



Clifford Connects Committee Minutes

Thursday, December 5, 2024

7:00 p.m.

Virtual Meeting

Attendance: Alexis Rock, Alicia Becker, Craig Thompson, Trish Ruetz, Randy Ruetz, Councillor Paul Zimmerman, and new members Scott Hammond and Kim Klug.

Staff Present: Erin Raftis, Marketing & Community Development Coordinator

Regrets: Mike Roesch, Jennifer Gibson

1. Call to Order at 7:02 p.m.
2. Minutes of Previous Meeting
 - a. Minutes of the September 16th, 2024 Clifford Connects Meeting

MOTION

Moved by: Alicia Becker Seconded by: Craig Thompson

THAT the Clifford Connects Committee minutes of the September 16th, 2024 meeting be approved.

Carried.

The committee held roundtable introductions and welcomed new members Scott Hammond and Kim Klug.

Erin Raftis presented a brief slideshow highlighting Clifford Connects' past projects and events.

3. Roundtable Discussion
 - a. Budget

Raftis reviewed the 2024 budget, noting a total of \$8,249.64 from revenue and reserves. Additional funds were raised through the events sponsorship package (\$600), as well as Makers Market fees, the Cultural Roundtable donation, and planter sales. Expenses totaled \$4,954.84 to date, with a few outstanding bills related to the holiday event. The capital budget expenses totaled \$3,024.47, which included donations to the Pride artwork on the pantry and washroom signs. Raftis noted that the washroom structure was allocated to the Healthy Communities Fund grant and was therefore removed from our budget.

Raftis presented a sample 2025 budget proposing allocations of \$2,500 for events, \$500 for promotions, and \$1,500 for beautification, with plans to fundraise additional money for the Carnival. Alicia Becker confirmed this aligned with the Beautification Committee's plans, and the committee approved the proposed budget (Appendix A).

Becker addressed a community request to create a “Poppy Project” in Clifford, noting the project would require approximately \$550. The committee decided to focus its efforts elsewhere, acknowledging similar initiatives had been well-executed in other communities.

b. Beautification Update

Becker reviewed the “Creatures of Clifford” Halloween House Decorating Contest, noting a successful first year. She thanked Councillor Zimmerman for curating and participating in the judging panel and proposed a “Participation Raffle” to encourage broader community involvement next year. Trish Ruetz praised the contest as an excellent way to bring the community together. Becker shared plans to expand downtown decorations by adding more “Creatures” to the downtown core. She also mentioned the successful installation of holiday décor and expressed interest in expanding the “Sugar Plum Forest” downtown. Becker thanked her family for contributing supplies for the holiday swags.

c. Event Update

The committee reviewed the Clifford Christmas in the Street event. Scott Hammond noted challenges with starting fires in the square. Alexis Rock suggested storing wood indoors overnight to keep it dry. The committee discussed the clean-up process for firepits, noting a need for a plan now that firefighters have returned to the fire hall. Trish Ruetz expressed appreciation for holding Santa’s visit in the fire hall, as it provided warmth after the cold parade.

The committee agreed that horse and wagon rides were more visible and effective in Celebration Square. Raftis mentioned the food truck did not return due to the location change and suggested evaluating the inclusion of food trucks for future events.

Raftis noted approximately 15–20 passports were stamped during the event. Craig Thompson observed that the passports did not appear to increase sales, and Raftis agreed to gather business feedback for next year.

Councillor Paul Zimmerman shared the committee's success in securing road closures for the 2025 Clifford Carnival Celebration and thanked the Public Works Department for their cooperation as well as the additional efforts put in to make this happen. Raftis relayed that Jennifer Gibson would like to host a January planning meeting for the Carnival.

d. Clifford's Wish List Activity!

The committee brainstormed ideas for capital projects in 2025:

- Umbrellas in Celebration Square
- Additional lights on the gazebo and in Celebration Square
- Revisit plan for Celebration Square
 - Art stands with changing art (with lights)
- Bike Stands

The group is also interested in the following projects

- Collaborating with the library to work with youth
 - Consider something such as a pollinator garden project

The committee also noted that the gazebo has a slight wobble (when they were climbing on top) that may need fixed in the future.

e. Other Updates

Finally, the committee discussed promotional efforts including the community calendar. New member, Hammond, offered to help with promotions.

The committee selected January 20th as a date for a Carnival meeting as well as a Community Brainstorming session.

4. Adjournment at 8:32 p.m.

Appendix A

REVENUE		Projected:	\$4,700	Reserve:	2299.65	TOTAL:	6999.65
SPONSORS							
Town of Minto		\$ 4,000.00					
Event Sponsors		\$ 500.00					
Vendor Fees		\$ 200.00					
EXPENSES						TOTAL:	\$4,500.00
EVENTS	\$ 2,500.00		PROMOTIONS	\$ 500.00		BEAUTIFICATION	\$ 1,500.00
Clifford Christmas		2,300	Door Hangers	105		Creatures of Clifford Prize	200
Other events		200	Quaterly Hosting	432.47		Fall Decorating	350
						Winter Decroating	350
						Spray Paint	60
						other	540
		2,500		537.47			1,500