

Trumbull Day Committee Meeting Minutes
January 22, 2013

Meeting began at 7:00 a.m.

Introduction of staff members by Tim Herbst:

Amy DeZenzo is my Administrative Assistant and has on an ad hoc basis person of event planning in my office, Edward Lavernowich our Director of Economic and Community Development who has done a great job with the First Selectman's Golf Classic and the building going on around town as well as the tax abatement ordinance program that we recently passed to encourage businesses to come to Trumbull. There are 68 projects in progress right now and Ed has done a tremendous job in fostering community relations in the town and other communities.

Tim explained how originally when Trumbull Day was formed by ordinance; it was formed to serve as an arm of support to the Barnum Festival. Ed has already had conversations with the ringmaster, John Stafstrom, about how we can better integrate Trumbull Day in a regional context. We are going to discuss ways to do that.

We have enlisted Barbara and Trista the event planners of choice who were a big help in planning the Golf Classic and I really want to find a way to enlist their professional services given the fact that we are approaching February 1st and we are working under a very tight window. We are going to explore not only this Commission meeting on regular bases to do the work but also designating those who might be able offer more daily attention and report back to the Commission. We are hoping to replicate the success that we achieved with the Golf Classic to Trumbull Day.

This is important because this is the rebranding effort rolling out a whole new image change for Trumbull Day and making sure the event is successful, self-sustaining, while it is a regional event that it once again becomes an event for Trumbull families and the Town of Trumbull and that every year success will build upon success and it becomes when I was a child.

We have a very tight window and I am going to be meeting with the Finance Director tomorrow to see what kind of financial support we have and we are going to come up with a priority list of big donor sponsors to give us the seed money. I am going to start with fireworks because those are the very pricy ones.

I would like to start with our new Commissioners:

Elizabeth Mastroianni stated that she was interested in being on Trumbull Day because she loved Trumbull Day when she was a kid and it has not been the same for a long time. I am almost a life long resident, 31 years.

Charlie Letezeio I have been here fourteen years and I remember Trumbull Day and you miss it when it is gone and I would like to be a part of it now.

Veronica Lenzen I am married to a life time resident and we currently live in the house he grew up in. One of the first events we went to in town was Trumbull Day when Chris and I were dating. It wasn't

the same as the years went by and then it stopped. Now I have two little kids and I want them to have that same feeling about Trumbull Day and about their town and to be proud of their town, their schools and everything about the town.

Tim stated that Veronica was the instrumental in forming the parent group that helped to implement full day kindergarten. She is persistent, tenacious and a hard worker and I am glad she is on the Commission.

John Karpowich has been a resident of Trumbull for about 15 years and originally from Stamford and I remember Trumbull Day when I was in Stamford. The first few Trumbull Days we went to wonderful. My kids enjoyed them and I would like to see it to return to what it was. It was such a great event.

Anne Fers I moved to Trumbull when I was in fourth grade and went through high school. I have been a Trumbull resident for many years and always loved Trumbull Day. We planned our summers around Trumbull Day and we would get our families and friends to come for fireworks and when we did not have it any more, it was sad to see it go. When I saw it was coming back I jumped on the opportunity to help. I also own a video production company and if I could be of any help in that respect, with video in any way. I would love to do that.

Tim stated that maybe we could get Mr. Horton back to make an appearance and everyone would come to Trumbull Day.

Tim introduced Vicki Tesoro who arrived at 7:05 p.m. and stated that she was a member of the Town Council from District Three and she is here tonight. We are glad you are here tonight.

Tim then introduced Vicki to everyone present.

Tim stated that the first order of business on the agenda is to elect a Chairman. I am ex-officio so we need for someone to entertain a motion for the appointment of a temporary Chairman.

This time I will entertain a motion to appoint Veronica Lenzen as a temporary Chairman. You are basically call the meeting to order and take motions for Chairman, Vice Chairman and Secretary of the Commission.

I would like to entertain a motion that Veronica Lenzen be made temporary chairman of the Trumbull Day Commission.

John Karpowich – “I make the motion that Veronica Lenzen be made temporary Chairman.”

Anne Fers – “I second the motion.”

Tim – “Who is in favor, please signify by saying I.”

Motion carried unanimously.

Tim- “Mrs. Lenzen is now the temporary Chairman and will entertain motions for Chairman, Vice-Chairman and Secretary.

Mrs. Lenzen- “I would like to entertain a motion for Chairman of the Trumbull Day Commission, and it can’t be me”

Anne Fers – “ I would like to entertain a motion for John Karpowich as Chairman.”

Veronica Lenzen – “ I second the motion.”

Discussion followed- John Karpowich – “As long as we have great committees I guess we will see how it goes.”

Tim stated that John would do a good job.

Veronica asked for any other nominations.

Seeing none.

She asked – “All in favor?”

Vote was unanimous.

John began – “ I would like to open the floor with nominations for Vice Chairman.”

John – “I nominate Veronica.”

Elizabeth Mastroianni – “I second it.”

Discussion followed.

Vote was unanimous.

John – “ I will just open that up to see if anyone would like to take that before I force it upon Somebody.”

John Karpowich – “I nominate Elizabeth Mastroianni as Secretary of Trumbull Day Commission.”

Veronica Lenzen – “I second the motion.”

Discussion followed. Ed Lavernoich explained that the Secretary does not take the minutes, but the clerk for the Commission is responsible for that.

Vote was unanimous.

John continued with the agenda moving to Promotion and Public Relations and asked Barbara Whetstone and Trista Morin.

Barbara Whetstone she has lived in town for 12 years and has a promotion company. She is very active with the ACE Foundation and a successful Golf Classic.

Trista Morin has lived in town about 15 years and she has a Public Relations and Marketing background as well as being a free lance writer. She has been planning for many organizations including the Golf Tournament, Trumbull ACE Foundation and Pop Warner.

John Karpowich stated that they were two very capable people.

Tim suggested that they would be part of subcommittee of Marketing and Public Relations with two or three people who would be responsible for these people.

Barbara Whetstone presented the history of Trumbull Day.

Amy DeZenko explained that she was the first chairman during the Bicentennial and it was an old fashioned country fair with rides, food and a fly over and it was fun.

John Karpowich commented that it grew to the largest event in Fairfield County. It was the largest regional event and then went to the Mall. We are looking to bring it back to our turf.

Barbara Whetstone explained that it was first organized as the Town’s 175th Anniversary in 1972. It was very popular and attracted 10,000 people. The Trumbull Day outing was so popular

That it was decided to organize it again the following year. During the 70's under First Selectman, James Butler it grew by leaps and bounds. Many planned activities were put into the hands of neighborhood groups or local civic organizations as well as numerous volunteers. Fireworks were introduced during this first year. The Fourth of July Fireworks have been at the Nichols Improvement Association field compliments of local residents. Will Geer traveled from California each year just to see the fireworks. By the 1970's the large midway was introduced to Trumbull Day. This was the first time there were paid groups for entertainment and the event now drew town residents and out of town residents. By the late 70's crowds of over 35,000 were very common and Trumbull Day had become a major event in the area. In the 1980's Trumbull Day had exploded in popularity and the crowds are now over 40,000. As many as 100 volunteers year round were required to plan, run and organize Trumbull Day. In 1990 the Trumbull Day Council became the Trumbull Day Commission placing the operation under the control of 9 volunteers that were given the task of financial responsibility. In 1993 established a Guinness Book of World Records by organizing the largest saxophone band in history to honor President Bill Clinton. The Commission established a food court with restaurants in the midway that year. By the late 1990's crowds exceeded 50,000 people for this event. Trumbull Day had become the largest single day event in Fairfield County. In 2010 due to shrinking revenue and growing costs to the town Trumbull Day was not held at Hillcrest Middle School for the first time in the 38 year history.

Question was raised as to which Trumbull Day made the most money?

Barbara stated that the money was made with the sale of beer but the town did not receive the money from the sale of beer.

Elizabeth asked about the Cow Chip Contest?

Tim explained that if the cow defecates on a certain place you win money. It was decided no cows!

Tim explained that a policy determination would have to be made if beer and wine should be reinstated. He stated that he had an opinion on this matter. If we were to do it we would have to control and contained, wristbands, limits and handled in an above board professional manner. It was his understanding that in the 80's it was not controlled and people were allowed to purchase any number of beers. If it is controlled and contained as it is at the Oyster Festival we will have less problems.

Barbara stated that everyone would have to show their wrist IDs.

A vote needed to be taken as to the date and times of the event.

The last weekend in June, the 28th, 29th and 30th.

Tim thought that the Barnum Festival Parade is usually on that Sunday, June 30th.

We also need to know if it conflicts with any other events.

Tim explained that the Barnum Festival has a Car Show at Hillcrest earlier in June. If the goal is to integrate the Barnum Festival with Trumbull Day and also attract people, we might want to explore the feasibility of taking the Car Show and integrating it into Trumbull Day assuming you go to the two days.

John explained how the Fireworks were always the draw for many people.

Tim explained how the Car Show is a huge display of antique cars from all over New England we should have more people there, but because the Car Show is separate and apart from Trumbull Day its compromised that being more of a success. It would be nice to integrate the Car Show into the two days, maybe the morning of the Saturday from 9:00a.m. – 1:00 p.m. and 1:00 on transition into Trumbull Day activities vendors might like that because you are getting other people there and for other reasons and other sources of revenue.

Trista stated that on the flip side you are taking out valuable real estate that contributes to Trumbull Day. They are taking up valuable spaces of parking and would also conflict with the rides.

Barbara stated that the weekend prior would conflict with many school activities. Vicki Tesoro also stated that school was still in session. There are also spring fairs.

Tim stated that the Ordinance was created so that it coincided with the Barnum Festival events. That is why they wanted it at the end of June.

Veronica stated her children were still involved in many activities at the end of June.

Tim stated that the last weekend in June is also good because school is out and the activities are over and you are catching people before they leave for vacations.

John Karpowich agreed with Tim that it would be a good time to get back into what the event was about.

Discussion continued about where to put the Car Show in the front – Amusements are held here, back – parking cars or food vendors.

John Karpowich asked about Indian Ledge as a location for Trumbull Day and it could not be held there due to the fact that there is only one egress and fireworks are not allowed due to the fact that a fire engine is too large to enter the park in case it was needed. Also it is the proximity to the people viewing the fireworks, which is prohibited.

Trista brought up the fact that enough events need to be scheduled if you are thinking of two days. There are cost issues involved, weather conditions and we need to weigh out the situation.

John Karpowich stated that all the Car Shows he has attended have been in the evening a good piece to have on a Friday evening although it may be difficult, whatever real estate they take up could probably be turned over on the Saturday, if it came to that and we were trying to occupy two places at one time.

Someone stated that when the price of the rides was over three days and had become too expensive.

Discussion continued about the number of beers to be sold.

Barbara stated that a walk around the grounds to see if putting the Car Show on the property would be feasible.

The nice thing about tying the Barnum Festival with our event is that we have free marketing on the website, in their program, on every flyer they put out which will give us free marketing.

Trumbull High School and Hillcrest are used for parking. The fireworks are in the furthest field at the High School.

Behind Hillcrest it was in the back field in the past when the Fire Dept.

Barbara also suggested charging admission and could be explored. The Car Show could also be added into the admission.

Trista stated that we needed to look into whether it is a one or two day event, get that settled and then you could work the programming in.

Discussion continued as to whether it is one or two days and the length of the days.

We could have an adult theme on Friday night and adult theme with the Car Show and wine tasting. Saturday would be for families

Charlie suggested that we have a Beer Garden on Friday night. We could probably get the beer donated because of all the micro beer companies in Connecticut.

There was a charge for the wine tasting and it was \$25 and later \$30 for \$50 get your own wine glass or beer mug.

Wristband taken if someone gets out of hand. We would also have security.

John Karpowich moved that we have Trumbull Day the last weekend in June.

Veronica Lenzen seconded.

Discussion followed.

Unanimously passed.

John Karpowich moved that we have two days for Trumbull Day, Friday and Saturday.

Veronica seconded.

Discussion followed. Begin on Friday from 5:00 p.m. – 11:00 p.m. and Saturday would be 11:00 a.m. – 11:00 p.m.

Friday night for adults and one or two restaurants who donate finger food.

We can reach out to some of the new restaurants.

Ed Lavernoch stated that would be three new restaurants at that time. This would entice them to come.

Barbara mentioned the non-profit organizations to participate – Band, Lions Club, Rotary, ACE.

Money used for scholarships.

The carnival and the amount of time for them were also discussed. Some amusement companies would not do only one day. They have a split of 30 – 70% or 40- 60% as examples.

Unanimously passed.

John Karpowich motioned that the hours would be Friday from 5:00 p.m. until 11:00 p.m. and Saturday from 11:00 a.m. until 11:00 p.m.

Veronica Lenzen seconded.

Unanimously passed.

John Karpowich motioned that it would take place at Trumbull High School and Hillcrest Middle School fields.

Veronica Lenzen seconded.

Unanimously passed.

John Karpowich began the discussion of admission and parking.

Barbara gave some examples of the admission costs – Oyster Festival – Adults - \$12, Seniors - \$10, Children under 5 free . wristbands \$20.

Friday is free because it is called a soft opening or \$5 to listen to the music.

They made their money from vendors.

Bridgewater is a three day event and the admission is \$8, children under 12 are free, a three day pass - \$16, Seniors are \$5.60 on both days.

Durham is Thursday - \$10, Seniors \$15, children 11 and under free, Seniors \$13.

Barbara stated that \$5 for admission is low and wristbands usually \$20 to \$25.

Question was raised as to the hours that the wristbands would be used.

We need to look into when the rides would be available and usually it is in the afternoon.

Tim stated that why this was not over a period of 4 or 5 years and it were not self-sustaining.

If people are paying a higher fee there is an expectation of what is in there is better than what they are accustomed to and if we increase the fee there needs to be a real commitment when people walk in they will say, “WOW this is really top notch.” One of the complaints I got from residents was quality of the vendors declined over the last couple of years.

Barbara stated that we know vendors are important.

Tim stated that if we need to speak to anyone in Norwalk, Mayor Moccia indicated we could contact them.

It was discussed that we need to include the nonprofit organizations – Lions Club, Rotary, etc., and we should also remember the small businesses. The people from Trumbull should be given the opportunity first and foremost to participate as vendors. People would be more apt to attend and pay \$45 if they knew that the vendors were from Trumbull.

Barbara stated that we would not only be drawing from Trumbull residents but also from other towns. We would like to see the banks participating. If we are using local people they have to be registered businesses and be collecting sales tax.

Tim suggested that we get from Maria Pires showing revenues for previous Trumbull Days under the former fee structure and we will ask her for that information. The total revenue to give us a base to determine how many people came at \$5. If we make a change then we could make an estimate as to What we are dealing with from a budgetary level.

John Karpowich made a motion to have an open dollar amount for the admission fee for Trumbull Day. Elizabeth Mastroianna seconded.

Unanimously passed.

We will run the numbers and see what it will be.

Tim stated that we would also e-mail the commissioners when we get the information for the fee.

John stated that entertainment is very important.

First is the carnival.

Trista stated that the carnival is a draw and we will be reaching out to the Amusement companies.

They have different rates – 15%- 40% is what we would receive.

We want good rides and that is what I think Trumbull Day is.

Trista also discussed the fireworks is “How much have you got?”

They reached out to a couple of companies and they are very willing to work with us. The ones contacted have worked locally.

The ballpark for cost is anywhere from \$15,000 to \$30,000 and the last one was \$31,000 with music.

For five years they had music and every year they topped themselves.

Barbara reached out to one and asked for the cost for a town not the cities.

They stated that \$15,000 to \$20,000 but are not from Connecticut.

They have done local fireworks.

You have seen both.

We are going to look for companies to sponsor the fireworks. The companies did not want us to spend \$30,000 on fireworks. One would provide us with music.

They suggested that \$18,000 would be a reasonable number.

Tim stated that we are going to have to put out an RFP pretty quickly for fireworks and carnival services.

Barbara stated that there are five carnival companies – 1 in Rhode Island, 2 in Connecticut and 3 in New York. They all do the Connecticut circuit.

Barbara stated that the final item is the concert.

Tim stated that the fireworks and the carnival should both be RFP because of a situation in the past where we had members of the commission who had family members receiving this work and no one else was allowed to bid.

Meghan has to agree to the shell sizes before we even do the RFP for the fireworks.

John Karpowich stated that in the past there were local bands. The concert is for Friday night.

Trista said that we could get Blood Sweat & Tears but they are going to be sponsored. We are not paying for them.

We have time on Saturday to get bands to play for free. Some of the bands that play at the Gazebo Would be a suggestion.

We would need to raise about \$20,000 for a Friday night band and what kind of band – country, jazz etc.

Should we have a couple of bands on Friday night.

Seth Carley is a DJ and might do it for free for the children.

We need to send bids out for the bands.

We could also have a lot of local groups.

John stated that we need to explore the bands.

Barbara stated that the estimated budget would be:

\$15,000-\$20,000 for fireworks.

Revenue – sponsorships – Vendors are charged - \$200- \$500 depending on what are the needs.

Nonprofits are charged differently typically half the rate. They need the 501.

Tim thought we might approach this top down and start with getting the sponsors and work our way down to vendors.

Sponsorships would be gold, silver, and platinum.

If we use sponsors for Trumbull Day we cannot hit them again for the Golf Tournament.

Tim was going to call and ask money from the local banks.

These are TD, Peoples etc. He would rather see them be involved in the Trumbull Day and not the Golf Tournament.

Discussion continued about where to park the cars. We could not charge for parking.

Amy suggested that we use Oxford or United Health on Route 111 could be a possibility. We were going to use them for the last concert.

Using the school buses would cost us money.

Sponsorship of fireworks - \$5,000 or if they sponsor the fireworks they sponsor the entire event.

\$20,000 to sponsor the entire event.

\$5,000 platinum, \$2,500 gold, \$1,000 silver

Vendors is the other area and Barbara wanted to explore more options.

Food vendors would be one price, arts and crafts and non profit would be different categories.

Amy stated that we charged \$350 for food vendors for the concert.

It will be two days and it should be more.

Profits go totally to the person who sells or is it another way.

John wanted to know if we should give a Trumbull resident a different amount.

Tim suggested regular vendor \$500, in town vendor \$400 and Trumbull restaurant vendor \$400, Trumbull not for profit \$200, out of town restaurants \$500, What does everyone think of that? Craft vendor would be way down.

Is this similar to the Arts Festival. How much do they pay.

Tim suggested that Barbara and Trista need to talk to Emily Areson and maybe they could do Trumbull Day in June and the Arts Festival in the fall. We might be able to charge them one fee for both. Let's just say she charges \$200 for one and maybe we could charge \$300 for both.

Barbara said this a two day event.

We could also look at it using space – 10x10, \$100, 10x15 \$200, 10x20 \$550. Corner space – 10x10 \$400, 10x20 \$675

John stated that the bigger you are the more money you would pay.

Barbara also stated that they may need electricity or a generator. We would have to charge because we would be renting that equipment.

Amy stated that the lighting is about \$175 and we need to consider the Port O Potties.

The Port O Potties are an expense. Royal Flush donated to the Golf Tournament.

Barbara and Trista will need to put something together for pricing for the vendors. Permits need to be obtained.

Police/Security are a large expense. We have to abide by the Police contract but we can use Explorers.

Vicki stated that the Trumbull partnership for under age drinking have put money in for the police for the concert and I am sure that would want to put money in for Trumbull Day. There is a meeting tomorrow and I will be speaking to them.

Another expense is insurance and we need to talk to Sean Carroll.

Is the insurance policy based on what we are going to lose?

It should cover a certain amount of rain. We can not move to Sunday because of all the people involved.

We are hoping we can get an electrician to volunteer.

Clean up the grounds using kids who need to do community service.

John decided that we needed to separate the jobs among the commissioners.

Suggested committees and Chairmen:

Arts and Crafts – Veronica Lenzen

Children's entertainment – (use some H.S. students, DECCA to help) – Elizabeth Mastroianni (face painting, Touch A Truck, Petting Zoo)

Music, Bands, entertainment – John Karpowich

Hospitality – (Parking, admissions, ticket booth, volunteers) – Anne Fers & Kate Donahue

Tim suggested we use all our Boards and Commissioners

Carnival rides and games – John Karpowich
Security/Maintenance, electrical, Police - Charlie
Rental equipment (lights, tables, chairs, Port O Potties _ (tabled)
Food vendors- Ed Lavernoich will assist who becomes chairmen
Alcohol tent – Charlie

We will have two more commissioners.
The chairmen are subject to change.

The meeting night is discussed. We need to meet more than once a month.

John motioned that we meet twice a month and on a Thursday.
Discussion continued as to whether it should be Wednesday or Thursday.

John stated that we are going to have to go with the majority.

The next meetings will be:
January 31st – 7:00 p.m.
February 13th, 7:00 p.m. (due to Valentine's Day)
February 28th – 7:00 p.m.
March 14th – 7:00 p.m.
March 28th – 7:00 p.m.
April 11th – 7:00 p.m.
April 25th – 7:00 p.m.
May 9th – 7:00 p.m.
May 23rd -7:00 p.m.
June 6th – 7:00 p.m.
June 20th – 7:00 p.m.

John Karpowich motioned the above dates for meetings.
Elizabeth Mastroianni seconded.

Tim stated a good job to John and everyone.

John motioned to adjourn at 8:50 p.m.
Veronica seconded.

National Honor Society ladies and the Guidance Counselors should be contacted.

Respectfully submitted,

Amy DeZenko
Clerk