

The Hightstown Harvest Fair minutes for April 3, 2018—1st Meeting of 2018.

Those who were present at the meeting were Sheila Hittesdorf, Connor Montferrat, Ann Marie Miller, Jamie Micallef, Gary Stevens, Chief Gendron, Sgt. Miller, and Joe Cicalese.

This was the 1st meeting of the Harvest Fair for 2018 planning activities. The evening started with the committee members introducing themselves around the table and Sheila Hittesdorf providing the committee with her goals as Chair. Sheila Hittesdorf had the committee members share what their roles and responsibilities will be regarding planning for the fair.

Advertising & Departments: Connor Montferrat has accepted the role of this sub-committee. Connor Montferrat provided a list of websites to register the fair for free advertising. He will also be responsible for engaging the Boards & Committees and Departments of the borough to provide recommendations for a vendor booth and a reminder to register on www.hightstownfair.org. He will also engage East Windsor transportation to secure 1 bus, Peddie School to secure 1 golf cart, Sgt. Miller to secure 10 radio communication devices, and WEB OutBack for 4 standard and 2 handicap port-a-johns. Sheila Hittesdorf stated that she has engaged various Facebook arts & crafts and food vendor groups to bring awareness to the fair.

Arts: Ann Marie Miller has accepted the role of this sub-committee. Ann Marie Miller provided a list of arts & crafts vendors. She also provided upcoming fairs in the area that committee members could attend to provide our business card to promote vendor registration.

Coloring Contest: She will liaise with Chelsea Briones who is coordinating a coloring contest at the library. Ann Marie will design an 11"x17" poster. Chelsea will oversee all of the logistics from start to finish, including whether the library is willing to sponsor the photocopies of the poster. Ann Marie will bring all finished posters to the August meeting for the committee to vote on the winner. The winner will receive a fair t-shirt. Ann Marie will ask the Main Street businesses if they would be interested in displaying the posters in their windows through the day of the fair.

Art Mural: She will liaise with Jack Curry who is coordinating an art mural (no larger than 14'x32' with the Rise Outreach Summer Program. This will be displayed as a backdrop on the main stage. Ann Marie will provide feedback on the art mural theme and provide an update whether Rise will sponsor the paper and art supplies for the mural. The mural will be displayed using painter's tape.

Selfie Station: She will create selfie stations throughout town with an Instagram frame and our hashtag logo #hightstownfair on foam-core (or similar). She will provide the Chair with the cost of materials (or seek a sponsor in the art community).

Photo/Video: The committee discussed the need to take videos and photos on the day of fair. A drone was also mentioned. Ann Marie will provide updates to the committee regarding this.

There was discussion about Meadow Lakes and the arts to be discussed at upcoming meetings.

Children's Area: Sheila Hittesdorf stated that she is looking for someone to join the committee to oversee the Children's Area activities.

Children's Ticket Sales: There will be a children's ticket sales booth this year.

Face Painting: A face painter was discussed and the committee agreed to 1) suggest the idea of face painting to info only/direct sales vendors, or 2) staff volunteers to face paint.

Horizon Entertainment: Sheila has been in contact with Horizon Entertainment to replace the pumpkin toss and 1 inflatable with a new activity this year.

Prize Bags: To be discussed at upcoming meetings.

Ring Toss: Ring toss was discussed and the committee agreed to 1) suggest the idea of ring toss to info only/direct sales vendors, or 2) staff volunteers for a ring toss.

Wells Fargo: Sheila discussed that a contract and certificate of insurance will need to be initiated with Wells Fargo to have the children's area in their lot.

Storytelling and a puppet show were also discussed.

Fall Decorations: Sheila Hittesdorf provided an update on behalf of Gary Grubb that mums & haybales will continue to be loaned to us from Comisky's Greenhouse. There are also some haybales in the storage unit. Corn stalks have been sponsored to the fair by Lee's Turkey Farm. The logistics regarding picking up, displaying, and taking down the corn stalks to be discussed at upcoming meetings.

Information Booths/Volunteers: Jamie Micallef provided that there has been early interest regarding volunteering. The committee agreed to purchase 3 Tupperware bins to organize information booth supplies. Jamie will also be responsible for updating the survey questions (Survey Monkey was also discussed), proposing 2018 t-shirt colors to the committee (www.OOShirts.com), and pricing 3 different vendors for tote bags. There was also discussion regarding the need to purchase 3 petty cash boxes. Both Jamie and Ann Marie stated we could borrow them. It was also discussed whether to invest in new vendor tents, however Gary S, Gary G, and Sheila will take a trip to the storage unit to review the inventory.

Live Entertainment: Joan McMahan has accepted the role of this sub-committee. She will be responsible for securing the live entertainment on the main stage and 2nd stage. Sheila also stated that we should engage Jim Truslow regarding sound and stage equipment.

Dance Groups: Joan will engage the local dance companies to gauge their interest in a performance in front of the main stage. To be discussed at upcoming meetings.

Green Space: Joan will be aware of any activities taking place in the green space. Sheila provided an update that 12 Farms sponsored burlap sacks for potato sack races. Sheila also asked the committee how we could engage the community to drop off their yard games for community use (eg, corn hole, yard Yahtzee, etc.). Sheila also stated that we could engage Agnes Carbone for hula hoops. Ann Marie mentioned Yoga One and a drum circle. She will provide contact information to Joan.

Pie Eating Contest: Joan will liaise with Pie Girl who is coordinating a pie eating contest on the main stage. Joan will be responsible for securing the time on the main stage. Chelsea will oversee all of the logistics from start to finish, including registering as a food vendor. The committee agreed to cover her permit fees. She will provide the Chair with the cost of materials (or seek a sponsor in the restaurant community).

West Windsor Mobile Stage: Sheila stated that she has been in contact regarding the dimensions of the stage for the art mural. She stated that she will need to secure the stage for the fair.

Acknowledgment: Joan will coordinate the Mayor's acknowledgment to the community and Sheila's acknowledgment to the volunteers.

Radio Station: Joan will coordinate with Gary Stevens the location of the radio station and take over communications from Cristina Fowler.

Printing: Sheila stated that we used 3 vendors for various printing needs last year for 1) vendor maps and foam core boards, 2) sponsor signage, and 3) stickers for updating signs. She also discussed enhancing signage to food trucks, the bus shuttle stop, the children's area, vendor loading zone, and signage for mums & haybales on loan as well as who sponsored the corn stalks, however Gary S, Gary G, and Sheila will visit the storage unit to take inventory first. She asked the committee if someone would be interested in getting quotes from each of these vendors to consolidate printing needs.

Public Works: Kenny Lewis was not present. Sheila stated that last year's debrief requested more picnic benches in the green space. To be discussed at upcoming meetings.

Safety: Chief Gendron provided an overview to the committee since new members were present regarding all of the logistics that go into the fair to make this a safe event. Chief Gendron and Sgt. Miller will provide the committee with updates regarding 1st responders, construction, fire police, police, and the safety boat. The committee discussed what to instruct volunteers at the information booth to do in the event they are approached with a medical need. The vendor map and parking was also discussed.

Vendors/Sponsors: Gary Stevens provided an update to the committee regarding the number of registered vendors to-date. The fair aims to host 200 vendors. Sheila and Gary provided an overview to the committee since new members were present regarding all of the logistics that go into vendor registration for food and fire permits. Sheila also provided the committee with a number of responsibilities that Gary Stevens performs behind the scenes 1) managing emails to the vendors and sponsors, 2) updating the website, 3) managing vendor registration and proper permits and payments, 4) printing needs, and 5) ordering t-shirts. The committee also discussed sponsorship levels to engage Main Street donations. Sheila will gauge interest regarding sponsorship featured on the tote bag at the small business meeting for \$50 Main Street Bronze level. Jamie Micallef is pricing tote bags from 3 vendors for double-sided printing in 1 color.

Borough: Peggy Riggio was not present. Sheila stated that Peggy has received any food and fire permits to-date. Sheila also stated that she is awaiting a list of certificates of insurance that were issued in 2017. Peggy is also responsible for forwarding any contracts for legal review.

Treasurer's Report: Sheila Hittesdorf reported a starting balance of \$4,360.36 in the checking account. Sheila provided the committee with a copy of the budget for 2018 seeking the committee's agreement to a budget of \$16,610.50.

The meeting was adjourned.

Kind Regards,
Sheila Hittesdorf, Chair