



COMMITTEE MINUTES

MIGRATION FESTIVAL COMMITTEE

APRIL 27, 2021, 2021@ 6:02 P.M.

Via - Zoom

A. CALL TO ORDER

R. Braybrook-Gard called the Meeting to order at 6:02 p.m. with the following persons in attendance:

MEMBERS OF MIGRATION FESTIVAL COMMITTEE:

Councillor L. Lucier
R. Braybrook-Gard
S. Allen-Santos
S. Girardin
D. Swiderski
M. Fogal
M. Law
S. Wye

MEMBERS OF ADMINISTRATION:

K. Loney, Manager of Programs and
Special Events

Absent:

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 – NONE

E. MINUTES OF THE PREVIOUS MEETING

1. Migration Festival Committee Meeting Minutes March 23, 2021

04-2021 Moved by Councillor L. Lucier, seconded by M. Fogal to receive the minutes of the Migration Festival Committee Meeting dated



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March 23, 2021

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. Co-Chairs update

2. Membership

To enhance meeting process, Co-Chairs Councillor L. Lucier and R. Braybrook-Gard will meet with staff to after each meeting said they would be staying after meeting adjournment to organize the creation of the next month's Kingsville Migration Festival Committee Meetings.

R. Braybrook-Gard said the Kingsville Migration Festival Committee has only seven members when they can have eleven. An agreement has been made to put out a call for new members.

5-2021 Moved by M. Fogal, seconded by D. Swiderski to give approval of town administration advertising the open positions on the Kingsville Migration Festival Committee April 27, 2021

CARRIED

3. Resignation of M. Kraus

06-2021 Moved by L. Lucier, seconded by D. Swiderski to receive the resignation of M. Kraus April 27, 2021

CARRIED

4. Promotion of Migration Festival at Open Streets

Open Streets is scheduled to begin June 19, 2021 running to September 1, 2021. It has been proposed the Kingsville Migration Festival Committee have a booth, or share a booth with other town committees, to advertise the upcoming festival.

The committee approved the idea of a postcard 'Save the Date' to be made to be given out at this booth. K. Loney will investigate the capabilities of in-house design work for this print-out.



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- Councillor L. Lucier and S. Girardin said they have been informed of a desire for the Migration Festival to have a presence in Cottam center.
- S. Girardin said the Ridgeview Park could be a beneficial location for a vendor's market. Girardin said over 75 vendors could fit at the park, both indoors, under a pavilion, and more on the grassy areas.
- Councillor L. Lucier said the Cottam Rotary Club has offered to work with the Committee to see the idea through.
- Members expressed openness to the idea Councillor L. Lucier and S. Girardin will take the steps to explore the idea further.

5. Contact sheet review

- Members have responded to a request for their most current contact information. A full contact information form is on its way out for the members' use.

6. What is the message to the community?

Vision Statement: Migrate Home, Kingsville

Mission Statement: The Kingsville Migration Festival's mission is to give a safe and welcoming place for all our citizens and visitors. We host a community event which seeks to promote the beauty of our town, preserve our local legacies, and celebrate our people, community groups, and businesses. We want everyone to feel that they have migrated home.

S. Wye asked about the status of the former migrationfestival.ca

Festival and Events are being transitioned to www.mykingsville.ca. Tara Hewitt is the new Communication Coordinator and will be invited to the next meeting.

R. Braybrook-Gard said she is hoping this mission statement can be shared by Committee members moving forward.

7. Jack Miner Bird Sanctuary

M. Fogal, is a member of the Jack Miner Migratory Bird Sanctuary board. There are no decisions at this time of the Sanctuary involvement in Migration Festival.

R. Braybrook-Gard asked for a meeting between the Migration Festival Co-Chairs and the executive director of Jack Miner Migratory Bird Sanctuary to further discuss the possibilities.



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M. Fogal also gave update to her conversations with the Kingsville-Gosfield Heritage Society about the Kingsville Heritage Walking Tour. M. Fogal learned the tour was created by the Kingsville Municipal Heritage Advisory Committee.

M. Fogal said Virginia Brown, one of the authors of the brochure, would be a beneficial contact.

8. Decision on migration festival events

i. Survey Results - The survey results indicated 80 per cent of individuals were interested in an Arts and Crafts market, 73 per cent, for the Parade, 59 per cent, for the Craft Beer Festival (cost), 51 per cent for Historical Walking Tours, 49 per cent, for Birds of Prey Demonstrations, 44 per cent, for Guided Nature Walks, 43 per cent, for Wine and Cheese Night, 42 per cent, for Children's Activities, 42 per cent, for Family Friendly Events, 29 per cent for Pet Friendly Activity, 27 per cent, for Family Walk/Run/Wheel, 26 per cent, for Dinner and Dance (cost), 24 per cent, for Afternoon Tea, and 20 per cent, for Children Costumed Events.

ii. Craft Beer Tasting - The discussion reflected a desire for a high-class beer tasting event. A Craft Beer Tasting seemed to be the most likely potential for an event which could bring in revenue. Reviewed if 2021 should be the inaugural year because of uncertainties around how COVID-19 restrictions may effect these plans.

S. Santos-Allen indicated she wanted to continue the conversation with 86'd Catering for this event, as they indicated in years past their willingness to partner with the Migration Festival Committee. S. Santos-Allen was given direction to research the best version of a tasting event (night market, day event, etc.) and potential costs.

iii. Historical Walking Tours – R. Braybrook-Gard claimed responsibility for this event, S. Wye offering support.

R. Braybrook-Gard envisioned three free-of-charge different tours, potentially a Hiram Walker inspired tour and a Nature Walk. R. Braybrook-Gard said she would be asking for \$2,500 to cover the costs of the event, including advertising and potential donations.

iv. Plein Air Event - L. Van Loo was in attendance to speak to the Plein Art Event. L. Van Loo said they are hoping to give more opportunities for future artists to get involved. This could include a high school age class, or potentially an on-site workshop for youth.



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v. Parade – It was determined the Migration Festival Parade still was unlikely to be held in its traditional form this year. The members agreed a stationary parade could be a possibility but felt there has not been a stationary parade which has proven wholly successful and worth the huge undertaking. It was discussed the points of interest of the Migration Festival, alongside potential buskers, could be the 'floats' of the stationary parade. There will be a map made and a marketing campaign to ensure each point of interest is better advertised to visitors.

vi. Children's Activities – Further research will be made into children's activities which are possible while maintain all COVID-19 restrictions, as it has been acknowledged that these events tend to be hands-on, involve singing, and physical contact.

9. Budget discussion

It was determined each committee member with a sub-responsibility to submit their budget pitches in the next two weeks to be reviewed.

G. NEXT MEETING DATE

1. The next meeting of the Migration Festival Committee shall take place on May 27, 2021, via - zoom @ 6:00 p.m.

H. ADJOURNMENT

07-2021 Moved by S. Wye, seconded by R. Braybrook to adjourn this Meeting at 7:35 P.M.

CARRIED

CHAIR, Sue Girardin

**RECORDING SECRETARY,
K.Loney**