

BLOCK PARTY COMMITTEE MEETING
MONDAY, MARCH 28, 2016, 3:30 – 4:30 PM
LINCOLN HALL MEETING ROOM

AGENDA

1. Update on Vendors/Participants
2. Update on Sponsors
3. Review 2016 Budget
4. Next meeting: April 25, 2016

**VILLAGE OF ESSEX JUNCTION
MINUTES OF BLOCK PARTY COMMITTEE MEETING
MARCH 28, 2016**

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

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

1. Update on Vendors, Participants and Sponsors

The paid vendors are all hired with the exception of Bubbles the Balloon Artist, who usually joins as we get closer to the block party, and we need a replacement for the Big Blue Trunk. The group discussed hiring a street performer and Brian will send us a link which has a list of them. It would probably cost more than what we budgeted for Big Blue Trunk, but it also looks like will go over budget from sponsors. We want to make this year's block party extra special because of the 15th anniversary. Brian is handling the EJRP Brite Nite 5K run.

The list of participants was reviewed. Food vendors are always needed, especially for hamburgers and hot dogs, so Patty will contact the CCSU Child Nutrition Program to see if they'd like to do a fundraiser. Darby will visit Vespa's and El Gato restaurants to invite them. She will also invite the Vermont Furs who were a big hit at the train hop, as well as reach to ADL and EHS to invite their mascots.

At this time, we have 15 sponsors and are at \$1,800 of a \$2,000 budget. Darby just had another inquiry about the \$250 sponsorship opportunity so it is hoped that will come in as well. We have two new sponsors so far this year, Mountain View Animal Hospital and the Essex Agency.

2. Advertising

In addition to regular advertising on social media, banners and the poster, a special Facebook post was discussed. Brian will contact Cale Cooper about this in conjunction with EJRP. He also offered to contact the Cimonetti's at EHS about a drone taking aerial photos of the block party and will reach out to Star 92 Radio.

3. Review 2016 Budget

The budget has a line item in case we have to tow cars off Railroad Ave. for the block party. We are allowed to do so in accordance with the motor vehicle ordinance. One year there were three cars towed but the following year we didn't have to tow any. It was agreed that any extra funds from sponsors should be put toward a street performer who would walk around to do juggling and such.

The meeting adjourned at 4:05 PM. The next meeting will be April 25, 2016 at 3:30 PM.

Minutes respectfully submitted by Patty Benoit 