

HCCE MINUTES

Wednesday 7-10-2024, 6:05 pm

Meeting Location: Upper Town Hall

Type of Meeting	Special -Scheduled	Members Present: Jack Rowe
President	Linda Carter	Liaisons Present: Alex Brown, Alex Robertson, Chief Potesta, Cmdr. Banasiak, Sean Anderson
Vice President	Sandy McKnight	Morgan Wright (fireman)
Financial Secretary	Kathy Camp Burke	Additional Attendees: Chris Kornus
Secretary	Carol Parker	

Minutes Review – Minutes 6/26/2024 approved

Financial Report –4th of July, 2024 Festival Proceeds: Beer Vendor- \$61,600, Alpine- \$72,656, Food and Craft Vendors- \$20,415, Sponsors- \$14,100, Parade- \$1,950 **Total + \$170,721**

Liaison Reports – Alex Robertson - The auditing procedure for the Beer vendor and Alpine Amusement will be updated. Beer ticket booth -The money collected was off ~\$500 less than tickets counted. Alpine Amusement reported the money collected daily at the kiosk ticket sales. Any product sold by the beer vendor other than beer will be outlined in the beer vendor contract prior to the event. Alex will inquire about the beer garden vendor staffing the beer garden ticket sales.

Chief Potesta - In order to protect the bands who are performing on the stage a rope should be installed at the bottom of the gazebo steps. Chief to research the legality of a “No Guns in Park” sign. Post on HCCE Facebook: “Contact the Highland Police to retrieve items in the lost and found from the 4th of July Fest, and other Town events.” The Highland Police will man the Back Yard Barbecue during these approved hours: Sept. 13 - 5-10:30 pm, Sept. 14 - 12-10:30 pm, Sept. 15 - 12-9 pm.

Cmdr Banasiak - Designate walkway areas throughout park, no lawn chairs should be set up in walkways. Volunteers are to monitor handicap parking on Highway Ave. Porta Potties should be relocated away from the north main entryway, the lines intersect with the walkway. The 2025 tentative schedule for the 4th of July Festival is: Wed., July 2, - Sun., July 6, reevaluate vendor 12 pm start time.

Morgan Wright -More light is required at 5th and Ridge Rd. for the many pedestrians crossing the street and the pedestrian walking button is nonfunctional at the intersection. Consider selling one size beer to alleviate long lines (people unsure about which size to buy).

Alex Brown - Parks Dept. has less staff in the fall than summer. Shorter hours of operation at BBQ would be helpful for staffing crews, but Parks will be able to staff a 12 pm start time at the BBQ for Sept. 14-15. Festival regulations at Main Square Park apply to all sponsoring groups including the HCCE and the Town of Highland. Vendors have different regulations than the sponsors.

Committee Reports

July 4th Festival Review –

- Beer Garden: Redesign the lay out of the beer garden, including lines on the ground and signs.: Parallel lines work better than perpendicular lines. The purchase of beer tickets and beer pouring will be contained in the fencing. Tents/ sails to be researched for placement over picnic tables outside of fencing. Request that volunteers from beer garden sponsor groups are assigned to ID tables, and parking lot. Beer vendor to provide ticket sale workers, if possible. Beer pricing for one size beer and another ticket price for seltzer drinks
- Parade -80 entries in July 3 Parade. No gaps. Approved, 'Railcats' are exempt from parade fees in the future."
- Kiddie Parade - 5 applicants preregistered. Online registration must be available on Town website. 120 children participants, ~120 adults. Contact businesses located on Highway Ave. who are on parade path, to request their support and cheers for children in our parade (5-10 min). More volunteers are required to assist with children.
- Bands - Some bands began later than scheduled. Parking was reserved for the bands in the two east rows at Main Square north parking. This was helpful for transporting band equipment
- Alpine South fire station worked well for housing Alpine workers. No complaints from neighbors
- Vendors-. Some vendors opened late. Approved -vendors with liquid beverage sales only, to pay 1/2 vender fee (not food trucks)
- Drone Show -Patriotic music should be played during drone show. Alpine rides to stop during the show. Mixed reviews, mostly positive feedback. Redesign drone graphics, if approved by Town Council for 2025. Start drone show at 9:15 pm; to accommodate vendors who need to complete business transactions
- General improvement suggestions: More garbage cans.. Create volunteer lists with descriptions of their duties to be sent to volunteers and members.
- Special ability time, 117 wristbands distributed July 7, 12-2:00 pm. Great responses and feedback.
- Kids activities from 12-2:00 pm in front of gazebo Announce each activity daily and engage more kids.
- Sponsors - Received Arial Dental's sponsorship application and fee payment for Gold Sponsorship status today. Update sponsorship application to accommodate further interest in event sponsorships for 2024.
- Advertisements Jumbotron south of gazebo, include: 4th of July pictures, vendors, band line-up, sponsors, and upcoming events. 'Panorama' Magazine had over 33,000 views of Highland 4th of July event
- Approved a vendor refund to 'Twisted Tattoos' for pulling out of the 4th of July event due to double booking.

- The HCCE secretary requests chairpersons submit for HCCE records: A list of vendors, bands, parade participants, game vendors,... and a copy of contracts used.

Back Yard Barbecue - Chairperson - Linda Carter

- Chairperson - Food and Craft Vendors -Kathy Camp-Burke Surveyed vendors, and reported most supported 12 pm start: for vendors at BBQ. Some food vendor contracts have been sent out to vendors for BBQ: The approved hours for food and craft vendors is: Sept. 13- 5-10:30 pm, Sept. 14 - 12-10:30 pm, Sept. 15 - 12-9 pm. Approved BBQ craft vendors fees ~ 3/5 of 4th of July Fest, due to lesser time frame, less profit.
- Chairperson - Bands - Sandy McNight - BBQ hours for bands is: Sept. 13 - 5-10:30 pm, Sept. 14 - 2-10:30 pm, and Sept. 15 - 2-9 pm
To date the commitments from bands for BBQ: Nate Venturelli - \$3,000, Buck Daddy - \$900, Chicago Rockology - \$1,000
- Chairperson - Beer Garden - Sandy McNight and Linda Carter Hours of beer garden operation for the BBQ is the same as the bands, but the purchase of beer ends 1/2 hour before closing Sept. 13-14 - 10:00 pm, and Sept 15 - 8:30 pm.
- Kiddie Games - Research, if we can accommodate 1. Simms Enterprises - Hot Wheel racing. It is free to HCCE A tent is required at Main Square for their track & shade. Approved to send a contract, if we can secure an appropriate tent.
2. S.E.A. Hamsters – Hamster ball to roll in water. He confirmed via email interest. Do we have room and a water container?
- Request Highland School. Key Club provide volunteers for BBQ

Adjournment - 8:45 pm

Next Meeting - AUGUST 7, 2024, 6:00 pm

Prepared by Carol Parker (HCCE Secretary)

7-16-24