

Minutes

Stewart Park Festival Committee

Meeting was held Thursday, January 13th, 2022, at 6:30 p.m.
Via zoom

Present: Delores MacAdam, Matt McShane, Gary Waterfield, Don Kindt, Susan Thompson, Peter Cochrane, James Keelaghan and Rob Marois

Regrets: Taisha Lesser and Marcel Quenneville

Staff: Kari Clarke

Guests: Tracy Fawcett, Kelsey Dodd, Kendra Hobbs, Una Blumberga, David Kroetsch and John McKenty

Recorded by Kari Clarke

1. First Meeting of 2022

- a. Called to order at 6:44 p.m. by SPF Chair, Delores MacAdam.
- b. Disclosure of Pecuniary Interest and General Nature Thereof
- c. Motion to approve the minutes of the Nov. 9, 2021. Approved by Peter Cochrane

2. Disclosure of Additional Items

3. Unfinished Business

4. New Business

- a. Motion to appoint Kendra Hobbs to the Stewart Park Festival Committee

MOTION BIASP – 2022-1.1

MOVED BY Rob Marois

BE IT RESOLVED THAT THE STEWART PARK FESTIVAL COMMITTEE APPROVES THE APPOINTMENT OF KENDRA HOBBS TO THE COMMITTEE, AS MARKETING AND SOCIAL MEDIA COORDINATOR.

CARRIED UNANIMOUS

- b. Motion to appoint David Krosetch to the Stewart Park Festival committee.

MOTION BIASP – 2022-1.2

MOVED BY Don Kindt

BE IT RESOLVED THAT THE STEWART PARK FESTIVAL COMMITTEE APPROVES THE APPOINTMENT OF DAVID KROETSCH TO THE COMMITTEE, AS CO-COORDINATOR OF THE CRYSTAL PALACE.

CARRIED UNANIMOUS

c. March 26th - Concert

- Funded by a \$6,100 grant from Celebrate Ontario
- Cost to hold the event, approximately \$11,000
- Tickets at \$35 each, 200 tickets need to be sold to break even
- Due to covid restrictions, looking at Crystal Palace as an alternate venue

Note: Marcel Quenneville joined the meeting AT 7:07 P.M.

d. Grant Funding Updates

- Reconnect Grant is available and covers 50% of certain expenses
- The committee has reached out to a professional grant writer, and will meet with him on Monday

e. Festival and Events Ontario

- Various free webinars are available
- Rob attended a risk management seminar

5. Coordinator & Staff Reports

a. Marketing and Social Media Coordinator

- Kendra presented a draft copy of the marketing plan for 2022

MOTION BIASP- 2022-1.3

MOVED BY Gary Waterfield

BE IT RESOLVED THAT THE STEWART PARK FESTIVAL COMMITTEE APPROVES THE ELIMINATION OF THE

TRADITIONAL PAPER PROGRAM AND WILL OFFER AN ONLINE PROGRAM IN 2022. A ONE PAGE COPY OF THE PROGRAM SCHEDULE, WITH A QR CODE, WILL ALSO BE AVAILABLE.
CARRIED *UNANIMOUS*

- Requests were made for a hard copy of the performers schedule for downtown merchants, the information tent, stages and the two downtown display cases
- We will need to determine how to boost the Wi-Fi signal in Stewart Park, possible sponsorship opportunity

b. Sponsorship Coordinator

- Rob met with Ross Dickson to go over the sponsorship program that Ross designed for the computer
- Gail Smith will lead the canvassing team and begin to reach out next week
- Signage has been reviewed
- Intent is to reach out to larger sponsors and reduce the number of small sponsors
- Applied for a TD Bank grant that would cover 20% of the SPF budget
- Working side by side with Marketing
- Will attend a webinar on Tip Tap Pay and how it can be used to process donations at the gate
- Please send any sponsorship ideas and opportunities to Rob

c. Volunteer Coordinator

- Changed the BIA volunteer form
- Volunteers will be sent a package
- Don will forward information to Tracy for the website

d. Children's Program Coordinator

- Taisha did not attend the meeting

e. Merchandise Coordinator

- Tony Hendricks will manage the Information/Merchandise tent
- Gary will manage the CD tent

f. Vendor Market Coordinator

- Matt is on schedule
- Application forms will be posted online in a couple of weeks

- We will reach out to local restaurants – Grab and Go menu
- Kari will source the vendor list from the Night Market event in Sept.

g. Crystal Palace Coordinator

- David Kroetsch will work with Marcel, and they will coordinate a meeting with Tom Uhryniw the former Crystal Palace coordinator

h. On-site/Backstage Coordinator

- Will start to reach out in February
- Will confirm if SJ Tents are still available and an option for the Wendy Laut Stage
- Steve Sproule will help on the Wendy Laut stage
- Susan Thompson, Dave Stewart and Dave Kroetsch will also help backstage

i. Artistic Director

- Booking talent for the Spring concert and looking at talent for the SPF
- Waiting to see what the final performer budget will be for 2022

j. Website

- Tracy will upload documents for vendors and volunteers

k. BIA Coordinator

- Working on new insurance forms for the Vendors Market

6. Additional Items to be Discussed

7. Adjourn: Moved by Matt McShane that the meeting adjourns at 8:40 PM

8. Next meeting: to be held February 10, 2022, via zoom.

Chair, Delores MacAdam

Recording Secretary, Kari Clarke