

**TOWN OF HAMDEN
TOWN CENTER PARK COMMISSION MEETING
JUNE 17, 2013
12:00 AM
MAYOR'S CONFERENCE ROOM
HAMDEN GOVERNMENT CENTER
2750 DIXWELL AVENUE
HAMDEN**

COMMISSIONERS IN ATTENDANCE: Matt Fitch, Chairman
Ed Grant
Gerry Tobin

OTHERS IN ATTENDANCE: Julie Smith, Deputy Chief Administrative Officer
Mimsie Coleman, Director of Arts, Recreation and Culture
Peggy Craft, Commission Clerk
Melanie Morse, Intern, Arts, Recreation and Culture Department
Anthony, Intern, Mayor's Office
Patrick, Intern, Mayor's Office

CALL TO ORDER

Chairman Fitch called the meeting to order at 12:12 PM.

ATTENDANCE

Attendance was taken as noted above.

APPROVAL OF MAY 2013 MINUTES

Commissioner Grant motioned to approve the May 2013 Minutes as presented. Mr. Fitch seconded the motion that passed unanimously.

CHAIRMAN'S REPORT

Mr. Fitch said the the First Annual Hamden Road held on June 8th was fantastic.

The Farmers Market will open on June 28th. The All Abilities Playground is also scheduled to open on June 28th, and the Hamden Fireworks will be held on the evening of June 28th.

Mr. Fitch invited Ms. Smith to give a report on the All Abilities Playground.

Ms. Smith said the playground is on schedule. She said a few more pieces will be arriving this afternoon. She also said the giraffes should be arriving any day, There have been some drainage issues to deal with. Elliott Fuller, Assistant Town Engineer is handling this. The parking lot is being re striped, and the fence is in place. The Poured in Place flooring will be installed at the end of the week. If everything stays on schedule this week there will be a soft opening at the end of next week. The dedication of the playground will be on the morning of June 29th. The invitations will go out in the next couple of days. Ms. Smith hopes the Commissioners will be able to attend.

There was a discussion regarding keeping the playground open for the Fireworks and the Farmers Market. Security was discussed, and Mr. Fitch said he would volunteer to be on-site to provide security during these events. He invited the Commissioners present to join him. Ms. Tobin asked if the playground is insured. Ms. Coleman said there will be insurance in effect that includes the playground. Ms. Tobin asked if the Council has to accept the playground. Mr. Fitch pointed out that it is a Town project. He added that it will have to be inspected by the Risk Manager and if there are any issues it will have to be reinspected once the issues are resolved.

FARMERS MARKET

Mr. Fitch said there was a meeting with the vendors. He said it looks like there will be 27 activities, 23 of which will be every week. There will be four Farm vendors. They are Flowers From the Farm, Borrelli's Farm, Amelia's Green House and Tuttle Ridge Organic. There will also be several food vendors including DiSorbos Pizza, Fire Dog, Spuds Your Way, and The Cupcake Truck. There will be several other vendors. There will be a table for Experience Corp., Youth Services, and New England Conservation, as well as a Town Information table.

Ms. Smith said the Commission received a good deal on Farmers Market Bags. She displayed one of the bags. Mr. Fitch said 100 bags will be given away for free at first day of the Farmers Market.

Mr. Fitch said they were able to purchase a pallet of Fred Water. This water is in reusable bottles. The vendors will sell the water for \$2.00 a bottle.

Mr. Fitch said he is very excited about working on Town social media sites to promote the opening of the Market. These sites include the various Town facebook pages. He said the Town has done a good job moving the vendors onto the lawn. He added that there are a great group of vendors, and they are all very enthusiastic. He said we need to get the people there. If the people are there at the beginning it will be successful. He said there is also a new logo for the Farmers Market.

Ms. Smith said fliers will go out to the elementary school the last week of school. There will be a press release in the next couple of days. She spoke with Michael Bellmore of the New Haven Register. He plans to come to the opening of the Farmers Market and will do a feature article.

There was a discussion regarding where banners could be placed in Town announcing the start of the Farmers Market. Among the locations discussed were in front of the Clock Tower, in front of Town Hall, and in front of the Library. Ms. Smith and Ms. Coleman will go to the Town Hall site to see if a Farmers Market sign could be added to the present sign. Ms. Smith discussed the trestle over Putnam Avenue. She said that space has had some success.

Mr. Fitch asked if Ms. Coleman if she has an advertising budget for the Fireworks. She said she doesn't.

Mr. Fitch asked if a combination ad could be done, promoting the Farmers Market in the day and the Fireworks in the evening. Mr. Fitch also said all the Town social media will be used to promote the events. Ms. Coleman said several stores will have pamphlets regarding the Town Center Park events. The vendors will also promote the events.

There will be a "Touch-a-Truck" on July 5th at the Farmers Market.

There was a lengthy discussion regarding advertising. Mr. Fitch stressed that we have to "market the **** out of it."

MOVIE NIGHTS

Mr. Fitch said regarding the concerts, this Commission will be involved to the extend Ms. Coleman wants us.

Ms. Coleman discussed the work she did for Movie Nights last year. This year it will be handled by the Town Center Park Commission. She has called the distribution companies to get information regarding copyrights. The contracts will be reviewed by Town Attorney Sue Gruen.

Mr. Fitch briefly discussed the Yankee/Red Sox Game to be simulcast on August 18th. He said ESPN has not assigned the game yet, But he has been assured that they will. He also discussed ideas to get people there earlier. He said the New Britain Rock Cats have a Kids Zone with a radar gun, etc. He said the equipment looks portable. He said they might be interested in doing something at the event. He said the radar gun to clock pitch speed is similar to the radar gun used by the Hamden Police Department. He said they might be willing to sponsor a "Clock Your Pitch Speed" activity.

There was a discussion regarding vender fees for the Movie Nights and the Baseball Game. The vendors are not charged a fee for these events. Mr. Fitch said we should focus on encouraging the vendors at the Farmers Market to come to these events.

There was a discussion regarding last years Movie Night attendance.

It was noted that the movies will start at 8:00 PM.

Mr. Fitch suggested that we have volunteer photographers take pictures or create short film clips of the concerts. He said he feels it would be a good idea to archive these events. Ms. Coleman said this is prohibited in the performers contracts. Ms. Coleman will see if any of the groups would be open to allowing us to record short snippets of their performances.

The Infrastructure Discussion will be tabled to the July Meeting.

ADJOURNMENT

There was no further business to come before the Commission, and Chairman Fitch adjourned the meeting at 12:57 PM.

Submitted by: _____
Peggy Craft, Commission Clerk