

**Herbfest Organizing Committee Record of Discussion**  
**Thursday June 1, 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  
Karla Belton – M/B Rec Dept staff  
Monique Keenleyside  
Warren Hik  
Gerry

**Regrets:**

Crystal Sheldrick  
John Robertson

**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

**Minutes from last meeting**

Approved (TB./MK) discussion related to minutes is that Karla clarified some prices sent to her by the people doing the inflatable clear balls as an activity but the group still felt even though the price was more reasonable, it may not fit with the event theme, James corrected a typo on Warren's last name and Karla was asked to follow up on groups relating to Herbfest online in the Ottawa Valley guide

**4. Review of itinerary/logistics**

- discussion surrounding gift bag to exhibitors to be given out in the morning
- debate as to whether yoga sessions could be expanded to 2 classes
- Geoff thanked Gerry for the lead on the Mayor's Forum event in Ottawa
- tentative detailed itinerary discussed but determined that it could be finalized later
- James thought we could tie into Yogafest in LV and will further look into it

- food vendor discussed, to be fair to vendors it should be limited to 3 options and our options now include pizza/wraps and 1 more exotic option such as Caribbean/Indian or veggie alternative

## **2. Proposed Changes to Event**

Gerry offered to get an additional 3500 emails out on our behalf to like-minded individuals and businesses that he has built into a significant mail-out over the years

## **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 -Beverages**

Group was informed by Geoff that Whitewater Brewery has now confirmed involvement. We will offer Whitewater Brewery an opportunity to be involved with tasting/education/awareness of their local brews. If needed in the Beer service area, Monique's daughter can be of assistance as she has some expertise in this field.

### **5.2 Media/Publicity –Jim/Warren**

Jim reviewed a status report in conjunction with Warren on how publicity/media has been handled thus far and proposed several expenditures which would highlight further promotion of the event for increased publicity. Geoff will get back to Jim in the following week to select appropriate action items associated with various expenditures.

## **6. Other**

Karla will look into the Online Calendars

Jim has suggested to us the back of the township building that looks towards the highway to put magnet letters on for HERBFEST sign.

Gerry told everyone about buzzart.ca that makes big wooden signs.

Jim asking "Why can't we make our own magnet signs" and us for all events in the future

For when the poster go out – When and who are taking posters where and Jim to make a list of where posters are going.

Karla to look into the signage we have from last year to see what all we would need for this year.

Jim to will work closely with Geoff and Karla for signage, banners, poster within the budget.

Teresa is going to take to a guy from Almonte that has a flower shop to come as a vendor.

Monique showed us ideas for the kids section:

- Flower wands
- Candle dipping??????
- Buttons and beads for bracelets
- Pet rocks/painting rocks – Monique said that Debbie Laventure will come and help with this part
- Ladybugs and bees on leaves

All of the above things Monique already has. We would only have the bug the Ladybugs/bees on the sticks which she say you can buy from the dollar store.

Karla showed everyone an idea to give all guest coming to HerbFest (maybe instead of stamping everyone, they get a bracelet) these bracelets can be given to all the vendors in their goodie bags as well. The committee liked the idea – Karla was going to go over the idea with Geoff and get his thoughts before going forward with this.

Committee wants to ask council to come out and join us for part of the day.

Committee would like to see if we can get paramedics to come out

## **7. Next meeting/Adjournment**

The next meeting will occur at the Fire Hall in White Lake on June 22nd at 6pm.

Meeting adjourned at 8:40 PM.(TB/.MK)