

Herbfest Organizing Committee Record of Discussion
Thursday April 20, 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

Regrets:

Karla Belton – M/B Rec Dept staff
Warren Hic –
John Robertson
Monique Keenleyside
Crystal Sheldrick

1. Call to order/Welcome/Attendees

Our meeting was called to order at 7:05 p m and roll call was taken by Mr. Patterson

2. Adoption of Agenda

approved (TB, JA)

3. Declaration of Pecuniary Interest

None

4. Review of itinerary/logistics

–music of Julie and wandering minstrel/ATM machine booked by Geoff

- Boat for tours to be reserved by Geoff
- No progress re beer vendors or chef competitors (Teresa/Crystal)

– chefs competition concept, Geoff to develop -kids component addition possibility

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

MacGregors Produce not able to participate but should still be M/B Market could still be key components (Geoff to follow up)

Geoff has booked Billy T's Pizza for food vendor

Teresa led discussion about some drone coverage by Jamie Couvieuau, Jim to follow-up

2. Proposed Changes to Event

Discussion included Monique Keenleyside's submission regarding proposed changes/Additions to the day. Because meeting attendance was poor this evening, the group believed that no concrete decisions should come out of this evening's proceedings and Ms Keenleyside's report was accepted as information. The group felt that the Canada 150 Art Tree concept of having a satellite centre in White Lake was discussed as a feasible option to be included in the Herbfest event.

4.1 Paramedic involvement –TB

Teresa Bahm outlined a couple of options for County paramedics to be involved, one based on passive participation and the other a more prominent role based loosely on similar involvement that their group performed during past Scottish Festivals. Geoff said he would get it on the Paramedics radar and hopes to be able to update the group by next meeting. WI of White Lake has not confirmed their involvement as of yet. It was reported erroneously last meeting that the WI were on board to have a pie sale at the event. Monique will bring news about their potential involvement next meeting and it was again discussed that part of their exhibit could contain pie making tips or a brief demonstration by the ladies on how to make pies which could be a significant attraction.

5. Roles of Committee Members

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

5.1 Exhibitors

John Robertson's resource person is now coordinating with Karla regarding reaching out to exhibitors and Geoff believed that there was a half dozen now confirmed. Karla will provide updated list of people who have confirmed involvement by next meeting. Group discussion led to a check-in booth for vendors/exhibitors which was a first aid station/Township information station/water sales area. The thought was that water could also be sold by a charity at another location on Festival grounds.

5.2 Media/Publicity –Jim/Warren

Jim prepared and reviewed a report in conjunction with Warren on how publicity has been handled thus far and highlighted timeline for further promotion of the event for

increased publicity. This report was a comprehensive document with versions of multi-media publicity campaigns, outcomes and sources

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

Jim again 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 and Geoff mentioned some signage was already in place for that. Parking was also a point of discussion at the Museum site and Jim had some recommendations that only handicapped parking and launch patrons be allowed on site and that some special allowances may have to be implemented for vendors. *Monique/Tereasa are 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. Geoff will check with County to see if parking could be established on one side of the road only to make it possible for traffic to flow for the day and also make it accessible for emergency services vehicles to access the property, should the need arise.*

Geoff to take care of rental of additional porta-potties to be distributed throughout the Waba Museum site.

6. Action Plan

Suggestions were discussed about having selections made from exhibitors registered with the Herbfest and selecting appropriate persons with suitable content to do demonstrations throughout the grounds during the Show. It was noted that Crystal previously stated she knew a Carol McGrath, who would be capable of doing a demo but the group has received no word on whether the lady was approached or not. A list of demonstrations will be selected and scheduled sporadically throughout the day.

7. New Business

7.1 Puppet/Ferries

No feedback on the Puppets Up Festival that had been gathered by any members in attendance. *We will check with Committee member Monique Keenleyside on any developments on the puppets by next meeting. The Rec Director noted that he had positive feedback about children dressed up as ferries for Herbfest in the past and Karla had their contact info and would try to check on their status which could be reported back upon next meeting.*

8. Next meeting/Adjournment

The next meeting will occur at the Fire Hall in White Lake on May 11th at 6pm.

Meeting adjourned at 9:35 PM.(JA/TB)