

Village of Essex Junction
2014 Block Party Committee Meeting Minutes
July 28 at 3:30 PM

Present: Bridget Meyer, Sam Jackson, Brian Roy, Nicole Fields, Darby Mayville and Patty Benoit.

The group discussed how the block party went on July 19. Bridget commented that it was strongly attended and the 5K run was an amazing addition. Everyone agreed that it seemed to be the largest turnout ever for the block party and thought it was partly because of the weather and the 5K run. Nicole said there were 163 runners for the 5K Night Run, so it was much bigger than expected. She said it needs some minor tweaking, such as more lighting, having the start and finish at the same spot, but everyone felt it enhanced the block party. Nicole said the Essex Police, Fire Dept. and Public Works were a great help but they could use more volunteers. They will have enough proceeds after expenses to give the food shelf \$300 so the group was pleased to hear that.

The dunk tank was so popular it was a problem. Brian suggested having an organization take one hour so that CHIPS, Recreation Dept., etc. could schedule their own people during their hour. Everyone thought that was a great idea. We'll try to find out from ROTC how much they raised for the food shelf, but Darby was aware of one donor who gave them a check for \$200. Unfortunately, it was felt that the comedy show in Murray's was sometimes inappropriate so it didn't really fit with a family-friendly event. The comedians raised \$75 for the food shelf.

We didn't have to tow any cars this year but parking was still a problem because people ignore the signs that the street is closed. Lighting needs to be enhanced if we go until 10 PM again and some vendors need to bring generators because they draw too much power from the light poles. There was a strong presence by the Essex Police, which was good because of some open containers and other problems.

It was agreed that we can go back to having one band, due to the complications of having two. Dave Keller would like to come back but it was felt we should rotate bands and possibly have the X-Rays next year, who were also very popular. Joanie Maclay had sent a list of comments and suggestions that the group discussed. It was felt that we don't want to go back to having the block party start in mid-afternoon because of the heat. The issue of lack of volunteers was discussed as well as having more interactive things for kids.

The budget was discussed in terms of showing what it costs the Village realistically with staff time. We'll get that information from the finance office. The return on investment by the Village is a hugely popular event in our downtown that generates a lot of good will in the community and great exposure for participating businesses.

The meeting adjourned at 4:35 PM.

Respectfully submitted, Patty Benoit