**Canalfest meeting at RACC**

**7/16/21**

**Meeting began at 5:12pm**

**Attended:**  Dave Kobernuss, David Burke, Tari Hafner, Carla Till, Steve Mercurio, Kyle Cairns, Don Schlueter, Lord Allah, Kris Dombeck, Tony Recco, Pat DeMatteo, Jennifer McCullough

Reviewed minutes of July 7. Updates from 7/16 meeting noted in **red**.

**TREASURER:**

Dave Kobernuss shared Canalfest budget Tamalin forwarded to committee memmbers.

**PUBLICITY**

We need to get the word out over as many media outlets as possible in the next 4 weeks. Steve asked everyone to share information about Canalfest on Social Media. C&D Advertising has worked with Brad Waters to optimize searches CanalFest Articles.

* Social Media will be handled by Julie Barlow, Kyle Cairns, and Jenn Brillante (CandD Advertising - is giving us $1500 in-kind services and is working on the tri-fold; Steve is submitting updates to Jen)..
* Chamber of Commerce Updates: Steve M and Tamalin M in touch with the Chamber; requested Canalfest be put on Chamber calendar and include Event Poster on Chamber weekly emails.
* Rome Sentinel: Press Releases, 2 page Spread with Schedule of events-Carla to speak with Rich Miller (not much in print yet; Carla will submit weekly blurbs for the paper
* Radio: Kris will share information about CanalFest on WKAL Radio Spots; Carla suggested CanalFest written information be provided to Mike Noraski of WKAL so ad hoc spots can give information on the event.
* Electronic BillBoards: Carla to contact Community Theater, C&D to contact others
* Big Banner: per phone call with City Hall Chief of Staff; City can help and will hang across Black River Blvd by the old Armory. Steve M is POC
* Yard Signs: We have 20 yard signs. Most say “Canal Fest This Week”. Some will have a sticker with current dates; these can be placed around town now. Lawn Signs that say “CanalFest This Week” can be posted around town beginning Monday, Aug 2. Need some volunteers to do this.
* Posters: Steve has developed a CanlFest’21 “branding” poster and will get some produced for distribution to Store Fronts, Sponsors, and other organizations Looking at 11x17 size to put out for distribution. Lord Allah will work with Steve on this and will meet Saturday at UPS Store to put a limited amont out on a trial run.
* Sponsor Signs: Signs on hand have been inventoried, Jason Gulla (Gulla Graphics) has been contacted for updates and production of signs for new sponsors. Steve is working on this.
* Drop Dead Dates for inputs to the 4’ x 8’ Main Gate Major Sponsor Signs will be Friday, July 23rd., Jason will need at least 1 week to make updates, ultimate Last call date of August 2nd

**PERMITS -**

We have to get permits from the City, and State Agencies

* Dave K has applied to the City for the Use Permit so that we can hold CFEST in Bellamy Harbor Park. The permit will cover the period of time (Monday - Monday) needed for CFEST from Set Up to Take Down
* Tamalin has filled out State and City applications for our 50/50 Game. Steve needs to sign and get signature notarized prior to submission. Status: completed and submitted to city
* NYS DOH: the operation manual includes a few examples of this permit. It was brought up at the meeting that this is no longer required
* Canal Permit: Canal Corp permit printed off and is in progress. The Ski Club will apply for Regatta permit, if they perform

**SCHEDULE OF EVENTS (SOE)**

The SOE will be published via TriFold and Sentinel. In the past Trifolds were passed out at the Honor America Days Parade and there was a 2 page spread in the Sentinel. This year Trifolds will be passed out at the Honor America Days Symphony/Fireworks on July 31st, during the week at various locations, and at the Main Gate to CFEST on 8/6-8. \*\*Need to obtain permit to pass these out on July 31 from Ft Stanwix Management on 2nd floor of Rome Historical Society; Dave Kobernuss will check into; Will need 4 people to hand out Trifolds at Symphony/Fireworks at Fort on July 31 - Tamalin will add to volunteer list.

July 31: It is traditional for Rotary to get a very large US Flag from McCraith Beverages to carry at the Honor America Days Parade . The Chamber/HAD Committee borrows the Flag for a ceremony at the Symphony/Fireworks. It is up to the Chamber/ HAD Committee to arrange for volunteers to carrying flag up the hill to the ramparts; takes 14 people. (Jen McCullough can have AFRL Summer interns assist with this next year).

**SPONSORS** (Dave Kobernuss)

* Sponsors are being contacted. Hannaford’s has contributed $2500 and will be the Presenter for CFEST’21 .
* National Grid has contributed $1500 (?) and NBT Bank have contributed $1000.
* Mayor Jacqueline Izzo and Chief of Staff Larry Daniello are providing City Services and costs for PortaPotties. Estimate value of just these services is over $2000. (Cost sharing on Stage Tent under discussion, in the past Rotary has paid for it per Tent Gallery)
* Other contributors are Revere, Ace, MVCC, Stewart Shops, Kris Tech Wire, Strong and Burns, Barry, Bailey’s Karate, Alliance Paving, Community Bank, Michelle Shauger, and Community Bank.
* Fishing Derby Sponsors are Kobylanski and Bobby Page Memorial Fund.
* Sponsorship Goal is $12,000. To date, Dave K reports that ~$9800 has been donated/pledged
* Bill Wolf is contacting Griffiss Tech Park businesses and has reached out to Orgill, a contact for Bonacio Construction is being sought.

**VENDORS** (David Burke)

Although Vendor Reservations were returned when CFEST’21 was originallycancelled, Dave Burke has turned things around and is getting good response to his letter to vendors about the return of CFEST this summer.

* Intake from vendors at this time is approx $1,000 (don’t charge for nonprofits)
* Sites are approx 10x10; will have painted lines on the ground. There is a Rust-Oleum Plastic/Steel Marking Wan in the boathouse, but will need specialized spray paint cans. Dave B will assign locations of vendors and mark sites
* Vendors will have booths, among them are Rome Army Recruiting, Dieffenbach, Schmoke, Fashner and Sykes.
* Dave B, Dave K, Don S and Bill W working the Sponsor development
* Dave B has updated the Vendor Letter which will be available on the Club’s Facebook Page and Website
* Chimos Catering has his Team for the Food Court. We will get 20% share of combined gross of all vendors as computed Doug C., owner of Chimos. He expects pent up demand for “fair food”

There is a site plan - was shared around. Looks great!

A JPEG was sent to Chief of Staff Daniello Friday Morning. The document also exists a PDF. The JPEG is embedded at the end of this document

Considering having copies available at Rotary tent for information and at the Main Gate.

**ENTERTAINMENT**

* “Copper City Stage”, 16’ x 32’ with 20’ by 40’ covering tent to be provided by Tent Gallery. It will be delivered and set up the day after the stage is set up by the City. Nominally the Stage is scheduled to be set up by the City on Wed, August 4th. The Tent should then be set up on Thursday, August 5th.
* Music: Midnite Mike, Fritz’s Polka Band, John Liebing, Loco Brothers Band, All Events Entertainment/DJ Reggie
* John Hayes O’Neil School of Dance (Carla to followup re: any charge)
* Open Mike from 12-1:30pm on Saturday and 12:00 to 1:00 on Sunday for budding Local Talent. They will need to provide their own speaker/sound system

**BOATHOUSE AND DEMOS**

* Kris D and Tamalin M are coordinating Boathouse activities.
* So far Rome Historical Society, Ziggy Zigmond (District Veterans Coordinator)
* Leo’s will have activities such as FacePainting, and Storytelling. (Friday, 5-7pm; Saturday 1-3pm; Sunday 1-3pm). Tamalin is coordinating Leo volunteers.
* Other potential Boathouse displays have confirmed: RACC, Lions club, Fibonacci. Waiting to hear back from the Elks club; also reached out to Jervis Library.
* No Flower displays (Olney’s, HR Jones etc..) - Kris contacted and they declined
* Kris reached out to Broasters - they declined
* Could set up a little Cafe (at cost food/drink from Spressos), but would need additional volunteers - not sure at this point if we can do this.
* Steve M has been in contact with Mohawk Valley Institute for Learning in Retirement (MVILR) about an exhibit; they are interested and will get back to Steve.
* Walt Constantini of MVCC Airframes and Powerplants will have a demo outside
* Drone Cage will be back outside

**RIDES , MIDWAY SKI SHOW, AND FOOD COURT TENT**

* John Collis POC for Ontario Rides. They will operate in 4 hours shifts: Friday, 5:30 till 9:30; Saturday 12:30 to 4:30 with dinner break then starting up again from 5:30 till 9:30; Sunday hours will be 12:30 to 4:30. Unlimited Rides bracelets will be $20 for 4 hour shifts; same cost every day
* Food Court Tent with Tables and Chairs has been ordered by John Collis.
* Water Ski Show is TBD for now. John is communicating with operator

**SITE SET UP (8/2 thru 6)**

* Coordination activities taking place now for PortaPotties (Dave K, City), Stage (Steve M, City), Power (Dave B), Black River Blvd Banner (Steve, City), Lawn Signs (Steve M, Gulla Graphics), Large Sponsor Sign (Steve M, Gulla Graphics), Boathouse Preparations (Tamalin, Kris, Sam Myers-Parks and Rec), Permits (Dave K, Tamalin)
* Ontario Rides Arrival and Set up: Wed, August 4, 5, 6
* Copper City Stage (named in respect of City’s Support): 16’ x32’ (4 by 8 sections) will probably be set up Wed, 8/4 (needs to go up before tent)
* Stage Tent: 20’ x40’ Set Up: Thurs, 8/5; ordered from Tent Gallery (Julia 315-865-6250, cost $605, bill to City P&R)
* Big Banners: one over Black River Blvd (City to Hang) and one at Bellamy Harbor Park (main gate)
* Fencing: Funnel attendees to the main gate and away from Whitesboro Street. Set up on Wed, 8/4 (Steve M, Don Packer, with help)
* Rotary Tents: (Fishing Derby, HQ, Hannaford’s, & others: Friday, 8/6
* Boathouse Clean Up: Wed & Thurs, 8/4-5

**VOLUNTEERS (8/6 thru 8)**

* Sign Up Form: being prepared by Tamalin; send out with updates
* Have a place on form for volunteer willing to do whatever needed
* Needed for : HQ Tent (Communications, Information, Emergency Response Coordination), 50/50 Sales, Main Gate, Food Tent, Handicapped and Volunteer Parking, Site Pick Up

**SAFETY-SECURTY-COMMUNICATIONS-SANITATION**

* AMCARE Ambulance: 8/6&7 from 8:30 to 11:30 PM
* Rome PD: foot and bike patrols daily 8/6-8. Dave K to coordinate
* Rome FD: Call 911
* Sanitation: DPW will collect trash 1x per day (double check this); RRC will take care of Recyclables
* Communications: Coordinated by Rotary Tent HQ. 7 Radios from HAD/Chamber, Dave K to pick up, Steve to make assignments to Staff, PD patrol will need one
* Overnight Security on 8/6 & 7: provided by Off Duty Police Officers

Additional items/Questions:

Bleachers? Not counting on them. People should bring lawn chairs.

Don says don’t forget to add Lights to the stage tent

Tony Recco - will look for RV for Treasurer

Daily 50/50 Raffle to be drawn in evening, at approx 9:15 pm; can have the band announce prior to Fireworks

Dave has applied for City Park Use Permit. After CFEST’19 Don talked to the Mayor about the City lot on the corner of Mill and Whitesboro. Dave K will check on amending our Permit Application to include it.

Ontario Amusements has advised us they are bringing a Fried Dough trailer. Traditionally this is one of Chimos biggest seller, Steve has asked John Colliss to request Ontario Amusements to bring a different item.

Tent Gallery will be bringing some tables/chairs; may need additional tables for the Boathouse or the organization can bring their own table

COVID protocol - none needed at this time, however non vaccinated individuals will be requested to wear a mask especially in light of the alarming spread of the Covid-12 D variant.

Volunteer T-Shirts: $7 each; black with yellow or safety green lettering. Supplies of all colors of cotton T shirts are in limited supply; arla showed samples tonight. She will take orders at the next few meetings.

Will need water/ice for volunteers

Need 3 people at main gate at all times

Extension cords - David Kobernuss has 3 if we need

Parking – Fes attendees to park in large lot that parallels Mill St on the west; CFEST volunteer will have someone directing handicap parking in small lot at the front of the Park.

Meeting ended at 6:23pm. Next meeting date: TBD

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**CANALFEST COMMITTEE**

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| --- | --- |
| Co-Chairman | Steve Mercurio and Carla Till |
| Volunteer Coordinator | Tamalin Martin |
| Fishing Derby | Jeannie and Ryan Hickey, Don Packer and Keith Butters |
| Treasurers | Dave K, Bill Wolf, Dave Burke |
| Vendor Coordinator  (Food & Booths) | Dave Burke |
| Publicity | Social Media: Kyle Cairns-Julie Barlow-C&D Advertising  (Jen Brilliante)  Print Media: Carla Till (Sentinel POC)  Signs and Banners: Steve Mercurio(Gulla Graphics)  Radio: Kris Dombeck (WKAL)  BillBoards: Carla (Community Theater), C&D Advertising  Posters: Steve Mercurio,TriFold Design:C&D Advertising Print Media (Sentinel) |
| Site Set Up/Take Down | Steve Mercurio, Don Schlueter (as available), + Volunteers  Friends of Rotary: Patrick Mercurio  Volunteers |
| Rotary Tent HQ | Kyle Cairns. Need more members for Lost and Found, Lost Child, Communications Police/911/Fire/Amcare Liason |
| Entertainment | Steve Mercurio and Kyle Cairns |
| Site Maintenance | Sam Meyers (on off duty hours) |
| Public Safety | Dave K (RNY PD Liaison), AMCare Liaison, |
| Overnight Site Security | Dave K (contact off duty PD officers) |
| Final Report | Steve M (Narrative), Dave K, Dave B, Bill W (Financials)  P&L: Dave B |

