



Clifford Connects Committee Minutes

Monday, September 16, 2024
7:00 p.m.
Clifford Arena

Attendance: Chair Alexis Rock, Alicia Becker, Craig Thompson, Jennifer Gibson, Trish Ruetz, Randy Ruetz, Councillor Paul Zimmerman, Mike Roesch.

Staff Present: Erin Raftis, Marketing and Community Development Coordinator

1. Call to Order at 7:00 p.m.
2. Minutes of Previous Meeting

MOTION

Moved by: Alicia Becker Seconded By: Craig Thompson

THAT the Clifford Connects Steering Committee Minutes of May 6th, 2024 meeting be approved.

Carried.

3. Roundtable Discussion

Raftis introduced events committee member, Mike Roesch, to the steering committee. She also noted that a Clifford resident, Jessie McGibbon, reached out interested in volunteering with the committee. She was invited to meeting and Raftis will follow up.

- a. 2024 Budget Update

Raftis reviewed the 2024 budget (as of August 31st, 2024). There is a total of \$7,620.68 between revenue and reserve. Raftis noted \$210 of Minto Makers' Market fees will be donated to the MRI Campaign, alongside Harriston & Palmerston's fees for a total of \$720. \$1200 was raised in sponsors for the Carnival & Winter event, \$600 remains in the Clifford Connects budget. Thus far, there are a total of \$1520.65 in expenses, with the main expenses coming in December for our Christmas event.

Raftis noted the capital budget will include the \$1000 donation to Minto Pride for their artwork on the community pantry, as well as the washroom structure.

b. Beautification Update

Raftis reported that the Community Pantry opened on July 13th, alongside the Clifford Carnival, as did the new washrooms. The Pantry has a small volunteer group who reports the amount of food, temperature, and monitors the items inside. Raftis also shared that there is information for the Clifford Food Bank inside the pantry, and those wishing to donate there can do so at the Clifford Library, who will act as a new donation drop-off location.

Alicia Becker updated on Creatures of Clifford, noting that the capital funded portion of the project, working with local artist (Theo) will not be moving forward this year, due to time constraints. Jennifer Gibson shared the DIY creature she created which will be in the Clifford gazebo to represent the Creatures of Clifford project. The committee discussed adding a Halloween decorating competition to the event. Raftis, Gibson, and Becker will meet to discuss details further. Randy and Trish Ruetz offered to display “Creatures of Clifford” on the LED sign. Councillor Zimmerman offered to announce at Town of Minto council to help recruit special judges.

Becker noted that they will be decorating for fall (corn stalks) the upcoming week. Winter décor will launch before the November 30th event.

The committee discussed looking into gazebo furniture for the 2025 capital budget to allow residents to enjoy the shade. They also suggestion looking into a way to add more shade onto Clifford Rotary Celebration Square.

c. Events Committee Update

The committee recapped the summer event. Feedback is as follows:

- Consider a water station (either discuss with the County of Wellington or ask a church group to act as a water station)
- Increase Promotional signage
 - Look into yard signs to place throughout Clifford (Raftis to follow up – say 2nd weekend in July to reuse each year)
 - Larger chloroplast signs (Becker to send details)
 - Rent or invest in large letter board sign (Thompson to send details)
 - Additional signage to help with flow throughout the event (More A-Frame signs with to update with Bristol board)
 - Ensure posters get to campgrounds
- Geddes Road Closure
 - Liked by businesses, committee, and participants.
 - Vendors & Makers noted it was hard to get to the food court for lunch
 - Suggestion: Partner with a Clifford restaurant to place an order in advance for all vendors & deliver.

- Food Trucks
 - Liked but will consider choosing only food trucks that offer significantly different items than our local restaurants
 - Berlin 95 was happy with their sales
- Dog Show
 - Potential to reduce to 1 show
 - Alexis Rock offered to connect with another local dog show (Janelle Miller – four paws’ flyers) to share the wealth and bring something new.
- Entertainment
 - Craig Thompson suggested Steve Baker (Dufferin County) as the entertainment portion of the event.
- Gibson is interested in investigating a Car Show. She will look into this for 2025 and begin making connections with relevant people. The committee thought it might be possible with enough volunteers.
- Gibson also shared interest in closing the main road. Councillor Zimmerman offered to investigate.

The Carnival will be on July 12th in 2025.

The committee also brainstormed for Clifford Christmas in the Street on November 30th. Horse & wagon rides are confirmed and Becker, and Trish and Randy Ruetz all offered to volunteer at this station.

Raftis shared that Chuckles may not be available and Rock suggested Val E Joy instead. Raftis will reach out.

Gibson will connect with the local community groups to see how they would like to be involved, including the library and churches.

The committee agreed to do the blacksmith demo again (if available).

Becker suggested asking Clifford Country Store if they are interested in playing a movie (copy right free) on the side of their building to draw visitors down that way.

The committee brainstormed how to get shoppers into the local businesses and agreed to do a passport but create “self stamp” stations in each store, so business owners do not get stuck stamping all night long.

They also suggested having various “characters” roam down the street for photos and to bring visitors down that way. Raftis will look into what characters we could hire.

Raftis will also connect with Kyra Ash to see if she would be interested in singing again.

The committee will work with the Fire Dept to promote their collection for the Food Bank. Rock will also connect with the Fire Dept to see how they would like to be involved.

Finally, the committee discussed looking into a smore station. Rock will ask the fire fighters their thoughts on safety.

d. Meeting Structure

The committee agreed to operate as one committee (no sub-committees) to plan event and beautification efforts going forward.

Raftis will create a draft budget for 2025 to present at the December meeting. Gibson will provide budget and suggestion for any additional events they are interested in hosting as a committee.

e. Volunteer Recruitment

Raftis encouraged members to continue to seek new volunteers, which would be needed to support new events and fundraising ideas.

Gibson noted a desire to fundraise more for the committee and suggested food sales. Rock cautioned oversaturation of some local fundraisers (like Harriston Packers), and Gibson agreed to look into unique ideas to bring back to the December meeting. Roesh suggested a pickleball tournament.

5. Adjournment at 8:15 p.m.

Next meeting is December 2nd at 7:00 p.m.