

Town of LaSalle
2018 Strawberry Festival Committee Meeting
Thursday, March 29, 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, Recreation Manager
D. Langlois, Manager of Finance/Deputy Treasurer
M. Beggs, Manager, Parks & Roads
K. Scherer, Recreation Coordinator
D. Sutton, Chief LaSalle Fire
M. Wiley, LaSalle Fire
K. Beaudoin, LaSalle Police

1. Entertainment

a) Party on the Patio:

Police & Fire Concerns RE: Patio on the Patio:

K. Beaudoin indicated that they always get increased calls for service on Strawberry Festival weekend & must ensure that adequate police resources are available for the whole community so they are equipped to address any issues. K. Beaudoin requested that heavy advertising be done to enforce no backpacks & no bags through the gates.

D. Sutton requested that from a risk management & emergency planning perspective that consideration be given to making the entrances & exits more open. Other concerns include availability of hydro, fencing, tents in the wind and indicated that occupancy figures that they provide depend on the configuration of the set up.

P. Funaro indicated that with police & fire concerns of hosting in Millennial gardens, past security struggles and unruly teens it would be best to use our resources where they are most needed and recommended that we table the event this year, get security under control and possibly revisit in 2019.

b) Main Stage: P. Funaro recommended that we do a tribute artist on Saturday night, reduce the entertainment by filling the time slots with local artists for the remainder of the event to spend more on security that we assess it for this year and that the new Team Leader will help to keep things on track for next year.

D. Sutton recommended more lighting at the entrance. P. Funaro will coordinate a meeting with police, fire & the new security company.

2. Vendor Update

P. Funaro indicated that applications are coming in, some of them include items from Haiti, rod iron garden art, handmade stuffed animals, food trucks include Street Dogs & Funnel Cakes on a Stick.

3. Park Set Up/Logistics

- a) Community Group Application to Provide Service: P. Funaro indicated that Bike Friendly Essex will be doing the bike valet & parking. Life After Fifty, LaSalle stompers & LaSalle Rowing Club applied. D. Langlois indicated that the Turtle club is non-profit. The Committee agreed that Life After Fifty would handle strawberries & ice cream & that we would split the Rowing Club (3) & LaSalle stompers (3) & that each group would receive \$2000.00. P. Funaro will write a letter to Turtle Club thanking them for past years & sorry that we didn't receive a letter from them.

4. Promotions

P. Funaro indicated that we will not be using the LaSalle Post due to the many challenges from last year. C. Meloche indicated that we don't really benefit by advertising with the Messenger, that we can advertise at the high schools & on social media. There will e a focus on No backpacks, no dogs (other than service dogs), bike valet, schedule of events and that signage will be posted along the walkway.

The committee agreed to research other policies & find other options to bring back. There will be no mail-out, we can use printed posters & signs. The Security company will identify checked bags with a wristband. We will take out an Ad about backpacks in the Post.

5. New Business:

- a) Request from Making Music: P. Funaro indicated that we are taking Sunday in a different direction and recommended more paid acts on the Sunday family oriented day to keep it more interactive with families. The committee agreed to encourage Jessie's Makin Music to participate in the Rise to Fame context. M. Akpata indicated that we should no longer be allowing a full profit business full access and that we are going in a new direction for 2018 to make family day Sunday more interactive. P. Funaro will draft a reply to Jessie's Makin Music.

Family Day Sunday suggestions included: eliminate the photo contest, bring in Oodles & Doodles, strawberry eating, planting, drumming circle, include community group displays such as Tae Kwon Doe, have booths on the grass, interactive painting, photo booth with green screen & strawberries in the background, Birds of Prey & Zoo to You. We should be creating the experience for our patrons. S. Desjarlais & C. Meloche agreed to eliminate the photo contest as it has been too competitive. Sunday should multi-generational and appeal to seniors as well.

- b) Insurance Clarification: committee members had to leave and this item was not discussed.
- c) Team Leader Position Update: the position has been posted and interviews will take place on April 4.

6. Old Business:

- a) First Aid: the security company's staff is first aid certified so St. John Ambulance will not be required. P. Funaro will rent or purchase a defibrillator for the event
- b) MC: S. Desjarlais indicated that Gord Orr will MC again this year & has requested a podium. P. Funaro will ask Atlas Productions if they have a small portable one. Judges will be needed.
- c) Raymonts: S. Desjarlais will contact them.
- d) Strawberry Eating Contest: K. Scherer will reach out to Reaume, let them know we are running it the same way as last year & mention that if they are unhappy they are not obligated to be involved.
- e) Stilt Guys: committee agreed to hire them again.
- f) Mic/Speaker System: D. Sutton indicated the importance of being able to make any announcements.

7. Next Meeting Date: Thursday, April 19, 2018 at 10:00 am

8. Adjournment 11am