

Minutes

Stewart Park Festival Committee

**Meeting was held Thursday, February 10th, 2022, at 6:30 p.m.
Via zoom**

Present: Delores MacAdam, Matt McShane, Gary Waterfield, Don Kindt, Susan Thompson, Peter Cochrane, David Kroetsch, Kendra Hobbs, Marcel Quenneville and Rob Marois

Regrets: Taisha Lesser and James Keelaghan

Staff: Kari Clarke

Guests: Tracy Fawcett and Jo Line Ong

Recorded by Kari Clarke

1. Second Meeting of 2022

- a. Called to order at 6:33 p.m. by SPF Chair, Delores MacAdam.
- b. Disclosure of Pecuniary Interest and General Nature Thereof
- c. Motion to approve the minutes of the January 13, 2022. Minutes were not circulated to the committee. Will be approved at the next regular meeting.

2. Disclosure of Additional Items

3. Unfinished Business

4. New Business

- a. Jahlani Burke - Marketing
 - Jahlani will be introduced at the March SPF meeting
- b. Volunteers' //discussion
April 22nd Event
 - Grant of \$6,100
 - Invoices for this grant must be dated before March 31st
 - Performing bands are Beetlejuice and The Commotions
 - Doors will open at 6 p.m. and volunteers will arrive at 5:30 p.m.

- Set-up will be from 2-4 p.m.
- Kari will contact the Health Unit to see what is permitted
- Rob will have discussion with the alcohol vendors
- Monday- Feb. 14- Pete, Matt, Dave, and Marcel will meet at the Crystal Palace to review the site
- Tickets \$10 with 100 tickets offered ahead online
- Kendra, Matt, Delores, and Tracy will discuss online sales
- Matt will send out a video about ODOO to the SPF committee
- Follow up meeting to discuss details, Tues. Feb 15th at 7 p.m.

Volunteer Discussion

- Timelines for volunteers will be the same as 2019
- After hours will only take place at the Studio Theatre and the Crystal Palace

c. Grants

- A grant writer was hired and an application for a \$68,500 grant has been submitted

d. COVID protocols (Joanne)

- Covid protocols will necessitate a change to our backstage food service.
- Kari will contact the Health Unit to see what will be permitted for the festival

5. Coordinator & Staff Reports

a. Marketing and Social Media Coordinator

- The SWOT analysis has been completed and personas identified
- A SPF newsletter is being designed, visitors can sign up on the website and there will be three newsletters produced this year
- The sponsorship package is being worked on
- A promotion will be held with BIA gift cards as prizes
- Editorial calendar for phase one, now until the end of March is complete
- Setting up a TikTok account and using a linked tree on the SPF Instagram account
- The Facebook about page has been updated and the team has been building social media strategies
- Advertising strategies will be researched

b. Sponsorship Coordinator

- Sponsorship team is kicking off next week
- Key messages are created

Donations

- Tiptap is being researched as a tool to use for sales, donations, gates, merchandise tent, after hours and vendors
- Contract would be for one month, so the devices could also be used in downtown stores to encourage donations
- The use of Tiptap will be reviewed with the Town of Perth

c. Volunteer Coordinator

- Tuesday, July 12th will be the Volunteer Orientation Night

d. Children's Program Coordinator

- No update

e. Merchandise Coordinator

- Tiptap technology would work well at the Merchandise tent and the CD tent
- Kari and Gary will discuss a different way to pay out artists at the end of the evening, other than having an unknown amount of cash ready
- Discuss with James the idea of paying out the artists by cheque, within one week of the festival. Could this be part of the performer contract?

f. Vendor Market Coordinator

- Matt is working on preparing Vendor forms
- Kari has list of vendors wanting to apply

g. Crystal Palace Coordinator

- Bracelets for the After-Hours events will only be available at the Merchandise tent
- Concern over Farmer's Market in the Crystal Palace that weekend, but we must work around them
- Need to find security for overnight at the CP

h. On-site/Backstage Coordinator

- Storm internet will not be able to set up a Wi-Fi signal for the festival
- Tents are booked

- Booking a previous provider to supply a tent for the Wendy Laut Stage, but insurance must be in place ahead of the festival
- This stage will be place at the far corner of the park to reduce sound bleed with the main stage

i. Artistic Director

- James confirmed via email, that the Commotions are booked, and he has been in contact with our tech provider Al Torrance
- He will contact Beetlejuice to be the opening band for that evening

j. Website

- Tracy is updating and uploading forms when needed

k. BIA Coordinator

- Kari sent a sample vendor insurance form to Matt for review
- Kari will create an event list of Town events to post at the April 22nd event

6. Additional Items to be Discussed

7. Adjourn: Moved by Matt McShane that the meeting adjourns at 8:37 PM

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

Chair, Delores MacAdam

Recording Secretary, Kari Clarke