

RESOLVED that the minutes from the Special Meeting on February 8, 2005 be changed. One change to page 8 TD 2005-01-07 – BB did not vote as chair.

Yeas: All Nays: None
MOTION CARRIED

C. NEW BUSINESS

Appointment of Activity Chairpersons - Tabled

1. New Car Auto
2. Talent Shows

D. OLD BUSINESS

1. Operations Manual

- Incorporate process for Festival Committee to bring suggestions to Advisory Committee
- Look at process for openings on Festival Committee
- Look at responsibilities of Festival Committee

Motion to create subcommittee to revise operations manual

Resolution # TD-2005-02-07

Moved by Jim Cyrulewski

Seconded by Mike Gonda

RESOLVED that the subcommittee members are Cecile Dilley, Marilyn Musick (chair), Mike Gonda, and Bob Preston from the Advisory Board.

Other Festival Committee volunteers? JoAnn Preston

Marilyn will coordinate meeting schedule – suggestion to have ready for April 26, 2005 meeting.

Meeting is recessed at 7:44 pm.

Reconvene Advisory Meeting to order at 9:28 p.m.

Resolution # TD-2005-02-08

Moved by Cheryl Whitton-Kaszubski

Seconded by Mike Gonda

RESOLVED that the Troy Daze Advisory Committee Meeting be adjourned at 9:29 p.m.

Yeas: All Nays: None
MOTION CARRIED

Bob Berk, Chairperson

Cindy Stewart, Recording Secretary

D. CORRESPONDENCE

1. February Meeting Notice
 - Check committee list (phone numbers, emails, etc.) for accuracy
2. Letter to Troy Schools Superintendent regarding lawn signs
3. Memo to Council regarding fees
4. Memo to Parks & Recreation regarding Troy Daze Requests
5. Letter to Patrick Harris regarding volunteer hours

E. NEW BUSINESS

1. City Manager Budget Meeting Results – February 8, 2005 meeting with Advisory Committee Officers and City Manager John Szerlag, to discuss budget and state of City. City Council wants city management to hold line on spending and reduce costs in non-essential areas. One area is Troy Daze Festival. Request is to reduce Troy Daze Festival spending by 25% of City Services Fee. This is not an easy cut to make, but City Admin (Fire, Police, Parks & Rec, DPW) have also helped cut their budgets. A number of cuts have been made.

Approximately \$27,000 would be 25% reduction

2004 Revenues - \$152,715

2004 Expenses - \$230,547

City makes up \$77,832 difference

2005 Projected Revenues - \$147,100

2005 Projected Expenses - \$188,863

Projected amount for City to make up \$41,763

In 2005 we will be losing \$5000 from Delphi and receiving only \$5,000 from Pepsi plus \$3000 in products (\$12,000 in 2004)

Pepsi Tim Rayburn said they should check and see what Coke would offer

Committee reduced parade expenses, eliminated Senior Sensation and Reduced other events by minimal amounts.

If a sponsor donates money toward an event, can expenses cut be put back in?
To some extent, but we also have overhead expenses that have to be paid. Any donation has to be spread throughout the entire budget.

How do we make cuts without jeopardizing festival safety, etc.? Cannot cut police and fire. We have made all cuts related to City manpower that we can. If you cut items like installing handicap ramp for indoor stage or flooring in tents, there could be a liability issue.

Parade co-chair Rusty Kaltsounis feels you cannot throw a parade for \$5000.00.

Quality of event does come into play with budget cuts. Committee chairpersons must evaluate the individual events.

What about increase in revenues? Have we thought about ways to bring in more sponsor dollars?

Loss of fireworks might hurt us as well as loss or change in parade. Maybe it doesn't have to be so big (bands/people not from Troy) but more of a hometown feel – Troy Community Parade.

Let's do more brainstorming to see what positive things we can do with the money we have. Example, change parade route, length, date of event.

Arnold Amusements loses profits during parade time. Festival loses parking fees, not sure what the answer is.

Cecile Dilley worked parade for many, many years. Route used to be lined with crowds. It is not this way any longer.

Three years ago, parade chairpersons were told to grow the parade (more floats, bands) budget increased by \$5000 (for walking balloons, incentives to build floats).

Why keep rehashing the same things over and over? All City Departments have to make cuts. Lets just do the best we can with funds we have.

Schedule a special meeting regarding fundraising revenue options.

Ideas for Entertainment and Ethnicity

Entertainment

- Signs to face food court
- Entertainment on Thursday – no
- New artists night on Thursday
- Checks for performers available on day of performance
- Need volunteers on Saturday and Sunday morning to clean tent
- Move banners up higher on stage
- Move portajohns position from stage viewing sight
- Performers not happy paying parking fee – too bad
- Bring back look-a-likes – yes less expensive than entertainment

EthniCity

- Have naturalization ceremony as separate event with City being contact – yes
- League of Women Voters still do reception – yes
- Need center aisle for opening ceremony presentation of flags
- Add email address line to booth application
- Increase number of volunteer shirts to include EthniCity volunteers
- Rearrange Sunday stage schedules so poster contest awards don't conflict with high school bands performance
- Recruit more people to carry flags in parade (20 short in 2004)

- Ensure opening to EthniCity tent is in center
- American Flag stays center stage for Naturalization Ceremony (need 2 – one for photo and one to Pledge Allegiance to)
- Develop display method for flat wall areas in tents for posters (200 in 2004)
- Before Troy Daze posters will be at Community Center on art flats September 1st through Troy Daze opening
- Provide refreshments for student volunteers-they work 3 ½ hours shifts
- Meet with new groups coming in regarding booth displays
- Post outdoor stage schedule inside the tent
- Arrange to have outdoor stage speakers aimed away from tent
- Poster theme printed large on flyers
- Friday and Saturday mornings close off front of tent to allow for set up
- Create video of ethnic booths and run on cable - (Tell JoAnn set time to do interviews & she will let groups know)
- Move Germany and Egypt to more prominent positions in tent
- Have ethnic entertainment performance contract require them to be in parade in costume and carry flag?
- Involve Avondale High & International Academy
- Straw bales by flag post – safety issue

Idea to have food demonstrations under food canopy?
Better to place tables in front of EthniCity tent.

If we can move the Ability Expo to a date and time people will come, we should be able to keep it - Friday evening would be ideal.

2004 – 37 vendors

2003 – 35 vendors

This year we could charge vendors if we guarantee festival goes. Ability Expo needs to do mailings by June

Add a tentative layout for next meeting.

Motion to adjourn the Festival Committee meeting by Cheryl Whitton-Kaszubski

Seconded by Mike Gonda

Yeas: All

Nays: None

MOTION CARRIED

Meeting is adjourned at 9:28 p.m.