

## **Hightstown Harvest Fair**

Meeting Date/Time: Tuesday, September 18, 2018 at 7:00p-8:51p EST  
Meeting Location: OGP Architects, 102 Main Street, Hightstown, NJ 08520

The Hightstown Harvest Fair minutes for September 18, 2018

Those who were present at the meeting were Sheila Hittesdorf, Gary Stevens, Joan McMahan, Connor Montferrat, Joe Cicalese, Jamie Micallef, Peggy Riggio, Ann Marie Miller, Kenny Lewis, Gary Grubb, and Sgt. Miller. Paul Byrne also attended at 8:00p.

Advertising: Sheila Hittesdorf stated that Connor Montferrat has a budget of \$50 to advertise on Facebook. Kenny Lewis stated that the sponsor banners that are on the outskirts of town are beautiful and the committee did a great job on them. Joe Cicalese stated that the committee should purchase a Snap Chat filter. Sheila Hittesdorf stated that she would ask Connor to look into the cost of setting this up.

### Arts:

*Coloring Contest:* Sheila Hittesdorf presented the coloring contest submissions and the committee voted. Three winners were selected. Ann Marie Miller stated that she will 1) contact the Hightstown Library, 2) inform the winners, and 3) coordinate taking a picture of the winners with their Harvest Fair t-shirt, colored pencils, and submission. Sheila asked for pictures of the winning submissions to share on Facebook.

*Rise Art Mural:* Sheila Hittesdorf presented the Rise Art Mural to the committee and asked Gary Stevens to store at his house with the other Fair supplies.

*Selfie Station & Hashtag Logo:* Ann Marie Miller stated that she purchased 2 Instagram selfie frames and made a number of Fall props. Sheila Hittesdorf thanked Ann Marie and the Hightstown Cultural Arts Commission for donating these to the Fair.

*Photo/Video:* Sheila Hittesdorf stated that she would use her camera to take photos on the day of the Fair. Sheila encouraged the committee members to take photos and 10 second videos so that we can enhance Facebook and our website.

### Children's Area:

*Children's Ticket Sales Booth:* Sheila Hittesdorf stated that it is \$3 for 1 ticket, \$10 for an all-day wristband, and \$10 for a t-shirt. Sheila stated that volunteers must be trained on applying wristbands correctly so as to not slip off.

*Horizon Entertainment:* Sheila Hittesdorf stated that she called Horizon Entertainment today to inform them of the location change of the Children's Area and that she would follow-up this week with a copy of the final vendor map.

*Borough (Tavern on the Lake) Parking Lot:* Sheila Hittesdorf stated that the Children's Area will be in the Borough (Tavern on the Lake) parking lot.

*Children's Entertainment Schedule:* Joe Cicalese provided the final schedule for children's entertainment. Kenny Lewis stated that he would like to set up the straw bales the Friday (October 5, 2018) before the Fair with someone on the committee.

- 11:00a-11:30a Knowledge Beginnings: Storytelling in English
- 11:30a-12:00p Knowledge Beginnings: Storytelling in Spanish
- 12:00p-1:00p Goddard School West Windsor: Arts & Crafts
- 1:00p-1:30p Knowledge Beginnings: Storytelling in English
- 1:30p-2:00p Knowledge Beginnings: Storytelling in Spanish
- 2:00p-3:00p The Learning Experience of East Windsor: Bubbles

*PayPal Card Reader:* Sheila Hittesdorf stated that Joe Cicalese has the PayPal card reader and tablet to familiarize himself with.

#### Departments:

- *Golf Cart:* 1 secured. Sheila Hittesdorf asked Connor Montferrat to send a reminder Peddie School confirming the day of the fair.
- *Radio Communication Devices:* 10 secured. Sgt. Miller confirmed they received a reminder.
- *Port-A-Johns:* 4 standard and 2 handicap secured. Sheila Hittesdorf stated that she would send a reminder to Web OutBack confirming the day of the fair. Later in the meeting when it was decided that port-a-johns will remain in the same location as past years, Sheila stated that she would follow-up with Connor to send a reminder to Web OutBack confirming the day of the fair.
- *Bus:* 1 secured. Sheila Hittesdorf asked Connor Montferrat to email EWRSD as a reminder to confirm for the day of the fair.

#### Fall Decorations:

*Comisky's Mums, Pumpkins, & Straw Bales:* Gary Grubb stated that he will call Comisky's to confirm mums, pumpkins, and straw bales on loan. Gary also stated that he will ask Comisky's if they will 1) donate any small pumpkins to the Fair, or 2) what their best price will be for 500 small pumpkins. Based on this, the committee will decide if this is something to pursue this year after reviewing the budget. Sheila Hittesdorf stated that Weidel is no longer doing pumpkin painting with the antique truck due to employee turnover. Sheila stated that she is 1) looking for a vendor interested in overseeing this, or 2) looking to have volunteers staff this.

*Lee Turkey Farm Corn Stalks:* Gary Grubb stated that corn stalks will be available on Wednesday (September 19, 2018) if Gary Stevens and any other volunteers are available. Jamie Micallef stated that her volunteers are day-of volunteers. Gary Grubb requested any committee member volunteers who are available. Sheila Hittesdorf volunteered her availability if needed. Gary Stevens stated that he

purchased clear zip ties for bundling the corn stalks around the lamp posts. The committee will discuss the take-down of the corn stalks at an upcoming meeting.

#### Information Booths/Volunteers:

*Adult/Student Volunteers:* Jamie Micallef stated that the Red Cross can provide 6 volunteers this year. Jamie expressed her concern that the cheerleaders are unable to volunteer due to Homecoming falling on the weekend of the Fair. Sheila Hittesdorf stated that she spoke with Jim Truslow and he has already received interest from student volunteers at Peddie School. Sheila also stated that she has put Denise DeLeon in contact with Jamie for adult volunteers at Wells Fargo. The committee also suggested that Jamie reach out to SciCore Academy and Kohls. Sheila stated that she would create a post on Facebook. Joan McMahan suggested reaching out to Cristina Fowler to see if she would share on Downtown Hightstown's Facebook page. Joan McMahan stated that she will need 1 all day adult volunteer.

*Gift Card Donation Opportunities for Survey & Facebook Reviews:* Sheila Hittesdorf stated that Morgan's Island Grill donated 2 \$20 gift cards. Sheila asked Joe Cicalese if he collected any gift card donations. Joe stated that he would pick up 4 \$25 gift cards from Anthony's Chicken & Grill on Wednesday (September 19, 2018). On the day of the Fair, volunteers will ask people to 1) like us on Facebook, 2) check-in on Facebook, 3) use the hashtag #hightstownfair, and 4) submit a review to be eligible for winning a gift card.

*Food Vouchers:* Sheila Hittesdorf stated that per Kathy she will email Trish Egan to print Hightstown Diner food vouchers for volunteers on the day of the fair.

*Aprons:* Jamie Micallef stated that she would like the committee to assess the cost to purchase 30 aprons with the Hightstown Fair logo for the Fair. Sheila Hittesdorf and Gary Stevens will look into pricing.

*Tote Bags:* Gary Stevens presented the tote bag to the committee. Sheila Hittesdorf stated that she presented the tote bag to the Small Business Meeting on Monday (September 17, 2018) and asked for swag donations. Morgan's Island Grill donated pens for the bags. Sheila also stated that she personally called and emailed small and local businesses to gauge their interest in donating swag for the tote bags and has already received an overwhelming amount of interest. Sheila also stated that this supports the committee's mission statement this year to support small and local businesses.

*Petty Cash Boxes:* Jamie Micallef stated that she would provide the petty cash boxes for the day.

#### *Information Booths:*

- *Information Booth Tents:* 8. Sheila Hittesdorf stated that Information Booth Tents will be set up at 1) Children's Area Ticket Sales, 2) Information Booth, and 3) Church Stage.

- *Easels:* 10. Sheila Hittesdorf stated that easels will be set up at 1) Main Stage for Live Entertainment Schedule, 2) Church Stage for Live Entertainment Schedule, 3) Children's Area Ticket Sales for Live Entertainment Schedule, 4) Children's Area Ticket Sales for Children's Entertainment Schedule, 5) Information Booth for Live Entertainment Schedule, and 6) Information Booth for Children's Entertainment Schedule.
- *Tables:* 4.
- *Straw Bales:* 20. Sheila Hittesdorf stated that the straw bales at the storage unit will be used for the Children's Entertainment Schedule area. Sheila also stated that the Main Stage and Bank Stage will be decorated with new straw bales on loan from Comisky's.

### Live Entertainment:

#### Main Stage:

- *Mercer County Mobile Stage:* Kenny Lewis stated that the stage will be dropped off on Friday (October 5, 2018) at 7:00a and will be picked up on Tuesday (October 9, 2018) due to Monday being a holiday. Kenny asked if the committee received pictures of the stage and Sheila stated nothing has been provided yet. Kenny stated that he would work to get pictures to the committee on Wednesday (September 19, 2018). Kenny will also look into whether the stage has power.
- *Sound Equipment:* William Nutter (confirmed)
- *Schedule:*
  - 10:00a-11:30a Kim Yarson Band (confirmed)
  - 12:00p-1:30p Funk Point 5 (confirmed)
  - 2:00p Mayor and Chair Speeches and Thank You's
  - 2:30p-4:00p El Ka Bong (confirmed)

#### Church Stage:

- *No Physical Stage:* Gary Stevens stated that the musicians perform on the sidewalk along the Church. Sheila Hittesdorf stated that a pop up tent would be dropped off since the Fair is rain or shine.
- *Sound Equipment:* James Lotruglio (confirmed)
- *Schedule:*
  - 10:00a-10:45a Lara Koppel (confirmed)
  - 11:00a-11:45a A Place to Dance (confirmed)
  - 12:00p-12:45p Kyler St. Phard (confirmed)
  - 1:00p-1:30p Dance Universe (confirmed)
  - 1:40p-1:50p Nezhiah Hanton (confirmed)
  - 2:00p-2:45p Students of the Local Music Teacher Sharon Seeman (confirmed)
  - 3:00p-3:45p Dance Corner (confirmed)

*Loading Zone:* Sheila Hittesdorf stated that Joan McMahan will provide a detailed email to the musicians instructing them on 1) where the loading zone is for the Main

Stage, 2) where to park for each stage, 3) who to call (Joan McMahan, Jamie Micallef, and William Nutter or James Lotruglio depending on which stage) for questions and volunteer assistance in transporting any equipment, 4) a parking pass, and 5) the vendor map. Sheila also stated that Gary Stevens would provide the final vendor map and parking pass and she would provide Jamie Micallef's contact information to Joan.

Printing: Joe Cicalese (children's entertainment) and Joan McMahan (live entertainment) presented their final schedules. After the committee reviewed the vendor map and made a minor change, Gary Stevens (vendors) will update accordingly and send to print.

- *Sponsor Banners:* Sheila Hittesdorf thanked Sgt. Miller and the committee for recommending sponsor banners.
- *Stickers for Updating Signs:* Jamie Micallef stated that she received positive feedback from passers-by as she was hanging the signs throughout town on August 23, 2018.
- *Chalk Boards in lieu of 2' x 3' Foam Core Boards (Live Entertainment Schedule & Children's Area Schedule):* Gary Stevens presented the idea of replacing foam core boards with reusable chalk boards and chalk board markers to highlight the entertainment schedules. The committee agreed to purchase 6 chalk boards and chalk board markers.
- *11" x 17" Vendor Maps:* Sheila Hittesdorf stated that 35 copies were printed last year and the debrief from 2017 concluded it was too many copies. Sheila stated that we should increase the budget projection of 15 copies to 30 copies so that all committee members and safety officials have a copy.

Public Works: Kenny Lewis was present and contributed to the overall discussion. See *Advertising, Children's Area, and Live Entertainment*. Sheila Hittesdorf stated that some picnic tables could be used in the Children's Area.

Safety:

*1<sup>st</sup> Responders/EMS/BMS Gator:* Sheila Hittesdorf stated that Christina Moore provided an update prior to the meeting that she will provide headcount the week of September 24, 2018.

*Fire:* No update.

*From August 21, 2018 minutes: Sheila Hittesdorf stated that Lt. Krakowski provided an update prior to the meeting that he is working with South Old Bridge to obtain a Fire Polaris.*

*Police:* Sgt. Miller stated that the roads will close at 8:00a, permanent barriers will be in place at 9:00a, permanent barriers will be removed at 4:00p, and the roads will open at 6:00p. Sgt. Miller also stated that 8 police officers have been secured for the Fair. Sheila Hittesdorf requested that an invoice be submitted to the committee so that she can assess how many Fire Police can be hired for the day.

*Fire Police:* Sheila Hittesdorf stated that Jack Baldino introduced himself before the committee meeting and asked if the Fire Police would be paid. Jack stated that he

was targeting 8 Fire Police. Sheila confirmed that they would be paid but did not discuss hourly rate or headcount as the budget needs to be reviewed before approving. Sheila asked Sgt. Miller to keep in communication with Jack Baldino regarding the number of Fire Police he is able to recruit.

*Safety Boat:* Sheila Hittesdorf stated that it is the responsibility of the Masonic Lodge and Environmental Commission to secure a Safety Boat with Chief Jenkins. Sheila stated that the activities in the water are coordinated by vendors and not the Fair. Sheila asked Gary Grubb to continue to serve as the liaison to the Environmental Commission (paddle boats) and the Masonic Lodge (ducky derby) to bridge communication with the fire department to ensure they take the appropriate safety measures as vendors hosting activities that involve water.

- *Paddle Boats:* Kenny Lewis provided history surrounding the paddle boats. Kenny stated that the Harvest Fair purchased the paddle boats, gave them to Parks & Recreation to manage/oversee, and that the Environmental Commission uses them as a fundraising opportunity. Peggy Riggio and Sheila Hittesdorf concluded to the committee that regardless of the history of the paddle boats, these are the borough's property and they are insured.

Vendors/Sponsors: Sheila Hittesdorf stated that State Farm (Bronze), Pet Valu (Bronze), and Cranbury Animal Hospital (Bronze) have sponsored the fair since the last meeting. Sheila thanked the committee for maintaining a consistent message that registration closed on June 30, 2018.

Borough:

*Food/Fire Permits:* Peggy Riggio stated that all food and fire permits are completed.

*Certificate of Insurance:* Sheila Hittesdorf stated that she still has to distribute the COIs. Peggy Riggio stated that she is still awaiting the COI for Tavern on the Lake.

Treasurer's Report: Sheila Hittesdorf reported a balance of \$14,091.31 in the checking account, with \$200 in September checking deposits and an additional \$125 in August in checking deposits, \$200 in September and an additional \$134.40 in August in Paypal deposits, and debits in the amount of \$35.00 to Hightstown Borough for food permits, \$175.00 to Hightstown Borough for food permits, \$181.27 to Banner on the Cheap for sponsor banners, \$96.00 to USPS for the PO box, \$36.89 to Home Depot for clear zip ties for corn stalks, and \$30.60 to PayPal for the card reader.

Other: Jack Baldino introduced himself and adjourned before the meeting started.

The meeting was adjourned.

Kind Regards,  
Sheila Hittesdorf, Chair