



STEWART PARK FESTIVAL COMMITTEE

MINUTES

Held: Thursday, March 7th, 2024, at 6:30pm

Location: The Perth Restaurant

Present: Delores MacAdam, David Balfour, Peter Cochrane, Councilor Gary Waterfield, Councilor Isabel Anne McRae, Susan Thompson, Don Kindt, Matt McShane, Tracy Fawcett, David Murray, David Kroetsch, Kournii Hansen, Sophie Ball, and Kelsey Dold

Absent: Shawn Vernier, Jamie Campbell, and Rob Marois

1. Call to Order

The meeting was called to order by the Chair at 6:33pm

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Approval of Last Meeting Minutes

Moved by Councilor Gary Waterfield

4. Disclosure of Additional Items

- a. Christmas Fundraiser

5. Delegation – Dawn Bell, BIA Board Member and Treasurer

a. Kick-Off to Summer, June 8th

- Will use cross promotion between the SPF and BIA
- Kick-Off to Summer day activities come to a close at 4pm, Heatwave to start performing at 7:30/8pm at the Crystal Palace
- The Artistic Directors are able to contact Heatwave for any graphics if needed
- Aiming to sell 300-350 tickets
- Proposed splitting the cost of the Curbex signs placed around town
 - Differed

b. SPF Vendor Marketplace

- Applications are now open and close on April 30th, 2024
- Jurying will take place during the first week of May, Matt McShane to coordinate meeting date

- Vendors will be notified of their application status on May 15th
- Confirmed that one BIA Director will participate in the jury process
- Valley Eats:
 - BIA restaurant/eatery feedback has shown they do not have enough staff to run their own booth in the vendor marketplace
 - The BIA Personnel Committee proposes the idea of having Valley Eats set up a table in the park to promote ordering from BIA restaurants/eateries
 - Committee to consider this proposal to implement for the 2025 SPF
 - Matt McShane to conduct a survey with the food vendors to gain their feedback
 - This year, the Emcees can make shout outs on stage to promote going downtown to check out the restaurants/eateries/shops
 - Consider placing entertainment throughout downtown for the 2025 SPF
 - The SPF Committee has voted to discuss this proposal during the fall

6. Kick-Off to Summer, June 8th

- Theme: vinyl and Motown
- Kelsey Dold to forward The Commotions file form 2022 to the Marketing Coordinators
- David Murray and Pete Cochrane to asses the Crystal Palace area to determine what is needed
- Kelsey Dold to get the Special Occasions Permit
- If interested, committee members to obtain their Smart Serve
- Kelsey Dold to order cocktail tables
- Kournii Hansen to inquire about running ads in the Humm

7. Committee Reports

a. Volunteer Coordinator

- Kelsey Dold to find first aid vests
- In need of a driver both Saturday and Sunday afternoon
- Kelsey Dold to make a call out to BIA restaurants for the volunteer meal
- Provided the Tracy Fawcett with the revised list of volunteer shifts to be posted on the website and open for registration (as of March 25th)
- Continues to coordinate volunteer CRCs and return them to Kelsey Dold
- Delegating volunteer tasks based on their skills
- The Artistic Directors to advise Don Kindt if any changes are made to the performer schedule to adjust volunteer shifts accordingly
- Provided Councilor Isabel Anne McRae with template for the First Aid Responder volunteers
 - All First Aid Responders will receive a SPF t-shirt at the Volunteer Orientation, as well as an indication of "First Aid"
- In need of all sponsors logos for the t-shirts
- Will need to purchase additional committee polo shirts for the Marketing Coordinators and the Merchandise Coordinators
- Will be creating a template for volunteer shifts for Kick-Off to Summer on June 8th
 - Will circulate with the committee and if there are shifts still available, will solicit additional volunteers

b. Website and Graphics Coordinator

- Volunteer shift applications going live on the website
- Working on the Kick-Off to Summer graphics alongside the BIA Promotions Committee for consistent promotion
- Working on festival graphics

c. Sponsorship and Donations Coordinator

- Is welcoming a new committee member to help with sponsorship and donations
- Rob Marois to send Don Kindt all sponsor logos for the volunteer t-shirts

d. Marketing Coordinators

- Welcomed Sophie Ball to the committee
- Currently getting acquainted with previous SPF marketing plans and promotion guidelines
- Inquiring about ads in the Humm
- Will work collaboratively on a marketing plan for Kick-Off to Summer and the festival

e. First Aid Coordinator

- Has been in extensive training
 - Will receive a 3-year certification
 - After the 3 years, there will be reimbursement from Town Council
- Currently have 7 volunteers, 8 including Councilor Isabel Anne McRae
- Volunteers are covered under the Town's insurance as long as they follow protocol
- The First Aid volunteers will be trained with basic life support and EMS (calling 911)
- An incident report will be made for everyone who requires any sort of First Aid
- Has inquired about a tent

f. Music Tent Coordinator

- Lake 88.1 tent will need to be rebranded to MyFM
 - Rob Marois to speak with MyFM

g. Merchandise Coordinator

- Welcomes new ideas for merchandise
- Needs to sort through inventory
- No other updates at this time

h. Vendor Marketplace Coordinator

- Applications are open and close on April 30th
- Changing the operating hours of the market for the Friday to start at 1pm opposed to noon

i. Crystal Palace Coordinators

- David Murray and Matt McShane to discuss which vendor will be at the Crystal Palace for both Kick-Off to Summer and the festival

j. Artistic Directors

- The letters of approval have been released
- Currently writing the contracts
- Have booked two acts for the Friday
- 4 more acts to be booked for the weekend, aware of what is left in their budget line
- Discussion to have Magoo come back

k. Backstage Coordinator

- Working on the main stage
- Discussions back and forth with the engineer regarding how to hold the stage down

l. BIA Coordinator

- Receiving inquiries about festival dates and interested vendors and artists
- Upcoming meeting for free media coverage
- YAK is unsure of their capacity to run children's activities – still in discussion
- Inquiring with Leisure Days for a trailer
- To meet with Climate Network Lanark
- Delores MacAdam to inquire about security

8. Discussion of Additional Items

a. Christmas Fundraiser

- November 30th
- St. Paul's Church

9. Next Meeting: Thursday, April 4th, 2024, at 6pm

10. Adjournment: by the Chair at 8:09pm