



Clifford Connects Committee Minutes

Monday, May 6, 2024
7:00 p.m.
Clifford Arena

Attendance: Alicia Becker, Craig Thopson, Jennifer Gibson, Trish Ruetz, Randy Ruetz, Councillor Paul Zimmerman.

Staff Present: Erin Raftis, Marketing and Community Development Coordinator

Regrets: Tracey White and Chair Alexis Rock

1. **Call to Order at 7:02 p.m.**
2. **Minutes of Previous Meeting**
 - a. Minutes of the February 5, 2024 Steering Committee Meeting

MOTION

Moved by: Alicia Becker Seconded By: Craig Thompson

THAT the Clifford Connects Steering Committee Minutes of February 5th, 2024 meeting be approved.

Carried.

3. **Roundtable Discussion**
 - a. 2024 Budget Update

Raftis reviewed the 2024 budget to date, noting that we now have \$4000 in capital budget and \$4000 in operating budget. To date, there is \$6,084.70 in total revenue, including our reserve. Expenses include DJ Cody for the Christmas event, and website hosting, totalling \$668.78 thus far. The committee has committed \$1000 towards Minto Pride's art installation.

Raftis shared that \$1100 have been secured in sponsors. To reach last year's goal, we need to reach \$2000 in sponsors, which will help offset costs for the Carnival and Christmas event. Raftis will connect directly with last year's sponsors as a reminder and requested the committee members direct anyone they know who may be interested to our website.

Beautification chair, Alicia Becker presented a budget request of \$3155 (\$900 capital and \$2255 operating) for the year's beautification expenses. Projects include Creatures of Clifford (\$900), Poppy Project (\$500), and the remainder on season décor updates and planters.

Creatures of Clifford would work with local artist Theo to create recycled Styrofoam sculptures. The public will be invited to create their own sculptures and decorations which can be entered in a contest for prizes over a two-week period prior to Halloween. We will ask the public to participate in a Styrofoam drive and connect with local hardware stores, to reduce the costs of this project.

The committee agreed this would be good use of our budget for the season but noted that the Poppy Project could be postponed until 2025 to accommodate our budget. Raftis and Becker will create a comprehensive budget to present to the committee via email.

b. Beautification Update

Raftis shared that plans are underway to create a washroom structure for a porta-potty in Celebration Square this summer. There is a rough quote of \$5000-\$6000 for a wooden structure (cedar or pressure treated) that would match the archway in Celebration Square. An official quote will be provided via email after the meeting. The structure will be completed prior to June. The structure will be 8ft tall and have 5ft of fence surrounding it on three sides.

Raftis also updated on Minto Pride's art selection. The project is now in conjunction with Minto's Diversity, Equity, and Inclusion Committee's Community Pantry. The pantry is included in the art piece and will sit on the cement platform near the entrance of the parking lot behind Celebration Square. The Pride committee invited Clifford Connects to choose an artist earlier this year, and the artist selected was Shayne Lamont, a student from NDSS. The piece will be painted and can be seen attached in Appendix A.

The committee discussed repainting the entrance sign enhancements and stencils. Craig Thompson offered to sand off the rust and spray paint the signs. Raftis noted that they may be able to get help from the Chamber student to spray paint the sidewalk stencils.

c. Events Committee Update

Raftis updated that the events committee has two new members this year, Tracey White and Mike Roesch, led by Events Chair Jennifer Gibson. The group has met several times to plan the Clifford Carnival Celebration. Gibson noted that the committee met with Al Rams, to discuss the possibility of a Car Show in conjunction with the Carnival, as per the request of

some Clifford Businesses. Ultimately, the group agreed the logistics make a car show unattainable for the year. Raftis noted that the Harriston Legion is also planning a Car Show on the same day.

Raftis spoke with owners of Clifford Takeout and Clifford Country Store and the committee agreed to use Geddes Street as “Food Truck Lane”. The street will feature Palmerston & Traditional Scouting Association and Berlin 95 Food Truck, tables and chairs, and the Minto Makers’ Market. Juanita Wilkins and Brenda Manderson has been hired to perform from 11am-1pm.

The kid’s activities will take place in Clifford Rotary Celebration Square, including face painting, caricature artist, magician, and Chuckles. The Dog Show will be in Cenotaph Park and will require 4 volunteers ages 16+. Becker noted she may have three volunteers. The Newcomers’ Welcome Reception will be in the Parking Lot.

Gibson added that Minto Safe Communities is interested in hosting a bike rodeo in conjunction with the carnival potentially in the Lutheran Church parking lot. Raftis also suggested Allan St may work.

Raftis called attention to the date of the Clifford Christmas event, which will be November 30th this year.

d. Promotions Update

The committee reviewed our community door hanger promotion and agreed the door-to-door delivery was effective in reaching homes directly for minimal effort (approximately 1 hour’s work). The committee agreed it may be beneficial to use ad mail to reach the houses in the country.

5. Adjournment at 7:45 p.m.

Next meeting is September 16th, 2024 at 7pm.

Appendix A: Minto Pride Art Selection

