



## STEWART PARK FESTIVAL COMMITTEE

### MINUTES

Held: Thursday, May 2<sup>nd</sup>, 2024, at 6pm

Location: The Perth Restaurant

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**Present:** Delores MacAdam, Tracy Fawcett, Gary Waterfield, Haley Beattie, David Murray, Shawn Vernier, Anne Davis, Don Kindt, Susan Thompson, Kournii Hansen, Pete Cochrane, Sophie Ball, Councilor Isabel Anne McRae, Rob Marois, Matt McShane, David Balfour, and Kelsey Dold

**Absent:** Jamie Campbell

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#### 1. Call to Order

The meeting was called to order by the Chair at 6:05pm

#### 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 David Murray

#### 4. Disclosure of Additional Items

##### a. Experience Ontario

#### 5. Unfinished Business

##### a. June 8<sup>th</sup>

→ Daytime activities during Kick-Off to Summer include:

- Performance by Matt Dickson,
- Performance by the Nepean Panharmonic Steel Drum Band,
- Wandering Stilt Walkers,

- Caricature Artists,
  - Ray's Reptiles,
  - High-end Car Show,
  - Dr. Kaboom with animal balloons and children's entertainment,
  - Reiki with Denise (Reiki Associates) in the park,
  - Yoga with Monica (The Yoga Connection) in the park,
  - Sound Baths with Lidia (Wellness and Holistic Retreat and Spa) in the park,
  - Axe Throwing,
  - Hair Tinsel,
  - Hula Hoop and Sidewalk Chalk Art Area,
  - Demos by the Rideau Canal Cloggers,
  - LAWS Onsite,
  - Licensed Corn Hole Tournament,
  - Yard Games,
  - Photo Booth provided by A-List Luxury Event Rentals,
  - Michale Fyke Real Estate in collaboration with the Perth & Smiths Falls District Hospital onsite with lemonade and popcorn,
  - The Perth & District Chamber of Commerce onsite,
  - & more to be announced!
- SPF and BIA social media channels to be cohesive and cross promote
  - Unaccounted expenses - the ring light and table coverings
    - Pete Cochrane to see if table coverings are in storage
  - The tech crew and band are ready to go
    - Dave Balfour to source photo(s)/video(s) from Heatwave and send to the Marketing Coordinators and the Website and Graphics Coordinator
  - Pete Cochrane will be onsite June 7<sup>th</sup> to help set up
  - Most set up will begin in the Crystal Palace at 2pm on the Saturday
  - Sophie Ball to help with liquor sales
  - Ad in the Humm to be released in May
  - Kournii Hansen, Rob Marois, and David Murray will be absent
  - Tracy Fawcett to inquire about the event being part of friend's newsletter with large mailing list
  - Radio ads are in discussion
  - Firming up details with Perth Brewery and Top Shelf
    - Shawn Vernier to connect as the Sponsorship and Donations Coordinator will be away
  - Charging \$6.00 per alcoholic drink

- There will be an Old Dutch canteen
  - Products will be purchased at wholesale price, what isn't sold will be taken back free of charge
- Kelsey Dold to retrieve POS systems, cash boxes, drink tickets, and bracelets
- Kelsey Dold signed the Perth Farmers Market x SPF agreement for both June 8<sup>th</sup> and July 20<sup>th</sup>
- The portable toilets are being sponsored by Perth & District Septic Service
  - Kelsey Dold to meet on June 7<sup>th</sup> to guide
- There will be no security onsite  
Food vendor is confirmed
- Committee decided against security for this event

## **6. New Business**

### **a. July SPF**

- All logistics to be completed by June 8<sup>th</sup>
- Announcing the lineup on June 8<sup>th</sup>
  - Socials, the Humm, and the Perth Journal

## **7. Coordinator Reports**

### **a. Volunteer Coordinator**

- Marketing Coordinators to run volunteer ads on socials, as well as the donation button
- Delores MacAdam to forward the Province of Ontario logo to be added to volunteer t-shirts
- Caivan logo to be added to the volunteer t-shirts
- Add 2024 to the t-shirts
- Rob Marois and Don Kindt to discuss

### **b. Website and Graphics Coordinator**

- Needs all sponsor logos and order for the website

### **c. Marketing Coordinators**

- Sophie Ball as Festival Administer, beginning Monday, June 3<sup>rd</sup>
- Perhaps an ad in the Perth Magazine for the Festival weekend
- Currently no other updates

### **d. Sponsorship and Donations Coordinators**

- Rob Marois to connect Marketing Coordinators with MyFM
- Estimate of \$2,500 for banners
- Rob Marois and Haley Beattie to continue seeking sponsorships and donations
  - Headliners
  - Security

#### **e. First Aid Coordinator**

- Has confirmed a tent from Rental Village in Carleton Place
- Has AED
- Has purchased supplies needed for the tent
- In the process of seeking sponsorship for water
- Kelsey Dold to seek visibility vests
- There will be two leads on each shift
- Has a good number of volunteers signed up
- Secured \$1,000 for first aid supplies from a donor
- The Emergency Form is completed
- Heat stroke or other severe instances, move attendee to air conditioning
- Confirming the schedule for volunteers

#### **f. Music Tent Coordinator**

- Currently no updates

#### **g. Merchandise Coordinator**

- Taking ideas for new merchandise products
  - Shawn Vernier to consider making buttons
  - Keychains
- Working on the lanyards
- Visitor lanyards will be made for performer plus ones/family/etc.,
  - No full backstage passes for these people
  - Visitor lanyards will be given as people go backstage, and must be collected as those individuals leave the backstage area
  - Visitors will receive backstage food from sponsors, however, no free meal ticket for the food vendor
- All names for lanyards to be in by July 1<sup>st</sup>

#### **h. Vendor Marketplace Coordinator**

- The jury took place

- Approved 17 vendors
- Wasn't a lot of vendor applications
  - Marketing Coordinators to make a post about applications being open
  - Extending the application deadline
- Another jury to take place once extended deadline ends
- Letters of approval have been sent to the 17 confirmed vendors

#### **i. Crystal Palace Coordinators**

- June 8<sup>th</sup> will be a sort of “test run”
  - If all goes smooth in terms of placement, logistics, etc., the same plan will be followed for the Festival weekend
- Currently no other updates

#### **j. Artistic Directors**

- Accommodations are partially booked
  - Jamie Campbell to forward more information as received

#### **k. Backstage Coordinator**

- Climate Network Lanark will be onsite again this year, logistics just about figured out
- Main stage engineering
  - Must be weighed/anchored down
  - Need a soil report done
  - Structural component of \$1,500 is being paid for by the Town of Perth
  - Needs to source material
- Reached out to two elementary schools and got positive responses
  - 2-hour children’s activities:
  - Saturday 12pm-2pm, 2pm-4pm, 4pm-6pm
  - Sunday 12pm-2pm, 2pm-4pm

#### **l. BIA Coordinator**

- North Folk Cafe has offered to cater the volunteer appreciation dinner; however, it wouldn’t be a full meal, more like a lunch and snacks
- Receiving inquiries regarding the vendor marketplace
- Sharing all SPF posts made on socials, as well as including the Motown Dance in BIA social posts

**8. Discussion of Additional Items**

**a. Experience Ontario**

→ Received a grant from Experience Ontario of \$20,000

**9. Next Meeting:** Thursday, May 23rd, 2024

**10. Adjournment:** by the Chair at 7:29pm