

Minutes

Stewart Park Festival Committee

Meeting was held: Tuesday, February 19th, 2019 at 6:00 p.m.

Location: Perth Tearoom

Present: Don Kindt, Anne Davis, Jane Farrell, Gary Waterfield, Peter Cochrane, John McKenty, Barb St. Arnaud, Susan Thompson and Taisha Lesser

Regrets: Tom Uhryniw, James Keelaghan and David Stewart

Staff: Kari Clarke

Guests: Dolores McAdam, Tracy Fawcett, Joel Leblanc

Recorded by: Kari Clarke

Meeting called to order at 6 p.m.

1. Second Meeting in 2019

- Called to order at 6 p.m. by John McKenty – Chair. Approval of Minutes - January 8th, 2019.

2. New Business

- The SPF Administrator for 2019 will be Cathy James from Cat's Cove Communications

3. Updates

➤ Ontario Arts Council Grant

- SPF did not receive this programming grant for 2019
- We are able to draw from reserves if needed
- SPF received a Perth Community Grant for \$3,000
- TD also increased this year's grant from \$1,500 to \$2,000

➤ Kick Off to Summer – June 22nd

- The promotions are receiving great feedback and there is a lot of interest in this event
- Tracy is designing the poster and tickets
- staff will meet with the Best Western to determine a ticket and overnight promotional package

- Tailgate promotions will need to specify that patrons cannot bring their own alcohol into the Tay Basin area
- We will be adding a hoola hoop contest and a limbo contest to the festivities and the Northern Landshark Parrothead club is helping out with organizing various activities
- We will host a cheeseburger contest with various restaurants
- Jimmy Buffet is performing in Toronto this July and we have purchased 4 general admission tickets to use as prizes for contests

➤ **Stewart Park Trees**

- SPF is purchasing two large trees at a cost of \$1,200 - \$1,300 each
- The Town of Perth will order and plant the trees
- We will publicize the partnership with the Town of Perth as the SPF giving back to the community

➤ **Street Banner**

- Tracy has researched various options and costs
- A new banner will be designed for 2019 and we will determine if this could possibly be a sponsorship opportunity with the design company

4. Coordinator and Staff Reports

➤ **Artistic Director**

- Joel attended the North American Folk Alliance Convention in Montreal and had the opportunity to view 180 showcases, including acts from England and the United States
- SPF will announce our performers list for this year's festival on the Tuesday following the May long weekend

➤ **Sponsorship Coordinator's**

- Data entry will begin next week
- Currently we have \$18,000 in cash sponsorships and \$8,400 in-kind sponsorships
- The Sponsorship Committee wanted to recognize Barnabe's Independent Grocer for sponsoring our volunteer t-shirts for several years

- This year SPF will supply 165 t-shirts to the staff at Barnabe's to wear during the SPF weekend
- The cost of these t-shirts will be paid by the SPF

➤ **Volunteer Coordinator**

- Volunteer Wrap Up Party has been organized
- We will need the SPF Administrators to help with setting up for the wrap-up party
- There will be two types of green t-shirts for the volunteers and the Organizing team this year, with the organizing team wearing neon green

➤ **Children's Coordinator**

- SPF and Omnes Arts Circle are applying for a grant from CFUW for the children's area
- There will be a dance and theatre workshops at the SPF this year
- A brochure for the kids workshop is being designed by Jaana Brett

➤ **Merchandise Coordinator**

- Barb has visited Prodecad and will be ordering merchandise and new t-shirts for this year

➤ **Market Coordinator**

- Applications are open online and 16 vendors have already applied
- We will boost an announcement asking for food vendors from Easter Ontario
- There are spots for 42 vendors, including 11 food vendors
- Before the regular SPF April 9th meeting, the jury will meet at 5 p.m. at the Perth Tea Room, to choose the vendors for 2019
- staff will send a separate email to BIA restaurants to remind them of the deadline for vendors and the option to share a table
- Staff will find out what the insurance requirements are for the community tent in the market

- **Workshop Coordinator**
 - Some workshops have been booked

- **Crystal Palace Coordinator**
 - No report available

- **On-Site Coordinator**
 - Looking for an different location for the Wendy Laut Stage due to sound bleed
 - It will be difficult to get electricity to a new location, but moving to the corner of the park will provide better shade in the afternoon
 - Looking at a movable stage at a cost of \$1500 for 3 days
 - Terrace on the Tay will possibly start later in the day this year due to heat

- **Website**
 - Tracy is designing the banner and posters for this year
 - We will be adding rack cards to 3000 swag bags at the Parenting Times Trade Show and possibly sharing costs with the BIA

- **BIA**
 - Answering several calls about vendor and performer opportunities

Next meeting will be held on Mar. 12th at 6 p.m. at the Perth Tearoom.

Chair, John McKenty

Recording Secretary, Kari Clarke