



# COMMITTEE MINUTES

## FANTASY OF LIGHTS COMMITTEE NOVEMBER 10, 2020 @ 4:00 P.M. VIA ZOOM

### A. CALL TO ORDER

Councillor T. Gaffan called the Meeting to order at 4:05 p.m. with the following persons in attendance:

#### MEMBERS OF FANTASY OF LIGHTS COMMITTEE:

T. Gaffan  
Mayor N. Santos  
D. Doey  
L. Duhig  
J. Mockler  
J. Willoughby  
C. Anson  
D. Laman  
S. l'Anson

#### MEMBERS OF ADMINISTRATION:

Dan Wolicki, Administrative Support  
Kelly Wolters, Administrative Support  
Natalie Cobby, Administrative Support

**Guests:** J. Norton-Town of Kingsville CAO

### B. DISCLOSURE OF PECUNIARY INTEREST

Councillor T. Gaffan reminded the Committee that any declaration is to be made prior to each items being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

### C. PRESENTATIONS/DELEGATIONS

1. John Norton welcomed everyone, and informed the Committee the Maggie Durocher no longer works for the Town of Kingsville.
2. Natalie Cobby introduced a marketing and promotion project that highlights the 23 years of Fantasy of lights, by filming interview with the people involved with



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the Event. The interview would be of the Mayor, residents, students involved with making the fixtures etc. She would then post them on Social Media.

### **D. AMENDMENTS TO THE AGENDA**

### **E. STAFF REPORTS**

#### 1. Dan Wolicki, Manager of Facilities

Wolicki introduced staff K. Wolters and N. Cobby who will be working with the Committee to help with the administration of the 2020 Fantasy of Lights.

D. Wolicki indicated that he was working with C.T.V on their contract for advertising the events.

D. Wolicki has also been in contact with the Health Unit regarding the events during Fantasy of Lights.

### **F. MINUTES OF THE PREVIOUS MEETING**

#### 1. Fantasy of Lights Committee Meeting Minutes September 22, 2020

**25-2020** Moved by J. Willoughby, seconded by Mayor Santos to receive the minutes of the Fantasy of Lights Committee Meeting dated September 22, 2020

**CARRIED**

### **G. NEW AND UNFINISHED BUSINESS**

#### 1. **Communication to Residents/Public**

N. Cobby to work on all media channels to simplify the advertising and to insure consistency. Administration to request that The LED Sign at Town Hall be updated to promote Fantasy of Lights events also the Arena road sign. Update website, and share Social Media posts.

#### 2. **Contract/Parade Corporation**



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D. Wolicki is in the process of finalizing the contract, there were discussions on the timeframe of the parade being too long. T. Gaffan was concerned about the residents trying to get out of their driveways if they close the roads at 4:00 pm and not opening until 9:00pm. Volunteers will not be needed to man the barricades, the Parade Corporation will be responsible.

### 3. **Contract/CTV News Windsor**

D. Wolicki has been working with CTV News in regards to advertising all the events.

### 4. **Location of Displays**

D. Wolicki indicated that the displays will be placed in the upper part of Lakeside Park, Carnegie Hall, Grovedale, Town Hall, Arena, Ruthven, Cottam, OPP stations. D. Doey suggested that an animated display be placed at the Kingsville High School, and that the Apple display at the Ruthven location. Doug to contact the school for permission. K. Wolters suggested that the residents also be invited to participate with their house lights as part of a Lighted Tour.

### 5. **Marketing**

N. Cobby suggested that we will need to target all audiences, through Social Media, My Kingsville Website, Town website, T.V. and paper.

Essex Free Press has asked to advertise in their paper as in past years.

**26-2020** Moved by D. Doey, J. Willoughby seconded to advertise in the Essex Free Press.

**CARRIED**

### 6. **Volunteers**

Administration to prepare a list of times and events for volunteers to sign up.

### 7. **Website Updates**

Administration staff has been and will continue to update the Website as the events unfold. N. Cobby asked if she could also use the My Kingsville website to promote the events.



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### 8. Breakfast With Santa

Committee decided to go with Plain Pancake mix, K. Wolters to contact Toasted Meringue for time line on jars, and mix. L. Duhig, and J. Willoughby to purchase craft kits. Administration to purchase paper bags, create Letter from Santa, create stickers or labels, and colouring pages. J. Gaffan and wife Laura will help volunteer to handout packages.

J. Willoughby to pick up jars when they are ready.

### 9. Community Christmas Giving Tree

D. Wolicki asked the Committee if the Christmas tree at the Carnegie Hall be lit during the parade. The Committee decided to keep the tree lit.

### 10. Fantasy Express

Repairs to the train are on-going, the Committee decided to hold off on more repairs. There was discussion regarding the Fundraising Campaign D. Doey will contact Walter at the Winery regarding donation.

### 11. Light Up the Night Tour

With the addition of residential lights, the Committee tossed around a few ideas for naming the Tour and decided to include the year 2020. N. Cobby will be putting a map together as residents call in their addresses and posting them on the Websites and Social Media.

### 12. Paws & Claws

**26-2020** Moved by J. Willoughby, L. Duhig seconded that the Paws & Claws event be taken out of the program.

**CARRIED**

### 13. Sip and Shop Holiday Nights

D. Wolicki indicated that with COVID there would be more involved when having a liquor permit and food at both locations. There would be the need for more



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volunteers, smart serve bartenders etc. Administration suggested to the Committee that they run the craft show during the day since the train won't be running and the lights will be in the upper bowl, then rename the Event Fantasy of Lights Marketplace. Volunteers will be needed to count people coming and going. We have 33 vendors to date.

### H. NEXT MEETING DATE

1. The next meeting of the Fantasy of Lights Committee shall take place on December 15, 202 at 4pm via zoom

### I. ADJOURNMENT

**27-2020** Moved by D. Doey, seconded by D. Laman to adjourn this Meeting at 5:35 p.m.

**CARRIED**

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**CHAIR, Councillor T. Gaffan**

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**RECORDING SECRETARY,  
K. Wolters**