



Town of Shelburne  
Shelburne Canada Day Festival  
Committee  
September 27, 2022, 7:00 pm  
Committee Meeting - Agenda  
Virtual Town Hall – 203 Main Street East

## AGENDA

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

### 1. Call to Order

We would like to begin by respectfully acknowledging that the Town of Shelburne resides within the traditional territory and ancestral lands of the Anishinaabe, including the Ojibway, Potawatomi, Chippewa and the People of the Three Fires Confederacy.

These traditional territories upon which we live, work, play and learn are steeped in rich Indigenous history and traditions. It is with this statement that we declare to honour and respect the past and present connection of Indigenous peoples with this land, its waterways and resources.

We encourage residents to review the call-to-action information by visiting the following website to further research and educate oneself:

<https://www.dccrc.ca/educational-links/>

### 2. Disclosure of Pecuniary Interest

### 3. Approval of minutes from the meeting held May 16, June 8 and June 20, 2022

Motion #

Moved by

Seconded by

Recommendation: BE IT RESOLVED THAT we approve the minutes from the meeting held May 16, June 8 and June 20, 2022, as presented, and circulated.

### 4. Canada Day Review

### 5. Budget Review

### 7. New Business

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**8. Confirm Date & Time of Next Meeting**

**10. Adjourn**

Motion #

Moved By

Seconded By

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



Town of Shelburne  
Shelburne Canada Day Festival  
Committee  
May 16, 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  
Noni Thomas  
Jay Wagstaff

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 7:04pm.

**2. Disclosure of Pecuniary Interest**

No Disclosures

**3. Approval of minutes from the meeting held April 13, 2022**

Motion #1

Moved By: Brian McBride

Seconded By: Jay Wagstaff

BE IT RESOLVED THAT we approve the minutes from the meeting held April 13, 2022, as presented, and circulated.

CARRIED

Information is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act. The agenda is a public document and forms part of the permanent public record. Questions about the collection of personal information should be directed to the Clerk at 519-925-2600.

#### **4. Car Show – Chair Fegan**

Brendan Giger was in attendance to discuss the car show with committee members. The car show would like to have a series of competitions which would have awards, or plaques handed out. Staff will investigate if a letter to council will be required. Committee members further discussed timeline of the car show. The cars would be on location for 4 hours leaving a gap of a half hour to an hour for the cars to leave and then have the band start at 7pm. Local car clubs are showing high interest. Vehicles will be set up in the back area of Fiddle Park by the community garden on the north side.

Committee members discussed having early registry application for car entries and waiving the fee. On the registration form there can be a requirement to upload their insurance.

Committee members discussed sponsorship opportunities that could help fund the awards or plaques, or gift cards that could be used for an award. Sponsorship would be available if the car donates towards awards, a minimum of \$100.00 sponsorship and the participant can set up a booth.

#### **5. Plaque for Flato and KTH**

Committee members agreed on the following wording for the plaques: The Canada Day Festival Committee Recognizes (name/logo), Thanking you for your continued community contributions. Presented, 2022.

#### **6. Committee Update**

- a. Biography for the Town of Shelburne website (175 words maximum)

Staff updated the committee on the biographies that have been received.

- b. Social Media Policy – Staff

Staff reviewed the Town of Shelburne Social Media Policy, outlining the policy scope, risks and benefits, conduct and guidelines.

#### **7. General Information - Discussion Items**

##### **a. Bands**

Committee members discussed the band Settlers Creek outlining the agreement that will be signed by town staff.

### **b. Budget review**

Committee members discussed funds from the Street Festival account which have been received. The balance that was transferred to Town was \$9,228.00. The balance is lower than previously provided as there were cheques that were unaccounted for.

### **c. Fireworks**

Committee members discussed different types of shows, highlighting shows that range from \$5,000 to \$10,000. Music would be an additional cost and would be more expensive to have the music choreographed with music. With a \$5,000 show the fireworks would last about 5-6 minutes, a \$10,000 show would be about 9-11 minutes.

Committee members agreed on an \$8,000 show for 10 minutes.

Motion # 2

Moved By: Councillor Lindsay Wegener

Seconded By: Jay Wagstaff

BE IT RESOLVED THAT the Canada Day Festival Committee spend \$8,000.00 on fireworks.

CARRIED

### **d. Grant**

Committee members discussed the grant in which \$4,000.00 has been received.

### **e. Marketing**

Committee members discussed radio ads, free press, social media, LED billboards and flyers. Town staff and committee member Brian McBride have committed to printing. Staff will investigate LED measurements for the LED board at fire hall. Councillor Fegan will create images for advertising. A further discussion ensued regarding costs for renting an A frame or stand-up billboard.

Committee member discussed having a draw for a bike up to \$150 value and having a sponsor for it. A further discussion ensued regarding Go With Crowe handing out Canada flags.

## **f. Sponsorships**

Committee members discussed having sponsorship opportunities at the event including car sponsors, sponsor for a giveaway bike. Committee members are waiting to hear back from Trainer Games and Ken Bennington. Go With Crowe would like to sponsor Canada Flags and Compass Church will be donating glo sticks.

## **g. Vendors**

Committee members discussed not charging car vendors, but the car vendors must be there all day.

A further discussion ensued regarding having Kinsmen run a beer tent. Kinsmen will not be allowed to collect donations at the gate this year. Committee members agreed that all donations should go to the Canada Day event for next year.

Committee members discussed applying for a special occasion permit with the AGCO and that the Kinettes will not be able to work the kitchen.

Staff updated the committee on public health requirements for food vendors during the event. Public health will require all paperwork by June 1, 2022. Currently we have three food vendors Blitzful Treats, The Big H and The Creamery.

## **h. Compass Event**

Committee members discussed the Compass event, there are 500 red and 500 white necklaces that have been purchased and donated by Compass.

## **8. New Business**

Committee members discussed creating a large sign to collect donations at the entrance gates.

Committee members discussed the timeline of the event with the car show being from 3:30 pm - 7:30 pm , Band to start at 7:30 pm and the fireworks will start between 10:30 pm and 11:00 pm.

## **9. Confirm Date & Time of Next Meeting – May 26, 2022**

**10. Adjourn**

Motion #3

Moved By: Councillor Lindsay Wegener

Seconded By: Brian McBride

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

CARRIED

Meeting adjourned at 8:52 pm



Town of Shelburne  
Shelburne Canada Day Festival Committee  
June 8, 2022, 7:30 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 (regrets)  
Brian McBride  
Noni Thomas

Absent:

Jay Wagstaff (regrets)  
Kurt Neilson

Staff Present:

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

### 1. Call to Order

We would like to begin by respectfully acknowledging that the Town of Shelburne resides within the traditional territory and ancestral lands of the Anishinaabe, including the Ojibway, Potawatomi, Chippewa and the People of the Three Fires Confederacy.

These traditional territories upon which we live, work, play and learn are steeped in rich Indigenous history and traditions. It is with this statement that we declare to honour and respect the past and present connection of Indigenous peoples with this land, its waterways and resources.

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<https://www.dccrc.ca/educational-links/>

Meeting called to order at 7:34pm

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## **2. Disclosure of Pecuniary Interest**

No disclosures

## **3. Engagement Session – Parks and Recreation Master Plan – Meeting with the consultants (approx. 1 hour)**

Tracey Mcqueen from MGA (Mcqueen Galloway Associates) and Steve Wever from GSP Group were in attendance to discuss the parks and recreation master plan.

## **4. General Information - Discussion Items**

### **a. Band – Settlers Creek**

Committee member Brian McBride updated the committee on the band contract, insurance and set up. Committee members discussed the timeline and when the band can start setting up.

Staff advised the committee that the band will be required to sign the indemnity form.

### **b. Budget**

Councillor Fegan has requested that budget vs actual be on agendas going forward.

Committee members discussed the process of submitting e-transfers which are to be sent to [treasurer@shelburne.ca](mailto:treasurer@shelburne.ca).

Committee members discussed cars not being charged a fee, however if a car participant wants to have a table, they will need to pay a minimum \$100.00 sponsorship fee. The sponsorship fees are \$100 + HST. Sponsorships for awards will be left to the car show organizers.

### **c. Car Show**

Committee member Brian McBride updated the committee regarding the car show, trillium ford would like to bring two cars with a booth, committee members agreed to charge \$200.00 for two vehicles with one booth.

Committee members discussed activities that will be happening during the car show, Go with Crow will be handing out little Canada flags during the show and Relator Ken Bennington has purchased a bike and helmet for the car show.

Staff updated the committee on requirements for cars and vendors at the show which will require valid insurance and signing of an indemnity form. Committee members discussed creating an online form that both car show participants and vendors can complete.

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#### **d. Fireworks**

Staff updated the committee on the progress of the fireworks display. The invoice was received which amounted to \$9,040.00 with HST. Insurance is still required.

Committee members discussed site plan, fall out zone, start time and effects.

#### **e. Marketing**

Committee member Kyle Fegan will work on advertisements for the Towns digital signs. Committee member Kyle Fegan will follow up with Lynn Topping for school flyers and update the advertisements with bike draw. Advertising will run in the Shelburne Free Press on the Town page and through the Shelburne Radio Station. Committee member Brian McBride has agreed to print 3,000 flyers and the town will print 500. Committee members discussed creating a banner over top of the road like Streetsville and Alliston.

Motion # 1

Moved By: Noni Thomas  
Seconded By: Brian McBride

BE IT RESOLVED that the Canada Day Committee dedicated \$300 for radio advertising.

**CARRIED**

#### **f. Sponsorships**

Committee member Brian McBride updated the committee on sponsorship opportunities, sponsorship requests are too late in the year.

#### **g. Vendors**

Councillor Lindsay Wegener updated committee members on food vendors. Blitzful Treats will be coming, Smokey Island Grille, Big H and the Canadian Creamery are in process.

#### **h. Compass Event**

Compass is donating glow in the dark bracelets and necklaces.

### **7. New Business**

Committee members and Staff discussed layout of the site plan, requirements of public works, parking and donations at entrance gate.

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**8. Confirm Date & Time of Next Meeting – June 23, 2022 at 7:00pm**

Committee members discussed and agreed to move the next meeting from Thursday June 23 to Monday June 20 at 6:30pm.

**10. Adjourn**

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

Motion # 2

Moved By: Brian McBride  
Seconded By: Lindsay Wegener

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

**CARRIED**

Meeting adjourned at 9:41 pm



Town of Shelburne  
Shelburne Canada Day Festival  
Committee  
June 20, 2022, 6:30 pm  
Committee Meeting - Minutes  
Virtual Town Hall – 203 Main Street East

Members in attendance:

Councillor Kyle Fegan, Chair  
Councillor Lindsay Wegener, Vice-Chair  
Brian McBride  
Noni Thomas  
Jay Wagstaff  
Kurt Neilson (joined at 7:12pm)

Staff Present:

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

## MINUTES

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### 1. Call to Order

We would like to begin by respectfully acknowledging that the Town of Shelburne resides within the traditional territory and ancestral lands of the Anishinaabe, including the Ojibway, Potawatomi, Chippewa and the People of the Three Fires Confederacy.

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Meeting called to order at 6:38pm.

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**2. Disclosure of Pecuniary Interest**

No Disclosures

**3. CDRC – Kim Fraser**

Kim Fraser from Center Dufferin Recreation Complex was in attendance to speak about joining advertising efforts between the Canada Day Event at Fiddle Park and a free swim at the CDRC. The committee agreed to advertise together on all new advertising. Staff will send the CDRC ad to the Fire Hall for advertising on their digital sign.

**4. General Information - Discussion Items**

Date: Friday, July 1, 2022  
Time: 4:00 pm to 11:00 pm  
Location Fiddle Park

Entertainment  
Car show 4:00 pm to 10:00 pm  
Settler’s Creek 7:00pm – 10:00 pm  
Fireworks Display – Dark

Committee members discussed having the car show from 4:00pm-8:00pm and the site plan.

**a. Band – Settlers Creek**

Committee member Brian McBride updated the committee on band set up time. A further discussion ensued regarding setting up of the mobile stage and missing documents that are required by staff.

**b. Budget**

Budget	Actual
Donations \$5,000.00	\$0.00
Federal Grant \$10,000.00	\$4,000.00
Canada Day Savings Account	7,600.00 (Fireworks Deposit - \$500.00, Fireworks Invoice -\$8,540.00, Band - \$2,260.00)

Committee members reviewed the budget.

**c. Car Show**

Brendan Giger was in attendance to update the committee on the car show, awards

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and sponsorship opportunities. A further discussion ensued regarding parking strategies and insurance for participants.

Committee members discussed purchasing a rubber mat to stop vehicles from setting a fire from backfiring and bringing fire extinguishers.

Committee members agreed to allow big rigs at the event as well.

**d. Fireworks**

Staff updated the committee with documented received and pending.

**e. Marketing**

Committee members discussed flyers for the schools, radio advertising, social media, LED boards and the Shelburne Free Press. There will be an article in the Shelburne Free Press, Paula Brown interviewed Councillor Fegan regarding the event. A further discussion ensued regarding placing an a-frame sign by No-Frills, Town Pharmacy, CDRC, Curling Club and by the LCBO.

**f. Sponsorships**

Committee members discussed sponsorship opportunities being requested too late in the year.

**g. Vendors**

Committee members discussed vendors coming to the event, all vendors have been approved by public health. Food vendors that have applied and approved are Big H, Blitzful treats and The Canadian Creamery. Other vendors consist of GO with Crowe and Realtor Ken Bennington.

**h. Compass Event**

Compass will be set up by the food vendors around 7:00-8:00pm.

**7. New Business**

Committee members discussed the bike that Realtor Ken Bennington has donated and where the bike will be located.

A further discussion ensued regarding a bylaw that would regulate smoke from vehicles and if an exemption would be required for a smoke revving competition. Staff advised the committee that they will look into and follow up by email the following day.

Committee members discussed inviting MPP Sylvia Jones, MP Kyle Seeback and Shelburne Town Council, opening ceremonies, the National anthem and Land Acknowledgement.

Committee members discussed the incident at the high school in June 2022 and bringing forward a diversity statement during opening ceremonies.

A further discussion ensued regarding who from the committee is attending the event.

**8. Confirm Date & Time of Next Meeting – July 13, 2022, at 7:30pm**

Committee members agreed to have the next meeting on August 10, 2022, at 7:00pm.

**10. Adjourn**

Motion #1

Moved By: Councillor Lindsay Wegener

Seconded By: Jay Wagstaff

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

**CARRIED**

Meeting adjourned at 8:19 pm

**TOWN OF SHELBURNE**  
**Canada Day 2022 EVENT SUMMARY**

Canada Day 2022	Breakdown	Budget	Actual
<b>REVENUES</b>			
Federal Grant		\$ 10,000.00	\$ 4,000.00
Town Grant - Transfer from Event Account*		\$ 2,000.00	\$ 5,966.39
Sponsorship & Donations		\$ 5,000.00	\$ 362.25
- Phil Marshall (Car Show)	\$ 20.00		
- Cole Robinson (Car Show)	\$ 25.00		
- Cash Donation Collection - Fireworks	\$ 317.25		
	\$ 362.25		
<b>TOTAL REVENUES</b>		<b>\$ 17,000.00</b>	<b>\$ 10,328.64</b>
<b>EXPENSES</b>			
Canada Day Expenses		\$ 17,000.00	\$ 10,328.64
- North Star Fireworks	\$ 8,140.80		
- Mapleton Inc - Live Band	\$ 2,035.20		
- Bayshore Broadcasting	\$ 152.64		
	\$ 10,328.64		
<b>TOTAL EXPENSES</b>		<b>\$ 17,000.00</b>	<b>\$ 10,328.64</b>
<b>NET LOSS / SURPLUS</b>		<b>\$ -</b>	<b>\$ -</b>

\* - Event Account now represents combined balances from former Canada Day Committee & Street Festival Committee

- the amount required to be transferred out of the Event Account to Balance Canada Day Budget is \$5,966.39

<b>In-Kind Operations Expenses not recorded above</b>	
Labour	\$ 2,071.65
Benefits (CPP, EI, OMERS, Group Health)	\$ 275.07
Employers Health Tax (EHT)	\$ 40.51
Workplace Safety Insurance (WSIB)	\$ 59.44
	<b>\$ 2,446.67</b>





**CORPORATION OF THE TOWN OF SHELburne**  
**Bank Reconciliation**  
**EVENT ACCOUNT**  
**Account #100-401-9**  
**as of July 31st, 2022**



Balance as of January 1, 2022	\$	4,802.49	
Add: Bank Interest (Jan-July)	\$	49.67	
Street Festival Transfer In	\$	9,270.54	
Total	\$	<u>9,320.21</u>	
Less: Transfer to General - Cda Day	\$	5,966.39	
Total	\$	<u>5,966.39</u>	
<b>Bank balance as of July 31st, 2022</b>	<b>\$</b>	<b><u>8,156.31</u></b>	<input checked="" type="checkbox"/>
<i>G/L Acc't #42-0000-1000</i>			