

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

PRESENT: Brian Roy, Bridget Meyer and Sam Jackson.
GUEST: Jennifer Foxx, Star 92 Radio
ADMINISTRATION: Patty Benoit, Administrative Assistant; Darby Mayville, Community Relations and Development Assistant

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

1. SPONSORS AND ADVERTISING

Jennifer Foxx of Star 92 Radio was present to discuss any potential conflict with their sponsor at the block party and ours, which may be competing banks. Patty explained that we had reached out to their sponsor along with all businesses in the Village about sponsoring the block party and/or having a booth. The committee did not see this as an issue. Jennifer said they would mention our high level sponsors on the radio. We have been fortunate to have two businesses sign up immediately for the two \$250 spots. Their banners will be placed on the sign behind the stage vs. on the fence by the railroad tracks. It was agreed that the fence is not a good location for banners as they get blocked there. The committee discussed other options, such as an archway over the street or on the train station.

Star 92 will be named on the block party poster as a sponsor and will be on the EJRP Friday Night Fun Series poster, which includes the block party. It was agreed we need to update our poster and Darby will check with her source for the train hop poster to see if she would consider redesigning our poster.

2. ENTERTAINMENT

The dunk tank was already booked so the committee discussed other options. Darby had suggested a photo booth but Brian explained that EJRP had one for the runners of the 5K and did not charge them. They've already booked it for this year's run. For the block party we had thought about charging a minimal fee for the photo booth, with the proceeds going to the food shelf. It was agreed that the committee will table this to consider how to compromise with EJRP and share the photo booth. If that's not an option, there are other choices such as street performers, a magic show and the Big Blue Trunk. We're looking for something special to replace the dunk tank instead of what we've already had, such as the gladiator joust. The dunk tank was very popular and will be missed.

Sam suggested that we announce activities from the stage so that people know what things are happening and where. The Big Blue Trunk would have to be on the federal building lawn.

3. VOLUNTEERS

We put out another request for committee members and volunteers the day of the block party. Darby will contact the Red Cross Club to see if instead of helping with the dunk tank, they could help with set up and tear down. We also need volunteers for the info booth.

4. ADJOURNMENT

The meeting adjourned at 4:35 PM. The next meeting will be April 27 at 3:30 PM.