

HCCE MEETING | APRIL MINUTES

Meeting date | time 4/8/2021 | 7:05pm | **Meeting location** Lincoln Center

Type of Meeting Regularly Scheduled
President Dean Smith, present
Vice President Thomas Blejski, present
Treasurer Liz Breslin, present
Secretary Jacqui Herrera, present

Members Present: Kristen Smith, Jeffrey Pena, Allencia Ballard
Liaisons Present: Mark Schocke, Trever Kinley, Pete Hojnicky, Pat Vassar, John Banasiak
Additional Attendees: John Reed (Town Atty), Patty Grillon & Dave Jaros (California Donuts), Leroy Flores (LeRoy's Bar)

Minutes Review Dean motioned and Liz seconded, all approved minutes

Financial Report No financial report available; Liz B. has begun receiving checks from vendors for the 4th of July festival, \$642 from California Donuts & \$1712 from Bodacious Concessions

Liaison Reports –

Trever Kinley- no reports from Parks Department, they are just waiting on final details for 4th of July to move forward with planning and logistics.

Mark Schocke- no reports from Town Council other than to see the progress on planning for the Beer Garden and 4th of July Festival.

Chief Hojnicky- no reports from HPD; here to get final details on Beer Garden for planning of security during event.

Additional Topics Presented

~**Shirts**- Dean requested shirt sizes from all the members and volunteers to place order.

~**Promotions**- Jacqui presented idea for a "Crossroads Map" that would be a promotional piece for the 4th of July Festival. It would entice sales on Wed-Fri from the vendors and participants would have the chance to win a grand prize that will contain items/gift cards/donations/etc from vendors and NWI businesses. Thomas also brought up a scavenger hunt for trains for the kids and they are going to join them together.

Committee Reports

~**Memorial Day**- Kristen still needs a speaker or two for event. Allencia asked and Kristen confirmed that they do NOT need to be a Highland resident. Vocalist has been confirmed with Mr. Markley. The scouts will be doing colors with American Legion. Tom is working on PA and bugler. Also needs confirmation from parks about the WIFI for the live streaming to be able to work correctly. Kristen passed around mockups of fans with advertising for CN on the back; design approved by members. OBIE information will not be available until after June when committee meets to decide remainder of year and if they will doing any public events. Kristen requested \$435 for 1000 2-sided fans, motioned by Liz B, seconded by Liz A and approved by all.

~**Highland Yard Sale**- Jacqui showed the mock-up of the banners and they were approved with board so she will be picking up banners next week to place on key points in Highland. Sign up form is active and has about 80 plus signups already as of this

week. Maps will be created and available at Lincoln Center for pickup the last week of April.

~4th of July Festival

*Arts & Crafts- Kristen, Liz B, and Jacqui will be attending upcoming craft events to hand out cards for recruiting vendors. Jacqui has already created online inquiry forms

for vendors to fill out and will continue working with Michael Griffin to move forward with full online applications and the ability to pay for them online also in the future. 4 vendors expressed certainty in returning already.

*Fireworks

*Kiddie Parade- applications will be ready May 15th. Thomas needs to decide on goodie bags and Kristen will ask CN if they can donate items.

*Twilight Parade- Kristen said application should be ready by May 15th. Jacqui mentioned some of the wording and requirements she had seen on Valparaiso's parade application and will be forwarding those to Kristen for ideas. Kristen's working on how the parade will run/start and looking to have staggered lineups and end by 7pm. Kristen discussed how much it costs to move bands and motioned that we offer a \$200 honorarium to bands willing to join in parade, for up to 5 bands; seconded by Thomas and approved by all. Liz B mentioned that they should be notified when applying that they would be paid at September/October meeting.

*Entertainment- Tom was not available but sent a list of booked bands he had already.

*Foods-Liz B & Jacqui- applications have already been emailed; they already have 9 vendors who are certain they are in

*Publicity- Liz A has already reached out to The Times to get quotes for the different page layouts; we would be sending to 30k residents of Griffith/Highland/Munster; she will begin calling around to sell promotional spaces.

*Security -Mark S-nothing to report.

*Grounds- once layout is finalized, Liz B will begin to get quotes for porta-potties

*Beer Garden- Leroy Flores was present to discuss his years in the business and how many events he had done. He went on to describe how the standard layout and logistics run for beer gardens and what he could do for this event and possibly future ones if he can build a relationship with the HCCE and town. Much discussion ensued about the layout for the garden, security, indemnity to the town, beer prices and what the budget/profit would be on the contract. Mark said he would work further with the numbers and with Leroy to determine what the numbers of the contract would look like for John Reed to move forward with finalizing the contract for approval. Mark still wants to look into private security or have Leroy provide his own. HPD mentioned reaching out to private firms and having no response as of the meeting. Leroy would have to provide the person to card people coming to purchase beer and give them wristbands that HCCE would provide. This would assist HPD in visually seeing who should/should not have alcohol. They would be 2 entrances/exit to the garden with security/police presence. Tables, tents, seating was discussed with Trever and finding out how many more they have to spread around and/or if HCCE would need to look into more.

~**Fall Festival** Sept 17 & 18th 5-9pm, 2-9pm - tabled

~**Trunk or Treat** Oct 23 (rain date Oct 24) - tabled

~**Santa Parade** Sat Nov 28 - tabled

Next Meeting: May 13th @ 7pm, Town Hall or Lincoln Center if needed.

Thomas motioned we adjourn and Kristen seconded. All approved. Adjourned at 8:53pm.