



Harriston Rising Committee Minutes

Thursday, November 23, 2023

8:00 a.m.

LaunchIt Minto

Members Present:

Kathie Butcher, John Mock, Chair Lisa Leslie, and Councillor Ed Podniewicz, Ryan Koeslag, and Caitlin Loughran

Staff Present:

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

- 1. Call to Order at 8:05 a.m.**
- 2. Minutes of Previous Meeting**
 - a. Minutes of the September 8, 2023 Steering Committee Meeting

MOTION

Moved by: Kathie Butcher Seconded by: Chair Lisa Leslie

THAT the Harriston Rising committee approve the minutes of the September 8, 2023 meeting.

CARRIED.

- 3. Roundtable Discussion**
 - a. 2023 Budget Update & 2024 Planning

Erin Raftis reviewed the 2023 Budget to date, noting a few adjustment made from the minutes provided in the agenda. Raftis shared the updated version, noting a revenue of \$5,645.00, and a total of \$6,631.27 including reserve. Expenses to date included beautification additions and event expenses and total \$3,681.11, resulting in a remaining

amount of \$2,950.00 in the operating budget. Wick-Graham reminded the committee that capital expenses include more permanent installations such as bike racks, murals, etc.

The committee discussed potential 2024 projects including potential metal poppies to be added to the cenotaph park (Palmerston spent \$1,500 on four flowers, and they have exchangeable flowers for spring vs Remembrance Day) or an additional mural (under the bridge or on evergreen). Leslie suggested contacting Norwell DSS to find learn about the programs they have and determine an opportunity to collaborate.

A comment from a resident of Minto suggested adding lights to the murals and the committee agreed that solar lights could work on the mural on the legion. The committee also noted lights on the entrance signs not working, and Wick-Graham agreed to ask TLC, Paul Judge, to check batteries in the lights.

Koelsag noted an interest in utilizing empty storefronts and Wick-Graham shared a project, funded with RED grant, to add images promoting potential business opportunities as window stickers on empty storefronts.

Raftis shared potential marketing expenses for 2024. The committee agreed flyers would be beneficial and suggested splitting printing and delivery costs between the three downtowns.

b. Beautification Committee Update

Kathie Butcher provided an update on the Beautification committee. She noted that the new wreath was installed on Harry Stone's Social House and the committee agreed if the business was interested in storing and installing each year, to donate the wreath to them. She noted that 20 Fall Kits were sold and the committee agreed that reducing to two planters (summer and winter) would be best, particularly, if the Agricultural Society continues to decorate in fall with corn stalks.

The committee discussed a business sponsorship program, which would include seasonal décor kits, inclusion on the Harriston Halloween Haunt bag and Butcher agreed to put together a package.

The committee also mentioned staggering new & old snowflake streetlights in future years.

c. Events Committee Update

Butcher updated that the Halloween Haunt was very successful with approximately 350 registrants. The committee agreed that a cap is necessary as businesses already spend a significant budget on candy for the evening. Butcher noted that decorations are up to date and next year the main expense will be shopping bags. The committee discussed potentially switching to smaller bags.

Raftis shared that 15 businesses have completed the survey and the committee reviewed the results. The committee agreed to allow participants to leave surveys at more places and to

drop off passports to all participating businesses. Mock offered to allow passports to be submitted via the Post Box outside Home Hardware. The committee felt the photobooths were well used and suggested having a allowing various businesses to sponsor a specific photobooth. The group also agreed to re-book Berlin 95 and Spanky's BBQ for 2024.

Butcher reviewed Hometown Christmas, noting the event was successful. The group would like to collaborate more with Candy Canes & Cocktails in the future to better promote both events. The committee may consider removing the artisan vendors for next year, or condensing to a singular location.

2024 will include the Chili Cook-Off & Egg-Scramble in March. They hope to collaborate with the Legion for the Chili cook-off to reduce the price of the location. The group considered opening the cooking to the public but noting limitations due to the requirement to cook in an inspected facility. The Egg-Scramble will be at the Arena and this year they are considering partnering with the Minto Optimists to encourage everyone to attend both events.

Raftis shared that they are planning to hold a Community Calendar event in early 2024 to collect the dates of everyone events and identity where there is overlap and gaps in Minto.

d. FICE Discussion & Next Steps

The committee reviewed the presentation noting many challenges listed we are currently addressing, such as improve business facades with community improvement grants and the group agreed we need more promotion for our current efforts.

e. Volunteer Recruitment

The committee suggested collaborating with various community groups, such as the Kinsmen or Horticultural Society on various projects.

f. Other Business

Lisa Leslie shared interested in a Christmas Pageant for next year. The group suggested a potential collaboration with the Crown Theatre instead if the Grey Wellington Theatre Guild is unable to host. Leslie also shared she would like to do a Women's Brunch but felt March was too early. The group suggested a Mother's Day brunch instead. It was also suggested to have a fashion show included.

4. Adjournment at 9:59 a.m.

Next meeting to be confirmed.