



OLD HOME WEEK 2025 PLANNING COMMITTEE MINUTES

December 19, 2023

5:00 P.M. to 7:00 P.M.

Co-Chairs, Christa Donnelly & Shelly Bradley

Members Present: Christa Donnelly, Shelly Bradley, Laura Newans, Catie Newans, David White, Mary Louise, Kociecka, Barry Hart, Arlene Hart, Wendy Alford, Peter McKenna

Guests Present:

Members Absent: Jen Provost, Karen Burns, Julia Crowder

Staff Present:

1. CALL TO ORDER

Co-Chair Christa read the Land Acknowledgement and called the meeting to order at 5:08 pm.

2. APPROVAL OF AGENDA

Moved by: Laura Newans

Seconded by: Catie Newans

THAT the Old Home Week 2025 Planning Committee Agenda be approved as circulated, with discussion of amendments which include striking the mission statement as it is not applicable to the taskforce and adding a discussion of OHW Taglines to section 7 of the agenda. With all committee members present in favor, motion is considered CARRIED.

3. ADOPTION OF MINUTES: Date Old Home Week 2025 Planning Committee Minutes

Moved by: Shelly Bradley

Seconded by: Peter McKenna

THAT the Date, Old Home Week 2025 Planning Committee Minutes from November 28, 2023, adopted to the with amendments discussed by the committee. With all committee members present in favor, motion is considered CARRIED.

4. DISCLOSURE OF MONETARY INTEREST: Not discussed at the meeting.

5. CORRESPONDENCE ITEMS:

It is discussed by the committee what would fall under this agenda item in the future. At this time there are no correspondence items to discuss with the committee.

6. PRIORITY ISSUES – REPORTS

- i. **CHAIR PERSON:** Jen has stepped back from the committee, but is not formally resigning at this time.

Shelly, Christa, and Karen have begun to meet about the budget ask to council. It was discussed in the council meeting on December 19, which can be seen in the posted council meeting on YouTube, begins around 30 minutes in the meeting.

Action: We need more details on what of monetary value we should be including in our 2024 ask for \$50,000. This will be due to Julia around the 8th of January to be posted a week in advance of the council meeting. A note from councilor McKenna to include briefing note of background on the draft budget which will include the ROI that was received within businesses and the Town. Discussion on previous festivals and the costs to host. Back on Beckwith cost of 1 day was \$30,000. Ribfest also received a \$10,000 grant from the province.

Action: Christa will have individual discussions on what needs to be researched further by each committee member in order to provide a full budget report to council. This will need to be completed and submitted to Christa by December 31, 2023.

- ii. **TREASURER REPORT:** Presented by Christa in Karen's absence. There were no questions put forward by the committee regarding the Treasurer's Report.

Moved by: Wendy Alford

Seconded by: Catie Newans

THAT the Old Home Week 2025 Planning Committee accepts and approves the treasurer report as presented on December 19, 2023. With all committee members present in favor, motion is considered CARRIED.

- iii. **COMMUNICATIONS:** reviewed mockups of post cards, PRs, business cards, Instagram page, Facebook page and awareness promos as presented by Barry and Arlene. The committee will reserve the discussion on what promotional materials will be considered with the remaining budget available to us for 2023 in the roundtable discussion. It is recognized that during this discussion Barry and Arlene will need to step away from the meeting due to a conflict of interest. Additional discussion about the promo materials and communications that should be available is held. Discussion that it would be beneficial to include an FAQ section on socials, etc about Old Home Week to provide the community with history and perspective on the event.

Action: Barry and Arlene to provide details of the in-kind/donated services of design, etc when submitting quotes for paid-for services to help provide the committee perspective on the savings.

- iv. **DIRECTORS:**

- 1. **OPENING & CLOSING CEREMONIES:** It is discussed and identified by Laura the importance of landscaping a timeline the event in order for directors and committee members to get a better understanding of the goals and cadence.

It is noted that the Co-Chairs should begin to provide some insight to the main focus and objectives of OHW 2025 will be in order for us to structure the events taking place to link to the main focus and mission of the event. An example of this was discussed in how 2000's one focus was history and how they executed on this focus was with "Decade Days" as part of the event. It is discussed

that in our January Meeting the Chairs will come prepared with focus and objectives that directly relate to the mission statement and we will have a working session building out the festival days as an exercise. It is discussed how members may want to review the Mission Statement and Terms of Reference for Old Home Week to come best prepared for this session.

7. **ROUNDTABLE**

- i. **NEW MEMBER RECRUITMENT:** Christa is suggesting bringing a friend to the next meeting to gain some interest in joining the committee or sub-committee. The committee has a discussion on which meeting this should take place in and ultimately it is decided that we will host more of an “open house” style meeting in February to spark interest.

It is identified that Barry and Arlene Hart have a conflict of interest as they will be potential providing some of the print materials for promotion. Barry and Arlene exit the meeting at 6:27 PM due to conflict of interest while this is being discussed.

- ii. **PROMOTIONAL MATERIAL:** Discussion on how we should allocate the remaining 2023 budget held. Discussion includes trademarking, promo materials, committee shirts, festivals Ontario.
Discussion on what in kind services mean and how they're being accounted for. Some departments may consider the in-kind services as part of the \$50,000 budget request for 2024.
It is decided that the committee would like to move forward with a banner, business cards, and committee t-shirts for promotional materials with the remainder of the 2023 budget.

Moved by: Catie Newans

Seconded by: Laura Newans

THAT the Old Home Week 2025 Planning Committee approves the following promotional material to be ordered within the 2023 budget: Table Banner, 15 Shirts, and 1000 Business Cards by What if Graphics, with all members present in favor, motion is considered CARRIED.

Barry and Arlene Hart re-enter the meeting at 6:38 PM.

- iii. **FESTIVALS AND EVENTS ONTARIO MEMBERSHIP & CONVENTION FEB 2024:** It is discussed that Christa and Shelly are interested in participating in the Festival and Events Ontario Convention in February which is taking place in Niagara Falls.
- iv. **TAGLINE DISCUSSION:** Due to timing, this discussion is reserved for our next meeting, January 16, 2023.

8. **NEXT MEETING:** To take place at the community centre on January 16, 2023 with the priority issue being the working session on framing the festival events.

9. **ADJOURNMENT**

Moved by: David White
Seconded by: Wendy Alford

THAT the Old Home Week 2025 Planning Committee meeting be adjourn at 6:42 PM.
With all members present in favor, this motion is considered CARRIED.
Our next meeting is to be held January 16, 2024 at the Community Centre.

Name, Co-Chair

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