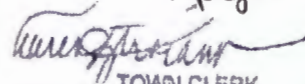


Town of Stafford Events & Celebrations Committee
Special Meeting
Tuesday, November 14, 2023
6:30pm

RECEIVED
STAFFORD, CT

2024 FEB 12 AM 10:45

2 pages


TOWN CLERK

Warren Memorial Town Hall
1st Floor Conference Room

Appointed members present:

Jodi Harmon, Chelsea Bellefleur, Alycia Johnston (secretary), Brian J. Goepfrich (chair), William Utermarck

Other members/guests present: Theresa Kramer, Pete Harding, Fran Graham, Herb Kingsbury, Rowena White, Tori Tavenner, David Mordasky, Amber Wakley (Town Hall liaison)

Members absent: Cassandra Forsythe, Elizabeth Stringfield, Regan Fabrizio, Brian Jakusik

1. Quorum was established and call the meeting to order.

Chairman Brian Goepfrich called the meeting to order at 6:30pm.

2. Review and accept 9/19/2023 meeting minutes.

Minutes for the September 9 meeting were approved unanimously.

3. Welcome & Introductions

Members and guests began with introductions, sharing names, affiliations, and community involvements.

4. Event Recaps - review the success and challenges of recent events.

Stafford AppleFest

Overall, the event was reported as a great success:

- Welcomed 23+ vendors, civic groups, food ventures, and attractions. Location for the merchant vendors along the river received positive feedback.
- Student volunteers were a tremendous help.
- Grace Episcopal Church reported sellout of 124 pies and looking to increase production in 2024. Raffle table also did well.
- Jodi reported positive feedback from Main Street businesses and the tasting tent, which garnered \$354.00 in donations.
- The band was fantastic, but more activities needed in that area (or move to more central space).

Areas of note:

- Spring Street road closure needed
- Reach out to Downtown businesses well in advance to garner participation
- Make rain or shine event, but have a rain contingency plan
- Publish map on sign, in addition to handouts and electronic version.
- Introduce vendor fee, but communicate with private property owner where vendors setup prior to enacting.
- Increase kid-oriented events and activities.
- Increase advertising in 2024.

Trick-or-Treat on Main Street

Overall, another successful event. Areas of note include:

- Continue to increase photography for marketing and social media.
- Increase calls for candy and further in advance of the event.
- Received suggestion to have a Safe Net food/supply collection during event.

- Committee asked to consider sensory-friendly event experiences.
- Increase trashcans and ban balloons – increase in street and air litter noted.
- Popup booths: using chalk, map out setup areas and number spaces to better organize participants and space out distribution areas along Main Street.
- Suggestion to close Main Street earlier to accommodate crowds.

5. WinterFest Planning

WinterFest is scheduled for December 9, 2023, from 3:00pm – 7:00pm. The Committee discussed planning and logistics for the upcoming event:

- Luminary assembly will take place on Tuesday, November 27, 2023, from 5:00pm – 7:30pm. On event day, luminaries will be placed at noon and lighted afterward. Volunteers needed for both areas.
- The Committee then discussed participating merchant vendors, community groups, and schedule of activities taking place.
- Commentary included social media promotion and marketing. It was proposed that a High School student be contacted to capture images at the event for promotional purposes. Members agreed that the person be compensated for efforts. Upon **MOTION**, the board unanimously approved \$100.00 for compensation to the student photographer. Bill Utermarck offered to organize this effort.

6. Small Business Saturday

Theresa Cramer, an Explore Stafford volunteer content creator, approached the committee about funding Facebook advertising to broaden reach of Small Business Saturday advertisements and grow audiences. The total cost was minimal (\$25-\$30), but it was unclear if municipal funds could be used in this manner. With Small Business Saturday nearing on the calendar, Jodi Harmon suggested that the Arts on Main Planning (private entity), be used to fund this initiative. Theresa and Jodi will work directly to accomplish the task/

7. Farm Day

David Mordasky (Stafford Agriculture Committee) joined the meeting to share details of Farm Day, an annual event held the first weekend in September on Stafford Street. The long running, well-attended event needs additional oversight and volunteer support to ensure longevity and growth of the event. Many aspects were discussed, including fundraising and financial practices, parking, logistics, Bruce Dobson scholarship fund, and sponsorship. Purposes of the conversation was to broaden the Committees understanding of the event.

8. Inclusive/Accessibility Event Planning Discussion

Improving inclusive practices was discussed, including sensory-friendly areas at town functions. The Committee will continue to identify areas for improvement and collaborate with community groups/Board of Education for advisement.

9. 2024 Event Leaders

Brian asked members to review the 2024 event list and for members to elect themselves as event leads to events. The list will be reviewed, and self-appointments will be completed in coming meetings.

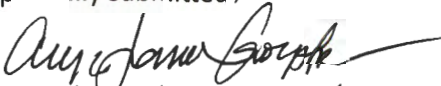
10. Open Business

No new/open business.

11. Adjournment

The Committee Moved to adjourn; the meeting adjourned at 8:22pm.

Respectfully submitted,


Alycia Johnston - *Goopster*