

Town of LaSalle
2018 Strawberry Festival Committee Meeting
Thursday, February 15, 2018 at 10:00 am
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. Entertainment

- a) Main Stage: P. Funaro contacted Booking House Inc. a musical tribute company about performing their 'Chart Toppers Act' on Saturday June 8 at 7:00pm which would feature Katy Perry, Sean Mendez and other top 40 tribute acts for an estimated \$2500, plus accommodations which would make it a total of approximately about \$3000.
- b) "Party on the Patio": Saturday Night, P. Funaro indicated that this would be an acoustic style of entertainment that would take place in the Millenium garden area instead of having a headline act. D. Langlois reviewed the Party on the Patio budget with the committee and indicated that patrons would pay \$10 to receive a wristband for this area and that with it, they could go anywhere on the festival grounds. D. Langlois indicated that Mike Wiley from the Fire Dept would confirm the capacity of this area with P. Funaro and that we would follow Town policy for security. P. Funaro indicated that the call went out for musicians and that we will go through the applications & bring back recommendations.

2. **Vendor Update** – P. Funaro indicated that vendor applications are out, that there are no Artisan village applications as of yet and that there are a couple of new food trucks interested, Twisted Sisters and Funnel Cakes on a Stick. P. Funaro indicated that Rheannan will create a flyer to attract Artisan vendors.

3. Park Set Up/Logistics

- a) RFQ's Recommendations: P. Funaro indicated that the RFQ went out for tents, security & portable washrooms:
 - i. Tents: the committee agreed to hire the Party Rental Company
 - ii. Security: the committee agreed to hire Dinnunzio Security

- iii. Portable Washrooms: the committee agreed to hire Stewart Gilbert and to include a maintenance schedule in their contract and wording that is correct so that we are not committed for more than 1 year.
- iv. First Aid: the committee agreed that an exclusive First Aid supplier will be eliminated due to the fact that all security personnel on site are first aid certified. There will be an on-site location created with a stretcher & signs and that \$800 will be allocated from the budget if there is a need to buy basic supplies.

The committee agreed on these companies based on positive past experiences with each to provide the necessary services required. These contracts will be awarded on a 1 year basis with potential to renew.

- b) Community Group Application to Provide Service: P. Funaro indicated that the application is out for community groups to apply.

4. Promotions

- a) Summer Fun Guide: gives us the opportunity to advertise beyond our region, we would have to eliminate the Biz X ad to accommodate the summer fun guide. Committee agreed that we would not place an ad in Biz X & that the money would be re-allocated from Biz X to the Summer Fun Guide.
- b) Ontario's Southwest: email blast and boosted posts.
- c) Road Banner Update: Allegra quote is \$3000 J. Columbus will look into other options. K. Scherer to investigate options at FEO

5. New Business

- a) High School Bands for the Parade: M. Akpata will speak to the Villanova music department and C. Meloche will speak to Sandwich Secondary to gauge interest for the Parade. J. Columbus offered to do the talking points for each councilor

6. Old Business

- 7. Next Meeting Date: Thursday, March 22, 2018 at 10:00 am

- 8. Adjournment 11am