



Clifford Connects Committee Minutes

Monday, January 10, 2022
6:00 p.m.

Attendance: Trish Ruetz, Randy Ruetz, Courtney Dowling, Alexis Rock, Craig Thompson

Staff Present:

Belinda Wick-Graham, Director Economic & Community Development

Erin Raftis, Marketing & Community Development Coordinator

1. **Call to Order at 6:02pm**
2. **Minutes of Previous Meeting**
 - a. Minutes of August 23, 2021 Clifford Connects Steering Committee
3. **Roundtable Discussion**
 - a. 2021 Budget Review & 2022 Budget Discussion

Belinda Wick-Graham reviewed the 2021 budget and noted that due to a new change by the Deputy-Treasurer, the committee is now permitted to create a reserve that can be carried over into the new year. Wick-Graham highlighted the surplus of \$812 in the budget and shared that some expenses, including light repairs, and DJ costs, etc., were coded to a general downtown expense accounts and were not deducted from Clifford Connects budget this year, but may have to be factored in for the following year. Randy Ruetz highlighted a discrepancy with the revenue from apparel, and Wick-Graham noted that all apparel sales may not be accounted for yet and agreed to check in with Somer Antonopolous, Business Development Coordinator, who had been running the website sales.

- b. Beautification Committee Update

Alexis Rock updated that the Beautification Committee is seeking a member to sit as a representative on the steering committee in Rock's place. Erin Raftis, will create a post for

social media to advertise the position. The committee purchased additional decorations for Celebration Square to enhance the gazebo. Wick-Graham shared that mural artist, Blaze, has been given the initial deposit to begin the design for the mural on Gramma Jo's building. Wick-Graham reported feedback given from beautification committee members that will be incorporated in the design.

c. Events Committee Update

Alexis Rock shared that Courtney Dowling joined the Events Committee and will be the representative for the steering committee. Wick-Graham shared the results of the Clifford Connects Vendor & Business surveys regarding Clifford Christmas in the Street. Overall feedback was very positive, from vendors, businesses, and attendees. Some suggestions for the following year included adding food trucks, altering the time of the vendors market, including caroling, etc. Wick-Graham noted that the Glow company did not charge our committee for their service for the evening, as the artist they provided was not the one the committee was promised. Rock reported that Minto Fire enjoyed the collaboration on this event, especially moving Santa Claus from the Fire Hall to the gazebo, for easier and quicker clean-up at the end of the night.

d. 2022 Projects

Wick-Graham continued to highlight Clifford Connects usual events, including the Street Celebration, noting that we can proceed as though they will happen, despite current Covid-19 restrictions. She also shared that the events committee can begin planning for programming in the Celebration Square.

Rock shared Wreath or Sign creation night as a potential idea for a future Clifford Connects fundraiser event, to take place indoors once Covid-19 restrictions end.

Ruetz noted that the Clifford Truck show will occur in July and agreed to ask if they would be interested in collaborating with our committee to create a bigger event for both groups.

4. Adjournment at 6:36 pm.