



COMMITTEE MINUTES

MIGRATION FESTIVAL COMMITTEE

OCTOBER 26, 2021, 2021@ 6:00 P.M.

Via - Zoom

A. CALL TO ORDER

Councillor Lucier called the Meeting to order at 6:01 P.M. with the following persons in attendance:

MEMBERS OF MIGRATION FESTIVAL COMMITTEE:

Councillor L. Lucier
R. Braybrook-Gard
S. Allen-Santos
S. Girardin
M. Fogal
M. Law
S. Wye
B. Snyder
L. Van Loo

MEMBERS OF ADMINISTRATION:

K. Loney, Manager of Programs and
Special Events

B. DISCLOSURE OF PECUNIARY INTEREST

Co-Chair Councillor Lucier 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. MINUTES OF THE PREVIOUS MEETING

1. Migration Festival Committee Meeting Minutes October 5, 2021
Amendments from Braybrook

027-2021 Moved by R. Braybrook-Gard, seconded by L. Lucier to receive the minutes of the October 5, 2021 Migration Festival Committee Meeting

CARRIED



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D. NEW AND UNFINISHED BUSINESS

1. DE-BRIEF

Reviewed the Migration Festival Committee De-Brief Survey with the committee. This highlighted the committee's comments on the positives and negatives of each event and plans for the future. It was acknowledged by Co-Chair L. Lucier the challenges the committee faced with COVID-19, and the rain. Despite it, the festival ran very well and drew out the community.

2. BUDGET FOR 2021

The committee discussed at length their expectations which included the separation of several line items, such as the addition of entertainment, media buys, and print advertising.

There were funds committed to the idea of the Beer Festival proposed for 2022.

028-2021 Moved by S. Wye, seconded by M. Law to not include the Beer Festival concept in consideration of the 2022 budget.

CARRIED

A total of \$8,500 was removed from revenue to account for this change.

K. Loney discussed the need for a specific committee for the parade, as it has been recognized the size of the Migration Festival committee may not allow for a parade to be organized without an excess of town resources.

The committee participated in a conversation about how a parade may look different in the future, such as a pet parade, or something else similarly smaller-scale.

After discussion, the estimate for the 2022 expenditures budget totaled \$30,700 and revenue at an estimated \$5,500.



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- 029-2021** Moved by L. Lucier, seconded by M. Fogal to ask for a budget of \$21,576 from the Town's 2022 budget, with a notice a total of \$3,000 to be coming from the granting process of the town, that was given to Migration Paint Out, and the additional increase being committed to advertising and marketing.

CARRIED

3. PLANNING FOR 2022

A. BUDGET REVIEW

This item was discussed during the prior agenda item.

B. ROLES

I. CHAIR AND/OR CO-CHAIRS

R. Braybrook-Gard will be seeking to step down from the chair position. L. Lucier suggested moving forward the committee may want to be aligned with others and have a Chair and a Co-Chair position.

L. Lucier said she is happy to serve as chair for the remainder of her turn.

- 030-2021** Moved by M. Fogal, seconded by S. Girardin, to have L. Lucier appointment as chair.

CARRIED

The committee solidified which subcommittee each member would be a part of. For Communications and Secretary, S. Wye; Financial Officer, K. Loney; The Great Migration Paint Out – L. Van Loo; Marketplace - S. Girardin and L. Lucier; Parade - M. Law and R. Braybrook-Gard; Children's Activities - S. Allen Santos and B. Snyder, assistance from M. Law on entertainment; Guided Walk Series - M. Fogal and R. Braybrook Gard; Opening Ceremonies – L. Lucier; and Entertainment – M. Law. The subcommittee of partnerships, sponsorships, and donations will be discussed further.

C. MID-YEAR FUNDRAISING

R. Braybrook-Gard asked for the appetite of The Migration Festival Committee to raise funds during the year? L. Lucier said it may be worth to save this concept for when the town goes through one full year without COVID-19 restrictions.



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M. Law offered that the Migration Festival committee can participate at Folk Fest and look into other Town events.

L. Lucier said the Migration Festival should try and have a parade float for the November 20. Members will meet November 8 to see what they can come up with.

031-2021 Moved by L. Lucier, seconded by M. Fogal to participate in the parade and meet prior to discuss this item.

CARRIED

4. CELEBRATION

The committee will be participating in the Guided Walk, Hiram Walker and the Majestic Mettawas, courtesy of Stephe Gard. To meet at Mettawas Restaurant. The plan is for Saturday, November 13 starting at 1 p.m. to attend the walk. . The rain date will be Sunday, November 14. The intent will be for the committee to decorate their float following the social event.

E. NEXT MEETING DATE

1. The next meeting of the Migration Festival Committee shall take place on January 25 at the Kingsville Arena (or Zoom) @ 6:00 P.M.

F. ADJOURNMENT

032-2021 Moved by M. Fogal, seconded by R. Braybrook-Gard to adjourn this Meeting at 7:42 P.M.

CARRIED



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**CHAIR, Robyn Braybook-Gard and
Laura Lucier**

**RECORDING SECRETARY,
S. Wye**