



All Aboard Palmerston Committee Minutes

**Wednesday, May 15, 2024
12:00 p.m.**

Attendance: Taylor Keunen, Ron McTaggart, Christina Labbe, and Councillor Ron Elliott

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

Regrets: Chair Terry Cormack, Belinda Wick-Graham, Director Economic & Community Development, Connie Robinson, Mark Robinson,

1. Call to Order at 12:05 p.m.

The committee presented Ron McTaggart with a retirement and appreciation gift for his time on the committee. McTaggart thanked the committee and shared his interest remaining on All Aboard Palmerston. The committee discussed potential meeting times, and agreed to reshare the next date to ensure everyone can attend.

2. Minutes of Previous Meeting

- a. Minutes of February 7, 2024 Steering Committee Meeting

MOTION

Moved by: Taylor Keunen Seconded by: Councillor Ron Elliot

THAT the All Aboard Palmerston Steering Committee approve the minutes of the February 7th, 2024 meeting.

Carried.

3. Roundtable Discussion

- a. Budget

Raftis reviewed the budget to date, noting \$4000 from the Town of Minto in capital and \$4000 in operating and \$2,062.49 in the reserve. Expenses so far include \$300 from the band for the 2023 holiday social, and \$950 prepaid to DJ Cody for the Kris Kringle Market and Light up the Park, and a \$25 Think Minto First Gift Card, and website hosting fees totalling \$1,458.16 in expenses.

Raftis shared a proposed/draft budget based on the expenses for the previous year, noting \$4000 towards Light up the Park. After the meeting, Keunen will provide a basic budget for Beautification for 2024. The committee brainstormed ways to cut costs or fundraise for Light up the Park. The committee recommended purchasing two less hot chocolate. Ron McTaggart offered to connect with new owners of the Palmerston Foodland to host a hotdog fundraiser dinner at 5:30pm. The fireworks would go off at 6:30pm. McTaggart agreed to ask Foodland to sponsor the buns and hotdogs and provide staff to run a Foodland booth to BBQ (The Palmerston Lions are already occupied with jobs for the evening). Two people will be needed to BBQ and two to serve. The hotdogs would be by donation with a minimum price required. Raftis will continue to ask for sponsors via the events sponsorship program. Christina Labbe offered to find volunteers if needed.

b. Beautification Update

Beautification chair, Taylor Keunen, provided an update on the committee. She noted that they would be interested in ordering All Aboard Palmerston updated banners this year to be prepared for next summer. Raftis will determine the exact number of banners needed.

Keunen will provide new branding ideas to be approved by the committee. The brand will feature the historic colours of Palmerston, including red, black, and white to align with the Homecoming branding. Raftis will provide various photos of Palmerston to Keunen for the rebrand. Raftis mentioned repainting stencils and entrance sign enhancements, but the committee agreed to wait until next year when they can be updated with the new branding colours.

Raftis noted that no announcement has been made regarding the My Main Street - Community Activator grant to create a Light Trail in Palmerston Lions Park.

c. Events Committee Update

Raftis introduced Christina Labbe as our new events committee chair. The committee discussed the mandate and goals of the Events committee and agreed that the purpose of the group was to build community and support businesses through community growth and betterment. The group discussed how different events support this goal in different ways from tourism, community building, to business support, etc.

Raftis reviewed the upcoming events, noting planning is underway for the Raleway Festival on June 22nd. Events committee member, Brittney Heikamp, will be leading Tiny Trains.

5. Adjournment at 1:02 p.m.

Next meeting is September 18th at 12pm in the Palmerston Library.