



Town of Shelburne  
Shelburne Canada Day Festival  
Committee  
January 11, 2022, 7:00 pm  
Committee Meeting - Minutes  
Virtual Town Hall – 203 Main Street East

## MINUTES

This document can be made available in other accessible formats and with communication supports as soon as practicable and upon request.

### Members in attendance:

Councillor Kyle Fegan, Chair  
Councillor Lindsay Wegener, Vice-Chair  
Brian McBride  
Kurt Neilson  
Jay Wagstaff

### Absent:

Cheryl Peterson-Rivet (Treasurer) – Regrets  
Noni Thomas

### 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 7:13pm.

### 2. Disclosure of Pecuniary Interest

No Disclosures

### 3. Committee Terms of Reference – Mandate and focus of the Committee, Roles and Expectations

Staff provided an overview of the Terms of Reference for the Canada Day Festival Committee. Staff highlighted the following areas: All committees shall elect a chair at or soon after the first meeting of each year, quorum is needed in order to have a meeting, it has been determined that the

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committee will meet the Second Wednesday of each month. Minutes will be provided at the following meeting, once they have been approved and adopted, they will be sent to council.

**4. Selection of Committee Chair and Vice-Chair**

Deferred to the meeting on February 9, 2022.

**5. Vaccination Policy Committee Members and Volunteers**

Staff provided an overview of the Council and Committee Vaccination Policy. Staff updated the committee on when the Town sent the vaccination policy and submission form to be completed by all committee members.

A discussion ensued regarding the vaccination policy and status form, staff will send the items to committee members, committee members are asked to submit to the clerk.

**6. Committee update - Resignation of Canada day Festival Committee members.**

Staff provided an overview of committee members that have resigned from the committee.

Committee members discussed options of bringing in another member from the public or leaving with current members for the remainder of the term. The committee members agreed to continue with 7 members for now and revisit at the February 9, 2022, meeting.

**7. General Information - Discussion Items**

**a. Bands**

Committee members discussed having a band and headliner that the committee would pay \$1,000.00 towards. Committee members discussed paying \$100.00 for a filler session. The Committee is looking for three bands for the event. Committee members deferred speaking more about the bands to the meeting on February 9, 2022. Committee members agreed that there will be difficulties this year due to covid-19.

**b. Budget review**

Committee members discussed their current budget which is between

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\$9,000.00-\$13,000.00 in the Street Festival account, also with money in the Town's Canada Day account, staff will bring account balances to the next meeting on February 9, 2022.

A discussion ensued regarding the option for e-transfer for vendors.

### **c. Drive in Movie**

Committee members reviewed how the drive-in movie from 2021 went. Committee members agreed that parking didn't flow very well and that the screen was slightly blurry. The committee asked staff to look into drive-in movie companies.

A discussion ensued regarding the cost of the movie rental being between approximately \$8,000.00 and \$10,000.00. Committee members asked staff to investigate the cost of events in 2019 and 2021 and to bring to the February 9, 2022, committee meeting.

### **d. Fireworks**

Committee members discussed having fireworks for the 2022 event if allowed during covid times.

A discussion ensued regarding the possibility of issuing an RFP for fireworks.

### **e. Grant**

Staff updated the committee members regarding a grant that has been applied for in the amount of \$10,000.00 for fireworks. In past years the committee received between \$3,600 to \$5,000.00. Committee members discussed other grants that may be available and requested staff to investigate.

### **f. Marketing**

Chair Councillor Fegan updated the committee that marketing can be done through the town's social media, LED billboards along with the firehall LED billboard, other marketing options that can be utilized is newspaper and radio ads.

A further discussion ensued regarding working with Tristan to create a video for the event and have a drone fly over the event. Staff recommended that the Committee take advantage of the Town Page in

the Shelburne Free Press for marketing.

Vice-Chair Councillor Wegener suggested putting together a listing of events and to share with the Shelburne welcome wagon. Committee members discussed updating the dates on the signs in the parks and use the pin board outside of Town Hall with events throughout town.

Staff updated the committee regarding the recreation guide the CDRC is considering issuing this year, the town receives half a page for free. In the past the Town has listed events in the guide, however with the uncertainty of Covid the town will not be listing events this year and will be focusing on walking paths through town.

Staff updated the committee on current projects in town including creating a permit holder at each park which could also hold upcoming event information.

### **g. Sponsorships**

Chair Councillor Fegan discussed Flato being a sponsor.

A discussion ensued regarding what the committee will offer to sponsors. In the past the committee printed signs that were on the main stages, sponsors are also thanked on digital signs and social media ads to all sponsors, along with flyers that were handed out. A further discussion ensued regarding giving sponsors a free table in the vendor area.

### **h. Vendors**

Committee members discussed approaching vendors for the event. Committee member Kurt Neilson will start working on social media posts and sending out to the community and will keep a list together and bring back to the committee at a future date.

Committee members discussed vendors needing \$2 million in liability insurance and an indemnity form completed.

Committee members discussed the vendor online form. Chair Councillor Fegan will send to all committee members.

## **7. New Business**

A discussion ensued regarding bringing back a kidzone that is covid friendly. Committee members asked staff to put "Compass Event" on the

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agenda for the February 9, 2022, meeting.

A further discussion ensued regarding covid protocols and sanitizer. Committee members asked staff to review covid protocols closer to the event date. Staff updated committee members on what will be needed for the event including, park rental contracts, safety plan, emergency plan and insurance. Committee members asked if staff could assist with this process.

A discussion ensued regarding completing the Special Occasion Permit for a beer tent to be run by the Kinsmen and Kinettes also ensuring that their volunteers are to follow the towns vaccination policy.

Committee members discussed renting ATM machines for the event and asked staff to investigate. A further discussion ensued regarding having a car show, which would include all types of engines, classic cars, big trucks, and snowmobiles during the Canada Day Event.

Committee members discussed the option on running a soap box derby at fiddle park. Vice-Chair Councillor Wegener discussed difficulties with the land terrain, hill issues and the potential of using county road 11. A further discussion ensued regarding having potato sack races, strong man competition, and tug of war during the event.

Committee member agreed on focusing on 3 to 4 items that will be home runs for the community, instead of doing a lot of little activities.

**8. Confirm Date & Time of Next Meeting – February 9, 2022**

**9. Confirm Date & Time of 2022 Meeting Schedule**

Meetings to commence at 7pm on the following dates:

Wednesday, March 9, 2022

Wednesday, April 13, 2022

Wednesday, May 11, 2022

Wednesday, June 8, 2022

Wednesday, July 13, 2022

Wednesday, August 10, 2022

Wednesday, September 14, 2022

**10. Adjourn**

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Motion # 1  
Moved By: Brian McBride  
Seconded By: Jay Wagstaff

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

CARRIED

Meeting adjourned at 8:31 pm