

# HCCE MEETING MINUTES

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**Meeting date | time** 7/27/2021 | 7:15pm | **Meeting location** Town Hall

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

**Members Present:** Kristen Smith, Jeffrey Pena, Deborah Trevino, Liz Al-akel, Allencia Ballard

**Liaisons Present:** Mark Schocke

**Additional Attendees:**

**Minutes Review** N/A

**Financial Report** N/A

## **Liaison Reports –**

Town Council wants to know plans for Fall Festival and how it would work with Beer Garden; suggested that HCCE should now take it on since there is no carnival.

## **Additional Topics Presented**

~**Community Sale** – approved dates for August 28, 29th

## **Committee Reports**

~**Memorial Day-**

~**Publicity-** up the promotions of the Fall Festival on Facebook; not much activity yet

~**Fall Festival** Sept 17, 5-9pm, 18<sup>th</sup>, 12-9pm

Rain date alternative for Sunday the 19<sup>th</sup>, possibly check into using Lincoln Center

Suggested that there be 3 marketing levels: gold, bronze and silver with sponsors at

\$100-150/each; final vote was for \$150 sponsor packet which would include: gator boards, banners along stage, swag materials, bracket sheet promotions, town website promotions, Gazebo promotions, Snapchat and possibly on Tom's site

Jacqui will reach out to Baxter, ReWright

Liz B mentioned that there was not enough time for all lot of the corporate deadline

requests of 1 month or more for donations but maybe we could still look into asking Cabelas, Walmart, Alberts, Growlers, etc

Liz A will send out emails for sponsors after creating a formatted letter that's agreed upon

Liz B was in contact with Chicago Cornhole to rent the boards and bags and they would be in charge of the tournament for \$1300 max for 50 participants;

Allencia asked about ticket sales and possibly getting boosters to help run the Beer

Garden again

Kristen mentioned Beer Garden size and lines, issues brought up by police department and capacity issues; Allencia made suggestions for beer garden layout

Allencia suggested bouncy houses and was tasked to get more info for the group with local vendors including the group that walked in the parade

~**Trunk or Treat** Oct 23 (rain date Oct 24) – tabled until next meeting

~**Santa Parade** Sat Nov 28 – tabled until next meeting

**Next Meeting: August 12th @ 7pm, Town Hall or Lincoln Center if needed.**

Liz B motioned we adjourn and John B seconded. All approved. Adjourned at 9:41pm.