

HerbFest Organizing Committee Record of Discussion
Tuesday, April 11, 2023
10:00 am
Location: Zoom

Present:

- Janyne Fraser-Recreation Programmer, M/B Township (Chair)
- Kathy MacKenzie
- Jim Austin-Waba Cottage Museum Curator, M/B Township
- Andrea Lamontagne- Recreation Director, M/B Township
- Taylor Holmes-Recreation Assistant, M/B Township
- Warren Hik

Call to order/Welcome/Attendees

- Our meeting was called to order at 10:02 am.

Adoption of previous Herbfest Committee Meeting minutes

- The minutes of the Herbfest Committee Meeting dated March 7, 2023 be adopted as submitted and circulated.
Moved by Kathy MacKenzie, seconded by Andrea Lamontagne.

Website/Social Media

- Michael apologized for the delay in transferring websites to the Township. He was out of the country. We have 2/3 domains transferred to our Go Daddy account, just waiting on the third. Also, in the process of setting up re-directs to our new HerbFest pages on the township website. This should be live soon.
- Warren has concerns with where HerbFest is generating on our website. Taylor stated HerbFest 2023 is directly in the menu under "Play". Our search bar is not highly used outside of staff. And we cannot control on our end where HerbFest will populate on the website. Taylor added the link to register to be a vendor on the vendor page.
- Online Media-Warren emailed to have this added to the agenda for discussion. What is the website & social media strategy for 2023?
 - Currently we have a post circulating with a callout for vendors. Dated February 21, 2023.
 - Taylor has also created an image with logos of vendors signed up so far. Dated March 29, 2023.
- Janyne will begin saving all images from MidSummer Herbfest Facebook account to Township "F" Drive and delete old Facebook account. We will use the event page moving forward.
- Jim asked what we will do with the google account "drive". Janyne mentioned that she would do the same for this as the Facebook account. Jim said he has a lot of things saved on this account for the museum. Janyne will put an "automatic reply" on this email account to reach out to her office email for further contact.

Vendors:

- We have 21 vendors confirmed and fully paid.
 - Berrylane; Brooker Cider; Falcon Feather Creations; Calabogie Rustic Farm; Flowing Soul Circle; Colour Street by Anita Hart; Patty's Whimsical Creations; Black Walnut WORXX; Kricklewood Farm; LEGG-acy; Pretty Glossy Cosmetics; Sipology Steeped Tea; Mel-Lo Designs; Mohawk Dream Creations; Earthy Essentials; The Ravens Daughter; Opeongo Soaps and Natural Skin Care; The Crafty Pineapple; Long Lane Farms; Black Acorn Candle Co; Caprassion Acres.
 - Kathy will connect with Taylor later to see if the ones that contacted her have signed up.
- Janyne received information from AGCO regarding vendors selling alcohol. If the vendors want to sell six packs to go it can only be done under an industry promotional special occasion permit (separate from the Townships) with each manufacturer using their "temporary extension endorsement" AND if they have a retail store licensed by the AGCO. If all alcohol the vendors are selling is under the Townships special occasion permit, then one permit is acceptable. If they are wanting to sell unopened bottles or cans to go, they would require to be operating under an individual industry promotional special occasion permit(per vendor) and using the temporary extension endorsement associated to their existing license.
 - Andrea does not want vendors to sell open alcohol in our "beer tent" as this takes away from our revenue generated. Alcohol vendors are permitted to sell unopened alcohol using the rules above set out by AGCO. Andrea noted we would sell their product. Janyne noted that we won't be able to sell their products as we don't have a license, we only have a Special Occasions Permit. If the alcohol is sold in the LCBO or Beer Store we would be able to purchase through there.
- Kathy said she has a "sort of a vendor": RC VTAC-She doesn't have name (head paramedic)-They will bring down ambulance and a couple of their guys. They will promote and advertise the RC VTAC. Andrea said this would fall as a gift in kind, and we would waive the vendor fee. Situate them at the front of the event, closer to the parking area.
- Lemon stand and ice cream truck. Power source? Quiet generator? Do they have access to water? Jim noted the first HerbFest that there was a noisy, smelly generator and there were complaints about it. Jim noted a pony panel. Andrea said the quote to do the pony panel in 2022 \$3,400 (does not include tax). We did have a 20-amp receptacle installed last year (2022).
 - Jim spoke to the drinking water. We have drinking water that is tested early in the season.
 - Mallards Milk Bar? Another ice cream vendor that is interested. Taylor will see if they can confirm before allowing another ice cream truck to set up.
- White Lake Women's Institute (WI) -Kathy said they would like to set up again this year with the same spot. Andrea confirmed 50% off vendor registration as they are a non-profit contributing a great deal to not only this event, but to the many Township events that they support.
- Boy Scouts-Kathy asked if they could sell popcorn for us and promote themselves. Kathy will reach out to them. Jim said to invite them to provide a display, which is a good showcase. Or for programming, they can do an activity in the children's area. Andrea asked that an invite be extended to Girl Guides Canada as well. Program/Event and they can fundraise as well. Kathy will reach out to both Scouts and Girl Guides.

Entertainment/Programs

- Main Music Stage:
 - Laurie Telgan is booked from 10-11 am.
 - Spencer Scharf is booked from 1-2 pm.
 - Kyle Felhaver Band booked to end the event from 2-4 pm. Should draw crowd as they are a popular, local band.
- Andrea would like to suggest that Emily Hass and her son play at HerbFest. This adds some diversity to our lineup.
- School House
 - Marlene Schaley doing water colour paintings in the School House from 9 am-12 pm.
 - Bob Hinchley-Weaving in the School House from 1-4 pm.
 - Laurie Telgan-hand sewing in the School House from 1-4 pm
- Jim reached out to pipe band to join us for the day with a \$150 honorarium. Jim is hoping they would set up a program. Jim said they have discussed it. The set is 12-15 minutes long. Andrea says the pipers should bring business cards to promote themselves for future events/bookings.
 - Janyne clarified with Jim that a solo piper can kick off the morning around 9:30 am welcoming the mayor to the stage to do opening remarks before the first musical guest starts at 10 am. The pipe band will play again for 12-15 minutes around 11:45 am-12 pm.
- Alexander Staye Building
 - JP Thonney will do repeat of last year (display of the junk coming out of the lake).
- Church:
 - Jim said guests can give talks-Conrad will do a talk on White Lake an overall synopsis, history, problems/issues we are facing at White Lake.
 - Dave (Microbiologist) will do a microscopic display.
 - Jim would do talk on whale bones in the church (connect with recession of ice ages-giant inland seas-new theories coming out).
 - Students would do talk on Archibald McNab.
 - Leaves room for a couple more talks in the church.
- Kathy: have you heard back from auxiliary police? Haven't heard anything back.
- Jim will have you heard back from RCMP Ottawa? Jim will look into this.
- Janyne will invite BIAK (EarlyOn Indigenous Teachings for ages 0-7 years old).
- Jim would like to see a secondary program area past the pines. Between the vendors and the road. Interspersing group displays with the vendors. Jim would like to see us rope off the area "group display". Janyne has concerns with vendors showing up and not having a spot. Andrea said that interspersing would be a drawing feature for "parents to hit vendor booths" and then kids release energy and display booth.

Sponsors

- Janyne made a connection with the French Catholic school board in Arnprior. They said they would like to sponsor the "Kids Corner" area. No further discussion made as to if they will be giving a set amount for the event, or if they will do an activity (for example Books and Bubbles at 1 pm with École élémentaire catholique).
- Janyne just received an email this morning of approval for \$1,000 sponsorship from Ontario Power Generation. The cheque is being couriered today.
- Andrea has confirmed at least one pontoon boat with White Lake Marina and is awaiting a response for a second boat or a larger boat that would fit more people: Kathy confirmed with Andra at White Lake Marina that they can only give us one boat.

Committee Members

- Andrea said she will reach out to Teresa to go over the parking at the event.
- Jim would like to see a tribute to being so involved with the committee since its beginning. Card or letter. Andrea will take care of this.

Other News

- Changing name to HerbFest. Please capitalize both the “H” and the “F” on all media going out from now on.
- We need drivers for the boats. Kathy, is Paul able to do it again? Kathy said he probably won’t be able to do it all day. Kathy is looking for other people as well. She will see if the mayor can as well.
- More signage this year. Handouts will be made again to be dispersed from Township tent.
- Remind the public groups about HerbFest information (date, time, location) before they print their summer programs: Maple Lanes; Travel our backyard (One year they ran a blurb with no date).
- Jim sent Janyne outreach contacts to put information in. Online calendars, TV’s, radio. Janyne asked if anyone else wanted to help with contacting all the places to advertise as it is a big job. No one volunteered.

Next meeting/Adjournment

- The next meeting is Wednesday, May 10 at 10 am.
- The meeting adjourned at 11:15 am.

Meeting notes prepared by Janyne Fraser.