

**VILLAGE OF ESSEX JUNCTION
MINUTES OF BLOCK PARTY COMMITTEE MEETING
JANUARY 26, 2015**

PRESENT: Brian Roy, EJRP Assistant Director; Sam Jackson.
ADMINISTRATION: Patty Benoit, Administrative Assistant; Darby Mayville,
Community Relations and Economic Development Assistant.

The meeting was called to order at 3:30 PM.

1. 2015 BLOCK PARTY - SATURDAY, JULY 18, 5-10 PM

2. IDEAS/SUGGESTIONS FOR ENTERTAINMENT

The committee noted that the Essex Jr. ROTC will not be returning because the program has been cancelled. If the committee takes over the dunking booth, we would need additional help at the Block Party organizing the dunkees. Brian suggested contacting a group at the high school, the Red Cross Club, to see if they would be willing to help. They do community service and we could continue the dunking booth proceeds going to the local food shelf. We would still need an adult to supervise the activity. Darby will contact the Red Cross Club.

Brian recommended The Secret Circus of Greensboro and will contact them. We discussed looking into the Big Blue Truck, which has been at the farmer's market. Regarding music, we invited the X-Rays back and the committee agreed to only having one band which will play from 6-10 PM. We'll invite the Roaming Railroad back, but will not have it run until 10 PM. We'll see if the National Guard would like to return with the climbing tower. If not, we could order two inflatables from Top Hat. We'll reach out to Shirley Pine of Face Mania and Marcy Kelly, Bubbles the Balloon Artist, to see if they could return.

3. EJRP NIGHT RUN

The committee agreed the new night run last year was a great addition to the block party and EJRP is willing to do it again, with some tweaking. Lighting was a concern, and they would like the start and finish to be in the same spot. They will not be putting the finish line on Railroad Ave. as that was a little tricky with the crowd. We will ask the band to do announcements for the race and info about their sponsors. Starting the race a little earlier was discussed as well.

4. SPONSORSHIPS/MARKETING

The committee will look at our sponsorship levels at the February meeting. These have been in place since the beginning and need to be revisited (\$50 & \$100). Everyone agreed that we need to market sponsors via social media as another incentive. Our letter seeking sponsors will be reviewed next month to include these changes.

5. ADJOURNMENT

The meeting adjourned at 4:20 PM. The next meeting will be February 23 at 3:30 PM.

Minutes respectfully submitted by Patty Benoit .