



STEWART PARK FESTIVAL COMMITTEE

MINUTES

Held: Thursday, April 4th, 2024, at 6pm

Location: Virtual via Teams

Present: Delores MacAdam, Jamie Campbell, David Balfour, Peter Cochrane, Gary Waterfield, Rob Marois, Susan Thompson, Don Kindt, Matt McShane, Haley Beattie, Tracy Fawcett, David Murray, Councilor Isabel Anne McRae, David Kroetsch, Shawn Vernier, Sophie Ball, and Kelsey Dold

Absent: Kournii Hansen

1. Call to Order

The meeting was called to order by the Chair at 6:03pm

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 Don Kindt, seconded by David Murray

4. Disclosure of Additional Items

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

5. Delegation – John Fenik regarding SPF Media

- Proposes a free of charge documentary about the festival and its history
 - Focus on how it sustains itself over 30 years on a volunteer basis
- 2 camera crews onsite during the festival
 - Would need backstage access

- Everyone in footage must sign a release form
- Drone footage
- Meeting footage
- Documentary to be submitted to different film festivals
- Would be a great benefit to the festival, volunteers, and performers
- John Fenik would retain 100% ownership of the film, if SPF wants partial ownership, discussion to take place
- Committee to consider the proposal and forward any questions to Delores MacAdam
 - Delores MacAdam to have a meeting with John Fenik to address these questions

6. Unfinished Business

a. Kick-Off to Summer – June 8th

- The marketing team has met twice and are ready to kick things off at the end of this month
- Tracy Fawcett working on the Humm ad, rack cards, and updating the website
- Marketing Coordinators to put together a communication plan
- Delores MacAdam and Kelsey Dold to have a meeting regarding the role of the BIA Coordinator during this fundraiser
- Kelsey Dold to order POS systems
- Performer fees for the fundraiser to come out of fundraiser expenses, not general performer fees
- Names for the SOP: Delores MacAdam, Kelsey Dold, Shawn Vernier, and Don Kindt
- Don Kindt in need of schedule to put together volunteer schedule
- Liquor ticket sales to cease 1 hour before the event ends (10pm), serving drinks to cease 30 minutes before the event ends (10:30pm)
- Don Kindt to present a volunteer schedule to the committee
 - Committee members to mark what they can do, then to be sent to festival volunteers to delegate the other tasks
- Smart Serve: Don Kindt, Rob Marois, Sophie Ball, Haley Beattie, and Delores MacAdam
- Food and nonalcoholic drinks available with the vendor
- Potential to have an Old Dutch concession stand
- Rob Marois in conversation with alcohol vendors
 - Discuss non-alcoholic options with Perth Brewery
- Kelsey Dold to order POS systems

→ Kelsey Dold to order cash float

b. The Ennis Sisters – November 30th

→ Confirmed location – St. Paul’s Church

→ Delores MacAdam and Artistic Directors to meet with a potential sponsor

7. New Business

a. Budget Monitoring

→ Delores MacAdam met with the BIA Personnel Committee to discuss budget monitoring and late invoices

→ It’s very important to monitor the finances to be sure the festival doesn’t go over budget

→ Every Coordinator to report on their budget line at each meeting

- Funds received, estimated expenses/quotes, costs incurred

→ Delores MacAdam, Kelsey Dold, and the BIA Treasurer to track on a shared spreadsheet

b. Festival Administrator

→ Delores MacAdam to reach last year's Festival Administrator to see of any interest in returning

- If not, will promote on social media

8. Coordinator Reports

a. Artistic Directors

→ Tech costs are separate from the Artistic Directors budget

→ 10 artists are booked, some holes to fill

→ Upcoming meeting to discuss headliners with a potential sponsor

b. Volunteer Coordinator

→ Applications are live on the website

→ 67 of 200 times slots are currently filled

→ Artistic Directors to update with any schedule changes

→ Provided Kelsey Dold with budget updates via email

c. Website and Graphics Coordinator

→ Working on the Kick-Off to Summer fundraiser, as mentioned above

→ Hard launch for Kick-Off to Summer is May 1st

→ Rob Marois to send all sponsor logos by April 12th

d. Sponsorship and Donations Coordinator

- Welcome Haley Beattie, who will be helping Rob Marois
- Confirmed 2 official sponsors: TD Bank and Canadian Tire
- Follow ups this week
- Logos are needed by April 15th for the volunteer t-shirts
- Upcoming meeting with potential sponsors
- Requests social media content promoting the “donate now”
 - Currently have \$581 in online donations

e. Marketing Coordinators

- Social media posts to come:
 - Save the date
 - Upcoming fundraiser
 - Donate button on website
- Working on Kick-Off to Summer, as mentioned above
- Meeting early next week

f. First Aid Coordinator

- Confirmed trailer for backstage
 - Cannot be hooked up to water

g. Music Tent Coordinator

- Requires a float for the festival
- Waiting to hear from MyFM regarding the tent

h. Merchandise Tent Coordinator

- No update at this time

i. Vendor Marketplace Coordinator

- Securing a vendor for Kick-Off to Summer
- Jury to take place the last week of April
- Kelsey Dold to coordinate which BIA Board member will sit on the jury

j. Crystal Palace Coordinators

- Spoke to the Perth's Farmers Market about Kick-Off to Summer and the festival
 - David Murray putting together a site plan
- Porta potties for Kick-Off to Summer will come out of the fundraiser expenses
 - To inquire through the Town what is permitted

k. Backstage Coordinator

- Will contact Peter Cochrane regarding the Wendy Laut stage
- Will help on site, at both locations, where needed

l. On-Site Coordinator

- Working on the stage with the engineer
- Provided Kelsey Dold with budget updates via email
- In negotiations with Climate Network Lanark (CNL)
 - MOU to be reviewed by Delores MacAdam
- CNL would like to know if it's possible to collect the food vendor waste during the festival (with permission) to be included in their reduction program
- Secured trailer for backstage
- Children's activities:
 - 3 out of the 4 spots are committed to
 - Contacting 3 other schools for interest

m. BIA Coordinator

- The mermaids have inquired about coming back
 - All in favor, Kelsey Dold to coordinate with Artistic Directors
- The BIA Promotions Committee will have a sign at the Crystal Palace for Kick-Off to Summer that acts as a map and downtown director
- Committee agrees to it being moved to the park area during the festival
 - Kelsey Dold to inquire with the Town about placement and permits, perhaps beside the merchandise tent
- Old SPF banner was found at Town Hall
 - Committee has decided to keep it
 - Move to storage locker

9. Next Meeting: Thursday, May 2nd, 2024, at 6pm

10. Adjournment: by the Chair at 8:17pm

