

**Town of LaSalle**  
**2018 Strawberry Festival Committee Meeting**  
**Thursday, January 18, 2018, 10:00 am**  
**& Continued Monday January 22, 8:30am**  
**Room 236 – Sandwich West Room, Town Hall**

**MINUTES**

**PRESENT:** C. Meloche, Councillor  
S. Desjarlais, Councillor  
M. Akpata, Councillor  
J. Columbus, Director of Culture & Recreation  
P. Funaro, Supervisor of Programming  
D. Langlois, Manager of Finance/Deputy Treasurer  
M. Beggs, Manager, Parks & Roads  
K. Scherer, Assistant to the Director, Culture & Recreation

**1. 2018 Budget**

- a) D. Langlois reviewed the budget and reported the surplus to be just over \$98,000 and indicated that gate prices will be the same moving forward, that we have budgeted for a small deficit this year for capital purchases and that the effects of Bill 148 had a negative impact on festival costs. C. Meloche indicated that more upgrades may increase more events there and reported that last year the high school kids didn't know about passes, tickets, etc. but that the Youth twitter account may help to get the word out.

S. Desjarlais/C. Meloche

That a MOTION be made to approve the 2018 Strawberry Festival Budget. APPROVED.

**2. Entertainment**

- a) **Headline Act** - P. Funaro indicated that we did not get Jann Arden as she is a minimum \$75,000. Discussion arose regarding 2 smaller acts on Friday & Saturday. C. Meloche suggested a Facebook survey to gauge public interest on music genres.
- b) **Family Entertainment/Centre Area** - the committee voted to book I-Flip Entertainment.

- c) **Call for local Musicians** - applications have been steadily streaming in.
- d) **Sound/Production** - the RFQ went out, Atlas Productions and Showtime Productions both applied. Discussion arose and the committee voted to book Atlas Productions for 3 years based on their excellent track record working with the Town.
- e) **Talent Show** - C. Meloche indicated that Beth from the Rise to Fame Talent Show has contacted her to confirm that we will participate the same as last year and that she will send the link as well as flyers to C. Meloche with dates. P. Funaro will confirm with Atlas ahead of time to determine the preferred file format for participant(s) music and suggested that the MP4 format is probably the preference. C. Meloche will order the trophies and indicated that we will need to start looking for Judges (3 sponsors or community members) and indicated that the new Youth Twitter account will hopefully attract kids to attend and participate. S. Desjarlais will reach out to Gordon Orr to MC the event.

### 3. Vendors

- a) **Artisan Village** - P. Funaro has reached out to potential vendors & indicated the half price vendor fee for artisans is working. P. Funaro indicated that this year there should be a consequence for vendors who try to leave early and indicated that vendors will be allowed 3 warnings and that if they continue to cross over their designated space that they will be asked to pack up and leave.
- b) **Parking** - P. Funaro confirmed that vendors won't be allowed to park behind their booth space and that M. Beggs will work with A. Juracic to develop a map. P. Funaro indicated that she will call vendors personally to ensure they understand the parking rules.
- c) **Food Trucks** - K. Scherer indicated that 2 of the 3 Beer Fest food trucks are not available and that P. Funaro will extend the invite to all food trucks in the area. K. Scherer will research potential vendors at the FSE conference in February

### 4. Park Set Up/Logistics

- a) **RFQ's** (tents, fencing, security, portable washrooms) - P. Funaro indicated RFQ's will be sent out soon.
- b) **Site Map** - M. Beggs indicated that we don't want to change anything this year but during the festival he would like everyone to have a look around for other options & to think about the stage in a different location for next year. Discussion arose around moving the middle stage to put our vendors closer together.
- c) **Electrical Update** - D. Langlois indicated Joel's confirmation that there is no need to re-wire the park this year, that he is comfortable with what we have on site other than a few adjustments that will be needed and that he will get back to us

on cost. D. Langlois indicated that once Joel follows up, he (Dale) will obtain a second quote.

- d) **Bike Valet** - Bike Friendly Windsor-Essex is interested in running the parking and bike valet and will get back to P. Funaro as they are not sure if they have the volunteer base
- e) **Adult Beverage Garden** - on hold until we confirm entertainment. P. Funaro will do the numbers on the cost for fencing & security and report back to the committee.

## **5. Promotions**

- a) **Budget** – S. Desjarlais indicated that \$500 should be added for coupons for strawberries & ice cream & a prize basket.
- b) **London Food & Wine Show** – K. Scherer provided an update and indicated that she networked with numerous vendors and patrons to promote both Strawberry Festival & Craft Beer Festival and that she obtained contact information for follow up. 2 baskets were raffled off which brought in additional contacts for our future events.
- c) **Road Banner** - \$3,000 to replace the banner. J. Columbus will look into RTO (Regional Tourism Organization) to possibly match our dollars towards the banner.
- d) **Program (LaSalle Post)** – the Town will not be pursuing this.

## **6. New Business**

- a) **Tea Party** – K. Scherer indicated that the local band The Tea Party may be available for the festival & at the same time the Town of LaSalle could honour the band for all of their accomplishments & that we could possibly involve the Sandwich Secondary School and Villanova high school bands. K. Scherer indicated that she has reached out to her contact with the band to pitch the idea. S. Desjarlais will reach out to her contact with the band as well. The committee agreed that if this does not work that we contact another agency to see who is available in our price range. S. Desjarlais suggested International Entertainment Network is a good agency to contact. Party on the Patio may be another option.
- b) **Party on the Patio** – discussion arose around creating an area in the Millenium Garden on Saturday with cover bands or perhaps a larger band on Friday night, P. Funaro will look into costs and if there is electrical there.

## **7. Old Business**

- a) **App** – P. Funaro indicated that we can include a map with markings to show parking & that the challenge with the current App is that we cannot collect data. J. Columbus indicated that a new App to purchase would be approximately \$5000 & that she will get information on this.

- b) Adult Beverage Garden – on hold until we confirm entertainment. P. Funaro will do the numbers on the cost for fencing, security & report back.

8. **Next Meeting Date:** Thursday, February 15, 2018 at 10:00 am

9. **Adjournment**