

Trumbull Day Commission  
Meeting Minutes  
April 11, 2013

Commissioners Present: Joanne Orenstein, Anne Fers, John Karpowich, Charles Letezeio, Mike Reilly, Elizabeth Mastroianni, Veronica Lenzen, Rosemarie Derrig, Mitch Hallock  
Others Present: Frank DiMarco, Barbara Whetstone, Trista Morin, Amy DeZenko, Amy Lucas

John Karpowich called the meeting to order at 7:00 PM. Karpowich stated that he invited volunteers to join tonight's discussion; however, no one was present at the start of the meeting. A general discussion was held about the town website. Barbara Whetstone talked to Patty Zablocky and Qscend, and got the website up and running over this past weekend. A link to Trumbull Day's webpage can be found on the town's website.

The minutes from the March 28, 2013 meeting were reviewed. John Karpowich made a motion to approve the minutes as corrected. Elizabeth Mastroianni seconded the motion. The motion carried by a vote of 8-0.

Chairman's Report:

Karpowich stated that a meeting was held yesterday with department heads from the Police Department, Fire Department and Board of Education to discuss traffic flow. Also present were US Security, Promote, Mike Reilly, and Mitch Hallock. Karpowich urged commissioners to use discretion when responding to Trumbull Day articles. Fireworks were also discussed. The approval has been given for the full \$20,000 dollar option from Zambelli. Karpowich brought up the Trumbull Art's Festival Exhibit application does not require proof of insurance. Barbara Whetstone explained the town attorney recommended having vendor insurance. There is a direct link on the town's website for the \$39.00 dollar insurance policy website. All other towns require vendors to have insurance. Veronica Lenzen stated 10 to 15 vendors have asked about insurance and tax i.d. numbers. According to the vendor application, it is the vendors' responsibility to collect tax and pay it.

Secretary's Report:

Elizabeth Mastroianni passed around a letter of concern she received, asking if the town would be responsible for garbage on residents' lawns and ensuring the safety of drinkers. Also passed around was a letter from Atlas. Atlas is the company that refused to do this year's fireworks because of the insurance requirements. In the past, Atlas has done fireworks for the NFL and has not needed insurance. Whetstone explained that Zambelli had no problem with the insurance requirement.

Report from Promote:

The temporary liquor permit application has been completed. The building use forms for Trumbull High School, Hillcrest and Aqri are completed and in the Board of Education's hands. The contract with US Security had been signed and the contract for Maremma has also been approved. A meeting was held with Star 99.9. Tim was interviewed and aired on Tuesday by the station. Starting in June, Trumbull Day will have 45 thirty second promotion, 15 live mentions, 15 pre-recorded promotions and Twitter and Facebook mentions from June 10 through

June 29, with a big focus on the last week. They have also offered to supply a DJ for the dunk tank. Their one request is to be the only radio sponsor. Barbara spoke with Steve and Don from school maintenance departments and received a quote. Barbara presented information on how Trumbull Day would be handled. There will be two people in the middle school, who will need radios. No one will be allowed in the middle school except town employees for breaks. A security escort will accompany whoever is transferring money to the middle school. When the fireworks start, someone will turn off the AC system at the high school. There will be two people deployed on the roofs of Hillcrest and the high school, to make sure no sparks land on the building. Both will have radios. The AC will then be turned back on, once the roof has been cleared. In the case of a weather emergency, the senior lounge and commons at the high school and the all purpose room in the middle school will be used. It has been requested that someone remain with the farm animals, because people tend to taunt them. Also, there should be someone to sit with the animals during the fireworks display. Between the high school and Daniels Farm, there are a little over 900 parking spaces. People will also park in the streets. It has been recommended to look into running a shuttle bus. Barbara has been in contact with Dawn in regards to busses and parking. There is a possibility of having parking at United Health Care. There will be 5 busses, in a 30 minute loop, running all day. Once the event ends, it will be necessary to increase the number of buses. The cost will be 60 dollars an hour per bus. The recycling bin and dumpster will be locked and moved over to the side because the carnival is going in that area. A 30 yard dumpster has been donated to us, leading us to save \$1,000. The waste company will receive an in-kind sponsorship level for their donation.

At 7:35 PM Mitch Hallock arrived.

Barbara stated the firework's contract has been reviewed by the attorney and approved by Zambelli for a \$20,000 display. There is a \$15,000 anonymous donation and the \$5,000 dollar difference would be made up. Facebook, Twitter and the website are complete. Trista went over the marketing plan with the group. The media plan includes updating the Facebook and Twitter account twice a week. Newspaper press releases will be sent out starting on the 15th. The front page of the Trumbull Times published that volunteers are needed for Trumbull Day. Promote is currently working on a plan so that something is in the newspapers every two weeks. Star 99.9 is going to give 45 twenty second promos, 15 live mentions, and 15 pre-recorded mentions. The radio station will also tweet, Instagram, vine post and post on Facebook, the day of the event. Their logo will be on any promotional material. The value of what they are providing is worth \$16,500. Promote is also looking to run ads in the Go Section of the Connecticut Post, as well as two ads in the Trumbull Times in June. The Go Section is published in all four of the newspapers owned by that company, which hits almost the entire state. There will be 100 posters provided by Maremma, 50 posters from Promote, community calendars and yard signs along the Merritt Parkway. Promote made the suggestion for the commission to decide on admission pricing. They also made the reminder for the site meeting on April 25 at 6:30 PM. The certificate of insurance has been issued and forwarded to the Board of Education and Trumbull Public Schools. Promote also reported the Barnum Festival Royal Court will be attending Trumbull Day; however, times have not been finalized.

An updated budget was presented. Promote only received numbers from the Fire Marshall. All other departments will have updated numbers by the next meeting. Merritt Insurance has

become a sponsor by donating \$1,000. Frank DiMarco also presented a donation from UConn basketball player Kelly Ferris, who donated \$4 out of pocket.

#### Subcommittee Reports:

There was a general discussion on staging. Amy DeZenzo reported, after a discussion with Tim, that no one is permitted to assist in stage setup, as it poses a town liability. The commission is strongly urged to use a vendor who can set up their own equipment. The town is concerned for the physical welfare of people. Mike Reilly stated United can do the children's stage for about 300 dollars. This Is It Staging is handling the big stage including set-up. Amy explained in the past the town did nothing, they instead had paid and insured people. Elizabeth Mastroianni told the group she called United. The delivery cost for the main stage is \$1,600; however if the company is able to rent from someone in-state the week before, the cost would go down to \$500 dollars. United will handle everything, setup included. Taking out the \$1,100 in delivery cost would make United ahead of This Is It.

Joanne Orenstein stated that she had Vazzy's application for food vendor. She explained Vazzy's is one company, with a lot of restaurants and catering businesses; one big family separately managed. They do not consider themselves competitors or in conflict with each other. Vazzy's Asteria is going to do a separate food truck, but want to be side-by-side. They also have a refrigerator truck that they will donate to others who may need it. Monroe Vazzy's would be doing a pizza truck. Barbara brought up the problem that they have a bakery license and are trying to sell pizza, fried dough, chicken fingers and french fries. Vazzy's is aware the commission has the final say on the food menu. Joanne also spoke with Marissa's, who said they would send something in. Amy explained checks will be held until they are approved. No checks are cashed until after the event. Joanne spoke with Ben in Trumbull, who would get back to her, about canolis. The only 'no' this week was from Ash Creek Saloon because they closed their Bridgeport restaurant and only have a Norwalk location. They did not think being a vendor would bring any customers to them. Barbara asked about Texas Grill. Joanne said she has made several attempts to communicate with them and she has not heard back. Barbara stated the kettle corn vendor has made a commitment. Joanne has commitments from many, so she does not want to keep contacting other vendors.

Rosemarie Derrig stated she has called the ice people at A&B Ice. They have been used for years and years. She presented a quote which included 50 bags of ice at 10 dollars per bag. In total this will come to 500 dollars for ice and the pod to keep the ice in will be provided. The other vendor contacted was Pepsi. Rosemarie explained the top sellers right now are Mountain Dew Kickstart, Lipton Iced Tea, Gatorade and seltzer water. Pepsi recommended purchasing 550 cases and cooler barrels will be provided. A truck will be brought on site and there will be a count of what has been sold. If a case is opened, it will need to be paid for. Pepsi said they are able to arrive at 6 AM so the drinks can be cold by 11 AM. In the past, the Pepsi truck was parked on the walkway into the field. It was brought up that the ice pod is not necessary because Vazzy's has the refrigerator truck that can be can used. Ice will only be needed for the barrels. Joanne will ask Vazzy's if the trucks need to be plugged in. Rosemarie will get back to Barbara with space requirements.

John Karpowich made a motion to make Rosemarie the commissioner in charge of non-alcoholic

beverages. Elizabeth Mastroianni seconded the motion. The motion carried by a vote of 8-0. Rosemarie asked if senior bingo will be held this year. It will not because police do not like the idea of opening the schools for this. Trista suggested a non-profit organization can get a tent and run bingo.

Rosemarie Derrig made a motion for the commission to sell Aquafina, Pepsi, Diet Pepsi, Lipton Pure Leaf, Ocean spray juices, Gatorade, seltzer water, and Sierra Mist at Trumbull Day. John Karpowich seconded the motion. The motion carried by a vote of 8-0.

There was a general discussion on entertainment. Anne Fers stated we can have the George Taterosian band as the act after the fireworks for free. She is currently trying to get sponsors to cover all the entertainment costs. Anne has contacted Riccis Hair Salon in Monroe, Jo Davi Salon in Trumbull, Steven Williams in Monroe, Moda Capelli in Fairfield, Marissa's in Trumbull, Vazzys in Bridgeport, O Bar in Trumbull and Willpower Roofing. A person will have the option to sponsor Trumbull Day or the band. If someone decided to sponsor a band, they will not be considered a Trumbull Day sponsor. The sponsors will show on the website and when the band is presented. The Brian Butler Band has sent in a contract. Anne asked if we have a separate contract for bands. Mike suggested sending back the contract and telling them our terms and negotiate from there. It needs to be added in the event of cancellation the band will not get paid per the Trumbull Day Commission. Barbara suggested Anne go online to look for a contract template.

Veronica Lenzen has contacted 138 vendors to date. Fifteen of the 138 vendors who have been contacted in the past 2 weeks have replied that they are so excited and have asked for contracts. Vendors have a deadline of May 1 for submission. Trista made the recommendation to send an email during the last week of April, explaining space is limited. Vendors who have shown great interest include: a health tent, Wells Fargo, Trumbull YMCA, Unilever, Bright Ideas, Avon, a family comfort station, 31 bags, Trumbull Nature and Arts, Henna tattoos, face painting and Cornerstone Childcare Center.

The discussion returned to staging. John explained the new information from Elizabeth is open-ended; however, United would take care of any set-up. Elizabeth's concern is that This Is It Staging does not include set-up. The contract needs to specify whether setup is included. Mike explained the company will handle setting up the stage. Elizabeth is also concerned in the event that something is missing from This Is It because the company is out of New Jersey.

Charles Letezeio left at 9:20 PM.

Mike explained that a set change is required in between acts. A sound and lighting company can be hired to work with stage hands. Mike explained that other towns do use volunteers as stage hands and towns cover that in their insurance. Elizabeth reminded the group United will only hold their offer until tomorrow.

There was a general discussion on sound and lighting. Elizabeth talked to major bands, who said the sound is a complete waste and not necessary. Elizabeth proposed we go with Alltel instead of New England Sound. The lighting quote was passed around. Abbey can not install

lights in a tent that is not their's for liability reasons. Elizabeth presented an update on the children's section. She would love to move forward with Trumbull Idol. Elizabeth would need to do auditions before hand, find judges and make a time-line. Barbara suggested having the kids perform at Trumbull Day and judge them then. Elizabeth explained this could get political. Joanne stated the Reflection Group has judges or may be able to help Elizabeth. Mitch suggested the winner go down to the radio station the next week.

Veronica Lenzen made a motion to re-vote on the staging vendor. Mitch Hallock seconded the motion. The motion carried by a vote of 6-0. Veronica Lenzen made a motion to approve United as the stage rental vendor for \$3,800. Elizabeth Mastroianni seconded the motion. The motion carried by a vote of 5-1 abstention.

Elizabeth discussed the sound quote from ATC for \$3,200 and sound from Alltel for \$2,200, which will go down because the lighting system will be taken out. Veronica Lenzen made a motion to approve Alltel as the sound company. Joanne Orenstein seconded the motion. The motion carried by a vote of 6-0.

Elizabeth passed around a quote for lighting in the amount of \$2,750.

John Karpowich stated police do not want parking on any of the streets. Marigold is one of the streets that police plan on having no parking on. Elizabeth talked to the Rotary Club about the Amber Alert truck, which is 500 dollars. Veronica stated New York Life offers something similar.

John Karpowich made a motion to adjourn at 10:27 PM. Mitch Hallock seconded the motion. The motion carried by a vote of 6-0.

Respectfully submitted,

Amy Lucas