

TROY DAZE ADVISORY COMMITTEE**A. CALL TO ORDER**

A regular meeting of the Troy Daze Advisory Committee was held **Tuesday, January 24, 2006** at the Troy Community Center. Meeting was called to order at 7:30 pm.

B. MEMBERSMembers Present:

Jeff Stewart
Bill Hall
Cecile Dilley
Cheryl Whitton-Kaszubski
Marilyn Musick
Bob Preston
Mike Gonda
Jim Cyrulewski
Kessie Kaltsounis
Bob Berk

City Staff:

Cindy Stewart
Jeff Biegler
Bob Matlick
Bob Kowalski

Others

Anju Brodbine
Tom Kaszubski

C. APPROVAL OF MINUTES

Resolution #TD-2006-01-50

Moved by B. Hall, Seconded by B. Berk

RESOLVED that the minutes from the November 22, 2005 Troy Daze Advisory Committee meeting are approved with the following corrections: Bill Hall was absent.

Yeas: All

Nays: None

MOTION CARRIED

Resolution #TD-2006-01-51

Moved by C Whitton, Seconded by B. Preston

RESOLVED that the minutes from the December 21, 2005 Troy Daze Advisory Committee meeting are approved with the following corrections: Bob Berk (not Bert).

Yeas: All

Nays: None

MOTION CARRIED

December 28, 2005 \$152,070.76 Revenue. – current no changes
 \$134,271.39 Expenses – current month sick pay & fireworks pd.

CORRESPONDENCE

1. January meeting notice – change of meetings.
2. TYA student nominee – Berj Alexanian
3. Troy Today – Info to be included

OLD BUSINESS

1. Review of Sub-teams Meetings
 - a. **Layout** (January 10 meeting) Cheryl W. handed out maps

Changes from previous years. As enter off Crooks – no drop offs – only at Northfield Parkway.

Message boards north and south bound on Crooks. Caution entrance ahead. Spoke with John Abraham reduction of speed limit on a temporary basis (he said hard to enforce and no one notices but will talk to Oakland County. Widened access between booths, split up rides at access – children/family on one side and teen rides closer to police command bus (south side).

Meeting with Police Explorer liaisons – need 12' egress for exit. Emergency exit can be toward McManus. Arnold's Games could be at south side near teen rides.

Only other change – turned student art/photography tent so both had frontage.

Left magic cauldron tents in back near Boulan School entrance.

Right turn only exiting Boulan Park. If not enough this year, next year look at right turn out and right turn in.

Sand courts? Possible to have anything over it? Not this year.

Information booth could stay in same location, but depends on placement of Arnold Amusements and Games.

Extra lighting was suggested by Explorer liaisons for added security, one by ticket collection area and by drop off area in back.

When time for teens to exit, committee would go in golf carts to patrol the area.

This year seven light towers - need 3 - 4 additional ones with this plan.

John Abraham will check Oakland County regarding portable traffic lights at Crooks & entrance to Boulan and one at Crooks and McManus.

Suggestion to meet with Arnold's April or May regarding revised amusement layout.

b. Focus Subcommittee –

Explore earlier Festival Hours - according to Gerry Scherlinck, trouble and problems occur after 9 pm. He can get breakdown of police personnel needed from 9 - 11 p.m. and 10 - 11 p.m. Typically utilize 12-15 Officers. Police goal is "see a potential problem – work to prevent it from happening."

Recap of food and vendor booths

17 Food Booths - 5 from Troy (St. Mark Coptic Church, Papa Romano, Buscemi's, Troy Highland Lodge, Orchid Café)

Vendors: 11 churches, 17 community, 42 business, 4 politicians)

Troy Daze Mission Statement: The Festival will strive to strengthen our sense of community by providing the City with a safe, fun-filled environment where community members can share and celebrate their talents, ethnicity, experiences, diversity, and future promise.

Committee Ideas related to the Festival's Focus:

Since our mission is to provide a safe, fun-filled environment, what can we do to encourage more families to attend as well as having more adults attend in the evening hours. We know we offer a lot of family-friendly events.

- Encourage parents to come along w/kids (via school newsletters)
 - Revamp layout putting kids events up front.
 - Move Entertainment tent closer to midway.
 - Reach out to schools - get more school bands, musical groups to perform.
 - Incentives for parents to come in evening w/kids (ex. Ride bracelets given to adults, coaches, teachers who volunteer to be on midway in the evening in exchange for ride bracelets for their own kids to use the next day).
 - Move Miss Troy Daze to festival site on Friday from 8-10 p.m. make it more fun like Mr. Troy – attract girls who live or work in Troy. Since it is not associated with Miss Michigan – remove swimsuit portion which girls have said is a turn-off to participate.
 - Move adult talent show to Saturday evening after Mr. Troy at 8:30 pm.
 - Book more major family entertainment
 - Book school bands, choirs, dance groups
 - More entertainment for Magic Cauldron Tent
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- Magic Cauldron open on Friday evening.
 - Layout - look @ moving Magic Cauldron Tent closer to children's carnival rides.

- Recruit a local apple orchard – offer cider, donuts, caramel apples to tie in with our Magic of Fall theme.
- Contact church groups/kids groups to perform (Kensington, Woodside)
- See parking stickers and ride bracelets at Community Center starting August 15 as a convenience for families
- Parking - charge whether parking or dropping off kids
- Parking – offer specials \$7.00 in advance (for 3 days) \$10 for 3 days during the festival
- Focus on Seniors - Look for sponsor for lunch. Change the time to:

| | |
|---------------|-----------------------------|
| 9:30 – 10:30 | Health Fair w/coffee/donuts |
| 10:30 – 12 pm | Bingo |
| 12 p.m. | Lunch |

- Entertainment might be too early on stages – does not draw crowds
Police suggest Sunday rides end @ 8 pm (ride bracelets 4 - 8 pm) with Fireworks at 8:30 p.m. This will help them with crowds
- Move vendor booth in the back

c. **Rules** – Meeting - February

Be sure to discuss how to bring back an event/activity.

d. **Financial Subcommittee** - January 5

Three years of parking information obtained - after 8 p.m. 30% of parking revenue comes in for three days. 60% of Arnold revenue comes in between 5 – 11 pm.

Some subcommittee members feel that 8 pm is not feasible financially even 9 pm not feasible. Committee needs to meet again before submitting final decisions. If city not willing to make up costs, we can't look at closing earlier.

Saturday # of wristbands down in 2005.

Letter from Arnold's stated that after 8 pm 66% rides & 54% food concessions
But, breakdown is not hour by hour so hard to say exactly how much money is made after 8 pm.

| | | | |
|-----------|------------------|-----------------------|---------------|
| Saturday | \$73,062 | | |
| | <u>-\$27,702</u> | (1,539 Arm bracelets) | |
| 5-11 p.m. | \$45,360 | | |
| Sunday | \$51,977 | 5-9 p.m. | Arm bracelets |
| Friday | \$22,550 | Friday | \$27,000 2004 |
| Thursday | \$ 5,570 | | |

Hours of Operation Committee will meet again.

Committee Discussion:

Need a summary from each subcommittee emailed to Jim Cyrulewski as soon as possible.

Gonda – are hours of operations the sticking point?

Hall – why if there have been problems/fighting in the past are they concerned with hours now?

Kowalski – most of the problems happen after dark – teens and adults. If we cut the hours it could keep some of the negative element out.

Stewart/Kowalski- We are working toward a collaborative effort – better to have a united front before we make a recommendation to council.

Kaltsounis- We have all worked very hard to make changes however subtle. I feel very uncomfortable about changing the hours when we have a contract.

Berk – Rules Committee has not met yet, so we need to work on what behavior we will and will not tolerate.

JStewart – If resistance from any of us – as Troy residents & board members, we have an issue we want to resolve and need to be united. From financial issue it's not good, but from police side – safety is key.

Dilley – All subcommittees send their conclusions to Jim Cyrulewski.

Jim C – From a financial aspect we have a budget & expenses so we know what revenue we need. Look at financial impact if close at 8 pm, 9 pm, 10 pm, or 11 pm. Finalize by February for City to look at regarding budget.

New Business

1. Expense cuts submitted with agenda packet

2005 \$38,383 in expense cuts

2004 2005 revenue due to increase in ride prices.
\$55,993 \$73,839

Our take from Arnold's
35% - 2004
40% - 2005

2. Review of Suggestion List:
Tabled until subcommittees finish up.

3. Chairpersons Reports
Introduce Anju Brodbine – she will be the co-chair of Ethnicity with Padma Kuppa. They have a meeting scheduled on January 31 with Joann & Doris. .
4. Corporate Sponsor Review
Packets ready to mail. Jim will finalize in-kind sponsor list. Check coming from Community Foundation to City for sponsor dollars on January 31, 2006.
5. Request memo review - Tabled
6. Fee Memo Review
7. Appointments of Festival Activity Chairpersons –
Resolution #TD-2006-01-52
Motion by Cheryl Whitton, seconded by Bill Hall to appoint Tammy Duszynski - co-chair of the photo contest and Anju Brodbine – co-chair of EthniCity.
Yeas: All
Nays: None
MOTION CARRIED

MOTION TO ADJOURN

Resolution #TD-2006-01-53
Moved by Cheryl Whitton
Seconded by Bill Hall

RESOLVED that the Troy Daze Advisory Committee Meeting by adjourned at 8:38 p.m.

Yeas: All
Nays: None
MOTION CARRIED

Cele Dilley, Chairperson

Cindy Stewart, Recording Secretary