



WINDERMERE DOWNTOWN BUSINESS COMMITTEE

MEETING MINUTES

April 2nd 2013

Meeting called to order at 6:03 pm by Mark Allen

Attendees: Robert Smith (Town Manager)
Suzanne Cottrell
Lee Cottrell
John Thurman
Mark Allen
Mike Pirrozollo (Council Liaison)
Ira Levitt
Matthew Allen
Chris Sapp

Guests: Hanna Ammar – Historical Preservation Board

- Short presentation with regards to sponsorship of memorial placard.
- \$2,000 per sponsor at the bottom of the marker.
- \$500 for tree sponsorship is also available.

Cheryl Fishel - Farmers Market

- General feedback is that all feedback is positive and it is a great success.
- A suggestion was made about consideration of moving the event to a Sunday, DBC agreed this was not an option at this point in time.
- The issue of vendors that are not allowed to either participate in the market or that are restricted on the goods they offer was also raised by John Thurman based on numerous discussions with market vendors. Mark Allen is to be sent a list of the current vendors that would like to be allowed in and also a list of current vendors who would like to expand their offerings.

Previous Minutes: Motion to approve by Lee Cottrell, seconded by John Thurman and carried without exception

Old Business:

March 22nd Food Truck (Doug Trovillion in attendance)

- Feedback from vendors was that due to both inclement weather and the addition of extra food trucks resulted in takings being around 30-40% of prior volumes.
- A suggestion was made by Mr Trovillion that a bad weather discount of up to 50% could be considered. This was rejected by all DBC members.
- A suggestion was also made with regards to lowering fees for Sit n Stay due to cost vs sales, again this was rejected by all DBC members.
- Public works had to stay an extra 1 ½ hours which added costs to the event. Mainly due to food trucks not closing at the correct time and using the public trash facilities and the band not finishing on time.
- A suggestion was also made by Mr Trovillion in relation to inclement weather and giving impacted vendors a chance to come to the following event if they were due to be out of rotation. This was also rejected by all DBC members.
- A suggestion was made by Mark Allen that the DBC be furnished with more information on upcoming bands such as musical styles / set lists, bio's etc. This was considered a good idea by the rest of the DBC members. Mark Allen was to contact the band scheduled for April and Chris Sapp is to follow up for future events.
- A discussion was held with relation to commercial grade string lighting for around the grassy areas between Town Hall and John Ashley Interiors building. Mike Pirrozollo presented some information with regards to purchasing options. All agreed it is a good idea and should be looked in to further. Lee Cottrell has agreed to run with this task and come up with options to be reviewed at the next DBC meeting.

Yard Sale

- 50 spots sold although some did not show
- \$470 made from event
- Attendees asked about increasing frequency and this was rejected
- Next event set for September 2013

New Business:

Craft Beer Event

- Robert Smith questioned the DBC if they wished to run this event. He stated that if not there would be other committees that would look to do it
- Chris Sapp discussed the fact that a non-profit organization is currently being established and it has plans to do this event. This new entity will not be tied in with DBC.
- Robert Smith is looking at Town ordinance with regards to private events and drinking on Town property.

- Any private event would need appropriate permits applied for and granted

Fall Festival

- No fall festival this year
- Matt Allen motioned to approve 12th October 2013 for barbeque event. Seconded by Ira Levitt and carried without exception.

Meeting Adjourned

7:58pm