

**TROY DAZE MINUTES - FINAL**

A special meeting of the Troy Daze Committee was held **Tuesday, February 8, 2005** at the Troy Community Center. Meeting was called to order at 7:30 pm.

## ROLL CALL

## Present:

Mike Gonda  
 Bob Preston  
 JoAnn Preston  
 Cele Dilley  
 Bill Hall  
 Kessie Kaltsounis  
 Bob Berk  
 Jim Cyrulewski  
 Marilyn Musick  
 Cheryl Whitton Kaszubski

## City Staff Present:

Jeff Biegler  
 Gerry Scherlinck  
 Cindy Stewart

Pre-meeting with City Manager. He expressed concern with less revenue coming into City and increase in expenses.

Across the board, all departments need to make cuts including non-profits – we work with (TYA, Boys & Girls Club, Coalition) asking for 25% reduction including Troy Daze Festival.

Limit direct City expenses – no fireworks, reroute parade. This will reduce staff time putting up barricades, manning special events.

GS - Staffing changes he can make to reduce costs

- Fireworks eliminate staff
- 5K/10K turned into 5K only
- Less people, less staff for parade if route changed.
- Less people at events such as senior sensation.

BB - What was number you told us for staffing changes?

GS - 20 people on duty for parade could be 10. Reduce 6 people for fireworks  
 If we don't charge for parking on Thursday, we do not need 3 officers for Explorers.

10-15% (\$4600) estimate for police staffing reductions

CD - If eliminate parade, would that solve our fiscal problems?

GS - It would help.

BB - Troy Daze banners? \$4500 to put up and take down along Big Beaver Road.

Question is – are they necessary? An item to look at.

BB - If we do not have fireworks how many hours/dollars would we reduce Parks/DPW time?

JB - Could be only 30 hours (\$1000 + benefits) we can look at overall hours. DPW had 68 hours (\$1500 plus benefits) OT for putting up taking down barricades.

CD - If had corporate sponsor for fireworks, can we add back in?

BB - Only if sponsor stepped up with additional \$ to cover staffing

CD - Does the parade seems like an event we might be able to cut?

KK - Would like to save it if we can. If 2000 people are in it, must be important to them

CD - But are they bringing in revenue?

CW - Yes, if they pay to park or buy food, drink. Is set up on OT?

JB -Only 9 hours OT

BB - Signage? Volunteers do most of that.

BB - Flooring is expensive.

JC - It is nice, but have done without in the past.

BB - Can you get us a cost for labor?

JB - Yes

KK - But are we still ADA compliant?

JB - Did not use it two years ago. Only when heavy rains.

Other items we can cut?

Dressing room trailers – already gone

So far we've cut approximately \$7100 plus walkways

Already cut MFEA costs in half.

Reduced Magic Cauldron, golf cart #, shirts, Mr. Troy, Signage, EthniCity, Talent Shows, Entertainment

If we slice a lot off the top will people notice? Will it affect the quality or eliminate one or two larger events to cover costs.

Increase in revenue will help us.

CD

REVENUE	EXPENSES
\$11,485 big tent/booth rentals	\$7000 tent cost
\$5900 food vendors	??? Elec/generators

Just raising booth rentals 10% won't make big profit.

JC - Ways we can increase Revenues include parking and ride tickets

Only one amusement company bid on RFP. He'll increase revenues from 35% to 40% if sign 3 year contract will give \$3000 for festival improvements and or publicity.

Do we need all the shuttles? People like it. It's what makes the festival special.

Would rather increase parking fees or sell pre-advance sales

Tough on Treasurer to have one dollar bills. But can't raise \$ by too much too soon.  
Currently \$5/weekend – raise to \$7/weekend?

RESOLUTION 2005-01-06

Motion by CD/KK to increase \$7 for parking T-F-S-S (begins 4 pm on Thursday)

Yeas: All (unanimous)

Nays: None

MG - Recommend we cut parade costs and staffing costs by moving route

BB - Look at list of all events and might want to make other cuts

### Events

- Classic Car Show  
Rev \$320  
Exp\* 0  
\*Some expenses for trophies but that is a line item for all events
- Craft Show (not held 2004)  
Rev \$2280  
Exp \$229  
In shared tent. Does make money.  
Net \$2050
- Cutest Toddler  
Rev \$1606  
Exp \$207  
Net \$1399
- Entertainment  
Rev \$12,000  
Exp \$ 7,730  
Net \$ 4,270

- EthniCity  
Rev \$1,500  
Exp \$5,236  
Net (\$3,736)

- EthniCity  
Rev \$1,500  
Exp \$1,161\*  
Net \$349

\*If remove \$4175 cost for entertainment since receive \$8000 from Comcast for outdoor stage

Did cut EthniCity entertainment from \$4500 to \$3000 in proposed budget

- Fireworks – eliminated  
Rev \$5000  
Exp \$5000
- Magic Cauldron Crafts  
Rev 0  
Exp \$988  
Net (\$988)
- Magic Cauldron Entertainment  
Rev \$2,500  
Ticket \$476  
\$2,976  
Exp \$1,679  
Net \$1,296
- Miss Troy  
Rev \$1,205  
Exp \$2,365  
Net (\$1,160)

Could raise fees for entrants

Reduced food to 0 and reduce gift certificates by \$20. Used to do Miss Troy on Friday Night at Boulan School. Could bring in people to festival. Could increase costs in parking if held on Thursday.

- Mr. Troy  
Rev \$100  
Exp \$875  
Net (\$775)

\$3000 in kind corporate sponsor for tuxedos  
Brings people into the Festival

- New Car Auto  
Rev \$1200  
Exp 0  
Net \$1200

Might need to recruit help to run event  
Some concern

- Opening Ceremonies  
Rev 0  
Exp \$300 (Comm chorus)  
Net (\$300)
- Photo Contest  
Rev in kind  
Exp 0  
Net –

Need a chairperson  
Dual-purpose tent - if don't have photo contest, could get smaller tent

- Senior Sensation  
Rev \$1,250 plus in kind  
Exp \$2,716  
Net (\$1,466)

Would DTE be ok with sponsoring another event?

- Special Children & Adults  
Rev \$1500 plus in kind  
Exp \$661  
Net \$839

All pizza this year

- Student Art  
Rev \$1,250  
Exp \$175  
Net \$1,075
- Teen Event  
Rev 0  
Exp \$600

Less police help since changed from Battle of Bands to concert. See if Youth Council would like to coordinate this event.

- Shuttles  
Sally Lou can't commit until they name her successor.  
Rev \$2,000 (SOC-in past)

Exp \$2,380 (plus tent to cover carts) last year 15-16 shuttles  
Net (\$380)

Jim's company might give cash donation

- 5K 10K Race – change to 5K

Rev

Exp \$1,587 (police)

Now should break even – we get 15% of net

5K race could happen on Sunday before festival and run through the park in 2006. Less expense overall.

- Parade

Rev \$1,000

Exp \$12,839\*

Net (\$11,839)

Prizes	\$3,100	\$2,000
Bands	\$3,000	\$3,000
Balloons	\$5,250	\$3,000
Floats	\$500	\$500
U	\$700	\$700
Misc	\$289	\$300

2005 Budget \$9500

If route changes, decrease police costs by \$2000

Also would keep Crooks Road entrance open to collect parking fees

Limit size of entrants to make it Troy Specific (Troy Bands, organizations)

Charge fee for politicians idea - \$50 per person or other groups

Suggest to chairpersons

- Raise revenues
- Decrease expenses
- Change route to decrease police staffing

\$6,000 Police

\$2,500 Regular and OT Staffing, show fence, flooring and barricades

\$4,500 parade costs

\$2,700 Senior Sensation

\$800 Miss Troy

\$16,500

+17,000 cut from 2004 budget @ January 25<sup>th</sup> Meeting

\$33,500

When will event chairpeople know of budget cuts? (April)

Should be soon so they can work on budgets. Bog Berk will email all chairpeople.

CD - Any other ideas or ways we can increase revenue?

Board member bought 6 walking balloons for \$260, but they need to purchase 6 more to use the discount

RESOLUTION 2005-01-07

Motion we allocate \$5000 total for expenses for parade by Mike Gonda.

Seconded by Bob Preston.

Yeas: CD, BH, BP, MG, MM

Nays: JC, KK, CW

MOTION CARRIED 5-3

### **Discussion**

Kessie thinks \$7000 would be more fair.

CW - Won't be able to do this at \$5000.

GS - Must cut police overtime costs. Chief would like overtime costs cut by 50%. We would be fine if we do new route, shorter length for parade.

MG - New route increases parking revenues

Route change would decrease costs of PD by \$4500

Procedure to select/recommend new people and retain people for both Advisory Committee and Troy Daze Committee.

Promotions to recruit new people (press release, flyer @ festival)

**Meeting is adjourned at 8:55 p.m.**