

Taste of the Valley HerbFest Committee Meeting Agenda

6pm Thursday March 8th, 2018 at White Lake Fire Hall

1. Welcome/Attendance/Call to Order
2. Adoption of agenda
3. Delegation of pecuniary interest or general nature thereof
4. Review of itinerary/logistics
5. Proposed changes to event
6. Roles of committee members
7. Action plan
8. New business
9. Next meeting(s)/adjournment

Herbfest Organizing Committee Record of Discussion
Thursday March 8, 2018
Location: White Lake Fire Hall

Present:

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

Regrets:

Warren Hic

1. Call to order/Welcome/Attendees

Our meeting was called to order at 6:05 p m and roll call taken

2. Declaration of Pecuniary Interest

None

3. Review of Event

Group was informed re decision for Herbfest to join forces with Renfrew County's Taste of the Valley event series and discussion involved that development. Rec Director Patterson shared the Taste of the Valley parameters that he had been made aware of by County staff. Once the group was briefed on what that involved, it was unanimously felt that it was a positive development.

Group member Jim Austin expressed the option of having Taste of the Valley at the Museum as one event and Herbfest as another stand-alone event located there but after some consideration the group concurred that one event of this nature is a major undertaking and to host 2 separate special events would be too difficult.

With the international Herb of the year being Hops this year, it was felt that there were a lot of possibilities associated with that development as well.

Karla noted that Jason Marshall offered to spearhead some of the music at the event this year and the group felt it would be a big advantage to have him on board to assist with this matter as it was an area we struggled logistically at last year.

4. Proposed Changes to Event/ Itinerary

Committee member Karla Blemkie updated the group on inquiries from vendors to date which numbered approximately 1 dozen in total. She reviewed typical costs of vendor spots for the Taste of the Valley events and the group decided to adopt some new rates for vendors to make the event more attractive in 2018 to those showcasing products. The group also spoke of the admission fee but felt it was ok to leave it in place for the upcoming 2018 event. Budget was discussed and the itinerary was reviewed and Ms Blemkie took note of what aspects of the event could be cut and which components could be kept.

There was some discussion at the meeting about the use of the website and budget associated with keeping the current deal with the provider the past owners used, *Karla will check with Warren to see what the best way is to move forward with this initiative.*

4.1 Layout Update

Monique Keenleyside stated that the WI of White Lake is possibly on board to have another pie sale at the event but had a few suggestions to alter the layout of the vendors' alley slightly and shift food sales location to the shady area behind the Museum as well. The group also felt that part of their exhibitors should continue to offer instruction in areas such as pie making tips or other brief demonstrations that would add to the attraction of the Show.

5. Roles of Committee Members

Nothing decided at this meeting...will be visited again next meeting... Committee member Teresa Bahm felt she could offer more assistance with recruiting of vendors etc.

5.1 Exhibitors

The application form was reviewed and tweaked by the group and it was noted that *Karla will get it out to all the potential vendors by mid March.*

5.2 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 once more. He requested through Jim a break on his vendors fees in return for all the work he puts into the Festival and the group felt that it was a more than fair idea to offer this to Warren for his support and involvement. Jim is confident that 2 of them can work as a team again to provide event better results than last year and to have to have Warren on board is a key component moving forward.

6. New Business

6.1 Regularity of meetings

Group discussed the proposed regularity of this year's organizational meeting schedule and felt that every 4-6 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 April 12th.

7. Adjournment

Meeting adjourned at 8:25 PM.(JA/TB)