



Town of Shelburne
Shelburne Canada Day Festival
Committee
April 13, 2022, 7:00 pm
Committee Meeting - Minutes
Virtual Town Hall – 203 Main Street East

MINUTES

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Members in attendance:

Councillor Kyle Fegan, Chair
Councillor Lindsay Wegener, Vice-Chair
Brian McBride
Jay Wagstaff
Noni Thomas

Absent:

Kurt Neilson

Staff Present:

Jamie Kaske, Operations, Parks and Facilities Clerk
Melissa Kenney, Communications Coordinator and Administrative Assistant

1. Call to Order

Meeting called to order at 7:19pm.

2. Disclosure of Pecuniary Interest

No Disclosures

3. Approval of minutes from the meeting held January 11, 2022

Motion #1

Moved By: Councillor Lindsay Wegener

Seconded By: Brian McBride

BE IT RESOLVED THAT we approve the minutes from the meeting held January 11, 2022, as presented, and circulated.

CARRIED

4. Selection of Committee Chair and Vice-Chair

Committee members will be asked to indicate their interest in serving for either position or nominate someone from the committee to serve.

Motion #2

Moved By: Councillor Lindsay Wegener

Seconded By: Brian McBride

BE IT RESOLVED THAT Councillor Kyle Fegan be appointed Chair of the Canada Day Festival Committee for the remainder of 2022.

CARRIED

Motion #3

Moved By Kyle Fegan

Seconded By Brian McBride

BE IT RESOLVED THAT Councillor Lindsay Wegener be appointed Vice-Chair of the Canada Day Festival Committee for the remainder of 2022.

CARRIED

5. Committee update

a) Resignation of Canada day Festival Committee member

Committee members accepted the resignation of Cheryl Peterson-Rivet as of April 13, 2022.

b) Biography for the Town of Shelburne website (175 words maximum)

Committee members discussed submitting biographies to the Town with up to 175 words.

c) Procurement Policy – Staff

Staff reviewed the procurement policy with committee members; up to \$2,499.99 there are no quotes required, up to \$19,999.99 three quotes are required. Over \$19,999.99 an RFP would be required.

6. General Information - Discussion Items

a. Bands

Committee members discussed bands Settlers Creek and Wanted for the Canada Day event.

Settler's Creek is a country band that plays covers and blue grass, the show would

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be three-hours, and cost would be \$2,500.00. Settlers Creek will bring their own equipment. Wanted plays rock, country, and blue grass. Committee members discussed watching a video of each band.

Committee members agreed to have Settlers Creek be the only performer for the 2022 event.

Motion # 4

Moved by Jay Wagstaff

Seconded by Noni Thomas

BE IT RESOLVED THAT the Canada Day Festival Committee contact Settler's Creek and accept the contract and budget \$2,500.00 for the show.

CARRIED

A further discussion ensued regarding using the Town stage for the event.

A discussion ensued regarding the timeline of the event. Staff reviewed the event in 2019, opening ceremony started at 6:00pm, fireworks were scheduled for 10:00pm. Committee members discussed 10:00pm being too early for fireworks, committee members agreed to have fireworks scheduled for 10:30pm

b. Budget review

a. Staff Review of balances in Canada Day Account and Street Festival Committee

Committee Chair Kyle Fegan updated the committee, the Street Festival account has \$13,980.46 which will be transferred to the town. Staff updated the committee with the balance of \$4,802.49 in the Canada Day Festival account.

b. Staff Financial Review of 2019 and 2021 events

Staff reviewed financial expenditures with the committee from 2021, 2020 and 2019.

c. Etransfer

Committee Chair Fegan updated the committee with the new option of etransfer for vendors. Committee members agreed only to have three food trucks and to waive the vendor fee.

c. Drive in Movie

a. Update from Staff

Staff reviewed the cost of the drive-in movie that was held in 2021. There were 124 tickets sold (1 ticket per vehicle). Staff received quotes for drive in movie for the 2022 event. Committee members agreed to not have a movie this year.

d. Fireworks

a. Update from Staff

Committee members discussed the fireworks display at the event, and agreed to use the company that was awarded the contract in 2020. The fireworks company NorthStar Fireworks Entertainment Inc has sent an invoice for the a deposit of \$500.00. NorthStar Entertainment will accommodate to the committee budget, however, they typically start displays at \$5,000.00. A further discussion ensued regarding asking the company for more information on what they offer on a tiered structure between \$5,000.00 and \$10,000.00.

Committee members discussed if Settlers Creek would allow the committee to use their equipment for the fireworks.

Motion # 5

Moved by Lindsay Wegener

Seconded by Noni Thomas

BE IT RESOLVED THAT the committee approve the \$500.00 deposit to be paid to NorthStar Fireworks Entertainment Inc for fireworks for the Canada Day Event.

CARRIED

e. Grant

a. Update from Staff

Staff updated the committee on the Celebrate Canada by Canadian Heritage grant which was submitted. The committee was successful, and the grant was approved. The Canada Day Festival committee received \$4,000.00.

f. Marketing

Committee members discussed advertising for the event on radio, LED boards, in the Shelburne Free Press and on social media.

g. Sponsorships

Committee members discussed reaching out to Flato, KTH, Stella Brown, local real estate companies, and Local Home Finder. A further discussion ensued regarding giving a plaque to Flato and KTH for past sponsorships. Committee members agreed on the plaque saying, "Thank you for your constant community involvement".

h. Vendors

The committee discussed having the Kinsmen run the beer gardens and the Kinettes open the kitchen.

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Committee members agreed to have three food trucks (Blitzful Treats, Taza Tandoori, Smokey Island Grille) the Kinnettes and Kinsmen.

i. Compass Event

Compass Church has offered to donate glow in the dark items during the event.

j. ATM Rental

a. Update from Staff

Staff reviewed quotes received from two companies for ATM rentals. Committee members discussed ATM options and agreed not to have an ATM at this year's event.

7. New Business

Committee members discussed having a car show from Orangeville during the Canada Day event.

8. Confirm Date & Time of Next Meeting – May 11, 2022

Committee members discussed adding two additional meetings on May 26 and June 23, 2022 to prepare for the Canada Day event.

Motion # 6

Moved By: Brian McBride

Seconded By Noni Thomas

BE IT RESOLVED THAT the committee adds a meeting on May 26 at 7:00pm and on June 23, 2022 at 7:00pm.

CARRIED

A further discussion ensued regarding moving the regular committee meeting from 7:00pm to 7:30pm.

Motion # 7

Moved By: Brian McBride

Seconded By Noni Thomas

BE IT RESOLVED THAT the Canada Day Committee meet at 7:30pm for all future regular committee meetings.

CARRIED

Committee members discussed that 4 members are needed to arrive to the next meeting in order to reach quorum.

10. Adjourn

Motion # 8

Moved By: Noni Thomas

Seconded By: Councillor Lindsay Wegener

BE IT RESOLVED THAT we now adjourn to reconvene at the call of the Chair.

CARRIED

Meeting adjourned at 8:52 pm