

Town of LaSalle
2018 LaSalle Craft Beer Fest Committee Meeting
Thursday January 18, 2018 3:30pm
Sandwich West Room 236, Town Hall
Minutes

Present: S. Desjarlais, Councillor
M. Akpata, Councillor
J. Renaud, Councillor
J. Columbus, Director of Culture & Recreation
P. Funaro, Supervisor of Programming
D. Langlois, Manager of Finance/Deputy Treasurer
K. Scherer, Assistant to the Director C & R

- 1) **Financial Statement:** D. Langlois reviewed the 2017 budget with the committee and reported that the current year deficit is \$13,798.38 and that the accumulated deficit is \$357.23 due to a surplus from last year.
- 2) **2017 Debrief:**
 - a. Logistics/Set-Up: M. Akpata suggested speaking with N. DiGesù to coordinate a hot spot on Town of LaSalle phones to scan them or establish an electronic way to reduce bottleneck flow at the entrance gates. The washrooms were plentiful & clean. The whole property was clean. The TWEPI feature of Barrels, Bottles & Brews with the passport was well received. Any problems that arose were addressed and people were safe. The security company was quick to respond to any issues that arose and were professional and efficient when the event had to be shut down on Saturday.
 - b. Entertainment: Joe the DJ worked well on Friday night and people were dancing.
 - c. Vendors: The vendors were supportive of the decision to close the event on Saturday due to strong wind conditions and they appreciated receiving half of their vendor fee back.
 - d. Beer Run: Close to 100 people participated in the beer run, everyone received a medal and a beer at the finish line.
 - e. Other: nothing to report.
- 3) **2018 Planning:** The committee discussed bringing back the DJ on Friday night. Other suggestions included a 2.5km loop (twice) which would make it a 5KM run, sponsor plan, oversize beer pong, vendor appreciation thank you lunch to tie in with the safety emergency walk-through, speak cheesy area to feature artisan cheeses paired with craft beer, Gordon Orr of TWEPI to talk about the event, positive feedback loop, incubator for other events at the Town, 'Explore Essex' giveaway in partnership with TWEPI to include possible weekend pass to Pelee Island, win a tour to a number of breweries on the cool

bus or other mode of transportation, 48 people, 30 minutes at each brewery. ACTION: S. Desjarlais will contact the trolley to set up a beer tour & there was discussion to possibly tie this into the VIP experience.

- 4) **New Business** – none to report.
- 5) **Old Business** – none to report.
- 6) **Next Meeting Date:** TBD – May 2018
- 7) **Adjournment:** S. Desjarlais adjourned the meeting at 4:30pm