

Old Home Day Committee Minutes

Meeting Date: Wednesday, May 5, 2010

Type of Meeting: Regular meeting

Method of Notification: Public Posting – Two locations at Town Hall and Post Office

Meeting Location: Sandown Town Hall

Attendees:

Donna Martin – Old Home Day Chair

Tim Rand – Entertainment Co-Chair

Nelson Rheaume – Selectman Liaison

Paula Gulla – Citizen of the Year Committee Chair

Karen Jortberg – Parade Chair/Fireworks Chair

Absent: Erica Olsen, Arthur Genualdo, Rick Deluca, Shawn Allen

Call to Order: Chair Donna Martin called the meeting to order at 7:00 pm.

Visitors: Mrs. Donna Green, Planning Board, Mr. Arthur Green, Lions Club, Barbara Kayyal.

Both Donna Green and Arthur Green came to the meeting to request a booth site for their respective committees. Chairperson, Donna Martin approved the request but with the understanding that they would both fill out the appropriate paperwork, found on the website, for the site request. Paperwork is required as it assists in the planning and placement of all vendors.

In addition to the request for a booth, Arthur Green mentioned that the Lions Club would like to pass on some feedback as it relates to last year's event. They said there was a noticeable decrease in foot traffic and it also seemed there were more food vendors. Donna Martin responded that the reason for the decrease in attendees was that the Kingston Days fair was the same weekend as our OHD fair last year. We also noticed the decrease as there was also fewer vendors for last year's event. In regards to the food vendors – there was approximately the same number of food vendors – but we did have one vendor that was not completely honest with us in the items he would be selling and as a result, there was some crossover. We will not be inviting that vendor to return this year. Sales were probably down not because of an increase in vendors, but because of a decrease in the number of people.

Lastly, Arthur wanted to mention that the handicap parking at the school was not accessible to those in need of it. Donna Martin indicated that due to the foot traffic in that area, those spaces were not available, however, the OHD committee did reserve spaces alongside the horseshoe driveway as you enter the school. Last year we had homemade signs indicating the area was reserved for handicap parking. It may not have been obvious to those who are used to looking to park in the official areas. We will try to make the signs more visible this year. The information will be passed on to the Site Chair, Artie Genualdo.

We let the Lions Club know that we always welcome feedback and we're glad they came to us with their observations.

Barbara Kayyal was also a visitor. She came to the meeting and asked if she could volunteer. She was recruited by Karen Jortberg. Chairperson Donna Martin listed the current openings for which there was not volunteer to fill the position and also indicated that should Barbara not be interested in those, she was welcome to join any of the other subcommittees which currently had members but could always use an extra hand. Barbara expressed an interest in the Secretary position as well as the Rides committee. The committee took a vote to accept Barbara as a new member.

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All in favor: 5
Opposed: 0
Abstained: 0

At 7:20, Barbara Kayyal was accepted as the newest member of the Committee. Paula Gulla offered to draw up the necessary paperwork to submit the new member before the Board of Selectman and instructed her to come to the Town Hall Tax Collectors office at her earliest convenience to be sworn in.

Next on the agenda was the distribution of the Ethics Policy. The following members have already signed a copy of the policy either as an Old Home Day committee Member, or a member of another town committee: Donna Martin, Paula Gulla, Karen Jortberg, Shawn Allen, Arthur Genualdo, Nelson Rheume. The following people have not yet signed a copy of the policy: Tim Rand, Erica Olsen, Rick Deluca, Barbara Kayyal. Paula Gulla distributed a copy of the policy to the members present at the meeting. Donna Martin will contact any remaining members and ask them to go to the Town Hall to obtain their copy.

All current committee members have been set up with an official Sandown e-mail. With the exception of Donna Martin, they are all set up as First initial, last name @sandown.us. Donna Martin is set up as donnamartin@sandown.us as the dmartin has already been taken by someone on another committee. Paula Gulla distributed the instructions on how to access that e-mail for each member. Barbara's e-mail will be set up this week.

Discussions by Committee:

Chair:

Chairperson Donna Martin informed the committee that the Post Office Box is now back in operation. We have agreed to share the box with the Rogue Runners. Mark Traeger currently has a key to the box. Donna Martin will obtain the key from Nancy Price for the OHD Committee.

Since we do not have any committee members for Treasurer, Rides (until tonight) and Public Relations, as chairperson, Donna Martin will continue to assume these roles until they can be filled by other volunteers.

Treasurer:

We have not had any expenses to date. Therefore, the balance remains at \$4500.00. The bill for the post office will be submitted shortly.

Marketing:

A request for volunteers has been submitted to both the Carriage Towne News and the TriTown with a request that the ads run as often as possible right up until the day of the event.

A request for vendors has also been submitted to both publications with a request that they be run as often as possible up until one week before the event.

Rides:

Much discussion was held regarding rides. Donna Martin has reviewed new options of hiring "carnival" type rides in lieu of the traditional blowup rides. In researching this avenue, she found that some of these companies give you the option of renting the rides and the generators to run them and you would be required to man them yourself. Or, the company would come in and man them – they would charge their own price and a percentage of the profit is returned to the town.

102 The benefits of doing this are:

- 103 • We do not need to recruit people to run the rides. This has always been a difficult task and often times
104 the OHD Committee needs to fill in and run rides when people do not show up.
- 105 • It is a change from the traditional rides and may draw more people.
- 106 • These types of rides are geared towards ALL age groups whereas the traditional blowup rides typically
107 attract only children into their pre-teens. Often times this leaves no avenue for the older teen
108 generation.
- 109 • The company hired would have full responsibility of the rides. If something breaks down, we are not
110 responsible.

111 The drawbacks to doing this are:

- 112 • The town Organizations will lose a fund raiser
- 113 • We will not have control of the ticket prices
- 114 • Space is limited so we may not be able to have many rides
- 115 • We begin to step away from the “small town” look and feel of OHD

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117 After much discussion, it seemed the benefits outweighed the negatives. Also, there has been whispers from OHD
118 goers in the past for this type of entertainment. We felt that we should probably give it a try – if it didn’t work out,
119 we could always go back to the blowup rides again. The group then voted on the idea to go with the carnival rides
120 this year instead of the blow up rides.

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122 All in favor: 5

123 Opposed: 0

124 Abstained: 0

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126 As the newly appointed Ride Committee Chairperson, Barbara will begin the task of researching available
127 companies and seeing if they can accommodate us on August 14th. Once she can receive confirmation that we can
128 in fact hire a company, she will let the Parade Committee and Entertainment committee know so they can begin
129 additional efforts in their respective areas (see below).

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131 Budget: With the possibility that rides will not be a cost on the budget this year, it was discussed by the group that
132 the funds should be reallocated between entertainment and parade. Currently the parade has a budget of \$1,000
133 and entertainment has a budget of \$900. The ride budget is \$2,200. Should we be successful in booking a ride
134 company that will come in at no charge, we will distribute an additional \$1,000 to the parade – putting their
135 budget to \$2,000 and an additional \$1,200 to entertainment – putting their budget to \$2,100. This would allow us
136 more flexibility in booking better entertainment and the possibility of more bands for the parade.

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138 Site:

139 Arty Genuardo was not available to come to the meeting tonight, however, other than securing the site, there are
140 no updates needed from this committee as most of the responsibilities occur on the day of the event. He did
141 confirm that he will be here for the next meeting to catch up on everything.

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143 Parade:

144 Several calls are out to the past participants of the parade. Karen is still waiting for many to respond.

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146 Vendors:

147 Erica was not present for the meeting. We have not updates on Vendor registrations at this time. However, the
148 vendor application and waiver forms should now be available for download on the website.

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150 Entertainment:

151 Tim has been very busy contacting several forms of entertainment. He's spoken to bands, singers, impersonators,
152 magicians and more. We are working very hard to bring an array of talent for this year's event. The schedule isn't
153 quite ready to take shape yet, but we have confirmed some of the old time favorites (Frog jumping, bake-off, etc.)
154 will go on as usual.

155
156 ***New Business:***

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158 We discussed the need for the stages this year. There will be two stages at the school for the entertainers – one on
159 the grassy area and one in the back by the portico, same as last year. We will also need one for the entertainment
160 at the Fire Station. Last year we moved Stage one (from the Portico) to the fire station but timing was difficult.
161 This year, Tim Rand has offered to bring in two of his trailers to serve as the stages at the school and Donna
162 Martin's trailer, typically used for both Stage one and the Fire Station stage, will just be used at the Fire Station and
163 can be placed earlier in the day to avoid the scramble of having to get it in the middle of all the commotion.

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165 Also, last year, the rescue truck was parked in the front of the fire station. This made it difficult for people to sit
166 and watch the entertainment since there wasn't a lot of room between the trailer and the truck for people to sit or
167 stand while new people were coming into the station for dinner. We will approach the Fire Department with a
168 request to try and keep that area clear for foot traffic – or maybe switch the truck to the other side of the drive,
169 and put the stage back on the lawn area to open that flow of traffic again.

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171 Meeting minutes accepted by the committee at 8:35 pm.

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173 The next meeting will be held on June 2nd at 7:00pm in the lower Town Hall. Public is welcome.

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175 The meeting adjourned at 8:40 pm .

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177 Respectfully submitted,

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181 Donna Martin
182 Old Home Day Chair