

Herbfest Organizing Committee Record of Discussion
Thursday March 30, 2017
Location: White Lake Fire Hall

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
Monique Keenleyside – member at large

Regrets:

Karla Belton – M/B Rec Dept staff
Warren Hic –
John Robertson

1. Call to order/Welcome/Attendees

Our meeting was called to order at 7:05 p m and roll call taken. Mr. Patterson welcomed Cyrstal Sheldrick to the meeting who was in attendance tonight and considering joining the Committee.

2. Adoption of Agenda

Approved **(TB, MK)**

3. Declaration of Pecuniary Interest

None

4. Review of poster/itinerary

Group provided feedback for mock-up of poster presented by Jim Austin
Morning 9ish – Yoga – add kids component and existing adults session
10am-3pm – ½ Hourly Museum Interpretive tours – both Museum staff to be involved
11 am –music of Julie and wandering minstrel should be booked by Geoff

- Boat for tours to be reserved by Geoff
- Noon-2pm ish – chefs competition concept, Geoff to develop -kids component to chefs competition would be good addition

Other information sessions/presentations could be presented in a flowing fashion throughout itinerary group felt

MacGregors Produce, M/B Market could be key components

2. Proposed Changes to Event/ Itinerary

Discussion included that the “beer alley” service area options included a “people’s choice” award and Calabogie Brewing and Whitewater Brewers were identified as local targets. Another one was a Pakenham area brewer so there were adequate choices in our geographical area to showcase products through our show. Crystal stated she’d begin a follow-up with Calabogie and the group brainstormed about involvement from local brewing companies and expansion of the area to make it more practical for sales. GP spoke of how the attempt was made to include local breweries but logistics prevented it from developing in 2016 and the group agreed it should be an area of emphasis this year. Perhaps include a craft beer alley and/ or brewers Lane at a place where people could rate the beverages for a people’s choice award or even do a taste test of domestic beer vs craft. Potential involvement by the new Neat Café or Renfrew’s Batstone’s Northern revival could be investigated... Also it was felt that solar power should be included as one of the themes and wondered if there’d be someone to speak about it

4.1 WI involvement Update – MK

Monique Keenleyside updated that the WI of White Lake has not confirmed their involvement as of yet. It was reported erroneously last meeting that the WI were on board to have a pie sale at the event. Monique will bring news about their potential involvement next meeting and it was again discussed that part of their exhibit could contain pie making tips or a brief demonstration by the ladies on how to make pies which could be a significant attraction.

5. Roles of Committee Members

- a) Layout/logistics/parking
- b) Exhibitors
- c) Entertainers/Chefs Competition/BEER
- d) Demonstrations/Presentations
- e) Publicity/Media

5.1 Exhibitors

John Robertson’s resource person has been able to get the initial word out about the event and there have been several applications forwarded to the Township. The application form tasks have been handled by Vicki from ETM and it was noted that Karla will help monitor this task upon her return.

5.2 Media/Publicity –Jim/Warren

Jim is to prepare a brief report in conjunction with Warren on how publicity has been handled thus far and lay out a timeline for further promotion of the event for increased publicity. He will present the briefing at next meeting.

5.3 Logistics/Layout/Parking – GP/KB/TB/MK

The group started to work on various logistics associated with the event. Jim again mentioned that an exit laneway could be established at the site and the group thought it was a good idea and would help to control traffic congestion. Parking was also a point of discussion at the Museum site and Jim had some recommendations that only handicapped parking and launch patrons be allowed on site and that some special allowances may have to be implemented for vendors. *Monique/Tereasa was to ask Jason Marshall for his assistance with making arrangements with appropriate property owners for setting up a supplemental parking area like he did last year. Teresa Bahm moved **that parking should be established on one side of the road only to make it possible for traffic to flow and also make it accessible for emergency services vehicles to access the property should the need arise and Monique Keenleyside seconded. Carried*** Geoff to take care of booking/notifying County paramedics about the day and the reservation of a similar tent to the one rented last year. *Additional porta-potties were something identified by the group as needs to be rented for the 2017 edition of the event ad they should be distributed throughout the Waba Museum site. In terms of volunteers, more security should be recruited for this year's event as more attendees are expected to be on hand after our modest success in 2016. We talked of T-shirts for volunteers and Karla will be the contact for this initiative.* Melanie has told Monique that she's available to help host a kids section all day after she's done with leading her yoga sessions in the morning. The Kids area could include options such as working with Herbs, bouncy attractions, face painters and crafts. Monique's overview of what she saw as a potential overview of the day's activities was reviewed and discussed with tweaks made afterwards to make it a more feasible plan. Crystal brought up a great idea of painting flower on a giant board with a hole in it where someone could insert their head to take a photo as another Herbfest feature attraction. *Crystal said she'd take on that project as part of her contribution to the event.*

6. Action Plan

Cyrstal Sheldrick stated she would begin to approach some of the local beverage distributors about getting a feel for whether or not they would participate. She also noted that she would ask one of her contacts, Carol McGrath, about the possibility of participating in Herbfest, as she's an expert in the field.

Geoff said he'd book the entertainment and begin to work on the chef competition component of the event. 2 entertainers were discussed and agreed that they'd be appropriate, Julie, the Shawville singer, and Ken the Wilno wandering minstrel.

7. New Business

7.1 Puppet/Ferries

The group felt that a niche may be created by the Puppets Up Festival being cancelled and Committee member Monique Keenleyside felt a puppeteering component would be worth exploring. The group also spoke of dancing ferries being involved and wondered if that could possibly aid vendor recruitment. The Rec Director noted that he had positive feedback about children dressed up as ferries for Herbfest in the past but hesitated to endorse adult vendors doing the same.

7.2 Next meeting

The next meeting, it was decided would occur at the Fire Hall in White Lake on April 20th.

8. Adjournment

Meeting adjourned at 9:35 PM.(JA/TB)