



All Aboard Palmerston Committee Minutes

**Wednesday, January 12, 2022
12:00 p.m.**

Attendance: Councillor Ron Elliot, Mark Robinson, Connie Robinson, Terry Cormack, Ron McTaggart

Staff Present:

Belinda Wick-Graham, Director Economic & Community Development
Erin Raftis, Marketing & Community Development Coordinator

- 1. Call to Order at 12:00 pm by Chair Terry McCormack**
- 2. Minutes of Previous Meeting**
 - a. Minutes from September 27, 2021 All Aboard Palmerston Steering Committee Meeting

It was noted that "Carr" should be corrected to have another 'r'.

- 3. Roundtable Discussion**
 - a. 2021 Budget Review

Belinda Wick-Graham reviewed the budget as of January 11th 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. There was a total of \$1575.06 left in the budget at the end of 2021. Wick-Graham also noted that some expenses, including DJ at Kris Kringle Market, and balloons for Light up the Park, were coded to a general downtown or COVID expense account and were not deducted from All Aboard Palmerston's 2021 budget.

- b. Beautification Committee Update

Wick-Graham shared that Taylor Keunen, although stepping back from her position with the Town of Minto, is excited to chair the Beautification Committee in Spring of 2022. She also highlighted the upcoming mural project, for which artist, Blaze, has already received a cheque and started the concept artwork. The sub-committee will meet to discuss this further. Wick-Graham also noted that Wayne Martin will be requesting funding support from AAP Beautification Committee to have historical murals of Norman Street industries placed on the Lions' Den. Connie Robinson & Wick-Graham reviewed the Beautification calendar created with current chair, Amy Habermehl, highlighting a few projects in consideration including, all season urns for downtown, seasonal décor bundles, metal flowers in the Lions' Park gardens, Truth & Reconciliation stencils, as well as continuing with current initiatives, like fall and winter décor. The AAP committee has re-engaged, and Robinson highlighted the excellent efforts of several youth who have been volunteering with the committee. Cormack suggested engaging more youth to encourage those who may be disconnected from the community to find connection and get involved.

c. Events Committee Update

Wick-Graham recapped 2021 events. The hypnotist show was positively reviewed, but lacked attendance, and would likely be improved by hosting on a Friday in a different location. Overall, the event raised money as Events member, Angie Christensen, raised more than enough money to cover the cost of event through sponsorships. All ticket sales were profit for All Aboard Palmeston.

Light up the Park was hugely successful, with over 1000 attendees. To improve, the committee brainstormed several additions to the events, such as more characters, a DJ to provide music throughout the park, an additional horse and wagon ride or mini-81 train rides, a light show in the pavilion, encouraging other volunteer groups to host activities, a Mrs. Claus photo booth, and so on, that would reduce lines and spread people out. Elliot recommended marketing heavily that will be adding additional programming to encourage more to attend.

Next, Wick-Graham reviewed the Kris Kringle Market, noting that events committee members Angie Christensen and Trish Norman, along with support from Erin Raftis and herself, organized this event, which had 56 vendors, 4 food trucks, music, and so on. The vendors and business completed surveys, which overall indicated a high degree of satisfaction with their own sales, as well as the overall marketing of the event. However, many noted interest in a road closure to provide additional safety. Wick-Graham previously investigated closing the road, which was noted to be costly and difficult by Roads and Drainage Manager, Mike McIsaac, who suggested closing one of the side streets or investing in crossing guards. Elliot noted that he will continue this discussion with McIsaac.

Elliot shared that the Palmerston Lions' plan to continue with Light up the Park in June, and Wick-Graham inquired about interest in also hosting the Raleway Fest, as a joint event, which was previously planned for June of 2021. Connie Robinson asked the group to

consider a family, easy-to-plan event for 2022, but after discussion the group decided to continue with the Raleway Fest, despite uncertainty with Covid-19. Wick-Graham highlighted that the grant application will be due in February. The group will begin planning this event next week.

Belinda Wick-Graham continued to review Tiny Trains + Treats, which had 20 kids participate. Next year, they will have the meeting spot at the front of the park to be easier to locate.

d. Volunteer Recruitment and Engagement

Cormack highlighted the committee's need to encourage more involvement from the community and requested ideas from the group. He suggested, when restrictions allow, to gather the community, and potentially invite Your Town Rising founders, Gregg and Leslie, to return to re-inspire Palmerston. Raftis has been creating posts thanking/highlighting downtown committee's volunteers & sharing our need for members, which has been successful in recruitment in Clifford and Harriston. Wick-Graham noted that general callouts have been successful for one off events. The group suggested continuing to advertise our need for members. Raftis also suggested filming a recruitment video, which Minto's' Cultural Roundtable are currently sponsoring.

5. Adjournment at 12:12pm.

Next meeting will be in the middle of February. Date will be set at the call of the chair.