

**TOWN OF HAMDEN
TOWN CENTER PARK COMMISSION MEETING
JULY 15, 2013
1:00 PM
MAIN FLOOR CONFERENCE ROOM
HAMDEN GOVERNMENT CENTER
2750 DIXWELL AVENUE
HAMDEN**

COMMISSIONERS IN ATTENDANCE: Matt Fitch, Chairman
Ed Grant

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

CALL TO ORDER

Chairman Fitch called the meeting to order at 1:00 PM.

ATTENDANCE

Attendance was taken as noted above.

APPROVAL OF JUNE 2013 MINUTES

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

CHAIRMAN'S REPORT

Mr. Fitch said the Farmers Market has been open for three weeks. He noted that attendance has been very good. There have been approximately 25 vendors each week. Attendance for the first week was between three and four hundred. The second week fell on the day after Fourth of July and attendance was not as heavy but there was still a good turnout. Both the second and third weeks were very, very hot but attendance was still good.

Mr. Fitch said the concerts have been very good.

Next, Mr. Fitch discussed the ESPN Major League Baseball game that will be simulcast in Town Center Park on Sunday, August 18th. Mr. Fitch said he is 99% sure the game will be between the New York Yankees and the Boston Red Sox. There was a discussion regarding what would be done if it is not the Yanks and the Sox. Mr. Fitch said in that case the event would probably not be held.

Farmers Market

Ms. Smith said there would be a very full house this Friday.

Mr. Fitch said it is necessary to know what vendors will be at the Market, and when they will be there.

Mr. Fitch discussed the electrical problems at the Farmers Market. He said there was a problem last week. Ms. Smith explained the problem. It was noted that a generator provided by the vendor would solve the problem.

Mr. Fitch said when Ms. Regan e-mails vendors he would like her to ask them to attend a meeting at 10:45 AM this Friday (July 19th) to discuss rules, how well the market is running, marketing, promoting, etc. Mr. Fitch added, "A rising tide lifts all boats".

Ms. Smith it would be beneficial if the vendors could let us know if that would or would not be attending. She said it could be on a "regrets only" basis.

There was further discussion regarding which vendors have been in attendance. Ms. Smith will follow up with vendors who have not attended or responded.

Promotions

Mr. Fitch suggested that a contest to give away a Farmers Market bag filled with products be held. The vendors could be asked to contribute something. This would be posted on facebook. To win the participant would need to like and share the post on facebook. A random drawing would be held at the Market. Mr. Fitch said he thinks several hundred people will respond. Mr. Fitch thought the bag should contain merchandise. Ms. Nowacki suggested certificates from the vendors. Ms. Smith suggested that the vendors be approached before it is on facebook. There was a lengthy discussion regarding these suggestions including who should be contacted and what should be asked for. This would be followed up with a post listing what vendors participated and what they contributed. It was decided the Fellows would put together the bag list.

Ms. Smith said that Ms. Regan suggested having a market map at the entrance. She also suggested a white board for farmer's tips, specials, etc. It was suggested that this be titled "Today at the Market". It was further suggested the vendors be asked about feedback from attendees. It was asked why the Market is not held on Saturday. It was noted that this would require overtime. It was suggested that we should try to offer extended hours. Ms. Smith suggested that the vendors be asked how they would feel about extended hours. It was suggested that it be tried for one week to see how it works. Mr. Fitch said we should survey the vendors to see if they would like to try this in August.

Josh's Jungle - All Abilities Playground

It was noted that the playground was very busy last week.

The Grand Opening of the Playground will be held on Saturday, July 20th, at 10:00 AM.

There was a discussion regarding inviting the vendors to attend. It was felt that whatever vendors wished to attend could. Ms. Coleman said if it were set up like the Farmers Market it could be distracting. Ms. Smith said it could be set up in horseshoe at the barn. It was suggested that there be a sign stating that it would be a one time Special Farmers Market. There was further discussion regarding this topic.

The next steps will be the press release and postings on social media. Mr. Fitch asked about this being in the New York Times and on NPR since this could be the largest recycled material playground in the country. Ms. Smith will look into this. Mr. Grant suggested have the Ice Cream guy give out free ice cream to the first 100 kids to attend.

Next, there was a discussion regarding the Opening Ceremonies. The Mayor will be speaking at this event. All the state legislators involved in this project, as well as council members, and members of the Town Boards and Commissions will be invited. Josh and his family will also be there with invited guests. Mr. Fitch discussed using the Board of Education e-mail list to inform people of this event. Ms. Smith will look into this.

It was suggested that fliers be sent home with the campers regarding the Opening Ceremonies.

There was a discussion regarding the contract with Earthscape. Ms. Smith noted that the contract was signed by the Mayor and reviewed by the Town Attorney.

Mr. Fitch said there was a significant error regarding the date it would open. He noted that the vender said it was not in the contract. Mr. Fitch blamed this on colossal incompetence. He added that we somehow didn't require them to get it done when they say it would be done. There was a discussion regarding the extenuating circumstances. Mr. Fitch said because they were going to be on reality TV, some of the equipment was shipped in May, and then we had to wait for the rest. Mr. Fitch said the shipping method they chose held up construction.

Ms. Coleman discussed the liability for the playground. She said she would be responsible for liability issues. She added that the playground was lit, and worked out well. Mr. Fitch said there was a complaint regarding how hot the slides were. There was a discussion regarding who will clean up the playground. There was also a complaint from someone who said the fake telescope was facing someone's house and sent the wrong message.

Movie Nights

Ms. Coleman distributed a list of the Town Center Park schedule.

There was a short discussion regarding the Pixar movie.

Ms. Coleman said we are all set with the movies and Fun Flicks. The Town Attorney had some problems with the contracts, but that has been straightened out.

There was a short discussion regarding whether vendors at the movies should be, or were charged.

Adjournment

There was no further business to come before the Commission, and Chairman Fitch called for a motion to adjourn. **Commissioner Grant motioned to adjourn. Commissioner Fitch seconded the motion that passed unanimously. Chairman Fitch adjourned the meeting at 2:13 PM.**

Submitted by: _____
Peggy Craft, Commission Clerk