

**VILLAGE OF ESSEX JUNCTION  
MINUTES OF BLOCK PARTY COMMITTEE MEETING  
FEBRUARY 23, 2015**

**PRESENT:** Brian Roy and Sam Jackson  
**ADMINISTRATION:** Patty Benoit, Administrative Assistant

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

**1. 2015 SPONSOR LETTER AND LEVELS**

Darby had submitted suggestions regarding sponsors and reaching out to town businesses. Brian and Sam had suggestions as well to increase the current levels, which are \$50 and \$100. It was agreed we should reach out to some of the town businesses, such as a new one called Metro Rock. They would probably be interested in sponsoring and/or participating in the block party as it is a kid-friendly event and they just opened.

It was suggested that we keep the current sponsorship levels, but also offer 3-4 extra high visibility spots which would cost more and would be on a first come-first serve basis. Banners could go on the sign behind the band and possibly on the tent (we'll ask Vermont Tent Co. about that.) We would offer extra publicity on social media and from the stage. Brian will check with Star 92 if they would be willing to thank the high level sponsors on the radio. Those sponsorship levels could be \$250 and \$300.

**2. 2015 BUDGET AND ENTERTAINMENT**

The total budget for the block party is \$7,000, with the Village contributing \$5,500. The amount available for entertainment is \$4,155 if we keep the sponsors budgeted at \$1,500. We agreed that we need to increase the sponsors this year because we did not have anything in the budget for towing cars, and the free climbing tower from the National Guard won't be back this year. It is hoped that we can raise \$2,000 from sponsors based on the new higher levels. Last year we raised \$1,600 from sponsors.

We'll check with Northern Lights about a climbing wall, as that is very popular with the older kids. Metro Rock is also a possibility for that. We'll ask Darby to invite them and see if they have something they could offer at the block party.

At this point, we've hired Face Mania, the Roaming Railroad and the bounce castle for the younger kids. We're waiting to hear from Marcy Kelly, Bubbles the Balloon Artist, to see if she can come back. It was agreed we should order the dunk tank from Funny Business; Joey quoted \$175 for the non-profit rate. He indicated he no longer has the Flush-A-Friend one, which is less jarring than the one that the seat collapses. We will have to organize the dunkees and hopefully different organizations can take an hour, like EJRP and CHIPS.

**3. OTHER**

The poster was discussed and it was agreed that we should think about revising it. We don't have a budget for the poster so we would have to do it ourselves or find a volunteer to help, as they do at EJRP. Sam suggested revising the poster next year when it's the 15<sup>th</sup> year of the block party.

**4. ADJOURNMENT**

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

*Minutes respectfully submitted by Patty Benoit* .