

Herbfest Organizing Committee Record of Discussion

Tuesday, January 17, 2023

Location: Zoom

Present:

Janyne Fraser-Recreation Programmer, M/B Township

Warren Hik

Kathy MacKenzie

Jim Austin-Waba Cottage Museum Curator, M/B Township

Teresa Bahm-McNab/Braeside Rec Committee member

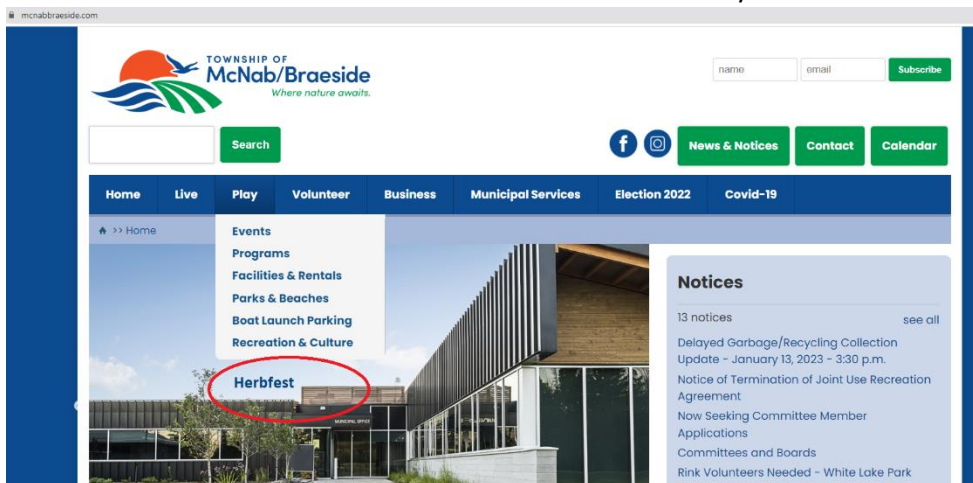
Andrea Lamontagne-Parks and Rec Director, M/B Township

Call to order/Welcome/Attendees

- Our meeting was called to order at 5:32pm.

Website

- Michael, who owns all three Herbfest website domains has asked the Township if we would like to purchase the domains for \$200.
- Janyne will confirm three domains.
- Michael is currently out of the country but said he would send Taylor an invoice by the end of week for us to pay.
- He will also send us the authorization code that we can send to Evan at Blue North to add domains to the Township's GoDaddy account.
- We will need to leave our current website up until February 1, 2023, as vendors were told that their information would be on our website until that date.
- We will create a MidSummer Herbfest tab under the "Play" tab on the mcnabbraeside.com website.



Vendors:

- Andrea has on the council meeting this evening to have different vendor fees based on size of plot.

- The vendor fee currently is \$70, this affords one 10x10' space allocation. Based on vendor booths at Herbfest 2022, the Recreation Department suggests offering alternate size options of 20x20' at \$100 and 40x40' at \$130. This would provide support when vendors question why some booths are permitted to have more space for the same price. The \$120 vendor fee for a food vendor (food truck) would not be affected.
- Jim is verifying if it is first come, first serve. Andrea is saying if you get a 40 x 40 spot you will be sent to the location we have marked for those sizes. Jim would like to see a map so they can select their space.
- We have our vendor letters ready to go, they just need to be updated with vendor fee information after the decision is made at the council meeting this evening and website information is updated.
- We will contact all previous vendors from 2022 and previous vendors that said they were interested for this year.
- Will input information for online registration to become a vendor again this year.
- We have a registration link with Duuo insurance to offer affordable insurance this year. When vendors sign up through Duuo insurance we automatically receive a copy of their insurance from Duuo.
 - We will include this link with vendor package: *We've partnered with Duuo Insurance to offer Herbfest vendors affordable short-term insurance coverage that meets our requirements. Get set-up in minutes and enjoy preferred partner pricing by clicking [HERE](#).*
- Jim would like to expand the range to green, ecology base. Big players, electric cars, wind turbines to do exhibits.
- Kathy will send info to a few vendors she has contact info for.
- Food vendors: We would like to see more. If we do not have enough food vendors, we will run the Township BBQ again this year.

Entertainment

- Last year we alternated with music for one hour, then interactive entertainment for the next hour. Due to the locations having distance between them, we can offer music and interactive entertainment every hour on the hour. Janyne will reach out to all previous interactive entertainers (breathwork, meditation, circle dance, fairy dance.,etc to see if they would like to participate again this year. Any others that you would like to see?
- Jim, we would like to have a specific time for your bag pipe playing.
 - Jim says Will Cooper (17 year old) should be contacted to play. Jim said there would be a fee involved.
- We would like to have museum tours and displays set up again in Staye Building, church, schoolhouse. Should we reach out to the same folks?
- Richmond Ramblers: will they do a set? Janyne will reach out, as they want more exposure with larger events.

Sponsors

- Janyne will reach out to OPG again this year.
- Janyne thinks Milliken Garden Centre will plant a flower bed again this year to be recognized as a sponsor.
- Kathy will reach out to White Lake Marina for 2 pontoon boats.
- Andrea says to reach out to any home builders in the area with green: Neil Corp. Campanale - green initiative for home building as a sponsor.
- Warren-drone photography company as sponsor?

Committee Members

- Andrea mentioned previously inviting Matthew Brearley and Tanya Sprowl onto our committee. They own Castlegarth Farms and have experience as vendors. Janyne will put out the ask.
- Does anyone else want to back out of committee and just volunteer at event?

- Warren suggested inviting a gardener.

Other News

- Herb of the year is Ginger. Start thinking about ways we can tie this into Herbfest.
- Changing name to Herbfest with research. Jim suggested a small font for MidSummer and larger font for Herbfest. Andrea has typed in Herbfest in Google, and the top results all do direct for us.
- New sign: will it block out our banner? Jim said move the banner up so that it is visible.
- Beer tent: larger area down by where food was last year.

Next meeting/Adjournment

- The next meeting is Tuesday, February 7 at 5:30 pm or Tuesday, March 7 at 5:30 pm.
- The meeting adjourned at 6:01 pm.