

# **Minutes**

## **Stewart Park Festival Committee**

**Meeting was held Thursday, April 14, 2022, at 6:30 p.m.  
Via Zoom**

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**Present:** Delores MacAdam, Don Kindt, Susan Thompson, Peter Cochrane, Rob Marois, Gary Waterfield, David Kroetsch, Kendra Hobbs and James Keelaghan

**Regrets:** Taisha Lesser, Matt McShane and Marcel Quenneville

**Staff:** Kari Clarke

**Guests:** Tracy Fawcett

**Recorded by** Kari Clarke

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### **1. Fifth Meeting of 2022**

- a. Called to order at 6:36 p.m. by SPF Chair, Delores MacAdam.
- b. Disclosure of Pecuniary Interest and General Nature Thereof
- c. Motion to approve the minutes – March 10, 2022, approved by Gary Waterfield

### **2. Disclosure of Additional Items**

### **3. Unfinished Business**

### **4. New Business**

#### **a. April 22 Check In**

- We will bring a gate box for donations onsite at the concert
- Kari has arranged floats and 3 POS devices
- Liquor License will be onsite
- Security is booked

#### **b. Stewart Park Festival**

- **MC & Town Crier and Politicians**
  - Dave Balfour can MC

- Peter will follow up with Dave
- Town Crier has reached out; Kari will schedule when James gives her a time
- Delores will invite the Minister and Kari will reach out to the mayor
- **John's son – CD's**
  - Mobile recording lab and will provide a 7-inch vinyl of recordings
  - Provincial Grant might provide funds to pursue this idea
  - Defer decision to May SPF Meeting
- **Timeline for Tracy – reducing last minute requests**
  - Need information to build performers pages
  - Working with Rob for sponsor page
  - Vendor applications have closed, and vendors chosen
  - Volunteer page is up
- **Provincial Grant**
  - We should know by early May if we received the grant

## **5. Coordinator & Staff Reports**

### **a. Marketing and Social Media Coordinator**

#### **April event summary:**

- Social Media going well (see attached sheet)
- 137 subscribers to the newsletter – use to announce concert information
- Possible TikTok videos of band backstage with Kendra

### **b. Website Coordinator**

- Volunteer page went live last week
- Vendor page, more information is needed
- Post card to be designed for Maplefest

### **c. Sponsorship Coordinator**

- Sponsorship contract getting fine tuned by Town
- \$29,000 in kind and \$25,500 in cash so far
- Canadian Tire sponsoring for \$5000 – for Wendy Laut Stage
- If you know someone interested in sponsoring contact Rob
- Paypal will be set up with a new account

- Large donation from the Shannon family for \$50,000

**d. Volunteer Program Coordinator**

- 226 slots to fill, 50 slots or 25% are filled
- Things usually take off in June and July
- We need a food driver, someone to pick up food for hospitality
- Rob will try and source a car at a dealership
- Kudos for Tracy's hard work

**e. Merchandise Coordinator**

- 30<sup>th</sup> Anniversary merchandise
- No money available at the moment, we could look at promotional items if we get the grant
- Please send any merchandise ideas to Gary

**f. Vendor Market Coordinator**

- Vendors were juried and chosen

**g. Crystal Palace Coordinator**

- Marcel was not at the meeting to provide update

**h. On-site/Backstage Coordinator**

- Al Torrance arriving at 1 for April concert
- Stage and curtains to be set up
- Town setting up barricades
- Food Truck and Bars coming in
- Photo booth being set up
- Pete will bring a donation box
- 2 possible stages for Wendy Laut stage at the SPF

**i. Artistic Director**

- Several performers have been chosen; no names are being released yet

**j. BIA Coordinator**

- Working in background

**6. Additional Items to be Discussed**

**7. Adjourn:** Moved by Rob Marois that the meeting adjourns at 8:40 PM

**8. Next meeting: to be held May 12, 2022, location to be decided or on zoom**

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**Chair, Delores MacAdam**

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**Recording Secretary, Kari Clarke**