

**Herbfest Organizing Committee Record of Discussion**  
**Monday Aug 20, 2018**  
**Location: Waba Museum**

**Present:**

Geoff Patterson – Parks and Rec Director, M/B Township  
Jim Austin – Waba Cottage Museum Curator, M/B Twp  
Teresa Bahm - McNab/Braeside Rec Committee member  
Scott Conroy – M/B Rec Dept staff  
Monique Keenleyside  
Laura Parks – M/B Twp WCM staff

**Regrets: none**

- **Call to order/Welcome/Attendees**  
Our meeting was called to order at 12:05 p m and roll call was taken by Mr. Patterson
- **Adoption of Agenda**  
approved (TB, JA)
- **Declaration of Pecuniary Interest**  
None  
**Minutes from last meeting**  
Approved (TB./MK)
- **Review of itinerary/logistics**  
–minor tweaks to vendor layout were discussed as well as some discussion regarding how entertainment and presentations could be better highlighted through a more detailed itinerary list.  
Music feedback was very positive  
Vendors were very happy, boat rides were full all day

**. Proposed Changes to Event**

Teresa was a bit overwhelmed with Parking and requested that 3 bodies be put in place at the gate especially during the rushed time in the morning

- **Roles of Committee Members**
  - a) Layout/logistics/parking -Group
  - b) Exhibitors locales- Monique/Scott
  - c) Entertainers/BEER Geoff/Scott

- d) Demonstrations/Presentations- Monique
- e) Publicity/Media –Jim/Warren/Scott
- f) Event Headquarters (Township of McNab Braeside Tent) First Aid, Info etc
  - Teresa wishes to take this over next year and lead

**Exhibitors -Beverages**

Group was informed by Geoff that beer garden sponsored by Calabogie and Whitewater Brewery provided participants with an opportunity to be involved with tasting/education/awareness of their local brews. Along with regular Beer service in this area, the SOP was a key element of revenue for the Festival and should be continued. One of the volunteers suggested more shade there though.

**Media/Publicity –Jim/Warren**

Jim reviewed with Warren on how publicity/media has been handled and were pleased with progress that was made since our earlier efforts. The proposed several expenditures which would highlight further promotion of the event for increased publicity which included bag signage. Geoff and the entire group agreed that they will be a necessary expenditure for next year’s event.

**Other/New Business**

- Suggestions were discussed about having more herbs available
- Jim and Warren felt the *url* was too long and prohibitive
- The group suggested that staff write an apology letter to vendor Wendy Campbell who had a mistake in her program listing and was somewhat disappointed in the event
- MORE produce would be an element which could improve in future shows
- \*WALKKIE-TALKIES for staff/volunteers and a megaphone were suggested as additional equipment to purchase to make the operation run more smoothly
- Still a challenge mentioned associated with food vendors loud generator and smell of fried food wafting onto other exhibitors

Rec Director Patterson noted that Kathy Mackenzie had offered to help next year and sit on the Committee and the group felt that she would make a wonderful addition to the organizing committee

**- Next meeting/Adjournment**

The next meeting will occur early in the new year

Meeting adjourned at 1:40 PM.(TB/.MK)