

---

**HIGHTSTOWN HARVEST FAIR 2017**

---

**IN ATTENDANCE:**

Trish Egan	Barb Harrington	Wayne Varga	Joan McMahan
Gary Stevens	Jamie Micallef	Larry Quattrone	Dan Trent
Peggy Riggio	Gary Grubb		

---

**BUDGET:**

- Bank balance: \$3,383.85

**ROAD CLOSURES:**

- I attended the Downtown Business meeting a couple weeks ago. The local businesses are asking that we reopen Main Str from Rogers to Academy. Additional funding is needed for police presence. Looking for more local businesses to sponsor event to offset cost. NEXT STEP: Awaiting worse case cost scenario from Chief Gendron.

**SPONSORSHIPS**

- Review the updated, proposed sponsorship document. It includes just (3) levels and lowered the amount of each one. I'm hoping to make this more approachable and affordable to local businesses. NEXT STEP/UPDATE: Approval from committee of the new sponsorship levels. APPROVED and provided to Downtown Businesses. CLOSED.
- FYI: The Baptist church has already asked to be a Gold sponsor. :)

**ENTERTAINMENT:**

- West Windsor Parks was contacted and the portable stage has been reserved. It will be placed by the lake. NEXT STEP: Peggy and Trish will schedule a meeting. Agreement reviewed by Borough; Non-profit identification will need to be provided as well as insurance certificate.
- If the fair vendor space is reopened on Main between Rogers and Academy, do you have include a stage at the fountain or "roaming" talent? Update: No. CLOSED.
- I am proposing that we reduce the expense associated with entertainment/music to \$3K and add some of it to the kids area (adding in a face painter), and any other expenses (i.e. police). NEXT STEP/UPDATE: Team approval required. Team APPROVED at 5/16 meeting. CLOSED.
- Update from Dan on talent (if any). Update: Backseat Drivers and Funk Point 5 booked.

---

## HIGHTSTOWN HARVEST FAIR 2017

### WPST:

- At the last meeting I mentioned that Dan and I had met with a WPST marketing consultant re: having a radio personality at the fair. The cost is \$3400 and it includes the on air personality, (4) 60 second live call-ins; pre-promotion of the event (26) 30-second spots and (15) 10-second spots; sound system playing WPST songs at event; games/prizes. NEXT STEP: Team to decide whether or not we move forward. Personally, I think our money can be better spent elsewhere. UPDATE: All agreed too much money. We won't pursue. CLOSED.

### CHILDREN'S AREA:

- Horizon entertainment group has been orally reserved for the day. They are approximately \$3K. This includes (3) bounce type items, (1) mechanical and (1) game. Last year we spent \$638 (with a \$2500 guarantee, which they took from ticket sales).
  - Next Step: If the team is in agreement, I will proceed with a written contract. APPROVED and awaiting contract.
  - Assuming we move forward:
    - I will use and fill last year's color me halloween tote bags as game prizes, filling it with old harvest fair t-shirts and 1 inexpensive craft item which will be purchased from Oriental Trading, ~\$250
    - We will provide (2) dedicated 20amp lines. Horizon will bring 3 generators.
- A face painter has been orally reserved for the day. She is charging \$500 for the entire day. NEXT STEP: If approved by the team, I will proceed with sending her a \$100 deposit. APPROVED and closed.

### BUSES:

- I reached out to EW Regional School District to reserve (2) buses for this year from 9:30 to 4:30 (this covers 1/2 before and after the fair operating hours). The cost is \$40/hour.
  - Pick-up at HHS and drop off will be either Rogers/Mercer at corner of Morgan's or Academy and Mercer if street is reopened.
  - I will complete the trip request form once we determine the road closures.

---

## HIGHTSTOWN HARVEST FAIR 2017

### FOOD TRUCK ALLEY:

- I found a website, New Jersey Food Truck Association with lots of food truck members, including some local folks. I will reach out to them to gain interest in participating.

### CRAFT BEER:

- UPDATE: Joan is looking is considering a beer garden behind the outdoor patio area.

### VENDORS:

- Gary has updated the website ([hightstownfair.org](http://hightstownfair.org)). It looks really good. It is open to vendors registration, however, we have only promoted to the list of new vendors provided to Gary.
  - To date, how many vendors have registered? New and returning vendors.
  - NEXT STEP/UPDATE: Determine date for returning vendors email notification. Email sent. Vendors are registering. Gary will send on-going emails.
  - NEXT STEP/UPDATE: I am looking for approval to advertise our event within Crafter's Guide website. It has 3K subscribed exhibitors. 75% vendors live in NJ or PA, 20% in MD, DE or NY, 5% other locations. The cost is \$40 which includes monthly email to exhibitors and 1 customized email; listing on CG Facebook. APPROVED/CLOSED.

### VOLUNTEERS:

- I met Jim Truslow at the Downtown Business meeting. He mentioned that Peddie students will be taking their SATs on 10/7. Some students may be available, but not the typical support from them. Good news: I did get an email from a parent of the HHS cheerleading squad. There are (45) of them and they may be interested in helping us out.

### OTHER:

- I am interested in buying more t-shirts this year, but in smaller, youth sizes, in the teal color. I will be looking into other buying options (online t-shirt printing company) as I don't want to spend as much on them as last year. NEXT STEP/UPDATE: Team approved. Trish will look into.
- NEXT STEP: Set up a meeting w/ Peggy to review: certificate of insurance needs; non-profit documentation; stage agreement; scanning food vendors documentation; IRS non profit status notification

**HIGHTSTOWN HARVEST FAIR 2017**

TABLE/OPEN ISSUES - ALL

ADJOURN MEETING

**NEXT MEETING IS TUESDAY JUNE 20TH, 2017 AT 7PM AT OGP ARCHITECTS, 102 MAIN STREET HIGHTSTOWN.**