

Town of LaSalle
2018 Strawberry Festival Committee Meeting
Thursday, April 19, 2018 at 10:00 am
Room 236 – Sandwich West Room, Town Hall

MINUTES

Present: S. Desjarlais, Councillor
M. Akpata, Councillor
J. Columbus, Director of Culture & Recreation
P. Funaro, Recreation Manager
K. Scherer, Recreation Coordinator
K. Beaudoin, LaSalle Police Staff Sergeant
T. Brydon, Supervisor of Parks
E. Thiessen, Deputy Fire Chief
C. Boismier, Team Lead 1

Regrets: C. Meloche, Councillor
D. Sutton, LaSalle Fire Chief
D. Langlois, Manager of Finance/ Deputy Treasurer
M. Beggs, Manager Parks & Roads

1. Entertainment:

- a. **Schedule:** P. Funaro distributed a schedule of entertainment. Friday June 8, entertainment is confirmed, Saturday June 9, we are waiting for a couple of confirmations and Sunday June 10 will be a family day theme and will feature a variety of family friendly entertainment. Atlas Productions has offered to coordinate pyrotechnics for the stage. Discussion arose regarding non-flammable pyrotechnics. C. Boismier will look into possible options and D. Desjarlais will check with K & H to see if they have non-flammable options available. E. Thiessen indicated that he will review the non-flammable options and follow up with a recommendation.

2. Vendor Update: P. Funaro indicated that applications are coming in from artisans, food vendors and food trucks.

3. Park Set Up/Logistics:

- a. **Bike Valet Set Up:** P. Funaro indicated that the bike valet must be set up in a prominent area. The committee agreed that the Plan A location will be to use the lot in front of the main gate entrance and that Plan B will be to use the

tennis courts. E. Thiessen will confirm the most feasible location and follow up with a recommendation.

4. Promotions

a. Radio:

- i. Am800: quote is \$200 over what we paid last year – will bring travelling trailer
- ii. Blackburn: quote is \$1000 over what we paid last year – may have to reduce the number of spots. M. Akpata will contact Tony Doucette from CBC to have a committee Chair do a radio spot

b. Billboards: Pattison is putting a proposal together & will get back to us

c. LaSalle Post Update: due to the many challenges with the LaSalle Post last year, K. Miller contacted them and asked them to remove the word “official” in their Strawberry Festival guide publication. P. Funaro indicated that the LaSalle Post is proceeding anyway and is still selling advertising to their past advertisers. K. Scherer will let Reaume know that we do not support the LaSalle Post publication.

d. Rise to Fame: P. Funaro will contact C. Meloche to inquire on status

e. Road Banner: J. Columbus reported that it has been ordered, confirmed that it is \$2500 double sided and will go over Malden Rd. M. Akpata requested that we turn hanging of the banner into a social media blitz, to indicate that summer is here. The committee discussed spreading out our existing hanging banners for more visibility.

5. Ride Tickets: S. Desjarlais will contact Robertson Carnival to see if they want to do advance tickets and bracelets on Friday as we did last year.

6. Parade Update: P. Funaro indicated that the application is on the website & that applications are starting to trickle in. M. Akpata will try to get the LaSalle Sabres to participate. P. Funaro will confirm with Centre Line for drop off & parade staging.

7. Sponsorships: K. Scherer has secured \$11,500 in financial sponsorships thus far. S. Desjarlais will approach Zehrs for water, sandwiches, balloon arches and ice cream. K. Scherer will contact Freshco for cool whip and will contact Merchants Paper for a list of items that S. Desjarlais will forward to her. M. Akpata will contact Tilbury Auto Sales for use of an RV. K. Scherer & S. Desjarlais will contact local pizzerias for pizza's for the strawberry cleaning night.

8. New Business:

- a. Facebook Contest: C. Boismier suggested doing a Facebook contest/giveaway such as posting a picture of families biking around town, winner receive free

admission, ride tickets and or ice cream. J. Columbus the #living LaSalle should be included.

- b. App: P. Funaro will look into options and indicated that D. Hadre has been looking into options for the Town.

9. Old Business:

- a. Strawberry Eating Contest: K. Scherer has confirmed that Reaume will donate the medallions & that Jenn Reaume will represent Reaume and present the medals & be in the photos winners.
- b. Podium: Atlas Productions does not have a podium, so we may have to use the Town podium which is on wheels
- c. Defibrillator: E. Thiessen confirmed that he will contact EMS to borrow one
- d. Raymonts – S. Desjarlais confirmed that Raymonts is onboard and will provide plugs & pots for Sunday morning. Wed June 6 is when the strawberries will be delivered to the Fire Hall. P. Funaro will provide M. Akpata with flyers to give to LMHA to recruit volunteers at their travel try-outs for kids (12 & up). S. Desjarlais will call Home Hardware to ask for pails. T. Brydon confirmed that he can get 30 tables and K. Scherer & S. Desjarlais will work on getting 15 King size pizzas donated
- e. Makin Music - the committee agreed that all of the entertainment this year will be professional paid entertainment and that if we open it up to community groups next year, that we send an application to all of the existing groups.
- f. Jumpstart Vendor: P. Funaro confirmed that they were accidentally charged a vendor fee and that their money will be refunded
- g. Lockers – K. Beaudoin asked if someone can explore portable lockers to bring in for the event. P. Funaro may offer Bike Friendly Windsor Essex the option to check bags and indicated that lawn signs (indicating no backpacks) will be installed prior to the entrance walking up and will look into Vista Print. P. Funaro will look into renting portable lockers through Entertainment Lockers.

10. **Next Meeting Date:** Thursday, May 17, 2018 at 10:00 am

11. **Final Meeting:** Thursday May 31, 2018 at 10:00am

12. **Adjournment:** 11:35am