

A. CALL TO ORDER

A meeting of the Troy Daze Festival Advisory Committee was held Tuesday, April 28, 2009 at the Troy Community Center at 7:02 pm.

B. ROLL CALL

Members Present: Jeff Stewart
Sandy Macknis
Alison Miller
Bob Berk
Mike Gonda
Jeff Super
Bob Preston
Dan O'Brien
Sarah Wunderlich, student rep

Absent: Jim Hattan

City Staff Present: Cindy Stewart
Jeff Biegler
Tonya Perry
Mike Lyczkowski

Others: Doris Schuchter
Poncho Massaini
Diana McKay
Margaret Julian
Lisa Neel

C. ADDITIONS TO AGENDA Under new Business add 2010 Festival dates

D. APPROVAL OF MINUTES

Motion by: Mike Gonda
Seconded by: Jeff Stewart

RESOLVED, that the minutes of January 27, 2009 are approved. MOTION CARRIED.

E. NEW BUSINESS

a. Review of 2009 Festival – Sept. 17-20.

All committee chairs will return with the exception of Photography. Bob is trying to contact Steve Wassaf to assume this role.

We will also try to get a co-chair for Student Art to help Jeff McCoy.

Diana Dulock will not be back to help with Senior Sensation due to health issues, but Margaret Julian is back.

Ethnic Issues Advisory Board will not run EthniCity – too difficult to get countries to run booths because they can't get volunteers to man it.

We can get rid of one tent (40x100) keep EthniCity Tent (60x80) for Student Art/Photography and Poster Contest.

We'll save \$900 on tent plus cost of table and chairs and time to set up electricity.

b. Parade Discussion

Due to Shir Tikvah's Rosh Hashana (Jewish New Year), our issue is holding the parade on Saturday. We'd like to accommodate them by not having a Saturday morning parade. The idea for holding the parade on Thursday has several negatives: it's a school night, parents are just coming home from work, and rush hour traffic. The idea for holding on Sunday also has several negatives: DPW/Police overtime costs and the longer hours for staffing due to the Fireworks event later that same night.

Motion to postpone the parade for one year was made by Mike Gonda and seconded by Sandy Macknis. MOTION CARRIED UNANIMOUSLY.

It was noted that it's tough to postpone the parade because we might not get the momentum back, but the committee feels it's the right thing to do this year.

c. Event Chairpersons Reports

Operations: Mike Gonda expressed concerns regarding economic times and the problems that arise if GM and Chrysler go bankrupt. Families won't be able to come to the festival and spend money for food and rides.

Ideas for saving money were brainstormed and explored:

- No EthniCity tent

- One less storage trailer
- Groups to clean Boulan (trash pickup)
- Miss Troy on a Friday, not Saturday at Troy High.
- We have to be very conscious of the money we spend, and find more ways to save money.
- For future: meeting with DPW ahead of the Festival to talk about situations that could occur, like the 2008 “flood.”
- **Sponsors:** Commitments are coming in slow – ITC, Michigan Schools and Government Credit Union and Tringali are in. For the first time ever, DTE cannot be a sponsor. We’re unsure what HealthPlus will contribute (our major 2008 sponsor).
- **Operations** and Police will meet in 2-3 weeks regarding parking.
- **Senior Sensation:** hopefully businesses will donate prizes. We will need to find a new caterer with Buscemi’s gone. (Try Marinelli’s.) Perhaps pizza and salad.
- **Publicity:** small brochure again and one page in Troy Today, Summer and Fall.
- **Miss Troy:** will be held on Friday, August 21 at Troy High School. Looking at soliciting advertising in the program book. Also, looking to hold interviews on another day at the Community Center so there is less time at Troy High, thereby reducing costs.
- **Special Needs Children:** they will do rides and bring a brown bag lunch. Ronald McDonald and other clowns will appear, plus a Glitter Tattoo Artist.
- **Special Needs Adults:** We received a donation for pizza from Marinelli’s plus funding from the parents of a special needs adult. There will be no band on Thursday night since the attendees want to ride the rides. Donation of pop from Kroger’s is 50 percent less.
- **Entertainment:** all entertainers who did not perform last year due to weather will return. No performer on Friday evening due to Shir Tikvah’s sundown service. The Entertainment is \$1,800 under budget.
- **Student volunteers:** Sandy Macknis talked to THS student government, Project Lead, and the National Honor Society regarding volunteers.
- **Kids Corner:** Alison Miller raised the question of whether it is worth having this event. She noted that Kids Crafts is a draw, but Kids Games/Entertainment is not. Parents do not want to pay more money. They don’t get crowds of people for entertainment that costs money (\$550 per hour of entertainment). The student volunteers have also noted the low number of children coming to this event.

Motion was made by Alison Miller to cancel the Kids Corner Tent with games and seconded by Mike Gonda. MOTION CARRIED UNANIMOUSLY.

- **Cutest Toddler:** the display needs to be checked for water damage.
 - **Parade:** Diana McKay offered the idea to charge each group to be in the parade as a possible way to offset costs.
 - **Mr. Troy:** will contact all 2008 contestants to see if they are interested in participating in 2009.
 - **Talent Show:** Lisa Neel and Karen Yelder will chair. Letters will be sent to the 2008 applicants to see if they'll be back in 2009. Reminder: bring safety pins to attach to their numbers. Jeff will be getting prizes from McDonald's for the winners.
 - **Parking:** Mike Lyczkowski will schedule a parking meeting with Bob Berk, Mike Gonda, Russ Harden and Cindy Stewart.
 - **Shuttle Drivers:** Jeff Super will need volunteers, but he won't need as many since there is no parade. Also order less shuttle carts which will save money.
 - **Contingency Plan:** Discussion about having a plan in the event Troy Daze has to be canceled due to the economy. Times are not good, but moving ahead, as far as committee is concerned, we're still a "go" working to get the best value for our dollars. It was noted that often in times like this Festivals are a good thing. We might not see the same numbers of people riding rides, but families can come to gather with friends. We are making every effort to cut costs, save money and cut out unnecessary expenses.
 - **Petting Zoo:** Jeff Biegler will look for the 2008 contract.
 - **Shirts:** Birch grey for 2009. No need to order new ones since we didn't wear them in 2008.
 - **Booths:** Applications have been reviewed by the Attorney's Office. Ready to go out in the mail on Friday. Last year's applicants have until June 1 to apply. Applications will be on the website after June 1 – rules and policies will be attached to the application. Will look at more outside booths after we sell out the indoor area.
 - **Food Booths:** Usually there are only 1-3 open spots after last year's get their applications in.
 - **Student Rep - A motion** was made by Mike Gonda and seconded by Jeff Stewart to recommend Sarah Wunderlich for Troy Daze Student Representative again for 2009. MOTION CARRIED UNANIMOUSLY.
- d. **2010 Festival Dates:** September 16-19, 2010. Yom Kippur is this same weekend. They asked us to consider moving ahead one week (Sept. 9-12) or back one week (Sept. 23-26). Is there a problem with Arnold Amusements and their dates? Cindy will check with Louise Arnold regarding the conflict. We'll meet with a representative from Shir Tikvah, Police and Operations to discuss.

Adjourn

A motion to adjourn was made by Jeff Super and seconded by Mike Gonda. The motion passed unanimously. Meeting adjourned at 8:35 pm.

The next meeting is Tuesday, June 23, 2009.

Bob Berk, Co-Chairperson

Cindy Stewart, Community Affairs Director