



COMMITTEE MINUTES

MIGRATION FESTIVAL COMMITTEE MARCH 23, 2021 @ 6:00 P.M. ZOOM

A. CALL TO ORDER

R. Braybrook-Gard called the Meeting to order at 6:01 P.M. with the following persons in attendance:

MEMBERS OF MIGRATION FESTIVAL COMMITTEE:

R. Braybrook-Gard
D. Swiderski
M. Fogal
M. Law
S. Allen-Santos
S. Wye

MEMBERS OF ADMINISTRATION:

K.Loney, Manager of Recreation Programs
and Special Events

Absent: L. Lucier, S. Giradin, A. Araujo

B. DISCLOSURE OF PECUNIARY INTEREST

Co-Chair R. Braybrook-Gard reminded the Committee that any declaration is to be made prior to each item being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

C. PRESENTATIONS/DELEGATIONS - NONE

D. AMENDMENTS TO THE AGENDA

E. MINUTES OF THE PREVIOUS MEETING

1. Migration Festival Committee Meeting Minutes February 23, 2021

01-2021 Moved by D. Swiderski, seconded by M. Fogal to receive the minutes of the Migration Festival Committee Meeting dated February 23, 2021

CARRIED

F. NEW AND UNFINISHED BUSINESS



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1. **What is Migration Festival?**—Correspondence dated March 23, 2021

Two concepts: Celebrate Kingsville and Migrate Home. Committee members resulted in giving direction to pursue the Migrate Home motif, with possibilities to include themes of celebrating Kingsville's history (historical walks, Jack Miner's legacy) and present (Great Migration Paint Out at Kingsville's most beautiful locations, encourage people to puruse the downtown and our local parks through events).

M. Fogal noted wordplay possible on Migrate to "My Great". "My Great" Kingsville, "My Great" Historical Tours, etc.

2. **Communication**

The committee was tasked to look at avenues other than social media to communicate with the community and generate excitement for the festival. Ideas included:

- Partnering with, Open Streets, to advertise Migration Festival.
- If an en plein air event is incorporated in Open Streets it is used as a means to adverstize Migration Festival.
- idea on partnership with Open Streets can be sent to Karen Loney who is the town lead.

3. **Survey Updates**

There were a total of 112 people who responded to the survey. K. Loney to send the results to the committee for review and discussion at next meeting.

4. **Jack Miner**

The committee was asked for ideas to maintain the Jack Miner prescense at the Kingsville Migration Festival.

The committee voiced a want to partner more strongly with the Jack Miner Sanctuary this year, and asked M. Fogal to approach the board and new marketing director to see if they would come to a Migration Festival Committee to speak to them about partnership possibilities.

Reviewd if the 'Kingsville Festival Train' would be purchased and in-use by the time of the Migration Festival. With it, it could be possible to ferry people between the downtown and the Sanctuary via 'train'.



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The 'Kingsville Festival Train' will not be upgraded for 2021. The subject of the train will go to PRAC for review with the recommendation that all committees help support fundraising.

It was proposed committee members could look into the idea of tractor rides to serve as a ferry between the locations, possibly to serve as a fundraiser.

5. **History and Educational Walks**

The idea of a history/educational walk was proposed for the 2021 festival. Once a plan is in place K. Loney will identify if additional insurance is needed.

Suggestion that the Kingsville Heritage Walking Tour booklet, created by Kingsville's Municipal Heritage Advisory Committee in 2016 be used. M. Fogal will approach the heritage committee for their thoughts on this booklet possibly being used.

R. Braybrook-Gard asked E. Van Loo about the cycling tours held during an en plein air event. This event saw cyclists pick up business cards from participating artists, in order to earn raffle tickets. This helped promote the event and the artists. Braybrook-Gard felt between biking and walking, it could bring in interest from many different people.

6. **The Great Migration Paint Out**

The Van Loos shared their gratitude to be a part of the event. They said they were surprised by the amount of artists which participate. The Van Loos said the sales were good and there was piqued interest in commissions. The Van Loos said the four day span of the event would need to continue to be a successful event, to give artists the time to complete their submissions.

7. **Budget**

The committee looked over the 2020 budget and proposed 2021 budget. All members were asked to review the budget and consider what would be needed for the events they are a part of.

A Celebrate Ontario Grant is available that could be used to support music during Migration Festival.

02-2021 Moved by M. Fogal, seconded by D. Swiderski to ask Kingsville administration to commit to applying to the Celebrate Ontario grant on behalf of the Migration Festival committee.



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8. A. Araujo's resignation

03-2021 Moved by M. Fogal, seconded by S. Allen-Santos to regretfully accept A. Araujo's resignation from the Migration Festival Committee.

CARRIED

G. NEXT MEETING DATE

1. The next meeting of the Migration Festival Committee shall take place on April 27, 2021 at Zoom @ 6 P.M.

H. ADJOURNMENT

04-2021 Moved by D. Swiderski, seconded by M. Law to adjourn this Meeting at 7:10 P.M.

CARRIED

CO-CHAIRS, R. Braybrook-Gard and L. Lucier

RECORDING SECRETARY, K. Loney