

Herbfest Organizing Committee Record of Discussion
Thursday March 2, 2017
Location: White Lake Fire Hall

Present:

Geoff Patterson – Parks and Rec Director, M/B Township
Jim Austin – Waba Cottage Museum Curator, M/B Twp
Teresa Bahm - McNab/Braeside Rec Committee member
Monique Keenleyside – member at large

Regrets:

Karla Belton – M/B Rec Dept staff
Warren Hic –
John Robertson

1. Call to order/Welcome/Attendees

Our meeting was called to order at 7:05 p m and roll call taken. Mr. Patterson welcomed Cyrstal Sheldrick to the meeting who was in attendance tonight and considering joining the Committee.

2. Adoption of Agenda

Approved **(TB, MK)**

3. Declaration of Pecuniary Interest

None

4. Review of poster/itinerary

Group provided feedback for mock-up of poster presented by Jim Austin
Morning 9ish – Yoga – add kid’s component and existing adults session
10am-3pm – ½ Hourly Museum Interpretive tours – both Museum staff to be involved
11 am –music of Julie and wandering minstrel should be booked by Geoff

- Boat for tours to be reserved by Geoff
- Noon-2pm ish – chefs competition concept, Geoff to develop -kids component to chefs competition would be good addition

Other information sessions/presentations could be presented in a flowing fashion throughout itinerary group felt

MacGregors Produce, M/B Market could be key components

5. Proposed Changes to Event/ Itinerary

Discussion included that the “beer alley” service area options included a “peoples choice” award and Calabogie Brewing and Whitewater Brewers were identified as local targets. Another one was a Pakenham area brewer so there were adequate choices in our geographical area to showcase products through our show. Crystal stated she’d begin a follow-up with Calabogie and the group brainstormed about involvement from local brewing companies and expansion of the area to make it more practical for sales. GP spoke of how the attempt was made to include local breweries but logistics prevented it from developing in 2016 and the group agreed it should be an area of emphasis this year. Perhaps include a craft beer alley and/ or brewers Lane at a place where people could rate the beverages for a people’s choice award or even do a taste test of domestic beer vs craft. Potential involvement by the new Neat Café or Renfrew’s Batstone’s Northern revival could be investigated...

5.1 WI involvement Update – MK

Monique Keenleyside stated that the WI of White Lake is on board to have a pie sale at the event and the group agreed that it would be an asset to the show. The group also felt that part of their exhibit should contain pie making tips or a brief demonstration by the ladies on how to make pies.

6. Roles of Committee Members

- a) Layout/logistics/parking
- b) Exhibitors
- c) Entertainers/Chefs Competition/BEER
- d) Demonstrations/Presentations
- e) (*added) Publicity/Media

6.1 Exhibitors – JR

John Robertson had provided an amazing offer to the group by offering assistance to us by utilizing some staffing resources to assist with the recruitment of exhibitors. The group agreed that this was very important information to get out to the past exhibitors and potential new exhibitors and they often determine their summer schedule at this time of year. John said he could ensure that the information is distributed to the appropriate parties in an appropriate package in a professional, timely manner in the near future. The application form was reviewed and it was noted that Karla will help monitor this task upon her return.

6.2 Media/Publicity –Jim/Warren

With regret we are not able to utilize the talents of Warren at this time but have received word from him that he will participate as a member of our group during the process. He returns to the White Lake area early in the spring at which time Jim is

confident that 2 of them can work as a team to produce improved media exposure and increased publicity. The group expressed gratitude to have Warren on board, as an experienced Herbfest vendor, to offer assistance for these very important tasks.

6.3 Logistics/Layout/Parking – GP/KB/TB/MK

The group decided that this would be best attacked at a Committee level as each member would have valuable input into various components. Jim mentioned that an exit laneway could be established at the site and the group thought it was a good idea and would help to control traffic congestion. The group felt that to *ask Jason Marshall for his assistance* with making arrangements with appropriate property owners for setting up a supplemental parking area like he did last year, would be beneficial, once more. Teresa Bahm noted *that parking should be established on one side of the road only to make it possible for traffic to flow* and also make it accessible for emergency services vehicles to access the property should the need arise. The group also noted that *County paramedics should be notified and involved with the day* and that the *tent rented last year was appropriate and should be utilized again this year*. *Additional porta-potties* were something identified by the group as needs for the 2017 edition of the event and they should be distributed throughout the Waba Museum site. In terms of *volunteers, more security should be recruited* for this year's event as more attendees are expected to be on hand after our modest success in the transition year from one site to our new venue.

7. Action Plan

Action was required of the Recreation Director to follow up with John to begin to get the appropriate information out to vendors. Jim was going to do up a draft of the poster based upon last year's design which the group felt was attractive. *(Other actions items in italics in Section 6.3 please see above.)*

8. New Business

8.1 Vendor recruitment

The group felt that vendor recruitment would be the main priority at this time and as a compliment to directly reaching out to a number of vendors that John was spearheading, the Rec Director noted that he could take advantage of a free publication of Township Times circulated as part of the EMC newspapers and post a notice outlining the need for involvement of exhibitors and volunteers with this year's show. Monique and Teresa provided vendors' lists to John as additional information for his work.

8.2 Regularity of meetings

Group discussed the proposed regularity of this year's organizational meeting schedule and felt that every 3-4 weeks would be timely and appropriate to keep on top of

everything associated with the Herbfest. The next meeting, it was decided would occur on March 30th.

9. Adjournment

Meeting adjourned at 9:25 PM.(JA/TB)