

The Hightstown Harvest Fair minutes for May 15, 2018

Those who were present at the meeting were Sheila Hittesdorf, Kenny Lewis, Jamie Micallef, Joe Cicalese, Peggy Riggio, Gary Grubb, Chief Gendron, and Gary Stevens.

For those who were unable to attend the 1st Harvest Fair meeting, the evening started with the committee members introducing themselves around the table and Sheila Hittesdorf providing the committee with her goals as Chair.

Advertising & Departments: Sheila Hittesdorf provided an update on behalf of Connor Montferrat that he has followed up with the Boards & Committees and Departments of the borough to remind them to register on www.hightstownfair.org. To date, the Environmental Commission and Board of Health have registered. Connor has engaged Peddie School and secured 1 golf cart, Sgt. Miller and secured 10 radio communication devices, and WEB OutBack and secured 4 standard and 2 handicap port-a-johns. Sheila to provide Connor with the East Windsor Regional School District Field Trip Request Form, contact information, and details surrounding the request. Sheila stated that she will post fair information on the various Facebook arts & crafts and food vendor groups to attract more vendors.

Arts: Ann Marie Miller was not present and there was no update to report on the Coloring Contest, Selfie Station, or Photo/Video. Sheila Hittesdorf provided an update regarding the Art Mural that the West Windsor main stage is not available on October 6, 2018. Sheila will provide the dimensions as soon as a stage is secured.

Children's Area: Joe Cicalese has accepted the role of this sub-committee. He will be responsible for proposing 3 prize bag ideas (quantity 300) from Oriental Trading Company within budget and managing the number of events for any scheduled activities taking place in the Children's Area (eg, Knowledge Beginnings storytelling in English and Spanish).

Children's Ticket Sales: Jamie Micallef will staff the children's ticket sales booth with 1 all-day adult volunteer and 4 half-day volunteers.

Horizon Entertainment: Sheila sought the committee's approval to remove the pumpkin toss and 1 bounce house and replace it with a 40' obstacle course.

Wells Fargo: Sheila will provide Peggy Riggio with the contact information for securing a contract and certificate of insurance.

Fall Decorations: Gary Grubb will provide an update on the logistics regarding picking up, displaying, and taking down the corn stalks at upcoming meetings.

Information Booths/Volunteers: Jamie Micallef provided that the Hightstown Cheerleaders are not available to volunteer this year. Jamie will engage the Red

Cross, Peddie School, and community volunteers. She also mentioned that LDS and Boy Scouts are also very involved in volunteering in the community.

Survey: Jamie sought the committee's approval to revise the survey to include: 1) how did you hear about us, 2) what is your favorite part of the fair, and 3) are you interested in volunteering next year. Surveys will be printed on paper.

Supplies: Jamie has requested an inventory of 4 clipboards to run out of 1 information booth. After Sheila visits the storage unit to review the inventory with Gary S and Gary G, she will purchase 4 clipboards, 3 Tupperware, and assess whether the committee needs to invest in new vendor tents.

T-Shirts: Jamie stated that this year's color is purple for 2018. The committee was in agreement to add purple to this year's selection of t-shirt sales and replenish the stock of the teal and fuchsia t-shirts from last year. Gary Stevens will place the order on www.OOShirts.com.

Tote Bags: Jamie stated that www.discountmugs.com has the best pricing for 1-color, 2-sided print tote bags at \$0.85 per unit for a quantity of 500 and \$1.35 per unit including the set-up and take-down fees for a subtotal of \$675. The committee is still interested in pursuing this. Jamie to research font sizes on the tote bag for small business sponsorship opportunities.

Live Entertainment: Sheila Hittesdorf provided an update on behalf of Joan McMahan stating that the amount of interest regarding live entertainment has been great.

Green Space: Sheila 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 she will engage Agnes Carbone for hula hoops.

Pie Eating Contest: Sheila stated that Pie Girl is checking with 12 Farms regarding registering for the pie eating contest.

Main Stage: Sheila stated that the West Windsor mobile stage is not available on October 6, 2018 and we should engage Jim Truslow regarding sound and stage equipment.

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

Radio Station: Sheila stated that Cristina Fowler was unable to secure radio station presence at the fair.

Printing: Gary Stevens stated that our 3 vendors for various printing needs are the most competitive pricing and the committee only overpaid in last minute printing

needs. Sheila and Jamie discussed enhancing sponsorship opportunity signage for areas of interest (eg, daycare center sponsoring a bounce house in the Children's Area). There is also interest in 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.

Public Works: Sheila stated that last year's debrief requested more picnic benches in the green space.

Safety: Chief Gendron stated that permits have been submitted for road closures. He stated that there are no updates regarding the safety boat and BMS gator. The Ducky Derby dumping of the ducks was mentioned and it is the committee's expectation that the organizers of the Ducky Derby secure all logistics and coordination for their event.

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. Registration closes on June 30, 2018. CCL (Gold) and 231 Studios (Bronze) have sponsored the fair to-date. Sheila provided an update that there appears to be no interest from the small business meeting regarding the new \$50 Main Street Bronze level. The committee has decided to pursue tote bag sponsorship opportunities from the greater community businesses.

Borough: Peggy Riggio stated that she will process the food and fire permits submitted in April. She also mentioned that she has received some additional correspondence directly.

Contracts: Sheila stated that she will forward the Horizon Entertainment contract as soon as the items have been confirmed for this year's fair.

Certificate of Insurance: Sheila stated that she has all of the contact information for those requiring a COI except the post office and a church. Peggy stated that she might have a contact for the church. Sheila to email each of the businesses requiring a COI before providing contact information to Peggy.

Treasurer's Report: Sheila Hittesdorf reported a balance of \$9,733.86 in the checking account, with \$1,759 in checking deposits, \$145.04 in Paypal deposits, and no debits to report.

The meeting was adjourned.

Kind Regards,
Sheila Hittesdorf, Chair