

Draft of Economic Resource Committee Minutes September 5, 2017

Present Ethan Bogar, Curtis Hunter, Earnest Levesque, Kyle Pratt, Deb Shelby, Sue Sinnamon and guest Ed Sinnamon

The meeting was called to order at 6:10 p.m.

Public Comment: None

Additions/deletions to agenda: none

Review minutes from last minutes: Motion by Deb, seconded by Ethan to accept the minutes as written. All were in favor.

2017 Bolton Community Fair

Facebook – marketing plan – Everyone was encouraged to “like” the BCF Facebook page and individual posts and share it on their timeline. The more times this is done and the more people that do this will increase the number of times it appears. This will help to get the word out to the community about the event. Ethan will also do a \$25 ad on Facebook. Natasha needs from Deb a list of the vendors and Curtis a list of the donors to use for social media advertising.

Radio – status - VPR update: Deb is hoping to get an interview on VPR about the BCF. Ethan thinks we are on the Community Calendar for WDEV and will check with Natasha.

Event Day – THE COMMITTEE IS ASKED TO BE THERE AT 7:30 A.M. TO SET UP

Table set up: It was decided by the committee to use the round tables that Bolton Valley has available. Ethan will count them to be sure we have enough. He will set them up Friday night with a couple chairs at each table.

Young team helping to sell raffle tickets and take photos: Deb has solicited the help of 3 young girls. One will take pictures of the event and the other two will sell Raffle tickets. We will have a board showing the progress during the day of our goal of contributing \$200 to the Firehouse and \$200 to the Senior Dinners.

Organizing vendor locations in set up: Deb (thru an immense amount of time and hard work—**THANK YOU DEB!**) has a variety of vendors. Since it worked last time, we will not assign tables and will let the vendors choose their own on a first come, first choice basis. Deb will communicate that to the vendors as well as their set-up time starting at 8:30 a.m.

Fun things to do with kids – who is making sure bouncy house and other kids activities are set up? Ethan will make sure they are. The committee decided that the bean bag toss games would not have prizes and just be a fun thing for kids/families to do. Ethan will have volunteers Eric and/or Derick coordinate the bean bag games.

Ethan will contact Blue Cross Blue Shield to see if they would come and paint kids' faces in exchange for a table.

We will have 8 BINGO games and give out our 8 prizes that are \$25 or less. Curtis will take care of those games. They will be held upstairs.

Signage at the mountain directing vendors and visitors: Curtis is painting our sandwich board so we can put direction posters on it at the bottom of the road. He will also make a direction poster for the top of the hill for the Sports Center.

Raffle – we have a BUCKET of great prizes – what is our strategy? The committee decided that one would not have to be present to win a raffle prize. Everyone will be asked to put their name and their phone number on their ticket(s). The drawing will be held near the end of the event and if they are not present they can pick up their prize at the desk at Bolton Valley. We will have three containers for tickets, one for each of the three major prizes. After we draw tickets for each of those prizes we will combine the tickets and draw prizes for the \$50 restaurant gift certificates and the pencil drawing.

Other organizational tasks? Our free food items which are coffee, cider and donuts will be set up upstairs. Ethan will make sure we have a place. We do not need to get a water container as there is already a water “cooler” and cups there. We would just need to keep it filled.

Other Items for the Bolton Community Fair

Promotional efforts – are we doing posters/flyers: We decided not to do flyers. Natasha will create and print about twenty-five 11 x 7 Flyers about the event. Curtis and Earnest will take them this Friday and put them up in different places such as grocery stores and other businesses that have bulletin boards promoting community events.

Carol volunteered to make a flyer from the ad in this month's Bolton Gazette and put it in Smilie School students' backpacks to take home to their parents.

Deb will contact Camels Hump Middle School and the two high schools to see if they will promote our event.

Press Releases – Natasha has sent the press release out to several community newspapers.

Seven Days calendar? Natasha put us on it.

Front Porch Forum – content for next 2 emails – Curtis read us what he had written up to put on the next Front Porch Forum. The committee tweaked it and he will rewrite it and it will go on tomorrow. The committee decided we would also put something about the BCF on the FPF next Thursday the 14th and Friday the 15th.

Adjournment: A motion was made at 7:59 by Curtis and seconded by Sue to adjourn. All were in favor.