

TRUMBULL DAY COMMISSION
REVISED MEETING MINUTES
March 24, 2014

Revised: 4/7/14

Call to Order

Elizabeth Mastroianni, Chairman, called the meeting to order at 7:08 p.m.in the Nichols Room at the Town Hall, Trumbull, Connecticut.

Chairmen Present

- Elizabeth Mastroianni, Chairman
- Charles Letezrio, Treasurer
- Kimberly Vecchione
- Rosemarie Derring
- Fran Basbagill

Guests

Carl Massaro, Town Council Chairman, Frank DiMarco, Michael Vartuli, Lynn Arnow, Amy DeZenzo, Gloria Mastrone, Gary Raytar, Stephanie Peters, and Vicki Tesoro

The Pledge of Allegiance was recited.

A quorum was established – 5 commissioners out of 9.

Approval of Minutes

The minutes from the March 10, 2014 meeting were handed out.

Elizabeth Mastroianni stated that there were a few items that were not in those minutes:

- a) Veronica Lenzen resigned from her commission as Vice Chairperson.
- b) Elizabeth Mastroianni stated that she didn't say anything to the First Selectman at his meeting because she felt that she was **unprepared** at this meeting, but after the weekend, she thought about it and decided she couldn't work with this contractor. It was concluded that if we didn't like working with the contractor, we could resign. She said that she would continue with the commission only if the consultant was not present at the Friday set up and the day of the event.
- c) Looked bad to the people of the town over conflict of interest of payment for the consultant on Trumbull Day but not for the Golf Classic.

After these additions, the minutes were
 Motioned for approval as amended by Charles Letezio
 Kimberly Vecchione seconded.
 Vote – unanimous

Amy DiZenzo said that the March 5, 2014 minutes had to be revised as far as the Rain Insurance that was purchased last year. It was incorrectly stated that the cost was \$2,500. The correct amount was \$4,347 for ¾ of an inch of rain for \$90,000 worth of insurance. Amy brought this up so everyone could keep this in mind when this year's budget is reviewed.

A public comment was made by Gary Raytar on behalf of the Knights of Columbus and St. Theresa's Church regarding the pizza frita booth at the event. Joseph Cavalho contacted the town several months ago regarding this and Gary was here to follow up.

New Business

Public Relations Roles and Responsibilities –

Lynn Arnow stated that Amy DiZenzo will be sharing a great deal of information that the First Selectman's Office has researched regarding proposals, scope of work and research on other carnivals. It has been determined that in lieu of hiring an outside consultant, the First Selectman's Office is going to be working primarily on preparations for Trumbull Day from this point forward. A great deal of time has been spent doing the research and leg work that should have been completed by now. There is action that needs to be taken on that tonight.

Elizabeth Mastroianni said that this statement didn't really answer her question. Lynn reiterated that we are not going to be hiring a consultant this year. Elizabeth asked why the consultant was contacting vendors. She knows of a vendor who was contacted. Lynn stated that the consultant was following up on some instructions that the Town asked her to do to get things underway. She may be doing some calls for Trumbull Day. Elizabeth asked if the consultant would be involved on the day of the event and Lynn said "not to her knowledge". Lynn wanted to get the Commission to focus on the amount of work at hand and the decisions that need to be made moving forward. Amy has spent a great deal of time toward what we'll be working on this evening and it's important to move forward. Elizabeth disagreed because the said contractor bragged to a vendor that they were in charge and they were running the show. Elizabeth stated that it is a moral concept. She said that if she stays on the commission, she needs to know that the consultant is not involved Friday, Saturday or Sunday. Elizabeth said she hasn't gotten straight answers or e-mails. Lynn said there would be many volunteers that will be working toward the success of this event. You can't decide who's going to work on the event and who is not. Elizabeth said she would make her decision whether to stay or not based on who she has to work with. Volunteers have stated that because the way they were treated last year, they would not come back and you stressed the importance of volunteers. That was the issue that she is trying to resolve. Lynn stated that she could not guarantee that anyone in the town will or will not volunteer. Lynn stated that Amy DeZenzo has been asked to represent the First Selectman in the responsibilities from the First Selectman to work with the commission. Amy will be carrying this project out, she will be your liaison and she will be the coordinator. I think that you all have a good relationship with Amy and she has done a tremendous amount of legwork so far. The commission will not be directed by the previous consultant that this commission contracted with Last year.

Charlie Letezeio wanted further clarification that this consultant would be involved only on a volunteer basis and not have any direction on the commission. Amy and Lynn both stated that this was their understanding.

Amy stated that Tim Herbst is the person directing her. One of her jobs is to be the coordinator of all the events of the town and the First Selectman wants Amy to be more directly involved this year because of the situation. Amy hopes that everyone on the commission will accept her. She is here to help achieve a successful Trumbull Day. Amy will present the commission with all the information and alternatives and she will go along with the decisions of the commission. Amy will not actually be present at Trumbull Day due to a prior commitment. Some other people will oversee everything the day of the event. The most important part is getting there.

Lynn Arnow stated that they should have support from Finance, Facilities and from our Recreation people. Finance can help with the cash, counting and deposits, some of the critical jobs for the commission. The First Selectman's Office wants to be more "hands on" and involved rather than passing this responsibility over. Amy's past experience with concerts gives her an edge to do the work in house. Amy will gather all the information and then bring it to the commission for their decision. Everyone was in agreement after the facts were stated.

Annie Fers, Secretary, was not present at the meeting so Elizabeth Mastroianni gave the report for her. A copy of Joanne Orenstein's resignation has to be recorded in the town's office.

Last year, Starr 99 radio station did 30 second promos prior to the event, also "on air" contests to win wrist bands, etc. The minimum promotional value was \$16,500 for merely an exchange to have an exclusive. Amy will contact them regarding this.

Elizabeth Mastroianni had correspondence from several vendors regarding booths and entertainment that she turned over to Amy DeZenzo for follow up. Some of the interested vendors included port-o-potties, roaming railroad, canvas & art, Fred Astaire, Indian entertainment, acupuncture and face painting.

Security of the staging equipment, which is set up the day before the event, was brought up but no decision was made at this time.

Carl Massaro, Town Council Chairman, stated an appeal to the Board of Education for approval for the beer and wine tent.

Charles Letezeio requested that there be more seats in the tent and there should be a roped off area. There were concerns about under-age drinking. It was also suggested that the hours be expanded, but the Police Department has full control over this.

Sub-committees were also discussed and approved as follows:

Vendors	Elizabeth Mastroianni (Arts & Craft Vendors)
Grounds	Town of Trumbull
Entertainment	Annie Fers and Kimberly Vecchione
Beer/Wine	Charles Letezeio
Food Vendors	Rosemarie Derrig
Security	Charles Letezeio
Beverages	Rosemarie Derrig and Stephanie Peters
Gates	Mike Vartuli and Frank DiMarco after approval by Town Council

There was a problem last year regarding the grounding for the generators and lighting. We had to pay people overtime to resolve the issue. Lynn Arnow suggested that the UI Company be contacted to have one of their personnel on site for the day.

Charles Letezeio brought up that there should be more garbage pails on the grounds. Last year there was garbage everywhere. Amy DeZenzo said we should have a company to do the cleanup after the event.

The subject came up of whether to do exclusives for booths. Lynn Arnow questioned the purpose of doing exclusives. Elizabeth Mastroianni said it was decided not to do an exclusive because vendors would back out.

Elizabeth Mastroianni feels that the food vendor pricing is too low. We should also get a cut of their revenue. Lynn Arnow stated that comparison pricing has been done that should prove helpful. It was decided to hold off this matter for more pressing issues.

Kimberly Vecchione has contacted some of the entertainers, but the bottom line is the cost. This issue was also put on hold until another meeting.

Amy DeZenzo thought that Rosemarie Derring would have too much on her plate with both food and beverage. Stephanie Peters said she could help Rosemarie.

Many volunteers will be needed. Elizabeth said we have more people to be added to the commission next month. Carl Massaro said that there are two more people who will be signed up in addition to Fran Basbagill. Mike Vartuli was also recommended to be commissioned. Carl Massaro said he would check with the Council.

Carl Massaro questioned how we get volunteers. Do we reach out to the Rotary, Chamber of Commerce, etc.? Elizabeth said she wasn't part of it last year but she believes the PR people helped. The Golden Eagle Marching Band also helped and in return were supposed to get the redeemables, but not much was collected for that because people were throwing away their cans. They only made about \$60 so it was suggested to give them more but there wasn't a meeting after that. Stephanie Peters stated that the band and the band parents have to contribute a certain amount of hours and this would be a good way to achieve that. Amy suggested that they should be given a set amount. This issue was tabled for tonight. The Track Team and Chorus were also suggested for volunteers. Amy stated that many more volunteers are needed because last year it all fell back on the commissioners. Last year, anyone who volunteered at least three hours, got a free wrist band. This issue was also shelved until next week.

Items that require a decision tonight were as follows:

- Admissions Pricing – Elizabeth stated that this would depend on what company we were hiring for the rides. Amy stated there are three companies that have bid for this. Morena was suggested for many good reasons. A pricing decision will be made after a carnival company is chosen.
- Open & Close Times --
Fran Basbagill motioned that the “open time” for Trumbull day be at 12:00 noon instead of 11:00 a.m.
Kimberly Vecchione seconded
Vote – unanimous
- a) Beer and wine tent shut down should be 9:00 p.m. A ticket was bought outside the tent and ID checked. Last year people didn't have enough time to get their drinks so they had to be refunded. More people are needed to man the booth. Anything to do with

liquor was in the hands of the PD. We will follow the guidelines of the letter sent to the Board of Education last year; however, if we have any changes this year, we will forward the changes to the Board of Education for their approval.

- Vendor Prices –
\$150 for booth
\$100 for non-profit

- Food Vendor Pricing –
Elizabeth feels that \$650 is not enough to charge for these vendors because they are making a lot of money. If that amount was charged, we should get part of their profit. Rosemarie Derrig is going to check last year's going rates for food. Stephanie suggested that vendors be charged in tiers. Most of the vendors had generators, but if they wanted to hook into ours, we would charge them. It was decided to hold off on this pricing until more research was done.

Elizabeth wanted to know when we could get a layout. Everything is going to depend on which amusement company we use. Until we firm that up, we can't do much.

Fran Basbagill motioned that vendors not be allowed to sell soft drinks/beverages in order to increase our revenue
Kimberly Vecchione seconded
Vote – unanimous

Charles requested to have more golf carts but it doesn't seem possible since the event is on a Saturday and that's when most golfers are out playing.

The next item discussed was the budget which needs to be presented to the Board of Finance.

- It was decided not to have two stages because it was too costly.
- Sponsors was estimated at \$35,000 and that's the sponsors broken down by platinum, gold and silver. These are company sponsorships – the big ones like Merritt Insurance, Sunlight, People's Bank – high end sponsors. \$10,000 or more for the fireworks sponsor. \$5,000 is the platinum sponsorship. Tim Herpst personally sends out letters to those sponsors. It was agreed to finish this item next week.
- Admissions from last year couldn't be based on the \$45,000 from last year but the bands count seemed to have a discrepancy.

- Only \$5,000 was budgeted for bands. A lot of the bands came for free. Lynn stated that this is only a proposed budget open for discussion. Elizabeth stated that we should take any band that wants to play for free. There are a lot of bands that just want their music heard to obtain future jobs. The Battle of the Bands went very well and brought in a lot of revenue, but there isn't enough time to plan for that. Amy stated that when you have a band that has a following, you create an adult crowd. Kimberly suggested a Chicago band that costs \$1,400 but stated that they would bring in a good crowd. Amy said that is why we have to make a decision. Seth Carley charged \$500 which was considered reasonable because he DJ'ed the adult and children's entertainment. The bands call the Town Hall and tell us what they charge and then we have to make the decision. Elizabeth suggested that we tell the bands what we will pay them. They don't have to bring anything with them except their instruments. Amy stated that this is just an estimate. You can juggle it around a little. Although the budget for children's entertainment is \$1,000 and it was felt not necessary, it should be kept in the budget for flexibility on other items.
- Kimberly stated that Bob Johnson quoted her \$1,200 to do the sound. Amy said it's easier if you can get a whole package.
- Stage and lighting is set for \$2,000. Amy is getting three quotes for this. Kim will have her person contact Amy regarding a quote.
- Fireworks were \$20,000.
- DJ played all day. Budgeted for \$600. Seth Carley, DJ, also provided two tree lights so we have less to pay to the lighting company.
- The yard signs cost of \$300 last year was for "No Parking" signs and it was agreed that they were not necessary because we didn't use all of them. Amy will check to see if they are needed again.
- Banners are allocated for \$600. It was felt that this is a necessary item for advertisement. Fran suggested we use last year's banners and change the day and year. Amy will contact Dmitri to see if he has the signs and if the change can be done.
- Yard signs were budgeted for \$500 and it was agreed to keep this amount in the budget in case we need it elsewhere.

Carl Massaro said that there shouldn't be a problem with the approval of the budget, and if costs should change, a revised budget could be submitted. Amy said it was good to have a guideline from last year to set up this year's budget.

- The Town of Trumbull's Department total budget is for \$35,000. This is the only item that can't be lowered.
 - \$1,000 was paid for civil air patrol and was considered well worth it.
- The Vendors budget as stated was incorrect. The wine is for \$600 and the ice should be \$200.

Fran Babsgill motioned to accept the estimated budget for 2014.

Kim seconded
Motion carried

Motion was made by Fran Babsgill to adjourn the meeting at 9:12 p.m.
Kim Vecchione seconded
Vote was unanimous.
Motion carried.

Respectfully submitted,

Gloria Mastrone
Temporary Clerk