



All Aboard Palmerston Committee Minutes

Wednesday, September 18, 2024

12:00 p.m.

Attendance: Chair Terry Cormack, Taylor Keunen, Ron McTaggart, Christina Labbe, Mark Robinson and new member, Will Graham.

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

Regrets: Councillor Ron Elliott and Connie Robinson,

1. Call to Order at 12:02 p.m.

The Committee welcomed new member & owner of the Palmerston Foodland, Will Graham to the committee.

2. Minutes of Previous Meeting

- a. Minutes of the May 15th, 2024 Steering Committee Meeting

MOTION

Moved by: Ron McTaggart Seconded by: Taylor Keunen

THAT the All Aboard Palmerston Steering Committee approve the minutes of the May 15th, 2024 meeting.

Carried.

3. Roundtable Discussion

- a. 2024 Budget Update

Erin Raftis reviewed the budget to date, noting \$4000 from the Town of Minto in capital and \$4000 in operating. Expenses thus far total \$1,871.58. Taylor Keunen noted that most beautification expenses will be upcoming, as well as our two main events. Raftis shared that the committee has raised \$3650 for our holiday event sponsorships. New this year, included

a \$1000 Entertainment Sponsor, \$800 Hot Chocolate Sponsor, and \$650 Horse and Wagon Sponsor, all of which were selected almost immediately.

Raftis also shared that the committee was successful in receiving the My Main Street – Community Activator funding to go towards a “Minto Magical Holiday Towns” branding package to connect the three communities’ events together, as well as a “Bright Lights & Festive Nights” walking light trail. The Palmerston Lions & All Aboard Palmerston committed \$3,125.00 each which will come out of our capital budget. The Palmerston Lions Club have agreed to help with storage and installation of the lights. Raftis shared the marketing plan, including signage, QR codes as check-ins, hashtags, etc. The committee reviewed the lights layout and suggested moving the archway to the back of the pathway. They also inquired about having the Palmerston sign remain up year-round.

b. Beautification Update

Taylor Keunen updated that Fall Planter decorations have been installed downtown and the committee also revived the photo opportunity with the hay bale couch in the front of the Palmerston Lions Park. In October, the poppies will be added back onto the Old 81 Train, and the metal flowers will be switched to poppies. Keunen also presented on the potential rebranding of All Aboard Palmerston to include a more historical tie (red, white, black colours and a potential tie in the to Railway Museum logo). The committee supports this direction, and Raftis will investigate permissions around the logo.

c. Events Committee Update

Christina Labbe reported for the Events Committee, noting a review of the Raleway Festival in July. The committee discussed a potential move from the Railway Museum to the pavilion, including the pros and cons. The steering committee would be interested to work with the museum to keep the event at this location, as it a main part of the experience and brings tourists into the museum. They suggested dedicated volunteers to keep drinks out of the museum and avoid any spilling. The committee also recommended purchasing signs for the front of the Lions Park to direct people to the location and draw in more attendees.

Labbe shared that Tiny Trains is on September 28th, coordinated by events committee member Brittany Heikamp. She explained the new format, touring the Lions Park (rather than downtown), and noted the train decorating event at the Palmerston Fair was successful and a good way to promote the event.

Raftis reviewed Light up the Park, noting the horse & wagon rides, DJ, Grinch, Santa, and entertainment (Hoop You girls) were all booked. Raftis shared a potential to have a local performer play Buddy the Elf at the event to replace the balloons. She added that she is working with the performers to provide little shows that could entertain those in line at the museum. Mark Robinson suggested for future years looking into an instant photo developer to provide instant photos of children and Santa. Ron McTaggart and Will Graham are coordinating to do the fundraising BBQ. The committee suggested 500 hot dogs (served

from 5:30pm-6:30pm), and Raftis will connect with the Palmerston Lions regarding logistics (location, borrowing BBQ and potentially manpower, etc.).

Raftis mentioned the Kris Kringle Market was well underway, with another new solution to vendor location. She noted the vendor application included a box to donate a prize and most have agreed.

Finally, Raftis added that Fire and Ice has been moved to December 29th this year.

d. Meeting Structure

Raftis suggested a potential restructuring to address repetitive information being shared between steering committee & events committees, and overall create better cohesion between the events and steering committees. The committee agreed it would be beneficial to discuss events as a whole committee, but felt it was important to remain a steering committee, particularly heading into the Big Dig in 2026. The group agreed to limit discussion of planning events at steering committee meetings and will attend events committee meetings where possible (where the business perspective would be greatly appreciated.) The steering committee will work to create a budget in January each year and will meet as needed to stay connected. The committee liked the idea of a tri-town committee to feel connected to the other communities, align projects where possible, and work on “Minto” events, (although expressing a desire to maintain our individual identities if the tri-town committee proceeds). The committee agreed to meet again after the Events committee reviewed the holiday events (January 2025).

e. 2026 Main St. Construction

Raftis invited business owners to attend the Big Dig meeting on October 30th, 2024 at the Palmerston Arena to discuss the best approach for success. Residents are welcome to attend a public information session on October 30th in the evening to ask questions.

4. Adjournment at 1:34 p.m.

Next meeting to be scheduled for January 2025.