013 and April 25, 2013 as amended. Veronica Lenzen seconded the motion. The motion carried by a vote of 5-0.

Chairman Report:
Karpowich reminded the group to please be available for Trumbull Day and the set-up. Karpowich asked if the commission should send the BOE an update of what is in place. Whetstone said the BOE is happy and the commission should just leave it alone. Lenzen agreed and said "Out of respect for their time, we should leave it alone."

Secretary's Report:
Karpowich turned the meeting over to Lenzen at 8:24 pm. There was a general discussion of sponsorship opportunities. Lenzen made a motion that the commission offer Mimi Dragone the auto sponsorship level which will include Corporate Logo/Name inclusion in all marketing media to include (Newspaper Advertisements, Trumbull Day Website, Press Releases and banners (Press releases would no be able to include logo), mention on main stage throughout the day, corporate logo on volunteer t-shirts, 1 10x10 table space to include table, tent and two chairs to be located in high traffic area, 4 free admission tickets, and 4 free ride tickets, provided Mimi Dragone provide a maximum of two cars to be approved by the commission 7 days before the event. Fers seconded the motion. The motion carried by a vote 4-1 abstention.

Reporte From Promote:
Promote received a letter from TD Bank processing $2,500. Bright Ideas has given $1,000 and Galaxy Diner has given $250, thanks to Elizabeth and Frank. United Health Care said they sent out a check on April 26th, but it has not been received. Promote is following up with People's Bank; Whetstone sent them a bill. Promote met with the fire marshall and fire company. They no longer have 6 inch shelves, instead they have 5 inch plus some. The rain date is June 30,

2013. Promote also met with department head and Officer Fedore, who is in charge of TPod and the Explorers. The Explorers have been notified to be available for Trumbull Day. Their only job is to perimeter the fireworks line and anything else the police tells them to do. They will have two officers with them throughout the day. Promote spoke with Melissa at TPod. Melissa runs the program. TPod will pay for two officers, that will be located in the beer tent. This takes the pressure off the commission to pay for this. TPod's role is to prevent underage drinking. They would like the vendor space and waived fee. Melissa is suggesting cocktail napkins with their name on it and their number on lawn stakes. TPod also wants an advertising truck with TPod's hotline number, which must be visible. Melissa said the BOE has a significant amount of funds that need to be used by the end of the year. The contract has been signed with Zambelli and United Staging. There is an invoice from Qscend that needs approval. The temporary liquor permit has been approved and is on file at the town hall. Sponsors are currently listed on the Trumbull Day website. The porto-potty company has reduced their pricing. There was a general discussion about porto-potties. DJ Seth would like patriotic music to go along with the firework set. Promote met with John and Charlie to go over USA Security. The letter of approval for bands was approved by the attorney. Promote stated the army will bring a hummer if the grass is not soggy. Today, Scott Kerr, the recycling guy, contacted Whetstone. He said the Conservation Commission would like a table. He also talked about the recycling efforts he would like to do. Whetstone told him, if he can get people to do it, get bins and will maintain and remove anything he can't get rid of, he can do this. His response was he will get back to her. The Trumbull Police Dept. recommended a security check area; however, this will require more police. There was a general discussion.

Subcommittee Reports:
Veronica Lenzen has 22 confirmed vendors who have completed applications. All the vendors are different, however, not all are selling. The vendors who are not selling, want to promote. The vendors are as follows: Apex International Partners, Wells Fargo, Debbie Guilleramo, The Olive Oil Factory, Bright Ideas, Avon, Yale New Haven Hospital, Gina Coffin, EF Education Home Stay Program, Recycled What, Pearl Odyssey, Stratford Trumbull Monroe Health MRC -waiting on application, Cornerstone Children's Center, Heavenly Healing Massage Therapy, Michael Hartell Photography, Rob and Tammy Murphy, Robin Munley, Grace Church, Power Home Remodeling Group, Thomas Galinsky, Word Couture, Trumbull Children's Racing Cycling, Lakewood Trumbull YMCA, US Army, Yan Yan. Lenzen made a motion that the commission approve the 22 vendors who have applied. Fers seconded the motion. The motion carried by a vote of 5-0. Lenzen has had two people ask for a barter relationship. One is a website blog called Macaroni Kid. The contact is Lisa Acresta. She has offered the commission a sidebar ad with a URL link on her website for a month ($160 value) and placement of a feature article in her newsletter ($50 value), a total of $210. Acresta will also offer free social media mentions on Facebook and Twitter. In return, she would like a space to promote herself. Lenzen explained Acresta would need to pay for any out-of-pocket expenses. There was a general discussion. The other barter option is from the Trumbull Patch. Lenzen is unsure of what the Trumbull Patch is going to provide for us. Lenzen made a motion to offer Trumbull Patch a free 10 by 10 space in exchange for a large banner ad for 3 weeks on their website. Karpowich seconded the motion. The vote carried by a vote of 5-0. Lenzen made a motion that the commission offer, in return for the promotion by Macaroni Kid, a free 10 by 10 space to Lisa Acresta of Macaroni Kid. Fers seconded the motion. The motion carried by a

vote of 5-0. Lenzen discussed Kate Brezinsky from the Conservation Commission. Brezinksy believes the fee should be waived since they are another commission. The commission is non-profit and all volunteer. There was a general discussion. Lenzen made a motion to offer the Trumbull Conservation Commission a fee waiver for a 10 by 10 space at Trumbull Day. Fers seconded the motion. The motion carried by a vote of 5-0. T-POD is helping the commission a lot and also asked to waive the fee for a 10 by 10 piece of space. They are supplying two officers and a truck. Lenzen made a motion to offer T-POD a fee waiver for a 10 by 10 space at Trumbull Day. Orenstein seconded the motion. The motion carried by a vote of 5-0. Lenzen stated she can keep the deadline open for vendor applications, for two more weeks and she will come back with another approval list and email the final list. There was a general discussion on extending the deadline.

Joanne Orenstein turned the discussion to food vendors. She has a new vendor, Addeo's Italian Ice and Confectionary from Shelton. Addeo's can provide italian ice, milkshakes, smoothies and baked goods. The vendor wants 1 space for $600. The other vendors who have applied, include Vazzy's, who wants two spaces, the old fashioned kettle corn vendor, St. Margaret's Shrine and Nutmeg Concessions, with four spaces. Orenstein stated there is outstanding health information still needed. Whetstone asked what specifically is outstanding and offered to assist Orenstein with getting this information from the vendors. Orenstein stated she received an email today, from a potential vendor, who wants to sell hot dogs and hamburgers. She has yet to hear back from the marching band, who also want to sell hotdogs and hamburgers. In addition, Nutmeg wants to sell hotdogs and hamburgers as well. This is a conflict. Orenstein explained we have already received a check from Nutmeg. The owner of Rory's and My Blue Lemon also contacted Orenstein, and would like to sell sea food, which would not cause a conflict. Orenstein explained the only other conflict is Nutmeg Concession who wants to do fried dough, because St. Margaret's will be the fried dough vendor. There was a general discussion on the specific food items. Fers told the commission she received a message from Marissa's and will bring the forms over to him. Karpowich made a motion to confirm for Trumbull Day, the 5 vendors: St Margaret's, Addeo's, Old-Fashioned Kettle Corn vendor, Vazzy's Asteria and Vazzy's Four Seasons. Mastroianni seconded the motion. The motion carried by a vote of 5-0. Orenstein will get in touch with Nutmeg about what food they can sell without causing a conflict. Whetstone offered to assist Orenstein with handling the food vendors. Orenstein responded she will take care of the outstanding information.

Mastroianni began to discuss the Trumbull Nature Center, who wanted to do a performance on the stage and have a table for arts and crafts. It is currently up in the air, whether or not they are going on the stage. Mastroianni stated she needs to hear from them by next week, if they are performing. If they do not perform, they will no longer get a free table. Mastroianni was contacted by Brian Alves. He has a personal motion simulator that can be operated inside or outside. This would cost 6-8 dollars for a 5-6 minute ride. Two kids can use the simulator at a time. Alves has offered to do an 80-20 split with us. There was a general discussion on the placement of this simulator. Mastroianni made a motion to approve to have Brian Alves and his motion simulator at Trumbull Day. Lenzen seconded the motion. The motion carried by a vote of 5-0.

Mastroianni turned the discussion to lights. She explained the lights are very expensive.

Whetstone said she talked to Seth, who has 2 tree lights. The commission can get the 2 tree lights from Seth, who invited us to come over next week to show us what the two LED lights look like. The other two will come from Altel. Mastroianni explained that only one light would be needed at night. She discussed the two light quotes. One light quote is $2,000 for lights all day, including installation and uninstallation. The other price is for them to come on at 5 o'clock for $1,400. There was a general discussion about lights. Whetstone and Mastroianni will go see Seth's lights.

Anne Fers told the commission Fred Astaire Dance Studio wants a dance floor in front of the stage, in exchange for dance demonstrations. There was a general discussion.

Whetstone discussed beer on behalf of Charlie. There was a general discussion about beer and the potential profit. Narrangansett beer and distributor are now involved. If the commission would like to go with Narangasset, their quote is for 30 kegs, but we may ask for 45 instead. Lager, Light and Summer Ale would be provided. This quote is cheaper than DiChello's. Mastroianni made a motion to go with Narrangansett and all 3 of their beer brews. Lenzen seconded the motion. The motion carried by a vote of 5-0.

Karpowich turned the discussion back to Ace. A solution could be to let them order with us. There was a general discussion. Lenzen suggested they be charged the $300 fee for a permit and $150 up front and $150 after Trumbull Day is over. They can also get the money from bottle returns. Karpowich suggested Orenstein call Beth Gilman back with the commission's offer to let them order with us, which is pay for what is opened and be in a high traffic area outside the food tent and keep the redeemables.

Mastroianni made a motion to move the Thursday, June 20, 2013 meeting to Tuesday, June 18, 2013. Lenzen seconded the motion. The motion carried by a vote of 5-0.

Karpowich made a motion to approve Promote's marketing plan. Fers seconded the motion. The motion carried by a vote of 5-0.

Karpowich made a motion to adjourn at 11:06 pm. Mastroianni seconded the motion. The motion carried by a vote of 5-0.

Respectfully submitted,

Amy Lucas

Dear Commissioners:
Here is an update on the various activities Promote has been working on this week:

Freezer for ice – discussions are underway with Hillcrest Middle School to secure one of their freezers.
Ad rates – working with Ct Post and Trumbull Times to lower ad rates
Sponsors – reaching out to sponsors for checks and logos
Stage Lights – are still being investigated
Handicap Parking – the statute has been read and Trumbull Day can easily comply
Security – attended a meeting with Trumbull Police Department and USA Security to assign coverage and meet security measures
Fireworks – attended a meeting with Zambelli and the Trumbull Fire Marshall to determine launch site and fireworks perimeter
Contracts – 4 contracts were submitted with request for the 3 that require deposits
Vendors – assisted commissioner with paperwork and new requests
Bands – working with town attorney on an agreement for the bands
Children's Area – assisted commissioner with entertainment for stage and activities
Volunteers - all local organizations have been contacted asking for volunteer support
Thank you.

Respectfully submitted,
Trista and Barbara

Promote Marketing & Public Relations

Dear Commission Members,

We are respectfully submitting for review and approval the following expenses associated with the cost to advertise Trumbull Day. We wanted to provide this information to you prior to the May 19th Trumbull Day meeting to allow you to have time to review the information for advertising below.

1. $700 - Go Section of four Hearst newspaper publications: CT Post, The News Times, Advocate and Greenwich Times. Go Section comes out every

Wednesday and the TD ad will run for two weeks, in addition a banner ad will be posted to their website. Ad size will be ¼ page
Full color poster to be used

2. $700 - Hersam Acorn - TD Ad will run in 8 Hersam newspaper publications for two weeks. Local town newspapers that come out on Thursdays. Ad size will be 5 5/16" x 6" Full color poster to be used

3. $495 - Fairfield County Weekly and New Haven Advocate. Free weekly event newspaper that is left in local stores, restaurants and train station kiosk, comes out on Thursdays. Ad will run for two weeks. This is a ½ page ad. Full color poster to be used

4. $100 - Fairfield County Weekly web site impressions - TD would be posted to website. Cost is $10 per 1000 impressions (viewers). Full color poster to be used

5. $52.00 - TD Posters - 100 11x17 full color posters

6. $150 -Qscend - Website

7. $80 - two 3'x4' banners Welcome to TD with sponsor information

8. $262.00 - 4' x 20' TD banner to be hung across street at Town Hall area. Will also list sponsors.

9. $125.00 - 3' x 15' banner to be place across top of main stage at TD will also list sponsors.

10. $300 - 100 18" x 24" yard signs - two color, includes shipping and yard stakes

Total advertising cost $2,964.00. Original estimate was for $4642.00.
Overall, Promote has negotiated pricing with all vendors and was able to save over $3,000 through these negotiations as well as add additional marketing opportunities.

Sincerely,
Promote Marketing & Public Relations