



## WINDERMERE DOWNTOWN BUSINESS COMMITTEE

### MEETING MINUTES

October 1<sup>st</sup> 2013

Meeting called to order at 6:00 pm by Matthew Allen

Attendees: Robert Smith (Town Manager)  
John Thurman  
Chris Sapp  
Lee Cottrell  
Matthew Allen  
Mark Allen  
Mike Pirrozollo (Council Liaison)  
Irma Yapor (6:15pm)

Apologies: Ira Levitt

Guests: Cheryl Fishel  
Lesli Riffin  
Jackie Rapport  
Dore Baratta

Previous Minutes: Motion to approve prior minutes with amendments in relation to John Thurman vote revision in relation to Christmas Tree by Matt Allen, seconded John Thurman and carried without exception

Old Business:

September 27<sup>th</sup> Food Truck

- Very busy event
- Vendors very happy (rain aside)
- Rain slowed down the event towards the end
- Robert Smith is making sure that food menus are approved
- Deserts were offered on trucks without approval

September Farmers Market

- Cheryl Fishel presented Farmers Market Selection committee approvals
- There are 44 spaces for October
- Cheryl asked for approval to move the market near Thanksgiving to the Tuesday as we did last year. Cheryl said they will do all updates and notices to make sure customers know
- Larger attendance last Friday due to the weather becoming cooler
- Cheryl is looking at ramping up marketing efforts and looking towards targeting communities such as Keenes Pointe
- Matt Allen made a motion to amend Farmers Market Guidelines to allow up to two prepared foods based on those that the selection committee deems suitable, seconded by Chris Sapp and carried without exception

Other Old Business

- Chris Sapp has asked to move the discussion in relation to grounds improvement to be moved to old business. Robert Smith said it has gone to bid and we should have submittals in around two weeks. It will then go to town council for approval.
- Robert Smith noted that budget that was approved earlier in the year would impact quickly on the reserves at the beginning of the fiscal year depending on the speed the ground cover project is completed
- Jackie Rapport asked why we cannot have a real tree rather than an artificial tree, it has been commented on by the tree board, the gardening club and parks and recreation.
- Chris Sapp noted his complete disapproval of the extra expenditure and thinks it will be turned down by town council. Looking for a plan B option in the event of it being turned down.
- Robert Smith noted that if it does get denied then we have an early November meeting to formulate a plan B

New Business:

October 2013 Food Truck Event

- Mark Allen noted that there has been a lot of comments in relation to bringing back the live music. There have been comments asking to try and at least get music quarterly
- John Thurman mentioned that he will get sponsors for the January 24<sup>th</sup> event

- Chris Sapp raised looking at starting entertainment again in Jan and then doing music / entertainment quarterly
- Mike Pirrozollo raised about looking at finding ways to decrease the costs with regards to bands, stages and other items
- Irma Yapor has taken on responsibility to get carolers as entertainment at no cost for the December event
- Matt Allen raised a motion to approve an expenditure of \$1400 for the January 2014 event
- Matt Allen then amended the motion to state that if we do not have sponsorship in place by 27<sup>th</sup> December we have the right to rescind. Motion was seconded by Chris Sapp and carried without exception
- Chris Sapp raised that we should discuss upping the amount we charge the food truck vendors for spaces
- Chris Sapp made a motion to raise the food truck space cost from \$95 to \$150 as of the November event, seconded by John Thurman.
  - Aye Lee Cottrell
  - Nay Mark Allen, Matt Allen
  - Motion passed by 3 to 2 vote

#### 2014 Car Show

- Mark Allen raised that he does not think he can put as much effort in to the event this year and needs help from other members or to hire an outside team to help get the event ready
- Chris Sapp raised that he is concerned at the fact the event loses money. He said that if a company can come in to help and make it at least break even he has no objection to that.
- Matt Allen has said they will look to get a promoter and details by the next DBC meeting and there was no objection to seeing what can be done

#### 2014 BBQ Event

- Lesli Riggan put forward the proposal / estimates for the event
- Looking at adding art into the event, having artists attend to display their works and charge them a flat fee
- Members are to look over the details and we will table next month's DBC meeting for voting on times and budget

Meeting Adjourned

- 7:49