



A meeting of the **Stratfords of the World Committee** was held on the above date at 4:30 p.m. – 82 Erie Street, Stratford ON – Avon Room

Present: Joan Ayton – Chair Presiding, *Wayne Whitehorn, June Wells, *Susan Kummer, Ken Clarke, Donnalene Tuer-Hodes, Bill Andrus

Staff Present: Casey Riehl – Recording Secretary

Absent: Joyce Mohr, Malorie Leonetti, Councillor Tom Clifford

MINUTES

1.0 CALL TO ORDER

Joan Ayton called the meeting to order at 4:30 p.m.

2.0 DISCLOSURE OF PECUNIARY INTEREST

None declared

3.0 ADOPTION OF THE PREVIOUS MINUTES – January 24, 2019

Motion by Wayne Whitehorn, seconded by June Wells to adopt the minutes dated January 24, 2019 as printed. Carried.

4.0 BUSINESS ARISING FROM PREVIOUS MINUTES

(a) Reunion Volunteers

Joan Ayton reported that she has been contacted by Christine Kapp and she has offered to be the volunteer coordinator for the reunion events. When Ms. Ayton has an opening for volunteers for a certain event, Ms. Kapp will recruit and organize people.

*Susan Kummer now present (4:35 p.m.)

(b) 2020 Reunion Planning Updates

Joan Ayton has contacted each of the Stratfords to inquire if they could provide one contact for each country. There are a lot of inquiries and this should streamline getting information out to everyone. The contacts can distribute to all of their delegates.

Registration

The registration fees for the 2020 reunion have been set. The committee has decided that the early-bird fee of \$325.00 will be in effect if registrations are received by September 1, 2019. After that date, the fee will increase to \$350.00.

Motion by Ken Clarke, seconded by Donnalene Tuer-Hodes that the Stratfords of the World Advisory Committee sets the early-bird registration fee at \$325.00 if registration forms are received by September 1, 2019.

AND THAT delegates registered on a waiting list prior to September 1, 2019 will also receive the early-bird rate.

AND THAT registrations received from September 2, 2019 – October 31, 2019 will be charged a rate of \$350.00.

AND THAT all lump sum payments are to be received by Stratford, Ontario by December 31, 2019. A late fee of \$50.00 will be added for a total fee of \$400.00 to any registrations received from January 1, 2020 or later.

Carried.

Promotional Items

The new Stratfords of the World logos will be going to Council on Monday, March 25, 2019. If approved, the committee can begin using their reunion and committee logos for correspondence, pins and promotional items.

Joan Ayton has a sample of a bag/umbrella combo that she is proposing to purchase for delegates here for the reunion. The approximate cost for 100 bags is \$2,300.00. Further discussions on a giveaway item to be discussed further and registration numbers are in. Ms. Ayton would like to proceed with ordering a SOTW committee pin, should the logo's be passed at the upcoming council meeting. The cost for ordering 250 pins is \$738.34. The pins will be given out at upcoming reunion open houses and any other opportunities the committee has to share information with the community. At a further date, the committee may decide to also order reunion pins.

Motion by Wayne Whitehorn, seconded by Susan Kummer that the Stratfords of the World Advisory Committee spends \$738.34 to purchase 250 SOTW Committee pins to give away at upcoming reunion events. Carried.

Concert

Joan Ayton and Susan Kummer toured the city hall auditorium and feel the venue will work very well for the concert. All performers can be seated in the balcony to come and go when needed to the side door leading to the stage, without having to sit downstairs with the audience. The auditorium is booked for August 5, 2020 for the full day to allow each Stratford some rehearsal time in the venue prior to the evening performance. Props are permitted to be stored in the side room. The committee will contact sound engineers to confirm pricing and if they are available for the day and evening. Bill Andrus has volunteered to contact the local high schools and Playmakers Theatre to also see if they might have people interested in helping. He will also contact the Queen of the Square to see what equipment they have and if it is available for use. Joan Ayton has not had any luck finding a stage manager.

Theatre Contacts

Ken Clarke has contacted the Festival Theatre to discuss programs. They have a lengthy list of audience engagement activities that the theatre offers. Tours, table-talk meals with actors, etc. Mr. Clarke suggested the committee can meet with a theatre rep in the fall and perhaps arrange one of these activities during the reunion.

Joan Ayton has also contacted the group bookings representative at the theatre for some ticket pricing. Discounted senior tickets for performances start as low as \$25.00 each, \$8.00 senior tickets for tours. If the group decides to attend a performance, the cost of renting the marquee is waived for the dinner. Ken Clarke also noted there is a bach walk scheduled in TJ Dolan Park during the reunion. There are musicians all throughout the trails playing music. He also reported that Wildwood Conservation Area has offered to work with the committee to use their park to host a barbeque or another event.

Sponsorships

Wayne Whitehorn discussed having different levels of sponsorship and how best to recognize them. Staff will inquire what the limitations are to advertise sponsors. Mr. Whitehorn will begin contacting local business to inquire about participation and if they would like to provide coupons. Members suggested that businesses who provide support could be given a reunion sign to place in their front window or door.

Venues

Joan Ayton has put together a comparison chart of possible venues and the approximate costs associated with hosting various events. Members discussed the pros and cons for all the venues and have determined the following:

Meet & Greet Social – Stratford Country Club
Reunion Banquet – Festival Theatre Marquee
Farewell Breakfast with Ag Society – Ag Building

Motion by Wayne Whitehorn, seconded by Donnalene Tuer-Hodes that Stratfords of the World spends up to a maximum of \$4,000.00 for down payments for reunion venues and tour buses. Carried.

Joan Ayton will forward staff a list of booking times for the Rotary Complex to go ahead and book tour pick-ups and drop-offs.

Susan Kummer and Wayne Whitehorn are organizing a multi-cultural service for the dedication of the reunion garden in Upper Queen's Park. Joan Ayton will let staff know times to book the pavilion and stage.

*Wayne Whitehorn no longer present (5:50 p.m.)

Hosting

Joan Ayton reported that forms have already been distributed to interested hosts. Currently there are 17 hosts confirmed, with 40 spaces available.

Itinerary

Joan Ayton briefly ran through the tentative itinerary.

Tours

She is also working on arranging a full day bus tour on Saturday to Kettle Point/Goderich, Sunday is a free day for delegates to arrange on their own to take in a tour to Niagara and the committee will be offering a full day bus tour to the St. Jacob's area on Tuesday.

Open House (April 28, 2019)

There has been some discussion about hosting a greener event. There will be a CFUW representative at the open house to discuss tips the committee can follow to help green their events.

Joyce Mohr will talk about hosting and be available for questions for people interested in hosting.

Joan Ayton discussed the issue that the Tim Taylor Lounge and some of the other venues for the reunion do not always have kitchen facilities. Purchasing a large coffee percolator would cost less than purchasing coffee for each event. This way they can also purchase biodegradable cups. It would also be beneficial to purchase a drink cooler with a tap to have cold water or drinks on hand.

Staff will contact Mike Beitz to advertise the open house on the city's social media.

Motion by Donnalene Tuer-Hodes, seconded by Susan Kummer that the Stratfords of the World Advisory Committee spend up to a maximum of \$300.00 to purchase refreshments and supplies for the April 28, 2018 SOTW open house, as well as purchase a large coffee percolator and drink cooler for use at future reunion events. Carried.

5.0 NEW BUSINESS

None.

6.0 NEXT MEETING DATE: Thursday, April 25, 2019 – 4:30 p.m. – Avon Room

7.0 ADJOURNMENT

Motion by Ken Clarke, seconded by June Wells to adjourn the meeting. Carried.

Time: 6:20 p.m.