



## Gravenhurst Winter Carnival Committee - Minutes Thursday, February 1, 2018

Those in attendance were

### Members

R. Abbott, Chair  
T. Barkshire  
N. Brackley  
K. Hall  
M. McPherson  
S. Mulock  
J. Rand

### Staff

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

### Guest(s)

A. Gillan, BIA (left at 7:08 p.m.)  
G. Cook, Presbyterian Church  
K. Jenkins, Volunteer  
D. Durant, Lions Club Rep.  
D. Turner, Demolition Derby (left at 7:03 p.m.)

### Regrets

M. McLaughlin  
S. Cairns, Council Rep.  
A. Morrow  
O. Simpson

### A. Call to Order

The Chair called the meeting to order at 6:10 p.m.

### B. Adoption of Agenda

Moved by K. Hall  
Seconded by S. Mulock

**#A BE IT RESOLVED THAT** the agenda for the Gravenhurst Winter Carnival Committee meeting dated February 1, 2018 be approved as circulated.

**CARRIED**

**C. Approval of Minutes**

1. Minutes - Gravenhurst Winter Carnival Committee - January 18, 2018

Moved by N. Brackley

Seconded by M. McPherson

**#B BE IT RESOLVED THAT** the Minutes of the Gravenhurst Winter Carnival Committee dated January 18, 2018 be approved as circulated.

**CARRIED**

**D. Disclosure of Pecuniary Interest**

None noted.

**E. Deputations**

**F. Reports from Working Groups**

1. Marketing Working Group

Committee received information and engaged in discussions surrounding radio announcements, newspaper publications, carnival buttons pre-sales, social media updates/engagement, signage, and media releases.

Moved K. Hall, seconded T. Barkshire **BE IT RESOLVED THAT** The Gravenhurst Winter Carnival Committee hereby authorize the negotiations and execution of an agreement for the advertisement expense for a full page ad with MetrolandNorth Media (Gravenhurst Banner) for a maximum fee of \$800.00 for a one (1) week publication run **.CARRIED**

2. Sponsorship Working Group

Committee received information and engaged in discussions surrounding sponsorship certificates/publications/banners, carnival event button distribution, volunteer downtown dollars sponsorships.

**ACTION:** Staff Liaison to complete Sponsorship Publications for Platinum Sponsors on the event Website.

3. Events Working Group

Committee agreed to defer the following item to the February 8, 2018 pending additional information: Follow-Up: Pacman Tournament - Tea Beards (Staff Liaison).

Committee received information and engaged a logistical discussion surrounding parking, bed races, dance, demolition derby, snow removal, food vendors, purchase of supplies for events, sledge hockey, medals, snowmobile speed runs, accommodations, Ignite, certificates of insurance.

Moved by N. Brackley, seconded by K. Hall **BE IT RESOLVED THAT** the Gravenhurst Winter Carnival Committee agreed to enter into an agreement with the North Bay Snowmobile Speed Runs as follows:\$5,000.00 event hosting fee (maximum); and Split of actual audited expenses to a maximum of \$1,000.00 as a cancellation fee **.CARRIED**

**ACTIONS:**

- M. McLaughlin to contact the Howard Johnson and discuss a discounted rate for event participants.
- The topic of insurance to be added on the next meeting agenda.

4. Volunteer Working Group

Committee agreed to defer the following item to the February 8, 2018 meeting pending additional information: BIA / Chamber Downtown Dollars Update (Staff).

Committee received information and engaged in a lengthy discussion surrounding volunteer logistics including hot chocolate stations, carnival button coloring contest, future school / Muskoka Shield hockey game promotion by Skokie/Chair, button sales booth placements, volunteer instructional procedure and insignia, removing barriers for snow removal, emergency services notification, and a Deputation to Council prior to the event.

**ACTIONS:**

- Staff Liaison to send formal request to Deputy Clerk regarding the Committees' request for Deputation to Committee of the Whole on February 13, 2018.
- Staff Liaison to notify Emergency Services providers of the carnival event details.

**G. Unfinished Business**

**H. New Business**

**I. Adjournment**

**Next Meeting Date:** Thursday, February 8, 2018 at 6:00 p.m., Council Chamber

Moved by M. McPherson, seconded by S. Mulock that the meeting adjourned at 7:39 p.m.

"Original Signed"

Chair

"Original Signed"

Committee Coordinator