



COMMITTEE MINUTES

HIGHLAND GAMES COMMITTEE FEBRUARY 17, 2022 @ 7:00 P.M. Via-Zoom

A. CALL TO ORDER

CL Kimberly DeYong (Acting Chair) called the Meeting to order at 7:03 P.M. with the following persons in attendance:

MEMBERS OF HIGHLAND GAMES COMMITTEE:

Doug Plumb (Chair)
CL Kimberly DeYong
Robyn Braybrook-Gard
Vic Chepeka
Wendy Musselman
Tim Fuerth
Amanda Everaert
Douglas Robinson

MEMBERS OF ADMINISTRATION:

Karen Loney Manager

Guests: John Musselman

Absent: Matthew Dick, Robert Stafford, Barry Wilson, Patricia Reid Crichton

B. DISCLOSURE OF PECUNIARY INTEREST

CL Kimberly DeYong (Acting Chair) reminded the Committee Members 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. APPROVAL OF AGENDA

006-2022 Moved by D. Robinson, seconded by W. Musselman to approve the Agenda of Highland Games Committee Meeting dated February 17th, 2022.

CARRIED



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D. MINUTES OF THE PREVIOUS MEETING

007-2022 Moved by T. Fuerth, seconded by V. Chepeka to receive the minutes of Highland Games Committee Meeting dated January 20th, 2022.

CARRIED

E. COMMITTEE REPORTS

- Confirmation was provided regarding fees for vendors. As was recently passed by council, food trucks at special events will be exempt from the \$250 vendor license previously required.
- The insurance application through Marsh Insurance is approved. Pending approval from the Town of Kingsville legal department, this will be complete.
- V. Chepeka and D. Plumb have been sourcing generic kilts available for purchase at the event. They are currently anticipating approximately \$17 per unit for men's kilts and \$45 per unit for women. Other merchandise is also being explored (ie mugs) which the Kingsville Highland Games logo will be affixed to.
- A. Everaert anticipates the 5K Kilt Run registration page to be live next week.
- R. Braybrook-Gard confirmed the sound/lighting provider has been booked and the timeline of events has been completed/approved by all parties.
- T. Fuerth acknowledged the accomplishments of P. Reid Crichton in sourcing sponsors. The anticipated amount gathered now exceeds what was captured in the budget.
- K. DeYong confirmed the volunteer signup page has been launched. An invitation was extended to previous volunteers first and then opened to the public. Volunteer needs are already 50% filled. In mid-March, she may look to the committee for assistance to push the signup page.
- K. DeYong and A. Everaert are both sourcing volunteers to assist with the 5K Kilt Run.



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F. NEW AND UNFINISHED BUSINESS

Equipment requests required from all committee members

- D. Plumb is creating a spreadsheet of all equipment requests previously made. Upon completion he will distribute this spreadsheet to the committee for review of additional needs. This information will be required for the SERT application anticipated at the end of April.

TWEPI – “adding value” giveaway

- W. Musselman and J. Musselman confirmed they are working on a VIP experience for the TWEPI giveaway.
- TWEPI is hosting a Staycation Expo May 12th, 13th and 14th at the Devonshire Mall in Windsor. The Town of Kingsville will have a promotional booth at this event. It was suggested that committee members could volunteer at this booth and promote the Highland Games.

Applications made to Heavy Competition

- D. Plumb shared that not all competitors that had applied for the 2019 event arrived on event day. The committee discussed applying a small fee to the applications which would be refunded upon arrival. Consensus was given for D. Plumb to further explore and implement if needed.

Advanced Ticket Sales

- T. Fuerth researched ticket sale frameworks and continues to consider Perfect Mind the best option. A constraint identified in using Perfect Mind for advanced ticket sales is that a physical, numbered ticket would not be distributed to purchasers. T. Fuerth offered to create and send these by Canada Post to alleviate the logistical difficulties a will call list creates for volunteers working at the entrance gates.
- The committee reviewed two ideas previously presented for advanced ticket sales:
 1. Advanced ticket sales at \$10 until April 30th. This price point creates higher motivation.



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2. Advanced ticket sales at \$15 until April 30th. This price point better supports the budgeted expectation for ticket sales.

- Further discussion took place about combining will call tickets with pre-race package pick-ups, ticket bundle packages and that a limited period on advanced ticket sales creates increased urgency.
- The cost structure of ticket sales planned for the 2020 event was compared.
- Confirmation was provided that all ticket sales will be non-refundable and there will not be a rain date for the event.

008-2022 Moved by T. Fuerth, seconded by D. Robinson to have advanced ticket sales at a cost of \$15 through Perfect Mind until April 30th, 2022.

CARRIED

G. NEXT MEETING DATE

March 16, 2022 at 7:00 P.M. Via Zoom

H. ADJOURNMENT

009-2022 Moved by T. Fuerth, seconded by D. Plumb to adjourn meeting at 8:00 P.M.

CARRIED

CL Kimberly DeYong, ACTING CHAIR

**RECORDING SECRETARY, Robyn
Braybrook-Gard**