

Taste of the Valley HerbFest Committee Meeting Agenda
6pm Wednesday May 16th, 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
Wednesday May 16th, 2018
Location: White Lake Fire Hall

Present:

Geoff Patterson – Parks and Rec Director, M/B Township
Karla Blemkie – Recreation Programmer, M/B Township
Jim Austin – Waba Cottage Museum Curator, M/B Township
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 6:09 pm and roll call taken

2. Declaration of Pecuniary Interest

None

3. Review of Event

Monique has some leads for people doing Demos/Talks throughout the day. Mental Health, Karate and about Tic's. She asked the group their thoughts and we all agreed that these would be good fit. Monique also brought up about doing a Ted Demo. They do blood work and allergy testing. The group also discussed the option of doing Pond Yoga with Ro.

Geoff has reached out to White Water Brewery, Calabogie Brewery and Square Timber Brewery about selling their craft beer in our beer tent and potentially doing a Talk about the Herb of the year "HOPS". *Geoff will update the group at the next meeting about the outcome of this.*

Kids sections - It was brought up about maybe potentially having a rock climbing wall or big bouncy castle to catch everyone's eye. The group agreed that having something of this sort for the kids would be a great idea. It was even brought up about asking Ryan (CAO Lindsey Lee's Brother) to join us to do some tumbling with the kids as well. *Geoff will look into this for the committee.*

Karla had updated the group on somethings from the last meeting. We are unable to charge any entrance fee – being a part of Taste of the Valley, they do not want us charging a fee to get into the event. The Website we had will be gone by the end of June and there will be no cost at all, as we have already paid up until the end of June last year. Any payments for entertainment, ect will need to be brought forward to Geoff by July 17th, so he can let Christina know how many chq's need to be ready to give by the day of the event.

4. Proposed Changes to Event/ Itinerary

Changing the Time of the event to 9am -4pm. The group felt it was a good decision as to the last years, everyone was pretty much gone by 4pm.

4.1 Layout Update

Monique Keenleyside had shown the group a layout of the event. The group agreed her lay out was good, but changes may be made as we get closer to the event with all the Vendors and activities we have going on.

5. Roles of Committee Members

Monique will be looking after the Kids Section and finding people to do Talks/Demo throughout the day. Jim/Warren looking after media/publicity coverage for the event, posters, sending out information to the newspapers, and online social media websites.

Teresa – I'm not 100% sure. Please add

Karla/Geoff looking after getting vendors (emails and phone calls), working alongside of the Taste of the Valley, getting all day of essentials ready

Monique and Teresa will be going to the Ottawa Veg Fest Sunday June 3rd on behalf of the committee.

5.1 Exhibitors

The application form was sent out to all Vendors from a master list Karla has. As of today we are sitting at 23 confirmed Vendors and 10 that Karla has been in contact with - she is just waiting for their forms and money to arrive at the office. *Karla will be making phone calls to those Vendors who have not contacted back next week.*

Face painting. *Karla will look into getting Debbie to join us for the day to do face painting.*

Nordic Pole Walking Instructor Greg to join us as a Vendor and have him do a demo with the Poles. *Karla is to contact him and ask him to join us for the day.*

The group came to a decision about giving the Vendors a discounted price for doing a Demo/Talk throughout the day. The price will be \$45.00 for those giving Demos/Talks.

5.2 Media/Publicity –Jim/Warren

Jim will be contacting Jamie Coiveau about the photos and drone footage he had taken for us last year that we still have not received yet. Jim will be using this for media purpose. The group talked about having Sarah Freemark from CTV Morning come out and join us. *Karla will be looking into contacting her.*

Jim's papers he handed out to the group. Please add

6. New Business

Geoff will be contacting Jason Marshall to see if he will be able to join us at our next meeting to get his input on entertainment for the day.

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 June 18th.

7. Adjournment

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

