

## **February 26, 2024 North Canaan Events Committee meeting minutes.**

Call to Order at 5:30 PM by Talmadge,

Attendees: Jenn Crane, Co-Chair

Ann Talmadge, Co-Chair

Bunny Mcguire

Pat Graf

Mike Reagan

Jessie Bunce

Mr. and Ms. Walter Dean

Unknown female

Zoom attendees: Tonya.

Minutes from January 22 and 27 2024 approved by the committee

### **Old Business**

NCEC Mission statement read:

The North Canaan Events Committee works to promote economic growth, success and unity within our community through communication, events and celebration.

### **Co-Chair report**

Financial report: Bank Balance reported. One donation and checks from sponsor a tree increased the balance by almost \$1000.

At \$38.4K. With one donation and deposited checks from trees.

“Who can make it happen” board reviewed by Jenn Crane

Jessie Bunce coordinated with Mike Foley for Bonfire Event. Is pursuing additional information.

Yearly calendar of events around the area reviewed by Jenn. *Egg Hunt in March*,  
September: Falls Village - 100th year of fire department. Sept 21st Litchfield Arts Festival TBD during but desire Fall Fest to be in conjunction with the Arts Festival if held at Lawrence field. ShireCon moved to the last weekend in September. Will not interfere with municipal parking lot use for vendor market. Mike Reagan to seek authorization to use parking lot for 21st.

### **Coordinator reports**

Spring Fest (May 18th) (Jessie Lawrence),

to be held from 9:00 AM throughout the day. Coordinating with other events that day. Includes: Vendor market, library plant sale, train museum, history walking, sponsored movie, homegrown, nerdy visions, paint and sip, hither lane, Walter

Dean: brought up doing FB Reels with the scouts as a way to advertise on SM. Jessie will talk to Mr. Dean about this activity.

#### Town-wide Tag Sale (June 15th) (Mike Reagan)

Six groups for pavilion at this time. Map pending will add addresses once the date gets closer. Lawrence Field Pavilion reservation submitted to Rec Commission (Approved day after NCEC meeting date.)

#### Railroad Days 60<sup>th</sup> Anniversary (July 7-21)

Events still being confirmed:

Bitterman Center July 10th. Menu change: Costs of current idea may not be a feasible idea. Still considering options. Dinner is 4:30 to 6 PM.

Donation buckets were suggested to collect cash donations. Seeking Sponsors.

Vendor Market: do we want to have something else on that day July 13 to draw customers to vendor market.

Fly In - EAA, Triumph Airfield Group. Breakfast 8 to 10. Lunch 12 to 3.

Barnstormers is food truck for lunch. Static Hot Air Balloon. 21st will be the rain date.

Fireworks/drone shows (July 20th). Suggestion that we need a July 20th coordinator team. Also suggested that we need a team for all of Canaan Railroad Days. TBD.

Craig Whiting will seek information on Bingo which has been held in the past.

#### Fall Fest (Sept 21st)

proposal, reserve the 14th. Do we need to move this date due to several events being held requiring the municipal parking lot. (Post-meeting determined there will be no conflicts with the other events on the 21st.)

Shirecon will be on another date. Other suggestions for locations: Field behind Jims Garage or Town Hall Parking lot.

#### Winter in North Canaan (Dec 1st-?) (Jessie McDonald) TBD

#### New Business

Chain of Command: Transition Events Committee. Responding as a committee with unified voice. All concur.

PR position. Motion to have Jessie Lawrence take the position of Public Relations director for the North Canaan Events Committee. Seconded by Bunny and Pat. All agree. No nays.

Roll out of advertising and marketing of events, new social media accounts and new website all done by Jessie Lawrence.

Seeking Event Coordinators to handle other event pieces. No takers other than the usual NCEC members.

Budgets:

Springfest: DJ. Package price for multiple events. Five events, four hours per event = \$2250. 5/18, 7/11, 7/18, (7/20 fireworks), 9/21. Still TBD if the DJ is needed and whether this cost is necessary. For fireworks night, need to know if DJ can receive FM because Drone show broadcasts coordinating music with the show.

Signs and sponsors for vendor markets:

\$300 for sign frames

\$400 with Port a Potties Handwash station

\$200 for advertising in Shopper's Guide.

Springfest will advertise as it's own separate from Vendor Market.

\$300 for Banner for 2 vendor market signs.

Drawing vinyl: \$50.00

Vendor booth we are hoping to get sponsored will cost about \$500 in Materials.

One will be made for Springfest as a sample.

Games may need some rehab. Mike Reagan arranging volunteers to help.

Discussion about whether the \$1500 price-tag for vendor market has a return on that investment.

Donation Letter. Bunny reviewing. Need to send Donor Tiers to Bunny for review. Still planning how to use this to our advantage and provide return to the donor's investments.

Also discussion of jars for donation collecting.

60th Canaan RR Days Anniversary Logo Contest (Jessie Lawrence) Will be complete in April and judged by Events Committee members.

Food cookoff during RR days (TBD - suggestion brought up at a previous NCEC meeting.)

New October events:

Trunk or Treat events advertised on FB - Walter Dean coordinating this.

Pumpkin carving contest. Judging a photo. Jessie Lawrence suggestion.

RR Days thru the years

Kathy Boughton 9 - 12 at History Center

Soliciting for pictures from days of past.

Next Meetings:

Special mtg: Tues, March 12th 7 PM Art Bar. Agenda TBD

Monthly Mtg: Mon, March 25th @ 5:30pm Town Hall.

Closing Public Comment Session

Nothing heard.

Adjournment at 7:25PM