

Herbfest Organizing Committee Record of Discussion
Thursday June 22, 2017
Location: Waba Cottage Museum and Gardens

Present:

Karla Blemkie – M/B Rec Dept Staff
Jim Austin – Waba Cottage Museum Curator, M/B Twp
Teresa Bahm - McNab/Braeside Rec Committee member
Monique Keenleyside

Regrets:

Geoff Patterson – Parks and Rec Director, M/B Township
Crystal Sheldrick
John Robertson
Warren Hik

1. Call to order/Welcome/Attendees

Our meeting was called to order at 6:15pm and roll call was taken by Mrs. Blemkie

2. Adoption of Agenda

Approved (TB, MK)

3. Declaration of Pecuniary Interest

None

Minutes from last meeting

Approved (TB./MK) no further discussion related to the minutes.

4. Review of itinerary/logistics

No further discussion related to the itinerary and logistics.

5. Proposed Changes to Event

No further discussion related to the changes to the event at this time.

6. Roles of Committee Members

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

a. Exhibitors -Beverages

No further discussion related to the exhibitors. Karla will keep contacting vendors to join us.

b. Media/Publicity –Jim/Warren

Jim prepared and reviewed a report in conjunction with Warren on how publicity/media 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 multimedia publicity campaigns, outcomes and sources. Jim brought forward the deadlines of upcoming media releases, and how that all needs to be approved by the committee for July 8. Committee agreed to this print ad just wanted Geoff approval before going ahead. Karla will check with Geoff to get his thoughts on this.

Jim gave the committee a hand out that was past forward an article that Warren had found and wanted to give the group, about “Naloxone Now part of training for Festival, Prom Organizers” article.

c. Entertainer/Chefs Competition/BEER

No further discussion related to the entrainment, chefs and beer

d. Demonstrations/Presentations

Karla let the group know about a lady by the name of Abrah Arneson who is a Clinical Herbal Therapist who will be doing a demonstration of “The Art of Blending Medicinal Herb Teas” and will be giving two Herb Walks throughout the grounds of Waba Cottage Museum and Gardens.

7. Other

Card racks will be given to each committee member and then will be distributed to the following places Renfrew and points west, Arnprior, Ottawa Area, Almonte, Carleton Place, Perth and Calabogie.

Karla is going to look on Vista Print to see what the cost would be to get a standard size signs made saying “Midsummer HerbFest Sunday July” (every year we will just add the number date).

Committee agrees on photographer and want Geoffs input on the Drone weather to get him or not.

8. New Business

a. Yoga

Melanie will be doing Yoga at 9am, then will be volunteering her time at the Childrens Section till 12pm

b. Tree Displays

Monique and Jim are going to look into the Tree Displays for the museum.

c. Budget

Committee wanting to get seeds for the children's section, want to know how much can be spent on seeds.

9. Next meeting/Adjournment

The next meeting will occur at the Fire Hall in White Lake on July 13 at 6pm.

Meeting adjourned at 8:15 PM.(TB/.MK)