



STEWART PARK FESTIVAL COMMITTEE

MINUTES

Held: Thursday, May 23rd, 2024, at 6pm

Location: The Perth Restaurant

Present: Delores MacAdam, Anne Davis, Peter Cochrane, Don Kindt, Shawn Vernier, Tracy Fawcett, Kournii Hansen, Sophie Ball, Jamie Campbell, David Balfour, Matt McShane, Jolene McShane, Rob Marois, and Kelsey Dold

Absent: Gary Waterfield, Isabel Anne McRae, David Murray, and Susan Thompson

1. Call to Order

The meeting was called to order by the Chair at 6:04pm

2. Disclosure of Pecuniary Interest or General Nature Thereof

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

3. Approval of Last Meeting Minutes

Moved by Don Kindt

4. Disclosure of Additional Items

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

5. Unfinished Business

a. June 8th – Deadlines

→ Marketing

- Marketing Coordinators to forward a list to Artistic Directors stating what they need for promotion, including what is needed for the website (bios, photos, links, etc.)

- Artistic Directors have a folder with all contracts with bios, photos, etc., that needs to be vetted and then sent to the Marketing Coordinators
 - Doing a ticket giveaway on socials, ends Friday, May 24th and the winner will be posted/contacted
 - Top Shelf will help promote on their socials
 - Top Shelf will send Marketing Coordinators content to post on SPF socials, Marketing Coordinators to inquire about doing the same with Perth Brewery
 - Interview with the Perth Journal and SPF Chair
 - Radio ads start running on the 27th
 - Humm ad starting this month
- Crystal Palace Coordinator to aid Backstage Coordinator at the storage locker on June 7th or 8th to find supplies
- Volunteer schedule complete
- Vendor Marketplace Coordinator to set up Old Dutch canteen
- BIA Coordinator to get float
 - \$2.50/bag of chips
 - Jolene McShane to run the canteen
- Vendor Marketplace Coordinator to scan tickets at the door
- Liquor license received
- Liquor ticket sales end at 10pm, use drink tickets till 10:30pm
 - Top Shelf will serve cocktails, along with the wine that the SPF supplies
 - Perth Brewery trailer being delivered in advance and will train how to properly pour during set up
- Food vendor is Duffer's Chip Wagon
- Crystal Palace Coordinator has the decorations

6. New Business

a. Emergency Plan/Training

- Backstage Coordinator to submit the Emergency Plan once updates are mad

b. Overnight Security – Stewart Park

- In need of overnight security from 7pm-7am Thursday-Saturday night during the Festival
- Previous interest can no longer attend
- Forward Chair anyone who is interested

c. Ontario Provincial Police

→ 2 officers scheduled for the Festival

7. Coordinator Reports

a. BIA Coordinator

- Festival Administrator to begin June 3rd and work alongside the BIA Coordinator
- Promoting June 8th – both the daytime activities and Motown Dance Party
- All June 8th work orders are complete

b. Sponsorship and Donations Coordinator

- Continuously seeking sponsorships
- Keep in loop regarding banners
- Be sure to have all sponsor logos

c. Artistic Directors

- All but 2 contracts are sent
- Discussion to shift the performances an hour later throughout the Festival weekend
 - To discuss with Volunteer Coordinator if this is the case
- Lineup to be released on June 8th

d. Marketing Coordinators

- Currently no update

e. Website and Graphic Design Coordinator

- Currently no update

f. Crystal Palace Coordinators

- Farmers Market x SPF agreement has been signed for both the June 8th fundraiser and Festival weekend
- Has decorations
- Coordinating cocktail table coverings
- Has coordinated the delivery of Perth Brewery trailer on Friday the 7th
 - Will be onsite to conduct

g. Backstage Coordinator

- Waiting to sign off on CNL
- Has been sorting through the storage locker to take inventory
- The Town need \$5 million in insurance

→ In discussion with the Town regarding stage upgrades

h. Volunteer Coordinator

→ 59 volunteers signed up

→ Open shifts include Friday and Saturday gates from 7pm-10pm and at Crystal Palace

→ After hours shifts at the Crystal Palace are filled

→ Some signage for the event has been prepared indicating pre-purchased tickets for \$30 at the door, how old you need to be to purchase and consume alcohol, liquor sales end at 10pm, liquor services end at 10:30pm, all drink tickets \$6, and non-alcoholic drinks can be purchased with the food vendor

→ Volunteer t-shirts are being finalized and be ready within a few weeks

→ All the volunteer budget has been allocated and/or spent and the amount remaining for the volunteer appreciation gathering meal is \$1,747.11

- 85 meals and 12 vegetarian/vegan meals

→ Must be made aware if performer times are being shifted

i. First Aid Coordinator

→ Currently no update

j. Vendor Marketplace Coordinator

→ Applications open till May 31st

→ Vendor Marketplace Coordinator to forward the Chair a list of official vendors and the revenue they are bringing in

→ Vendors applying have been onsite in the past

→ Vendor Marketplace Coordinator to send the Volunteer Coordinator a second email outlining the duties needed to be done in the marketplace during Festival weekend as a volunteer is needed

k. Merchandise Coordinator

→ \$1,000 budget

→ Met with the BIA Coordinator for a brainstorming session

→ Will be going through inventory

→ 2024 ideas:

- SPF buttons (made by Shawn Vernier, Crystal Palace Coordinator)

- Tote bags

- Keychains

- Friendship bracelets (perhaps in collaboration with a youth organization)

I. Music Tent Coordinator

→ Currently no updates

8. Next Meeting: Thursday, June 6th, 2024, at the Perth Restaurant

9. Adjournment: by the Chair at 7:29pm