

**Herbfest Organizing Committee Record of Discussion**  
**Thursday May 11, 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  
Karla Belton – M/B Rec Dept staff  
Monique Keenleyside  
Warren Hik  
Gerry

**Regrets:**

Crystal Sheldrick  
John Robertson

**1. Call to order/Welcome/Attendees**

Our meeting was called to order at 7:05 p m and roll call was taken by Mr. Patterson

**2. Adoption of Agenda**

approved (TB, JA)

**3. Declaration of Pecuniary Interest**

None

**Minutes from last meeting**

Approved (TB./MK) discussion related to minutes is that Karla clarified some prices sent to her by the people doing the inflatable clear balls as an activity but the group still felt even though the price was more reasonable, it may not fit with the event theme, James corrected a typo on Warren's last name and Karla was asked to follow up on groups relating to Herbfest online in the Ottawa Valley guide

**4. Review of itinerary/logistics**

- discussion surrounding gift bag to exhibitors to be given out in the morning
- debate as to whether yoga sessions could be expanded to 2 classes
- Geoff thanked Gerry for the lead on the Mayor's Forum event in Ottawa
- tentative detailed itinerary discussed but determined that it could be finalized later
- James thought we could tie into Yogafest in LV and will further look into it

- food vendor discussed, to be fair to vendors it should be limited to 3 options and our options now include pizza/wraps and 1 more exotic option such as Caribbean/Indian or veggie alternative

## **2. Proposed Changes to Event**

Gerry offered to get an additional 3500 emails out on our behalf to like-minded individuals and businesses that he has built into a significant mail-out over the years

## **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 -Beverages**

Group was informed by Geoff that Whitewater Brewery has now confirmed involvement. We will offer Whitewater Brewery an opportunity to be involved with tasting/education/awareness of their local brews. If needed in the Beer service area, Monique's daughter can be of assistance as she has some expertise in this field.

### **5.2 Media/Publicity –Jim/Warren**

Jim reviewed a status report in conjunction with Warren on how publicity/media has been handled thus far and proposed several expenditures which would highlight further promotion of the event for increased publicity. Geoff will get back to Jim in the following week to select appropriate action items associated with various expenditures.

## **6. Other**

Suggestions were discussed about having herbs available for giveaway for exhibitors registered with the Herbfest and appropriate kids/attendees. *We are to check with Gerry about possible acquiring some of these items for the front gate/information area. Geoff mentioned Gerry busy with the Herb Garden mother's day promotion but will be invited to next meeting to further discuss event developments such as above.*

*Crystal is to check with her contacts about potential involvement with coffee houses.*

*Karla to check with marketing dept of St Francis Herb Farm in Combermere directly about their potential involvement and perhaps offer time to demonstrate.*

## **7. New Business**

### **7.1 Ferries**

Committee members Monique and Teresa said that they intended to help oversee 3 ferries dancing on the grounds and their home base could perhaps be the gazebo. *The ladies thought that White Lake volunteer Shawna Phillipson may contribute with help in getting this initiative organized and will check on her possible involvement and report back to the group by next meeting. Keenleyside on any developments on the puppets by next meeting.*

### **8. Next meeting/Adjournment**

The next meeting will occur at the Fire Hall in White Lake on June 1<sup>st</sup> at 6pm.

Meeting adjourned at 8:40 PM.(TB/.MK)