

The Hightstown Harvest Fair minutes for June 19, 2018

Those who were present at the meeting were Sheila Hittesdorf, Connor Montferrat, Joe Cicalese, Sgt. Miller, Kenny Lewis, Gary Grubb, and Gary Stevens.

The evening started with the committee members introducing themselves around the table.

Advertising: Sheila Hittesdorf stated that she advertised to the various Facebook arts & crafts and food vendor groups on May 18, 2018 and June 1, 2018. She will post fair information one more time to remind vendors that registration closes on June 30, 2018.

Arts: Sheila Hittesdorf provided an update on behalf of Ann Marie Miller. Sheila stated that she will meet with Ann Marie before the next meeting.

Coloring Contest: Sheila Hittesdorf stated that the coloring contest will be held at the Mercer County Library – Hightstown Branch from July 11-August 11, 2018. The library will sponsor the photocopies and the Cultural Arts Commission will sponsor coloring pencils. The winner(s) of the coloring contest will receive a Harvest Fair t-shirt and colored pencils. Ann Marie Miller will provide the coloring contest directly to the library.

Rise Art Mural: Sheila stated that the Art Mural is not likely to happen given 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 to determine if a banner can decorate the base of the stage.

Selfie Station & Hashtag Logo: No update.

Children's Area: Sheila Hittesdorf stated that she provided the debit card to Joe Cicalese to purchase the prize bags. Joe stated that he ordered the prize bags which include a cellophane bag with a Halloween themed notepad, crayons, and erasers from Oriental Trading Company.

Children's Entertainment: Sheila Hittesdorf asked Joe Cicalese to manage the number of events for any scheduled activities taking place in the Children's Area (eg, Knowledge Beginnings storytelling in English and Spanish). Sheila asked Gary Stevens to provide Joe with a list of daycare vendors so that he could engage them regarding their interest.

Horizon Entertainment: Sheila Hittesdorf stated that the borough approved the contract and it was signed on June 19, 2018. Sheila stated that she will mail a check for the 50% deposit.

Wells Fargo: Sheila Hittesdorf stated that she emailed Denise DeLeon to request a License Agreement with additional contingencies based on lessons learned last year. Denise has passed this on to Corporate.

Departments: Since the last meeting, the Cultural Arts Commission has registered. Connor Montferrat stated that he will follow up with Hightstown First Aid, Hightstown Fire Department, and Parks & Recreation to remind them to register on www.hightstownfair.org. Connor has engaged EWRS and secured 1 bus.

Golf Cart: 1 secured.

Radio Communication Devices: 10 secured.

Port-A-Johns: 4 standard and 2 handicap secured.

Bus: 1 secured.

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: Sheila Hittesdorf provided an update on behalf of Jamie Micallef.

Information booth tents: Sheila Hittesdorf stated that she visited the storage unit with Gary Grubb and Gary Stevens to assess whether the committee needs to invest in new vendor tents. Sheila stated that the tents are in good condition. It has been expressed at past meetings that the information booths are not clearly distinguished from the vendors and there had been discussion to invest in clearly labelled tents. Sheila stated that if the committee is interested in repurposing our tents instead of purchasing new tents, she would volunteer her time and die cut machine to cut permanent vinyl lettering that states 'INFORMATION BOOTH' and also for the children's ticket sales tent. It would cost \$40.73 for 20 yards and \$67.56 for 40 yards of permanent vinyl. Sheila also stated that this will not be pursued until there are ample funds in the account as this is a year of reorganization to increase sponsorship.

Supplies: Sheila Hittesdorf stated that 3 Tupperware were purchased. Sheila also stated that Gary Stevens will pick up the bin of supplies from the storage unit for Jamie Micallef to organize and create an inventory checklist. Gary Stevens will also gather the number of information booth tents, number of easels, number of tables, and number of straw bales currently in the storage unit. If any supplies are needed, Jamie will inform the committee at the next meeting.

Survey: Sheila Hittesdorf stated that Jamie Micallef printed the surveys featuring the new questions. Sheila also stated that a 2017 survey winner contacted Trish Egan (former Chair) regarding her prize. Sheila will mail a gift card from one of the small businesses to the 2017 winner.

T-Shirts: Sheila Hittesdorf stated that she provided the debit card to Gary Stevens to purchase the t-shirts. Gary stated that he requested a preview of the purple t-shirt with a black logo before ordering.

Tote Bags: Sheila Hittesdorf stated that Jamie Micallef has designed the tote bag with the Harvest Fair Logo on one side and the Sponsors (font size according to sponsorship level) on the other side. Sheila asked the committee how much these bags would be sold for. It is the committee's intention of giving these away for free in an effort to boost sponsorship year over year. The committee suggested Sheila reach out to Officer Buck regarding the cost of his recent swag bag for the car show. Sheila asked Gary Stevens to look into vendors for better pricing.

From May 15, 2018 minutes: 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.

Live Entertainment: Sheila Hittesdorf provided an update on behalf of Joan McMahan. See 'Public Works' below for an update regarding the stage for the Main Stage.

Main Stage: Sheila Hittesdorf stated that James Lotruglio's sound equipment and services have been confirmed as well as the Kim Yarson Band and Funk Point 5. Sheila also stated that Joan is planning to have a phone call later this week with HHS Music.

Green Space: Sheila Hittesdorf stated that interest from Agnes Carbone is confirmed for hula hoops in the green space.

Bank Stage: Sheila Hittesdorf stated that Joan plans to ask Daniel Trent if he will sponsor his sound equipment for the Bank Stage at no cost before asking Peddie School.

Pie Eating Contest: Sheila Hittesdorf stated that a pie eating contest is not able to take place this year.

Printing: To be discussed at the next committee meeting once registration is closed.

Public Works: Kenny Lewis stated the possibility of retirement prior to October 6, 2018 which will require the committee of volunteer's extra effort to ensure a smooth transition to his predecessor. Kenny also stated that he may invoice the committee with overtime fees. Sheila Hittesdorf expressed her concern regarding this since it is a borough event that only raises enough funds to continue this event year over year. Sheila also stated that the committee will need to be informed very soon if the volunteers will have to organize a fundraiser to find these additional unplanned expenses.

Main Stage: Sheila Hittesdorf stated that the EWRSD platform stage has been secured. Kenny Lewis stated that he prefers to use the existing wooden stage for Main Stage Live Entertainment due to the flexibility it provides to Public Works for set-up and take-down. Sheila Hittesdorf expressed her concern with its current condition. Kenny stated that he would inspect the stage after the meeting and inform Sheila the dimensions and quantity of stage platforms as well as how many stage platforms require new plywood as well as the cost. Kenny Lewis and Connor Montferrat stated that this expense may fall within the borough's miscellaneous line item for the budget. This will need to be confirmed prior to the purchase of the plywood.

White Canopy Tent: Sheila Hittesdorf stated that a white canopy tent will need to be rented or purchased regardless of whether the EWRSD platform stage or wooden stage is used. Sheila asked Connor Montferrat if he would research pricing and options and also requested the committee put all-hands-on-deck for this.

Safety: Sgt. Miller stated that there are no updates regarding the safety boat and BMS gator. The Ducky Derby dumping of the ducks was mentioned again and it is the committee's expectation that the organizers of the Ducky Derby secure all logistics and coordination for their event. Sgt. Miller and Kenny Lewis stated that some of the headcount for Fire/Police may not be necessary if certain safety measures are in place. This will be discussed further at the upcoming meetings.

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. First Baptist Church (Gold), Ashton Realty (Bronze), Cranbury Design Center (Main St Bronze), and OGP Architects (Main St Bronze) have sponsored the fair since the last meeting. Sheila Hittesdorf provided an update that 1st Constitution Bank and Tavern on the Lake are pending interested Gold Sponsors. The committee is actively pursuing tote bag sponsorship opportunities this year to support the small businesses. Sheila stated that she will return a duplicate vendor check.

Borough: Peggy Riggio was not present at the meeting and no update was provided prior to the meeting. Gary Stevens stated that he was going to meet with Peggy after the meeting to review the food and fire permits.

Contracts: Sheila Hittesdorf stated that she received Peggy Riggio's approval to sign the Horizon Entertainment contract. Sheila signed the contract on June 19, 2018. Sheila will send a copy of the signed contract, a check for a 50% deposit, and the special request form.

Certificate of Insurance: Sheila Hittesdorf stated that she provided the complete list of contact information for those requiring a COI to Peggy Riggio on June 1, 2018.

Treasurer's Report: Sheila Hittesdorf reported a balance of \$11,495.78 in the checking account, with \$330 in checking deposits, \$1,439.20 in June and an additional \$681.81 in May in Paypal deposits, and \$44.97 in debits for 3 Tupperware purchased at Target to report.

The meeting was adjourned.

Kind Regards,
Sheila Hittesdorf, Chair