



## Harriston Rising Committee Minutes

Thursday, February 1, 2024

8:00 a.m.

LaunchIt Minto

Members Present: Kathie Butcher, John Mock, Chair Lisa Leslie, Councillor Ed Podniewicz, and guest Bill Elliot

Staff Present: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Ryan Koeslag and Caitlin Loughran

1. **Call to Order at 8:02 p.m.**
2. **Minutes of Previous Meeting**
  - a. Minutes of the November 23, 2023 Steering Committee Meeting

### **MOTION**

**Moved by: Kathie Butcher Seconded by: John Mock**

**THAT the Harriston Rising committee approve the minutes of the November 23, 2023 meeting.**

**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

The committee reviewed the 2023 budget, noting an error that has since been adjusted for the 2023 Winter planters. Raftis will bring an updated budget to the following meeting.

c. Beautification Update

The committee discussed capital project ideas. Butcher shared that she inquired to Inspired Iron (who crafted metal flowers in Palmerston) regarding metal poppies in the cenotaph park, noting a cost of between \$150 - \$170 per head (details below). The committee was unsure the cost was worth it for the length of time they would be up and wanted to differentiate themselves from the other communities. They discussed the potential of a metal sign of the word "Harriston". John Mock would check the spacing and sight lines, and Raftis agreed to confirm with Minto staff.

*Poppies*

*\$150 – 18" head x 4' ft high*

*\$170 – 20" head x 5' ft high*

*Daffodils*

*\$160 each head*

d. Events Committee Update

Kathie Butcher noted all was underway for both the Chili Cook-off and Egg-Scramble in 2024. She shared that no businesses had signed up to cook chili yet, but she would be doing reminders in the afternoon. Butcher is hopeful the Legion would be interested in collaborating to cut down on fees. The contest will feature two types of chili allowing both Bean Growers Ontario & Mushroom's Canada to sponsor. She also noted adjustments that had to be made to comply with public health regulations that will be shared with the contestants. Butcher will be taking the Food Handling Certification course later this month.

Butcher added that she has been in communication with both Norwell DSS and Minto Clifford Public School regarding an Earth Day clean-up.

The Egg-Scramble has been relocated to the Harriston Arena and additional games will be added. The event begins right after the Minto Optimists Egg Hunt ends to allow participants to attend both.

Lisa Leslie shared that the Women's Brunch idea would be potentially hosted in September 2024. The group expressed concerns regarding the busyness of fall and Raftis offered to share the new 2024 Minto Events calendar (featuring events from all groups in Minto) with her. Mock requested a copy, and suggested other businesses may be interested in receiving this information to share with customers. Raftis offered to send out to all Minto businesses.

Raftis reminded the committee that the street dance will be on August 10<sup>th</sup>. Leslie agreed to contact the Palmerston 81s to confirm whether they will host the dinner. As a back up, the group suggested to inquire to TMN Catering.

e. Promotions Update

Mock shared that the Home Hardware will be purchasing mugs to celebrate Minto's 25<sup>th</sup> anniversary. He noted the company offers a wide range of merch with low minimums and the group was interested to look at the catalogue.

Butcher updated on the sponsorship package, that will allow businesses to purchase all sponsorship opportunities in one lump sum, including summer and winter planters, Halloween bag sponsorship, two tickets to the dinner, and more. The top sponsorship package will cost \$350, and we will charge \$400 and the next level will cost \$255 and we will charge \$300. The group discussed having a sponsor board that we can bring to events to recognize our sponsors and Leslie agreed to keep the corrugated cardboard she has access to for the project so we can Velcro various sponsors names to it each year. Butcher will visit businesses today to share the opportunity.

Raftis provided an update on the Joint Flyer with the other downtown committees. The cost would be over \$1073.50 for delivery split between each town and likely an additional \$1000 to print enough door hangers. The committee did not see this as a priority as our events are generally well attended. Raftis will discuss the change of plans with the other committees.

#### **4. Adjournment at 9:40 a.m.**

Next was adjusted to be Monday, May 6, 2024 at 8:00 a.m. in Launchit.