



STEWART PARK FESTIVAL

MINUTES

Held: Thursday, October 12th, 2023, at 6:30pm

Location: The Perth Restaurant & Pizzeria

Present: Delores MacAdam, Jamie Campbell, Dave Balfour, Councilor Isabel Anne McRae, Councilor Gary Waterfield, Susan Thompson, David Murray, Don Kindt, Matt McShane, Peter Cochrane, Rob Marois, and Kelsey Dold

Absent: Tracy Fawcett and Pat McTavish

1. Call to Order

The meeting was called to order by the Chair at 6:32pm

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Disclosure of Additional Items

- a. First Aid Response Team
- b. VIP Reception
- c. Festival and Events Ontario

4. Unfinished Business

a. Christmas Fundraiser

- St. Paul's is tentatively booked
- Discussion on whether the fundraiser should take place during the holidays or during the spring
 - The committee has decided to host a spring fundraiser
 - Kelsey Dold to inquire if the Crystal Palace is available on Saturday, June 8th, 2024, the same day as the BIAs kick-off to summer event
 - Kelsey Dold to inquire through the town if there are Adirondack chairs available for use
- To discuss further during the December meeting
- Delores MacAdam and Kelsey Dold to collaborate on marketing efforts
- Once booking is confirmed, Jamie Campbell to inquire with Motown if they are available to perform

5. New Business

a. BIA Vendor Inquiry

- The Chair met with the BIAs Personnel Committee
 - Went over the responsibilities of the BIA Coordinator and Festival Administrator prior, during, and post Festival
 - The BIA is interested in jurying the vendors who apply for the marketplace
 - The BIA was concerned about the amount of food vendors
 - The location of vendors needs to be revised
- The Chair, Vendor Marketplace Coordinator, BIA Coordinator, and the BIA Personnel Committee to meet on this topic
- To discuss further at the November SPF meeting

b. Grants

- New grant will be available in November
- Kelsey Dold and Jamie Campbell to collaborate on grant applications

6. Coordinator and Staff Reports

a. Marketing Coordinator

- The previous Marketing Coordinator, Kendra Hobbs, sends her regrets as she steps down from the position
- Delores MacAdam and Kelsey Dold to collaborate on marketing strategies
- Will make a callout to attract a new Marketing Coordinator

b. Website and Graphics

- Absent
- Currently working on the VIP Reception invitation

c. Sponsorship Coordinator

- There are some invoices outstanding from 2023
- Some 2023 sponsors have committed to sponsoring the 2024 Festival
- Rob Marois to volunteer at the Crystal Palace during the Festival
 - Bar, food sales, etc.
- Rob Marois and Don Kindt to collaborate in finding volunteers with their Smart Serve Certificate

d. Volunteer Coordinator

- Will have committee shirt samples at the November meeting
- Jamie Campbell, Dave Balfour, and Don Kindt to collaborate in aligning the artist and volunteer schedules
- Don Kindt to meet with Rob Marois, David Murray, and Shawn Vernier to discuss volunteers and layout for the Crystal Palace
- Suggests revising access to backstage
 - Will discuss further at future meetings

e. Merchandise Coordinator

- Councilor Gary Waterfield suggests having two booths opposed to one
 - The Music Booth, as well as the Merchandise Booth
- Delores MacAdam to confirm if there's room for a new Coordinator to sit on the committee as Merchandise Coordinator
- Councilor Gary Waterfield to be the Music Booth Coordinator
- The committee agrees with the suggestion

f. Vendor Market Coordinator

- There needs to be a key volunteer to be onsite during vendor marketplace set up
 - Don Kindt to inquire with the volunteers
 - Matt McShane to send Don Kindt a job description to present to the volunteers

g. Crystal Palace

- Nothing to report at the moment

h. On-Site/Backstage

- The green tent was repaired and put back in storage
- Nothing else to report at this time

i. Artistic Directors

- The Best Western and motel rooms are booked
- Aiming to bring a diverse group of performers

j. BIA Coordinator

- In need of some answers for grant applications
- To have a meeting with the Chair, Vendor Marketplace Coordinator, and the BIA Personnel Committee
- Lots of inquiries regarding the dates of the 2024 Festival, as well as accommodations

7. Discussion of Additional Items

a. First Aid Response Team

- Councilor Isabel Anne McRae is the lead hand in forming a first aid response team for the entire length of the Festival
 - Objective: to provide an in house, reliable, first response team
 - Councilor Isabel Anne McRae to contact high school students to conduct their volunteer hours and be trained
 - The first response team will be roaming around the Festival grounds and will hopefully have an onsite
 - The first response team will attend the volunteer orientation session
 - Don Kindt and Councilor Isabel Anne McRae to potentially collaborate in terms of volunteers

b. VIP Reception

- Rescheduled to Thursday, November 23rd, 2023, from 6-8:30pm at The Locks

c. Festival and Events Ontario

- Kelsey Dold to nominate/apply for awards

8. Next Meeting: Thursday, November 2nd, 2023, at 6:30pm

9. Adjournment: by the Chair at 8:12pm