



Clifford Connects Committee Minutes

Monday, February 5, 2024

7:00 p.m.

Virtual

Attendance: Alicia Becker, Craig Thompson, Jennifer Gibson, Trish Ruetz, Tracey White, and guest, Bill Elliot.

Staff Present: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Councillor Paul Zimmerman, Randy Ruetz, and Chair Alexis Rock,

1. Call to Order at 7:02 p.m.
2. Minutes of Previous Meeting
 - a. Minutes of the December 4, 2023 Steering Committee Meeting

MOTION

Moved by: Trish Ruetz Seconded by: Craig Thompson

THAT the Clifford Connects Steering Committee Minutes of December 4th, 2023 meeting be approved.

Carried.

3. Roundtable Discussion
 - a. Guest, Bill Elliot, Town of Minto Strategic Plan

Bill Elliot joined virtually to receive feedback from our committee for a downtown perspective on the Town of Minto Strategic Plan.

- b. 2024 Budget Update

Raftis reviewed the 2023 budget with the committee, noting \$6,361.50 in total revenue and \$6,591.21 in expenses, leaving \$2,149.31 in reserve. The committee spent \$1,965.53 of the capital budget on the new Barn Quilt Planter Box located on Main Street.

c. Beautification Update

Beautification Chair, Alicia Becker, provided a summary of the upcoming Creatures of Clifford plan requested the committee's feedback. The Beautification team would like to build on the pumpkin carving event from the previous two years and combine an idea from the Vic Palmer and the Horticultural Society to create "Creatures of Clifford" as a tourist attraction idea. Working with a local artist, Tao, who creates large format sculptures, the committee would like to create a display in Clifford Rotary Celebration Square. The display would include several pre-made statues from the artist, as well as a new one. The committee noted concerns about safety and vandalism of the display, The result would encourage residents to add "Creatures of Clifford" to their own yards which could be toured by locals and visitors alike. Becker encourage committee feedback as the plan is still in its early stages and requested \$1000 for a new statue. The committee liked the idea and so Becker will review the budget to create a more solid plan.

Raftis noted she is meeting with Beautification chair of the Palmerston committee and can get an update on the Poppy Project.

In terms of capital projects, Raftis shared that we have allocated \$1000 to the Minto Pride to create their art display in Clifford Rotary Celebration Square. Washrooms are at a standstill currently, hitting accessibility and vandalism roadblocks. Raftis encouraged committee members to advocate for the idea with Town of Minto staff and council if they are passionate about the project.

Alicia Becker shared that a Community Clean-Up is in the works and will likely be near Earth Day in April. Raftis added a request to clean downtown furniture if possible and will inform the beautification committee when outdoor furniture is placed.

d. Events Committee Update

Jennifer Gibson is now the Events Committee Chair. Raftis, Tracey White, and Gibson will convene to discuss plans for the upcoming Clifford Carnival Celebration.

Raftis shared that R&R Pet Paradise is already confirmed for 2024. She also asked for committee feedback about hosting the Newcomers' Celebration in Clifford alongside the Carnival. This will allow for newcomers to meet neighbours and visit Clifford groups, who will already be participating in the event. The committee agreed to this plan and the Events committee will talk logistics.

e. Promotions Update

Raftis shared that the Harriston Rising committee is no longer interested in delivering a joint flyer, and asked the group if they would still like to hand-deliver our own flyers this year. The

group would be interested so Ruetz agreed to ask if Rotary would like to participate again, and Raftis will reach out to the horticultural society. The previous year required 10-15 volunteers and took place in April to ensure the community clean-up was added to the calendar.

Raftis asked the committee if they had any updates that they would like to make to the 2024 Sponsorship package. Craig Thompson suggested adding downtown business sponsor logos to the passports.

Raftis also reviewed the Volunteer Needed posts to share on social media. She recommended combining this with a “like and share” contest and purchasing a Facebook add to reach people not currently in our audience. The committee agreed.

4. Adjournment at 8:05 p.m.

Next meeting is May 6th at 7:00pm at the Clifford Arena.