



Gravenhurst Winter Carnival Committee - Minutes Thursday, November 16, 2017

Those in attendance were

Members

Tracy Barkshire
Norma Brackley
Kelly Hall
Marg McLaughlin
Mike McPherson
Anne Morrow
Steve Mulock, Acting Chair

Staff

A. Taylor	Senior Coordinator, Marketing and Communications (Staff Liaison)
J. Montreuil	Deputy Clerk / Committee Coordinator

Guest(s)

L. Fetterley-Coles, BIA
Don Turner, Demolition Derby
Gord Morrison, Demolition Derby

Regrets

Rob Abbott, Chair
Jeremy Rand
Olivia Simpson
Sandy Cairns, Council Representative

I. Call to Order

The Acting Chair called the meeting to order at 6:05 p.m.

II. Adoption of Agenda

Moved by K. Hall
Seconded by T. Barkshire

BE IT RESOLVED THAT the agenda for the Gravenhurst Winter Carnival Committee meeting dated November 16, 2017 be approved as circulated.

CARRIED

III. Approval of Minutes

1. Minutes - Gravenhurst Winter Carnival Committee - October 26, 2017

Moved by A. Morrow

Seconded by K. Hall

BE IT RESOLVED THAT the Minutes of the Gravenhurst Winter Carnival Committee dated October 26, 2017 be approved as circulated.

CARRIED

IV. Disclosure of Pecuniary Interest

None noted.

V. Deputations

VI. Unfinished Business

1. Follow-Up: Accommodation Vacancies

Committee received confirmation room availability and that the information was passed on to the organizers of the demolition derby.

2. Follow-Up: Johnny's Food Truck Confirmation & Contract Approval

Committee received confirmation of the vendor's participation and requirements for vendor permits.

ACTION: Staff to contact vendor surrounding licencing.

Moved by T. Barkshire, seconded by K. Hall, **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee hereby authorize the execution of a Letter of Understanding with Johnny's Food Truck for services during the 2018 Winter Carnival event. **CARRIED**

3. Follow-Up: District Road Closure Submission & Downtown Skating Rink Update **DEFERRED**

4. Follow-Up: Warming Station Transportation Logistics

Committee received information from L. Fetterley-Coles on the mobile warming station offered by Napoleon Home Comfort.

ACTION: Gravenhurst BIA to provide confirmation of movability of the warming station and potential sponsorship at the next meeting.

VII. Reports from Working Groups

1. Marketing Working Group (K. Hall)

Committee received information from the Working Group surrounding publications timelines and quotes for various media outlets to promote the event.

Committee engaged in a discussion and received information surrounding previous publications and budget allocations in marketing the event.

ACTION: K. Hall to contact Muskoka 411 on advertising the event and report back at the next meeting.

Committee received information surrounding the sample brochure that was circulated.

ACTION: Committee members are to review the electronic draft brochure and provide approval via email to the Staff Liaison within the timeline noted.

Committee received an update on the admissions buttons order and sponsorship matching.

Moved by A. Morrow, seconded by M. McPherson **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee agree to engage in marketing partnerships with Sunshine Radio, Moose FM Radio, Metroland North Media, and Gervais Publishing with a budget maximum of \$5,000.00. **CARRIED**

i. Follow-Up: Santa Claus Parade Potential Gifts

Committee received confirmation on items purchased to be distributed at the parade in promotion of the 2018 Winter Carnival event.

Committee received confirmation on the volunteer representing the Committee in distributing the gifts and wearing the "Skokie" costume.

2. Sponsorship Working Group

Committee received information that preliminary canvassing has occurred and sponsorships received to-date.

~~i. Follow Up: Snow Sculpture Event [Potential Sponsorship]~~ **DEFERRED**

3. Events Working Group

Arm Wrestling Event

Committee received information from discussions held at the last Working Group meeting.

Committee received confirmation that Boston Pizza are unable to host the Arm Wrestling event.

Committee engaged in a lengthy discussion surrounding the logistics of running the Arm Wrestling event and agreed to approach the Legion in managing same.

ACTION: Staff Liaison to contact the Legion and report back at the next meeting.

i. Follow-Up: Demolition Derby (Edge Entertainment) Contract Approval

Committee were presented with five (5) options in determining sponsorship of the Demolition Derby and engaged in a lengthy discussion surrounding those options as presented to them.

T. Barkshire left the meeting at 6:57 p.m.

Committee requested and received information surrounding potential sponsorship and previous revenues generated from the event in years' past.

Moved by M. McPherson, seconded by N. Brackley, **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee hereby authorize the execution of a contract with Edge Entertainment for Services (Option 1 - \$3,000.00 fee + \$1,000.00 purse) during the 2018 Winter Carnival event. **DEFEATED**

Committee engaged in lengthy discussions surrounding sponsorship and registration strategies regarding the event.

Moved by M. McPherson, seconded by A. Morrow, **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee hereby authorize the execution of a services contract with Edge Entertainment for a maximum fee of \$4,000.00 with a guaranteed purse of \$1,000.00 within for the 2018 Winter Carnival event. **CARRIED**

~~ii. Follow-Up: Sarjeant Fuels' Proposed Activity -~~ **DEFERRED**

~~iii. Follow-Up: Mascot Games Bracebridge BIA Fire & Ice Committee -~~ **DEFERRED**

~~iv. Adult Awards – Review Dates & Times -~~ **DEFERRED**

v. Dance - 2018 Changes

Committee received and requested information surrounding the changes to this year's dance event.

Committee engaged in a lengthy discussion surrounding the management of the event.

Committee directed the Working Group to contact Sawdust City and seek their interest to manage the dance during this year's event.

4. Volunteer Working Group (N. Brackley) **No Report**

i. Follow Up: High School Student Availability

Committee received confirmation on the student's availability and that further information will be reported back at the next meeting.

ii. Development of School Engagement Plan **DEFERRED**

VIII. New Business

1. Updates to Terms of Reference

Committee received clarification surrounding the proposed amendments to the Terms of Reference for all active Subcommittees of Council.

Moved by K. Hall, seconded by N. Brackley **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee recommend approval to Council to adopt their Terms of Reference dated November 2017 as presented. **CARRIED**

IX. Adjournment

Next Meeting Date: Thursday, December 7, 2017 at 6:00 p.m., Council Chambers.

Moved by M. McPherson, seconded by K. Hall, the meeting adjourned at 7:31 p.m.

"Original Signed"

"Original Signed"

Acting Chair

Committee Coordinator