



**All Aboard Palmerston Committee Minutes  
Wednesday, February 7, 2024  
Palmerston Library  
12:00 p.m.**

Attendance: Chair Terry Cormack and Taylor Keunen

Staff Present: Erin Raftis, Marketing & Community Development Coordinator.

Regrets: Belinda Wick-Graham, Director Economic & Community Development, Connie Robinson, Mark Robinson, and Ron McTaggart, and Councillor Ron Elliott

- 1. Call to Order at 12:04 p.m.**
- 2. Minutes of Previous Meeting**
  - a. Minutes of the September 26, 2023 Steering Committee Meeting
- 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, noting \$13,665.27 in revenue from items such as Holiday event sponsors, vendor fees, holiday party ticket sales, and various donations. There was \$16,294.15 in expenses, including holiday event activities, beautification projects, like the Poppy Project and winter planters, and other promotional efforts. The group discussed creating a budget to propose to the committee with certain amounts allocated to events, beautification, and promotions. Raftis will draft and send to the group via email to approve.

- c. Beautification Update

Beautification chair, Taylor Keunen, noted that her committee will meet the following day so further updates will be shared at the next steering committee meeting. She noted that she met with Town Landscape Coordinator, Paul Judge, to discuss next steps and budget for a flower train. The committee will need to find sponsors to fund this project. Keunen will get in touch with the Railway Museum committee to discuss the potential of incorporating an old train car or other item into the flower display, as the desired location would be outside the Train Station. The ultimate goal would be to drive tourists through the park to view various garden sculptures.

Keunen shared the beautification committee's interest in refreshing the logo and colours of All Aboard Palmerston to reflect the prioritization of heritage in Palmerston. Keunen will draft a suggested update to present to the committee.

Keunen also emphasised that this year will be used to prepare for the Beautification committee's involvement in the Palmerston homecoming. Chair Terry Cormack and Keunen showed interest in attending the next Homecoming committee meeting to understand how our committee could be involved. Cormack agreed to reach out.

Chair Cormack suggested a new capital project to be a large light up sign that says "Palmerston", to be placed potentially on the outside of the railway bridge. People could take pictures from the ground with the words Palmerston in the background. He was quoted \$4000 - \$4500 for a sign like this.

#### d. Events Committee Update

Raftis noted that our new Events chair, Christina Labbe will now be attending steering committees meetings. She also reviewed the upcoming dates for Palmerston's events and noted the events sub-committees will be meeting soon to start preparing.

Raftis updated on the Raleway Festival, noting that Beverage vendor packages have been sent out already. Raftis asked the committee to review the current sponsorship package to determine what it will look like in 2024. Cormack empathized the importance of having value for businesses (without large expense for our group) if we want to increase the sponsorship amounts. The committee agreed that only one cup with a logo should be implemented this year and recommended asking Adam Brown to continue as our premium sponsor. The committee felt the package was ready to continue the same as the previous year but noted that no extra merchandise will be purchased.

Raftis noted that Brittney Heikamp has agreed to lead Tiny Trains this year.

#### e. Promotions Update

The group discussed how to best spend advertising dollars, and Keunen recommended a focus on additional social media paid advertising rather than a physical flyer, given the large expense of last year's delivery and printing. Raftis will draft a marketing budget.

The committee also discussed creating a trail of QR Codes that could be printed and dispersed throughout Minto directing people to each town's respective website. This project has potential to be spread to other departments (for example, a QR Code at the pavilion linking to the website page about rentals). This will act as more permanent advertising that can be left in the downtown and lead people to learn about our various events and initiatives.

**4. Adjournment at 1:21 p.m.**

Next meeting is scheduled for May 6<sup>th</sup> at 12pm at the Palmerston Library with the potential to meet in April if needed.